



EXPLORING THE MONTANA AGRITOURISM FELLOWS LEADERSHIP PROGRAM

SHANNON ARNOLD
AND DUSTIN PERRY,
MONTANA STATE
UNIVERSITY





Montana Agritourism



TABLE OF CONTENTS

01

Funding and Logistics

Research, grant funding, planning, securing partnerships, and creating a vision

02

Program Planning

Needs-based, branding, advertising, marketing, recruitment, importance of relationships, building trust, quality experiences, budgeting, and time management

03

Program Implementation

Focus on education and communication skills, relevancy, building community, focus on outcomes, logistics, assignments, networking, and building support

04

Program Outcomes

Evaluation and reporting, industry knowledge, industry advocates, adding value, resources, outreach education, conference, and association development

Montana Agritourism Advisory Council

Our Vision

Combining the essential elements of tourism and agriculture industries will attract the public, increase agricultural income, and provide recreation and/or educational experiences for visitors.

By strengthening agritourism and thereby supporting agriculture, Montana reaps the benefits inherent in open space, food security, and healthy communities.

Our Mission

The Montana Agritourism Advisory Council is dedicated to promoting the Agritourism industry in Montana by working collaboratively with state and industry partners, providing resources, research, and education, and connecting our producers and community stakeholders with local, state, and global agritourism markets.

