

Asheville Event, Business Side of Agritourism *April 2009*

CUSTOMER SATISFACTION 1= worst of scale 4- best of scale

Average

How satisfied are you with:

| | |
|--|------|
| The relevance of information to your needs | 3.37 |
| Presentation quality of instructor(s) | 3.63 |
| Subject matter knowledge of instructor(s) | 3.58 |
| Training facilities | 3.37 |
| The overall quality of the conference | 3.42 |

KNOWLEDGE BEFORE THIS WORKSHOP

How do you rate your knowledge about:

| | |
|--|------|
| Evaluation of an agritourism enterprise? | 2.91 |
| Market evaluation of an agritourism enterprise? | 2.91 |
| Financial analysis of an agritourism enterprise? | 2.65 |
| Risk management of an agritourism enterprise? | 2.56 |
| Making an effective website? | 2.47 |
| Reasons for collaborations? | 2.98 |

KNOWLEDGE AFTER THIS WORKSHOP

How do you rate your knowledge about:

| | |
|--|------|
| Evaluation of an agritourism enterprise? | 3.91 |
| Market evaluation of an agritourism enterprise? | 4.00 |
| Financial analysis of an agritourism enterprise? | 3.72 |
| Risk management of an agritourism enterprise? | 3.81 |
| Making an effective website? | 3.60 |
| Reasons for collaborations? | 3.74 |

TAKING CHARGE (Aspirations)

As a result of this program, do you intend to:

| | |
|---|------|
| Assess the potential for agritourism in your county or area? | 3.30 |
| Identify potential farmers for agritourism enterprise in your area? | 3.09 |
| Plan and conduct educational programs on agritourism for potential farmers? | 2.93 |
| Collaborate with potential partners to promote agritourism in your area? | 3.28 |
| Serve as a resource person to individuals that are working on an agritourism enterprise in your area? | 3.14 |
| Did the conference meet your expectation? 1= yes, 2=no | 1.02 |
| Are there any barriers for extension to engage in agritourism education? | 1.05 |
| How long have you been employed in Cooperative Extension | 8.06 |
| What is your current position in Cooperative Extension? | 2.23 |
| What is your gender? | 1.44 |
| How do you identify yourself? | 4.05 |

Business Side of Agritourism (out of 30 responses)

1. As a result of the Business Side of Agritourism workshops, materials and resources...
 - a. Do you have a better understanding of how to evaluate the feasibility of a new agritourism operation? **Yes=97% No=3%**
 - b. Do you better understand the legal and regulatory issues of starting an agritourism operation? **Yes=77% No=23%**
 - c. Do you have a better understanding of developing a market strategy for an agritourism operation? **Yes=97% No=3%**
2. Have you used any of the Business Side of Agritourism materials and resources? **Yes=77% No=23%**

If so please list the materials and resources and number of times used

- a. agritourism, your way guide
- b. conference attendee list (for networking, finding speakers for conf., et.)
- c. we used materials when we put on an agritourism conf. for North Georgia
- d. web site development (2)
- e. used all materials & resources frequently in planning additional education conf.
- f. have used the resources on legal issues to assist potential agritourism business owners (7)
- g. list of attendees with contact info (3)
- h. I have used them as reference materials on a number of occasions since the workshop
- i. I work with other agents to hold a workshop for private vendors in Feb. 2010
- j. insurance/liability (5)
- k. workbook to develop sustainable workshop
- l. meet with agribusiness clientele and other board
- m. notebook- legal and regulatory issues
- n. marketing analysis

3. Have you assisted any clientele with agritourism related questions? **Yes=70% No=30%**

If so, what questions and number of questions

- a. sell eggs, fresh meat, vegetables, liability issues.
- b. what do I need to do to start an agritourism operation?
- c. what liability is associated with an agritourism operation?
- d. I am working with a small group of entrepreneurs establishing a marketing cluster to bring in more business to an otherwise remote, but attractive set of venues
- e. we address many issues covered by the Business Side....workshop.
- f. marketing opportunities for agritourism enterprises (1)
- g. insurance/liability (5)
- h. what to advertise with and seek out locally for co-promotion of agritourism in Wauauga county? (5)
- i. is there room for more agritourism farms in the county? (2)

- j. questioned on starting a corn maze
- k. start-up
- l. have a grant to develop agritourism program
- m. niche market
- n. feasibility issues

4. Have you used any of the Business Side of Agritourism materials to develop a presentation?

Yes=33% No=67%

If so, what resources and number of presentations

- a. the role of the consultants in starting an agritourism business (1)
- b. for a board presentation and a Georgia Mountains Council meeting
- c. marketing, website development, liability

5. Have you developed an agritourism class or workshop?

Yes=47% No=53%

If so, what class or training, number in training

- a. North Georgia agritourism conf., approx. attendance 50
- b. yes, planning a statewide annual conf. to be held in Nov.
- c. an agri-tourism presentation was help as a part of a five meeting series on small farms. Agri-tourism specialist presented program. I coordinated the entire series.

6. Have you help anyone explore the possibility of starting an agritourism operation?
How many? 3 people were helped on avg. out of 30 surveys

Yes=70% No=30%

Is so how?

- a. one new Choose and Cut tree grower who I worked with to develop a business plan and marketing plan. This grower received an WNC Aoptions grant for this farm and this project.
- b. mainly feasibility discussions and legal/insurance info.

Thank you for assistance. Please return the questionnaire to Gary Bullen at Gary_Bullen@ncus.edu

COMMENTS:

- a. excellent training
- b. workshop where to find resources