Unit 1: Agritourism

Estimated Time for completion – approximately 45 minutes

Student Learning Objectives:

• As a result of this lesson the student will...
  o Formulate a working definition of Agritourism.
  o Identify local/national examples of Agritourism.

Directions: Access the commodities and products tab on the AgMRC website (http://www.agmrc.org) and find the Agritourism link. Utilize information located here to answer the questions below:

1. According to the AgMRC website, what is Agritourism?
   • First, select the Commodities and Products link.
   • Second, select the Agritourism link (the definition is located on this page).

2. With your group, come up with a list of examples of Agritourism in your community/state.
   • Brainstorm in groups of 3 or 4 students to come up with a list of local Agritourism examples.
   • The teacher will create a class list of Local Agritourism Examples

3. Using the Food Industry Market Maker link on the AgMRC website, explore other local examples of Agritourism. What is one business you find interesting? Be prepared to share what you found with the class.
   • First, select the Food Industry Market Maker link on the AgMRC website.
   • Under “Search Market Maker” select your state and click the “Search” button.
   • Under “Filter Results”, select “Tourism” for the “Business Type” and select your county. (Note: If your county does not have any Agritourism, just select “county” and it will search the whole state.) Click the “Search” button.
   • Scroll down and look at the “Search Results.” Clicking “See Profile” next to a business allows you to see more information about it. The map to the left shows the location of the business when your mouse is above the businesses name.
   • The teacher may call on all, or a few random students to share about the businesses they found.
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4. What are other examples of Agritourism you can think of in the rest of the United States or World?
   - Brainstorm in groups of 3 or 4 students to come up with a list of local Agritourism examples.
   - The teacher will create a class list of Local Agritourism Examples

5. Using the Food Industry Market Maker link on the AgMRC website, explore non-local examples of Agritourism. What is one business you find interesting? Be prepared to share what you found with the class.
   - First, select the Food Industry Market Maker link on the AgMRC website.
   - Under “Search Market Maker” select your state and click the “Search” button.
   - Under “Filter Results”, select “Tourism” for the “Business Type” and select “State” for the state. Click the “Search” button.
   - Scroll down and look at the “Search Results.” Clicking “See Profile” next to a business allows you to see more information about it. The map to the left shows the location of the business when your mouse is above the businesses name.
   - The teacher may call on all, or a few random students to share about the businesses they found.

6. Why do you think Agritourism is considered Value-Added Agriculture?

7. Why not you? Think of an Agritourism business of your very own. What would it be?