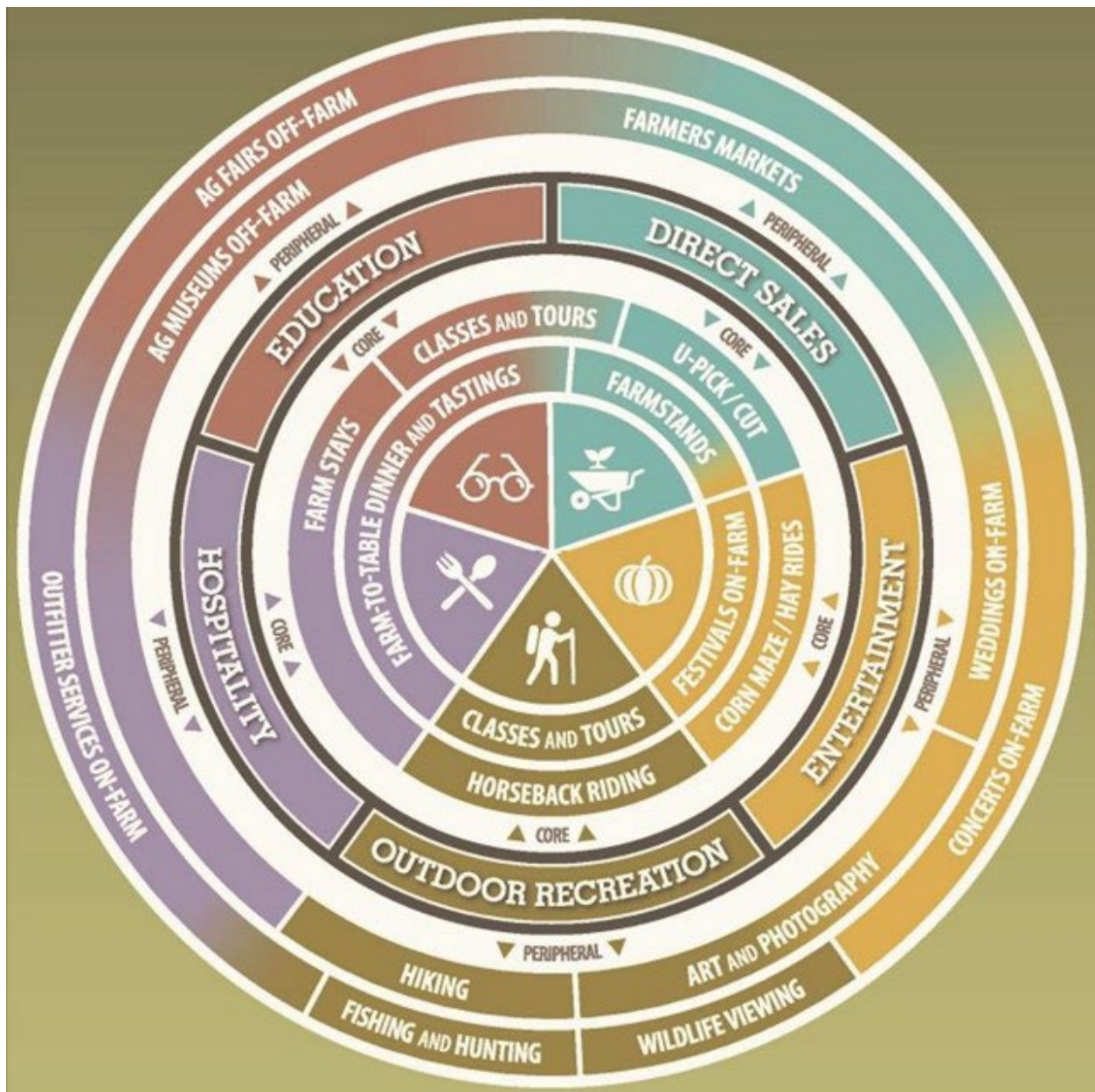
Core Values and Goals

1. Targeted marketing and branding is of key importance. Montana’s strategic agritourism marketing plan combined with culinary tourism marketing and value-added products will put the spotlight on Montana as a world-class destination for interesting, fun and life-changing agriculture-based experiences.
2. Effective industry-driven networks. The goal is to develop and sustain an agritourism affiliation for the purposes of creating relationships, assisting operators with marketing, and learning best practices with an emphasis on stewardship.
3. Amended policies.
 - a. To clarify and improve the state and local regulatory framework so agritourism businesses are compatible with the intent of land-use law and public health regulations and operating smoothly.
4. Regulatory Issues. To lessen the barriers to entry by addressing inherent risks, limited liability laws, and insurance coverage needed to operate.
 - a. To collaborate with industry partners advocating for a bill that would provide Limited Liability for Agritourism Providers so that Montanans can afford to provide agritourism opportunities and do so with some peace of mind.
5. Meaningful standards. To pave the way for locals and visitors to discover agritourism products and services vetted for authenticity and quality.
6. Strengthen economic diversification. We are committed to making resources readily available and providing advice and support for producers interested in growth and value-added opportunities in agritourism.

~~~~~



# Agritourism: Toward a conceptual framework for industry analysis



Citation: Chase, L. C., Stewart, M., Schilling, B., Smith, B., & Walk, M. (2018). Agritourism: Toward a conceptual framework for industry analysis. *Journal of Agriculture, Food Systems, and Community Development*, 8(1), 13–19. <https://doi.org/10.5304/jafscd.2018.081.016>



## **“Montana Agritourism Fellows Program” Objectives and Outcomes**

Using a hands-on, participatory learning approach, fellows will gain sustainable agritourism knowledge and skills transferable to Montana communities through exposure to complex industry issues and experts. Outcomes will include the creation of a community education digital repository, an educational outreach plan, a sustainable agritourism conference, and initial formation of a statewide agritourism association. These resources will allow fellows to effectively educate others on diversification opportunities for Montana businesses on sustainable practices and the economic, environmental, and social impacts of agritourism. The professional networks created between fellows, experts, and organizations will ensure the continuation of outcomes beyond the scope of the project and transfer of knowledge to communities that desire to advocate for sustainable agritourism.

By the end of this program, participants will:

- Increase knowledge of critical agritourism industry areas in program content by 25% as measured by W SARE outreach survey;
- Increase awareness of at least 10 integration strategies for merging sustainable agriculture practices into an agritourism enterprise as measured by post-pre-survey;
- Increase knowledge of at least 10 communication practices to better educate farmers and ranchers about sustainable agritourism opportunities as measured by the post-pre survey;
- Increase their sustainable agritourism network consisting of at least 100 people as measured by a post pre survey;
- Increase outreach teaching to at least 50 agricultural professionals considering agritourism as measured by a post-pre survey;
- Increase communication skills by 25% through conference planning as measured by a post-pre survey.
- Increase leadership skills by 25% through formation of an association team as measured by a post-pre survey.



**Montana Agritourism Fellows Seminar One Agenda**  
**February 16-17, 2023: Helena, Montana**  
Days Inn  
2001 Prospect Avenue  
406-442-3280

**February 16, 2023- Arrive at Days Inn in Helena by Noon** (Please eat lunch prior to arrival- light snacks will be provided)

Meet in the Conference Room at Days Inn by 12:30 after checking into hotel room; Please come dressed in clothing appropriate for hands-on farm activities.

- |                |                                                                                                                                                                                                             |
|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 12:30 – 1:30PM | Introductions and Connections: Share your Agritourism Story                                                                                                                                                 |
| 1:30 - 1:40 PM | Seminar Overview and Program Objectives: Shannon Arnold                                                                                                                                                     |
| 1:40 - 1:50 PM | Assessments, Informed Consents, and Notebooks: Dustin Perry                                                                                                                                                 |
| 1:50 – 2:05 PM | Communications, Repository, and Curriculum Fact Sheets: Beth Shirley and Anna Sponheim                                                                                                                      |
| 2:05 - 2:15 PM | Social Media and Public Relations: Kim Woodring                                                                                                                                                             |
| 2:15 - 2:30 PM | Past, Present, and Future of Agritourism in MT: Shannon Arnold                                                                                                                                              |
| 2:30 – 3:00 PM | Travel to Townsend                                                                                                                                                                                          |
| 3:00 - 5:30 PM | Mini-Shepherd Camp at Little Creek Lamb with Caroline Nelson<br>25 Nelson Rd.<br>Townsend, MT 59644<br>406-266-1242<br><a href="mailto:caroline@littlecreekmontana.com">caroline@littlecreekmontana.com</a> |
| 5:30 - 7:30 PM | Dinner at Little Creek Lamb                                                                                                                                                                                 |
| 7:30 – 8:00 PM | Travel back to hotel                                                                                                                                                                                        |
| 8:00 PM        | Reflections at Overland Express Restaurant and Lounge: Optional                                                                                                                                             |

**February 17, 2023**

Business casual dress

- |                  |                                                                                                                                        |
|------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| 7:30 - 8:30 AM   | Breakfast provided in hotel lobby                                                                                                      |
| 8:30 AM          | Travel to Montana Department of Agriculture                                                                                            |
| 9:00 -10:00 AM   | Department of Agriculture- Christy Clark, Director of MDA                                                                              |
| 10:00 – 11:00 AM | Department of Agriculture- Weston Merrill and Alicia Hamm, Marketing Officers                                                          |
| 11:30 -12:30 PM  | Lunch will be delivered by Benny's Bistro                                                                                              |
| 12:30 -2:30 PM   | Department of Commerce Presentations, "A Roundtable Discussion with the Fellows", Jan Stoddard, Bureau Chief, Office of Tourism and MT |
| 2:30 - 2:45 PM   | Break                                                                                                                                  |
| 2:45 - 4:00 PM   | Voices of Montana Tourism, "The Value of the Visitor", Dax Schieffer                                                                   |
| 4:00 - 5:00 PM   | Q&A, Goals Journaling, Assessments, In-Between Seminar Assignment, Preparation for Seminar Two                                         |





MT AGRITOURISM FELLOWS

# SEMINAR ONE

## RECAP



## 14 Agritourism Fellows Meet in Helena, MT

### LEARNING TO DEFINE AGRITOURISM

Kicking off the Montana Agritourism Fellowship Program, 14 leaders from across the state met in Helena, MT on February 16-17 to explore, learn, and discuss what agritourism means in Montana.

The two days were jam-packed as the fellows became acquainted with the facilitators and one another, visited Little Creek Lamb (Townsend, MT), and met at the Capitol to examine important information pertaining to agritourism.

Fellows had the opportunity to hear from and connect with Caroline Nelson (Little Creek Lamb), Christy Clark (Director of MDA), Weston Merrill and Alicia Hamm (MDA), Susan Joy (Dept. of Commerce), and Dax Schieffer (Voices of MT Tourism).

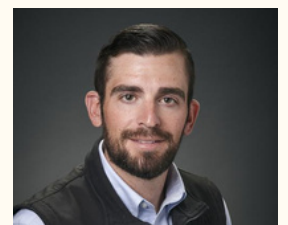
*Photo: Fellows help doctor sheep at Little Creek Lamb (Townsend, MT)*

## Behind the Scenes

### MEET THE AGRITOURISM TEAM

- Dr. Shannon Arnold, MSU Department of Ag & Tech Ed.
- Kim Woodring, Toole County Extension
- Dr. Beth Shirley, MSU Department of English
- Dr. Dusty Perry, MSU Department of Ag & Tech Ed.

*Photos: Top Left, Shannon Arnold; Top Right, Kim Woodring; Bottom Left, Beth Shirley; Bottom Right, Dusty Perry*



# Get to Know the Fellows

MEET THE LEADERS AT THE FOREFRONT OF  
CREATING AN AGRITOURISM COMMUNITY



- Todd and Molly Barkley, Baker, owners of Barkley's Home Grown LLC, exploring year-round greenhouse agriculture
- Tana and Tienna Canen, Glendive, multi-generational ranchers exploring the Ranching for Profit sustainability program
- Andy Fjeseth, Helena, Montana Department of Agriculture bureau chief, exploring agritourism development
- Laura Garber, Hamilton, director of Cultivating Connections and owner of a diversified vegetable farming operation, exploring community agriculture education
- Susan Joy, Helena, manager of the Made in Montana program, exploring agritourism development
- Carissa McNamara, Plains, owner of Wild Horse Lavender Farm and ambassador for Northwest Farmers Union, exploring agritourism development
- Tamara Robertson, Forsyth, diversified rancher and farm tour host, exploring sustainable ranch management practices
- Haylie Shipp, Glasgow, rancher, exploring communications outreach and agritourism
- Jon and Erin Turner, Missoula, owners of Turner Farms and hosts of outreach events, exploring community engagement and community-supported agriculture
- Liz and Toby Werk, Hays, ranchers, exploring cultural agritourism

*Photo: (Back; L to R) Todd Barkley, Erin Turner, Tana Canen, Jon Turner, Dusty Perry (Middle; L to R) Beth Shirley, Laura Garber, Shannon Arnold, Tienna Canen, Andy Fjeseth (Front; L to R) Carissa McNamara, Molly Barkley, Tamara Robertson, Haylie Shipp, and Kim Woodring (Not Pictured) Liz and Toby Werk*





## Following the Fellows

CATCH MORE CONTENT ON SOCIAL MEDIA

[FACEBOOK PAGE](#)

[INSTAGRAM PAGE](#)



## Coming Up

### SEMINAR TWO

On May 4-5, the fellows will be meeting in Glendive, MT for Seminar Two.

[FIND OUT MORE](#)



## Read More

### FIND US IN THE NEWS

Check out this article from the Bozeman Daily Chronicle featuring us!

[FEATURED ARTICLE](#)



**MONTANA AGRITOURISM FELLOWS**

[montanaagritourism.com](http://montanaagritourism.com) | [fadc@gndc.org](mailto:fadc@gndc.org)

Newsletter created by Anna Sponheim, MSU







**Montana Agritourism Fellows Seminar Two Agenda**  
**May 4-5, 2023 Glendive, Montana**  
LaQuinta by Wyndham Glendive  
1717 N. Merrill Ave. 59330  
406-377-7300

***Thursday, May 4th***

|                |                                                                                                                                                   |
|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| Noon           | Arrive at Mahlstedt Ranch: 45 miles NW of Glendive, 22 miles E of Circle at <a href="https://mahlstedtranch.com/">https://mahlstedtranch.com/</a> |
| 12- 12:30 PM   | Lunch provided by Mahlstedt Ranch, Tana and Tienna Canen                                                                                          |
| 12:30- 1:00 PM | Kacie Sikveland, Owner and Manager of 41 Grains                                                                                                   |
| 1:00- 1:45 PM  | Share your Story: Speed Feedback, Dr. Beth Shirley                                                                                                |
| 1:45- 2:15 PM  | Agritourism Operation Assessment Discussions                                                                                                      |
| 2:15- 3:15 PM  | Terra Burman, Eastern Plains Economic Development Corporation and Hailey Vine, Food and Ag Development Center Director                            |
| 3:15- 3:30 PM  | Break                                                                                                                                             |
| 3:30- 4:00 PM  | Brenda Maas, Director of Marketing for Visit Southeast Montana                                                                                    |
| 4:00- 5:00 PM  | Tour Mahlstedt Ranch                                                                                                                              |
| 5:00 PM        | Leave for Glendive                                                                                                                                |
| 6:00 PM        | Check into LaQuinta                                                                                                                               |
| 6:30 PM        | Leave for Dinner in Glendive                                                                                                                      |
| 6:45 – 8:00 PM | Dinner at Gust Hauf <ul style="list-style-type: none"><li>• Agritourism Trivia</li><li>• Group Daily Reflection</li></ul>                         |

***Friday, May 5th***

|                |                                                 |
|----------------|-------------------------------------------------|
| 7:00 – 7:45 AM | Breakfast at Hotel                              |
| 7:45 AM        | Check out of hotel and leave for Baisch's Ranch |

***Friday, October 6th***

- |                 |                                                                                                                    |
|-----------------|--------------------------------------------------------------------------------------------------------------------|
| 7:15 – 8:00 AM  | Breakfast at ABC Acres provided by Laura Garber, Homestead Organics                                                |
| 8:00 – 9:00 AM  | Institute for Tourism and Recreation Research, Glenna Brown, Program Assistant and Qualitative Specialist          |
| 9:00- 10:00 AM  | Grace Nichols, Program Manager, Specialty Crop Business Development, Ravalli County Economic Development Authority |
| 10:15-10:30 AM  | Break                                                                                                              |
| 10:30- 12:00 PM | Conference Planning                                                                                                |
| 12:00- 12:15 PM | Check out of ABC Acres                                                                                             |
| 12:15 PM        | Leave for Missoula, Turner Farms                                                                                   |
| 1:30 – 2:15 PM  | Lunch provided by Turner Farms                                                                                     |
| 2:15- 3:30PM    | Tour Turner Farms with Erin and Jon Turner, Owners                                                                 |
| 3:30- 4:30 PM   | Q&A, Reflection, Journaling, In-Between Seminar Assignment, Preparation for Seminar Four                           |

# Agritourism for Agricultural Advocacy

By Carissa McNamara, Wild Horse Lavender

My husband and I are multi-generational farmers and were trained, “old school,” using “traditional,” methods of agriculture. We raised cattle, alfalfa, and cutting horses. We were taught to throw as much into the ground as we could get away with and hold maximum yield as our personal agrarian maxims. “Fence-line to fence-line,” is how we were raised. Input equaled output...until it didn't.



Ten years ago, the generational gap, “traditional” practice gap, and knowledge gap was noticeable. The ground was tired, we were tired, and there were fewer and fewer of us at the coffee shop in the morning. Not to mention, finding summer help on the farm became non-existent.

We and our fellow farmers and ranchers were getting older, and there were no young farmers to replace us, or youth willing to work the summers. The question of the hour became, “How do we get youth and community involved in the farm to preserve our agricultural way of life?”

Intuitively, we knew it was going to take a different crop. If we hold a tour on, “Cattle and Alfalfa,” it brings our own folks to the field. We had to change our audience. We wanted to reach those consuming our food, and interested in where their food comes from. “What about Lavender?” I said before we even knew if it was a perennial or annual. “You’d better do some research,” my husband said, and the rest is history.

We didn’t know what we were creating the first few years. We just knew we needed more folks besides us at the advocacy table. As the years have pressed forward we have become more intentional with the farm and what we would like to see for the future.

Now, the farm is a platform for advocacy. Our future and that of our children, literally relies on our ability to produce food, and we are most interested in educating folks on how that food is produced, and the spiritual connection we have to that food. Our son has also taught us that



Sustainable Agriculture  
Research & Education



life isn't just about food. It is about beauty. A year ago, he said, "When you guys die, I might turn this whole place into a flower farm, that is why you can't sell the tractor." We laughed and said, "we can help you plant a few flowers now."

Twenty years ago, we only planted what we "used." What our son and the flowers have taught us, is that there is an entire history of crops that thousands of years ago had use. We now plant to tell ancient stories of where cultivation began. We plant rows of Red Garnet Amaranth so that we can teach youth that 8,000 years ago this was a very important grain crop to the Aztecs, and that the Spanish outlawed the grain to gain control of the region. We also plant Dahlias, another Aztec favorite, whose tubers are edible. Another Aztec favorite are Zinnias. We learned that if you want to instill children with the love of gardening, there is no better way than to have them grow Zinnias. Whether you are in an apartment in Boston or D.C., or messing around in Grandma's garden, Zinnias will create a soft spot for both tenacity and beauty. We also plant Sunflowers a crop that Native Americans domesticated long before corn. We plant Blue Globe Thistle because they have it planted at Mount Vernon and some of our fondest memories are visiting the farms and homes of George Washington and Thomas Jefferson.



Now, as you walk through our gardens you will find species that all tell a story, are drought tolerant, and also have substantial historical meaning. And of course, everything is medicinal.

Our call to others as you grow agritourism on your own farms, is to be intentional. The history of agriculture, and its significance in the future are an essential thread connecting us all. Hone your story, then create what you want to share.

What is so unique about the farm is we never need to cut and paste, or use AI, to create. We simply need to marvel in it, and then share.



More Information: [www.wildhorselavender.com](http://www.wildhorselavender.com)

Email Us: [wildhorselavender@gmail.com](mailto:wildhorselavender@gmail.com)

MT Agritourism: [www.montanaagritourism.com](http://www.montanaagritourism.com)



**Montana Agritourism Fellows Seminar Three Agenda**  
**October 4-6, 2023 Hamilton, Montana**  
ABC Acres  
364 S. McCarthy Loop Hamilton, MT 59840  
406-210-5710

***Wednesday, October 4th***

After 3PM Long- distance travelers can arrive at ABC Acres

***Thursday, October 5th***

8:00- 9:00 AM All Arrive at ABC Acres. Breakfast provided by Laura Garber, Homestead Organics, and Sharing Our Summer Stories

9:00-11:00 AM Tour ABC Acres with Owner, James Southwell, and Farm Staff

11:00- 11:15AM Break

11:15- 12:15 PM Erin Austin, AERO Abundant Montana, Director of Community Partners and Sales

12:15-12:30 PM Travel to Homestead Organics for Lunch

12:30- 1:15 PM Lunch at Homestead Organics

1:15- 2:00 PM Mary Ellis, Beginning Farmer and Rancher Program Manager for CFAC, the Community Food and Agriculture Coalition

2:00- 2:15 PM Break

2:15- 3:00 PM Liz Hansen, Mission West Community Development Center

3:00- 4:00 PM Tour Homestead Organics

4:00- 4:15 PM Break- Prepare for conference planning

4:15- 6:15 PM Conference Planning with Peyton Cole, Event Coordinator, Montana Farmer's Union

6:30 PM Working Dinner with Suzettes Organics

***Friday, October 6th***

- |                 |                                                                                                                    |
|-----------------|--------------------------------------------------------------------------------------------------------------------|
| 7:15 – 8:00 AM  | Breakfast at ABC Acres provided by Laura Garber, Homestead Organics                                                |
| 8:00 – 9:00 AM  | Institute for Tourism and Recreation Research, Glenna Brown, Program Assistant and Qualitative Specialist          |
| 9:00- 10:00 AM  | Grace Nichols, Program Manager, Specialty Crop Business Development, Ravalli County Economic Development Authority |
| 10:15-10:30 AM  | Break                                                                                                              |
| 10:30- 12:00 PM | Conference Planning                                                                                                |
| 12:00- 12:15 PM | Check out of ABC Acres                                                                                             |
| 12:15 PM        | Leave for Missoula, Turner Farms                                                                                   |
| 1:30 – 2:15 PM  | Lunch provided by Turner Farms                                                                                     |
| 2:15- 3:30PM    | Tour Turner Farms with Erin and Jon Turner, Owners                                                                 |
| 3:30- 4:30 PM   | Q&A, Reflection, Journaling, In-Between Seminar Assignment, Preparation for Seminar Four                           |

# Summary takeaways from Montana Agritourism Summer 2023 Interviews:

1. Biggest takeaway that people have had is building relationships with others doing something similar or something completely different, and in either case, it's inspirational. The group has been eye-opening for how diverse agriculture actually is in Montana.
2. Insurance came up in almost every conversation, but also that it's not a complete and utter barrier. As much as we talk about it, no one is saying they can't do Agritourism until they get the insurance figured out.
3. Another thing almost everyone wanted discussed more in the sessions was a definition of Agritourism. Everyone either said this, or they wanted more definitions around the term, or they were grateful for the work we had already done in defining it. It may be worth spending some time as a group defining it, especially after our chat with Lisa Chase, toward having some clear definitions for membership in the Association, participation in grant funding, etc.
4. Social media is still a topic we all want help with, so it should be covered at the conference.

## Communication takeaways

5. Communication among agricultural professionals varies by demographic, as we would expect, but by and large, **radio** is the best way to get the word out. A sustained podcast about MT Agritourism would certainly have some interest, but it would need to be something quick that was well-maintained for the long-haul. Radio ads would not be so effective, but local radio interviews should certainly be a part of the campaign to announce the association, the conference, and how people can find resources about starting and building sustainable Agritourism.
  1. Word of mouth, face-to-face, especially at fairs and functions, is still the number one way people get information. This makes me think that once we have a website, giving our fellows business cards with the site on them and our logo might be a really great thing for them to start handing them out to folks in their community.
  2. Many fellows want more connection between the professionals doing similar things across the state, especially for marketing purposes, like the Burger Trail, but for all the places you could get cut flowers, or see sheep in the pasture and then buy their wool.
  3. Seeing what different people are doing in different places, when framed properly, can help Agritourism professionals or people wanting to branch into agritourism see what assets they actually do have.





## Montana Agritourism Fellows Seminar Four Agenda

March 7-8, 2024 in Billings

Hilltop Inn by Riversage

1116 North 28<sup>th</sup> Street, Billings 59101

406-245-5000

### ***Wednesday, March 6th***

After 3PM Long- distance travelers can check-into hotel

### ***Thursday, March 7th***

10:00- 12:00 Meet with Angi at Mule Train Alpaca Ranch: <https://mtalpacas.com/>  
12780 Mule Train Lane, Molt, MT 59057

12:30- 2:00 PM Conference Planning Lunch provided by 4-H Interstate Exchange Group at Yellowstone County Fairgrounds

2:00- 5:00 PM Communications Training with Colter Brown at Northern Ag Network:  
<https://northernag.net/>

6:00 PM Conference Planning Dinner

### ***Friday, March 8th***

7:00- 8:00 AM Meet with Billings Chamber Ag Committee for breakfast

8:15-9:30 AM Meet with Connor Rose, Manager of My Green Earth Beef:  
<https://mygreenearthbeef.com/>

9:30- 9:45 AM Travel to Yellowstone Valley Food Hub

9:45- 10:45 AM Yellowstone Valley Food Hub: <https://www.yvfoodhub.com/>

11:00- 12:30 PM Meet with Veronnaka, Owner of Swanky Roots: <https://www.swankyroots.com/>

12:45-1:30 PM Lunch provided by 4-H Interstate Exchange Group at Yellowstone County Fairgrounds

1:30- 3:30 PM Tara Mastel, MSU Community Development Program Leader: Ripple Effects Mapping Program Evaluation: [A Field Guide to Ripple Effects Mapping – Publishing Services \(umn.edu\)](https://www.umn.edu/ripple-effects)

3:30-5:00 PM Conference Planning, Q&A, Reflection, Journaling, Conference Preparation

In our second round of fact sheets, we are putting together educational content for other agritourism professionals (or producers wanting to expand into agritourism). You can research something you yourself want to learn more about, or you can present something you're already very familiar with, or put something together based on what you'll be presenting at the conference in May. These will be available on our website and as nice print-outs at the Agritourism Conference.

**Please use this template to provide the content;** the template is only a suggestion for a 2-page fact sheet. If you would like 4 pages or 6 to explain your topic in greater detail, that is also fine. Beth will put everything into a pretty, uniform format, and put some editing polish on them. If you have any questions, feel free to email me any time!: [bethshirley@montana.edu](mailto:bethshirley@montana.edu)

**Brief title:** [No need to be clever, you can just say the topic]

**Byline:** [author's name/s]

**Brief author[s] bio [200ish words]:** [a little about your experience in agritourism, or agriculture more broadly, website, socials if you'd like]

**Main body:**

**Suggestion for organization:** [these will vary by topic, but this is a general outline you can follow]

**Front [introduce topic]:**

1. **What? [100-200 words]:** What is the topic, definition, brief description, statistics, etc.
2. **Why? [200-300 words]:** Why should the reader be interested in this topic? What risks are posed if they don't pay attention, what benefits are there to paying attention?
3. **What again in detail [350 words]:** What are the most important things to know about this topic for agritourism professionals?

**Back [action steps]:**

1. **What you can do [400-600 words]:** [specific steps to take to implement this idea on your site]
2. **Things to consider [300-500 words]:** [factors to weigh, goals, risks]

**This guide will discuss [2-3 bullet points]:** [what are the main takeaways from your guide? eg:

- Determining feasibility of a Farm-to-Table event
- Organizing a Farm-to-Table dinner on your property
- Marketing the event

**Additional resources or links [optional]:**

**ideas for images [optional]:** [e.g. "close-up of flowers," "mountains"]

# Agritourism as an Enterprise Unit to your existing farm or ranch operation.

*By Todd and Molly Barkley, Barkley's Home Grown LLC*

Agritourism can be useful to help sustain existing farms and ranches. Sustainable has many different meanings. I like this one from vocabulary.com “if something is sustainable it can be maintained or continued.” Sustainable Agriculture is basically using the resources your land provides in a manner in which they will continue to produce. So what happens when we practice good sustainable agriculture but our ranch is not sustainable? We either sell our land and find another job or find other ways outside traditional sustainable agriculture to make up the difference.

Are you a producer on the edge of not being sustainable, wanting to transition to the next generation but not enough economic resources for everybody, neighboring property is for sale and it is really close to working financially, want to maximize profits on land you already have, want to educate the public and become an “Agvocate” on the ways you produce food? If you are that producer, Agritourism is an option for sustainability. There are many different examples of Agritourism offerings and I would venture to say that all operations have something to offer the public. We have seen many of these examples throughout the state from small-scale farms to larger commodity-size operations.



Agritourism can be an important aspect of sustainable agriculture in Montana. We come from a generational ranch that has been in our family over 100 years. We have added to it and leased neighbors' land so we could stay sustainable. There are well over 20 homestead sites scattered over our ranch and the ranches we lease; some are hardly noticeable with just a dug-out in the side of a bank, some have remnants of old buildings. Some of the more recent acquisitions still have people living at the farmstead but they don't operate the farm any longer. Sadly, for every producer we replaced, we lost a part of our community. As we all know, it is getting hard to add land, and we need to look outside of traditional agriculture to stay sustainable. What is unique with landowners is that we already have space to accommodate tourists, properties have told and untold history, producers have passion (some different than others) of certain aspects of their operations. Landowners can provide space to explore, nature to observe, a place to stay, just to name a few examples.

## In this guide you will find:

- A demonstration of planning your agritourism operation
- An explanation of how an agritourism start-up doesn't have to cost a lot
- How agritourism can fit onto most farms and ranches



# Where to Start: An Example

We've decided we are going to do agritourism. Some of the parameters we have to follow are we can not have a lot of initial cash out-put, have limited free time to dedicate to the project and the protection of our natural resources is a must. Now what? Here are some next steps with our example.



## 1 What it is we will offer

Nature and Historical Hike.

This hike will allow access to the Barkley Farm and Ranch. The opportunity to view wildlife Eastern Montana has to offer such as whitetail and mule deer, pheasant, partridge, sharptail and sage grouse, turkey, hawks, eagles, owls and numerous song birds. It also has most of the creepers, crawlers, and slitherers Montana has to offer. Will also be able to visit old homestead sites, climb buttes, star gaze at night, etc.



## 2 Options with additional charge

1. Camping areas without hookups
2. Historical story of the ranch
3. Guided tour of the ranch
4. Guided tour of the farm
5. Guided tour of the greenhouse
6. Side by side rental (on designated roads only)
7. The use of e bikes or old fashioned pedal bikes
8. Pets
9. ?

## 3 What we will supply you with

Map of ranch with

1. Roads and two tracks
2. Historical trails
3. Camping sites with gps coordinates
4. GPS coordinates of interesting finds from other guests (this will build over time)
5. Emergency phone numbers, contact information, our phone numbers and contact information.
6. f. ?



## 4 Other options for visitor revenue

1. Products from our greenhouse
2. Products from our freezer
3. Products from our land just ask
4. Most things are for sale, leave them in place, mark them with gps, and we can deal later.
5. ?

[www.barkelyshomegrown.com](http://www.barkelyshomegrown.com)



## 5 Exceptions

1. Weather is always a factor. We will not allow our natural resource to be compromised
2. If there is more than one party we will split the ranch up into grids so as not to interfere with each other.
3. This is not a complete list we reserve the right to make decisions at any time
4. ?



It's all coming together. We need to spend a little time building a map and putting a few final touches on some camping sites and things should be a go. Where to go from here.

## 6 Establishing a Code of Conduct

1. A description of how they treat your property.
2. How their pets will be handled and controlled.
3. ?

## 7 Make an Advertising and Marketing plan

1. Social Media
2. Traditional Media
3. Word of Mouth
4. ?



Follow **Barkleys Home Grown** on Facebook to see what's happening on our farm!

**Some factors we need to work out on our new enterprise unit:**

## 9 Income

1. What to charge for base rate
2. What to charge for add-on options
3. ?

## 8 Expenses

1. Costs for advertisement
2. Costs for maps
3. Costs for added insurance
4. Hidden costs
5. Credits given for neat finds left where nature put them and GPSed for other visitors to appreciate.
6. ?



**And finally...**

## 10 Plan for the Unexpected

1. Customers who don't follow rules
2. Weather events while guests are on property
3. Refunds
4. Emergencies
5. ?

[www.barkelyshomegrown.com](http://www.barkelyshomegrown.com)



## About the authors:

We farm and ranch 15 miles Southwest of Baker, Montana on a place we bought in 2007. We lease the original Barkley farm, which was started in 1922 by Todd's great grandfather. We also lease from three other neighbors. In 2021 we built a geothermal greenhouse and started marketing some of the products we raise under Barkley's Home Grown LLC. We belong to local and state organizations that involve agriculture and community. Our farm, ranch, and greenhouse mission statement is to enhance diversity above and below ground using regenerative agriculture practices. Our ranch and greenhouse have been used by NRCS, EMRA, local 4-H clubs and FFA chapters for educational tours. We are excited to add Agritourism as another way to diversify income and educate the public about how our products are produced. We also look forward to sharing what nature has to offer on the land we cherish.



## More Resources:

- Montana Agritourism Fellows: [www.montanaagritourism.com](http://www.montanaagritourism.com)
- Barkleys Home Grown LLC: [www.barkleyshomegrown.com](http://www.barkleyshomegrown.com)



# MONTANA AGRITOURISM FELLOWS



## CARISSA MCNAMARA - PLAINS, MT

After building a successful equine therapy practice over fifteen years ago, I officially began my journey as a serial entrepreneur. The last fifteen years have been exciting, including: mom to the most amazing human I've ever met, cowgirl wife to an exacting, perfectionist, "do it right the first time," farmer, owning an incredible retreat property and farm in Costa Rica, owning a boutique hotel in rural upstate New York, an alfalfa/hay operation and quarter horse ranch in Utah, a coffee shop, a skin care line, a lavender and herb farm in rural Montana, and one of six statewide Ambassadors for Montana Farmers Union. After all this time when people ask what I am doing, I still stumble my words, it's easier just to respond, "living the dream." My current role is, "farm-mom-trepreneur," of a beautiful lavender farm in the Northwest Montana forest, where we raise hay, registered Dorper sheep, offer u-pick opportunities, create value added lavender/herb products, and host guest stays on the farm. I hold a Master's degree in Public Administration from The George Washington University, as well as a bachelors in Psychology, and a bachelors in Anthropology from Weber State University. In high school I was voted, "most likely to run for President and win, and the same year, "most likely to die riding a bull," that probably covers it. Farm motto: "When in doubt, throttle out."

## LAURA GARBER - HAMILTON, MT

Laura Garber has been sharing her farm, Homestead Organics Farm, with the community for the past 25 years. She started by hosting kids from the Bitterroot Youth Home for weekly summer visits and has steadily added more and more opportunities for others to share the joy in participating in a living agricultural system.

Laura founded the non-profit, Cultivating Connections Montana, to house the educational and community building programs that she and her husband, Henry, developed. Homestead Organics is the Farm-Campus for Cultivating Connections Montana, which offers skill and knowledge-sharing workshops, youth farm internships, school visits, a Farm Store, value-added foods, on-farm dinners, and an open gate to visitors.

She is excited to share her unique experiences with Agritourism in the hopes of helping more Montana farms to host more visitors!



## JON AND ERIN TURNER - MISSOULA, MT

Turner Farms took root in the Missoula area in 2006. As a way to teach their young sons about earning money, they allowed the boys to sell extra produce from their garden. The boys raised enough money to purchase a bunkbed! When the season finished the family knew they had found a passion and they began planning for next season. Soon, the boys began asking for animals and suddenly Turner Farms was born. Almost two decades later, they are continuing to learn and grow in this industry. They farm on 18 acres just four miles from downtown Missoula. Turners raise beef, pork, sheep, chickens, ducks and geese along with a diverse selection of fruits and vegetables. Being so close to an urban population, they feel a responsibility to educate the public about local foods, local soils and the importance of local farming. They host farm tours, field trips and monthly Farm Markets at the farm. During the summer, the Turner sons host five weeks of Farm Camps for children ages 6-13 yrs old. The farm also collaborates with local schools, 4H, FFA and other youth organizations to offer learning opportunities. During the month of October, Turner Farms is completely open to the public for pumpkin picking and a fall festival each weekend. They opened a Farm Store in 2017 in an old barn which is original to the property. This self-serve farm store is open to the public everyday from dawn to dusk. It offers their farm raised meat, fresh produce, and other curated items from local and non-local producers. Turner Farms is deeply rooted in the community and they are committed to family which is why they are thrilled their three sons, who were the motivation for all of this, are now moving into leadership roles within Turner Farms with a strong vision for the future!







### **SUSAN JOY - HELENA, MT**

Susan Joy is the Made in Montana program manager, located within the Montana Department of Commerce. Susan enjoys helping businesses of all sizes connect with resources to grow and promote their products. Susan grew up on a farm near Coeur d'Alene Idaho and enjoys living in Montana, where every corner of the state holds adventure. She holds a bachelor's and master's degree in Geology which she uses to convince her family to look at cool rocks when hiking. Susan currently lives in Helena with her husband and two sons.

### **ANDY FJESETH - HELENA, MT**

Andy Fjeseth has worked for the Montana Department of Agriculture for seven years and currently serves as the Bureau Chief for the Agriculture Finance, Trade & Development Bureau. The Bureau helps producers, businesses and industry advocates access and leverage funding and technical assistance to protect their livelihoods, expand their operations, access new markets, and develop new products, processes, and initiatives that advance Montana agriculture. Fjeseth was born and raised in Dillon, MT. His family homesteaded at Camas Prairie, MT in 1909 and his Uncle runs the family farm and ranch there today. He and his wife, Blair, reside in Helena with their three children, Sven, Olan, and Nell.



### **TANA AND TIENNA CANEN - CIRCLE, MT**

Tienna Canen is a 5th generation rancher on her family's diversified farm and ranch operation near Circle, MT (Mahlstedt Ranch Inc.) where they are known for raising quality Quarter Horses. You will find Tienna either sitting in a tractor seat or sitting atop a horse most days, but the view is much better horseback! Tienna is passionate about agriculture education, improving and maintaining soil health, and the ranching lifestyle. Her background in production agriculture combined with six plus years of horseback guiding and tourism experience in South Dakota and Arizona, has helped create the unique Western Ranching Experiences offered on Mahlstedt Ranch. Montana Moments LLC was established in 2022 as a way to bring in a new income stream to support and sustain multiple families on the ranch. The tourism opportunities on the ranch are endless and so unique, including but not limited to: ranch tours, lodging, hiking, hunting, bring your own horse to ride, retreats, workshops, event venue, and so much more! Tienna loves the opportunity to educate and connect people with the land and their food through tours and conversations and finds that there is no better way to do this than through tourism.



Tana Canen is the woman behind the Quarter Horses of Mahlstedt Ranch and the drive behind the tourism aspect of the family ranch known as Montana Moments. She and her husband, Ross, live in Glendive, MT and make the routine commute to the ranch in western Dawson County where they ranch with Tana's parents and three daughters. Priorities for Tana are God, family, and the ranch. She sees herself as an AGvocate for production agriculture She speaks to groups about incorporating tourism into ag operations and is available for consulting. In 2023 she was included in the Wall Street Journal, Q2 TV News, and a member of the Montana delegation to Spain & Germany promoting Montana Quarter Horse genetics. Tana is a member of Glendive Community Bible Church, leader of the church Women's ministry, a member of the Montana Agritourism Fellows group, Vice President of Montana Agri-Women, a member of MT Farm Bureau and AQHA, a 4-H leader, and a research associate for the Institute of Tourism & Recreation Research.





### **Haylie Shipp - Glasgow, MT**

Born and raised on the family ranch north of Glasgow, MT, Haylie Shipp's education and career path took her on a tour of eastern Montana before settling back at home in 2014. She is now in the midst of ranch transition as her father sets his sights on retirement. Not afraid of wearing all the hats, Haylie manages communications and outreach for the Ranchers Stewardship Alliance, a rancher-founded nonprofit, as well as owning her own boutique-style store, Shippwrecked, in Glasgow, MT. You may also hear her on the Western Ag Network or Ag Information Network as she produces radio content broadcast in multiple states across the country. Saving the best for last, she is the mother to a rockstar little boy who has turned her life upside down in all the best ways. She's excited to help agritourism grow as a possible added enterprise for farms and ranches in the state.

### **TODD AND MOLLY BARKLEY - BAKER, MT**

Todd and Molly Barkley live 15 miles SW of Baker on a farm and ranch they leased in 1996 then purchased in 2007. This place borders the original Barkley ranch that they now lease. They also lease other neighbors properties. Todd Barkley is a 4th generation farmer/rancher. The original Barkley ranch celebrated its 100 year anniversary in 2022. Todd and Molly have four children, Seth, Haylee, Sayge, and Haddie. In 2021 they built a "Greenhouse in the Snow" geothermal greenhouse and created Barkley's Home Grown LLC to sell products raised on their farm/ranch and in the greenhouse. They also sell pure maple syrup from their daughter Haylee's in-laws from Wisconsin and honey produced from bees put out by their fields. They promote regenerative agriculture and the ways the farm and ranch and with talking to other people in tours and setting up booths at local events. Todd and Molly also are fellows with the MSU Bozeman's agritourism and sustainable agriculture study group. They have seen their local community lose many family farms and ranches over the past 30 years. They feel that nontraditional agriculture enterprise units such as the greenhouse and agritourism along with regenerative agriculture may help keep a younger generation in the community.



### **TAMARA ROBERTSON - FORSYTH, MT**

As an entrepreneur and 4th generation farm and rancher from Eastern Montana, Tamara offers her community a new way to enjoy fresh, locally grown, cut flowers. After implementing a farm structure that allows her to work closer to home and accommodates her busy life as a wife and mother of three, she realized the potential flower farming offers and is now providing seasonal fresh cut flowers in the form of bouquet subscriptions, wedding florals, and special event arrangements to multiple counties in Eastern Montana. She looks to add hands on events that will support her community and Montana's growing tourism population. As a woman in a rural and agricultural setting, Tamara is working to give others the tools and education needed to secure their future and dig deeper roots. That's why she created Ag Talk Coffee, a platform for empowering women nationwide in rural and ag businesses through ethically sourced coffees and products.



# Montana Agritourism Conference

MAY 3, 2024 9:00AM - 5:00 PM  
MONTANA STATE UNIVERSITY - BOZEMAN  
SUB BALLROOMS



## PROGRAM TIMES & SPEAKER DETAILS

|                        |                                                                                                                                                                                                                                                                                                                                                                       |
|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9:00 AM                | <b>Welcome by Shannon Arnold</b> - Director of Montana Agritourism Fellows Program                                                                                                                                                                                                                                                                                    |
| 9:15 AM                | <b>Welcome by Clayton Marlow</b> , Regional Director for Western SARE                                                                                                                                                                                                                                                                                                 |
| 9:30 AM                | Introduction of Montana Agritourism Fellows                                                                                                                                                                                                                                                                                                                           |
| 10:00 AM -<br>10:30 AM | <b>Glenna Brown, Elena Bigart, and Melissa Weddel from Institute for Tourism and Recreation Research:</b> <i>“The Evolution of Montana Agritourism - Preliminary Results from a Statewide Study”</i>                                                                                                                                                                  |
| 10:30 -<br>11:00 AM    | <b>Nic De Castro, Founder of LandTrust:</b> <i>“Connecting Agritourism and LandTrust for Visitor Engagement”</i>                                                                                                                                                                                                                                                      |
|                        | <b>Breakout Sessions:</b>                                                                                                                                                                                                                                                                                                                                             |
|                        | <b>Room 1 : “Understanding Your Agritourism Visitors”:</b> Susan Joy, Program Manager for Made in Montana at Dept. of Commerce; Dax Schieffer, Director of Voices of Montana Tourism                                                                                                                                                                                  |
| 11:15 AM -<br>12:15 PM | <b>Room 2: “Past, Present, and Future for Montana Agritourism: Developing a Statewide Association”:</b> Hailey Vine, Food & Agriculture Development Officer for Montana Dept. of Agriculture; Sam Blomquist, Montana Food & Ag Development Network and Prospera; Shannon Arnold, MSU; Alma Galloway, Board of directors for the NC Agritourism Networking Association |
|                        | <b>Room 3: “Starting An Agritourism Business”:</b> Tana Canen, Owner of Mahlstedt Ranch, and Carissa McNamara, Owner of Wild Horse Lavender                                                                                                                                                                                                                           |
| 12:15 PM -<br>12:30 PM | Break                                                                                                                                                                                                                                                                                                                                                                 |
| 12:30 PM -<br>1:30 PM  | Lunch sponsored by MSU Extension, Department of Agriculture, and Montana Farmers Union                                                                                                                                                                                                                                                                                |
| 1:00 PM -<br>1:30 PM   | <b>Lunch Keynote Speaker: Cole Mannix, Founder of Old-Salt Co-op:</b> <i>“Old Salt Co-op: How a Montana Meat Company is Rebuilding Community Through Hospitality and Agritourism”</i>                                                                                                                                                                                 |
| 1:30 PM -<br>1:45 PM   | Break                                                                                                                                                                                                                                                                                                                                                                 |

|                   |                                                                                                                                                                                                        |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                   | <b>Breakout Sessions:</b>                                                                                                                                                                              |
|                   | <b>Room 1: “Sustainable Agritourism Production Practices”:</b> Todd and Molly Barkley, Owners of Barkely’s Home Grown                                                                                  |
| 1:45 PM - 2:45 PM | <b>Room 2: “Marketing and Communication Strategies for Agritourism Businesses”:</b> Tamara Robertson, Owner of Wandering Acres, and Haylie Shipp, Western Ag Network and Ranchers Stewardship Alliance |
|                   | <b>Room 3: “Funding Opportunities for Agritourism Businesses”:</b> Andy Fjeseth and Hailey Vine, Montana Department of Agriculture                                                                     |
| 2:45 PM - 3:15 PM | Ice Cream Social sponsored by Department of Commerce                                                                                                                                                   |
| 3:15 PM - 3:45 PM | <b>Keynote Speaker: Matt, Insurance Carrier for Mainstreet America,</b> and Leavitt Insurance, Holly Hovland and Josh Pulst                                                                            |
|                   | <b>Breakout Sessions:</b>                                                                                                                                                                              |
|                   | <b>Room 1: “Connecting Tourism and Agritourism: A DMO Perspective”:</b> Montana’s Tourism Region Directors                                                                                             |
| 3:45 PM - 4:45 PM | <b>Room 2: “Adding Value to Your Agritourism Business”:</b> Jon and Erin Turner, Owner of Turner Farms, and Laura Garber, Owner of Homestead Organics:                                                 |
|                   | <b>Room 3: “Risk Management and Safety for Agritourism Operations”:</b> Tienna Canen, Owner of Mahlstedt Ranch; Leavitt Insurance, Holly Hovland and Josh Pulst; Matt, Mainstreet America              |
| 4:45 PM - 5:00 PM | Closing                                                                                                                                                                                                |

**Montana Agritourism Fellows:**

- Carissa McNamara**  
*Wild Horse Lavender - Plains, MT*
- Laura Garber**  
*Homestead Organics - Hamilton, MT*
- Jon and Erin Turner**  
*Turner Farms - Missoula, MT*
- Susan Joy**  
*Made in Montana Program Manager - Helena, MT*
- Andy Fjeseth**  
*Montana Dept. of Agriculture - Helena, MT*

- Tana and Tienna Canen**  
*Mahlstedt Ranch - Glendive, MT*
- Tamara Robertson**  
*Wandering Acres - Forsyth, MT*
- Haylie Shipp**  
*Western Ag Network and Ranchers Stewardship Alliance - Glasgow, MT*
- Todd and Molly Barkley**  
*Barkley’s Homegrown - Baker, MT*

**Agritourism Fellows Directors:**

- Shannon Arnold** - Montana State University - shannon.arnold@montana.edu
- Kim Woodring** - Montana State University Toole County Extension - kimberly.woodring1@montana.edu
- Dusty Perry** - Montana State University - dustin.perry@montana.edu
- Beth Shirley** - Montana State University - bethshirley@montana.edu

**Conference Sponsors:**







# Montana Agritourism

## Montana Agritourism Conference Experience Survey Bozeman, MT

The Montana Agritourism Conference survey was delivered via paper-based and online options on May 3<sup>rd</sup>, 2024. Twenty-five completed responses were collected, five of which were online and 20 paper-based. Results are displayed under each representative question.

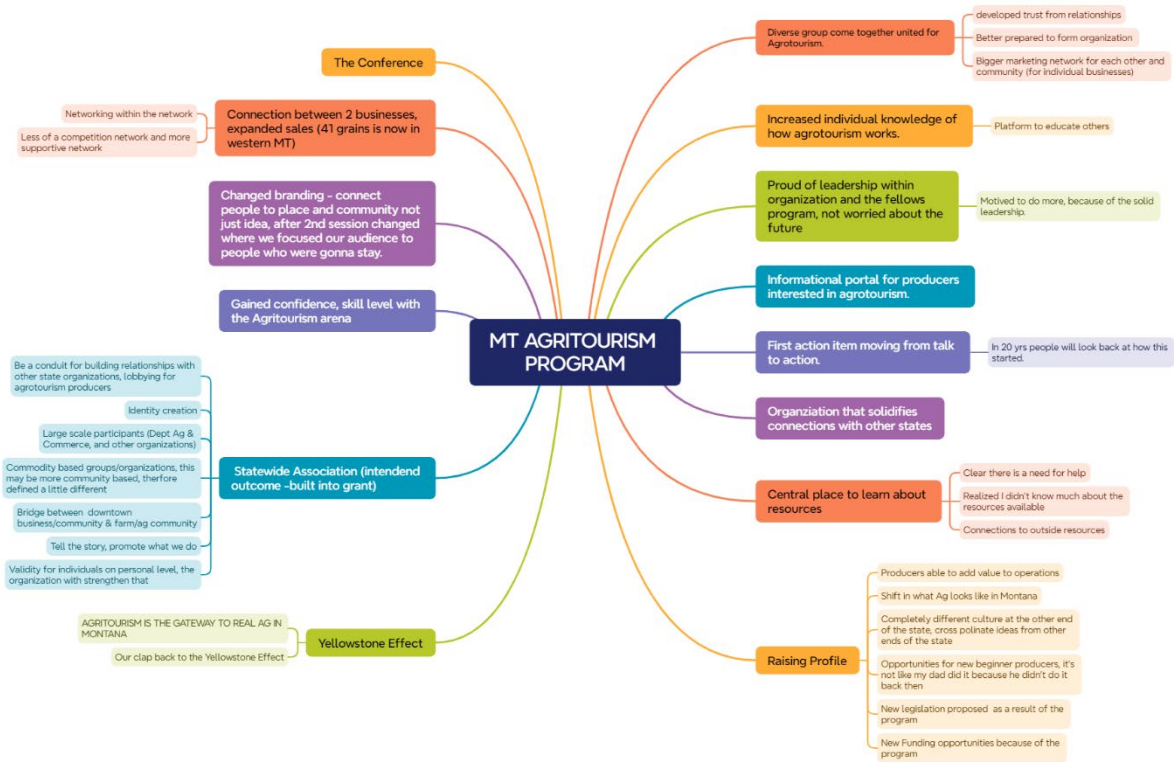
| Question                                         | 5 - Excellent |        | 4 - Good |        | 3 - Average |       | 2 - Poor |       | 1 - Terrible |       | Mean |
|--------------------------------------------------|---------------|--------|----------|--------|-------------|-------|----------|-------|--------------|-------|------|
|                                                  | <i>n</i>      | %      | <i>n</i> | %      | <i>n</i>    | %     | <i>n</i> | %     | <i>n</i>     | %     |      |
| How would you rate your overall experience?      | 16            | 64.00% | 9        | 36.00% | 0           | 0.00% | 0        | 0.00% | 0            | 0.00% | 4.64 |
| Please rate the overall quality of the speakers. | 17            | 68.00% | 8        | 32.00% | 0           | 0.00% | 0        | 0.00% | 0            | 0.00% | 4.68 |
| How well-organized was the conference?           | 11            | 44.00% | 14       | 56.00% | 0           | 0.00% | 0        | 0.00% | 0            | 0.00% | 4.44 |
| How would you rate the registration process?     | 14            | 56.00% | 11       | 44.00% | 0           | 0.00% | 0        | 0.00% | 0            | 0.00% | 4.56 |

| Question                                                                       | 5 - Likely |        | 4 - Somewhat |        | 3 - Neither |       | 2 - Somewhat |       | 1 - Unlikely |       | Mean |
|--------------------------------------------------------------------------------|------------|--------|--------------|--------|-------------|-------|--------------|-------|--------------|-------|------|
|                                                                                | <i>n</i>   | %      | <i>n</i>     | %      | <i>n</i>    | %     | <i>n</i>     | %     | <i>n</i>     | %     |      |
| Based on your experience, how likely are you to attend our future conferences? | 19         | 76.00% | 6            | 24.00% | 0           | 0.00% | 0            | 0.00% | 0            | 0.00% | 4.76 |

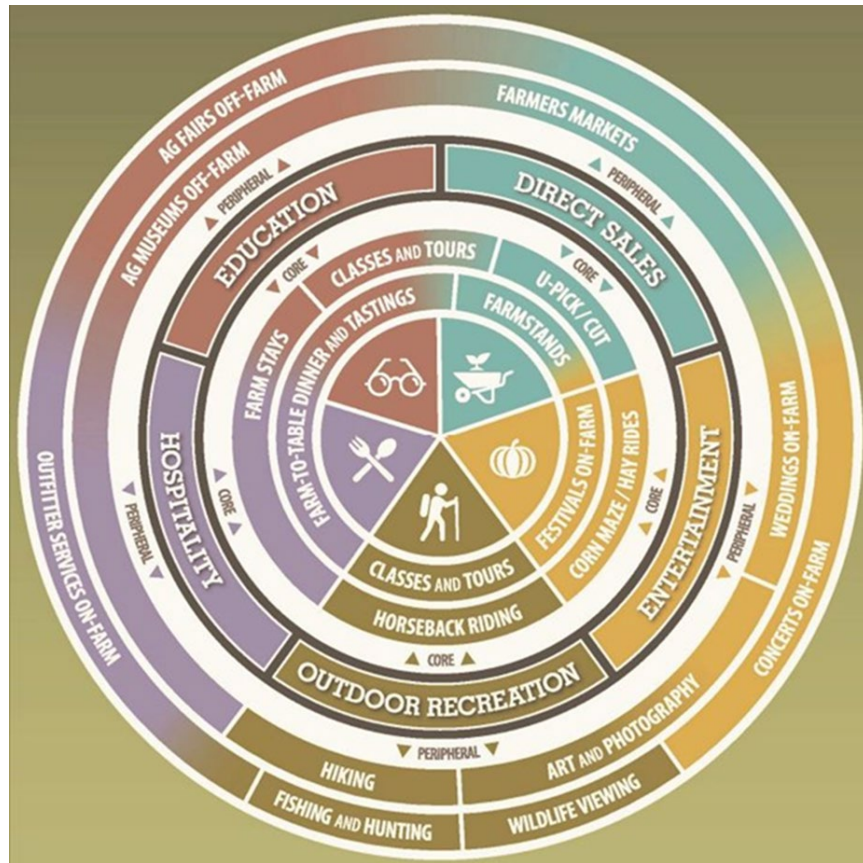
| Question                                              | Yes      |         | No       |       | Somewhat |        |
|-------------------------------------------------------|----------|---------|----------|-------|----------|--------|
|                                                       | <i>n</i> | %       | <i>n</i> | %     | <i>n</i> | %      |
| Did the conference content meet your expectations?    | 24       | 96.00%  | 1        | 4.00% | 0        | 0.00%  |
| Were the venue and facilities suitable for the event? | 25       | 100.00% | 0        | 0.00% | 0        | 0.00%  |
| Did you find the networking opportunities valuable?   | 19       | 76.00%  | 1        | 4.00% | 5        | 20.00% |
| Did you find it easy to network with other attendees? | 18       | 72.00%  | 1        | 4.00% | 6        | 24.00% |

| Question                                                                | Open-Ended Responses                                                                                                                                                                                               |
|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Which session(s) did you find most valuable, and why?                   | Insurance (8); All (5); Value Added (3); Land Trust (3); Keynote (2); Fellows; Starting a business; Panel; Grant Information                                                                                       |
| What aspects of the conference do you think could be improved?          | More networking (4); Booth visibility (2); Better orientation; Sustainability; Round tables; Share PPTs; Ice cream social in trade show area; Coffee social before; Calls to action; More Stats; Shorter afternoon |
| Do you have any suggestions for future topics or speakers?              | Info about revenue; LLCs; Affiliations on name tags; Business advice; Other states; More like Cole; Abbey Majerus; Pedal to Plate; Longest table; Tribal connections; Tour                                         |
| If applicable, please share any specific feedback about speakers.       | High quality; More specifics on laws; Fewer stories; Variety; More pictures; Diversity                                                                                                                             |
| Were there any logistical issues you encountered during the conference? | Parking Passes (4); Need more breaks; Booth Visibility; Booth Access; Greeters                                                                                                                                     |

# Ripple Effect Mapping Program Evaluation



## Exploring Agritourism In your Area



1. What current agritourism **initiatives** are in your area?
2. How could you **connect** with agricultural producers and professionals to promote agricultural education on their farms?
3. Who could you **partner** with at local, state, regional, or national levels to promote education through agritourism?
4. What **new ideas** and innovations do you have for agritourism education or recreation?
5. **Who are the key leaders** within your communities that would be interested in agritourism?
6. What **professional networking** opportunities or partners would be interested in agritourism?
7. What **funding sources** exist that could support agritourism?