Unit 1: Agritourism

Lesson 2: Agritourism Near You- Teacher’s Guide

Estimated Time for Completion- Approximately 40 minutes

Student Learning Objectives:

As a result of this lesson the student will…
• Identify local agritourism businesses
• Understand the difference in the market place.

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. Refresh you definition of agritourism.
   • First, select the Commodities and Products link.
   • Second, select the agritourism link (the definition is located on this page).

2. What are some examples of agritourism? (Utilize the Food Industry Market Maker link on the AgMRC website to search for examples.) The Food Industry Market Maker allows you to put in a specified area and find the agritourism businesses around it.

3. Complete the charts with the following information.
   • Name and Location
   • Distance from you
   • Year established
   • Product
   • Why is it appealing?
   • Would you go? Why or why not?

Now that the students have a good understanding of what agritourism businesses surround them, it is time for them to think about what they can learn from that information. They need to answer the following questions. Following a time of individual or partner answering, a class discussion on the questions is encouraged.

Thinking Critically: Questions

Are there any similarities between the agritourism businesses near you? Why do you suppose this is?

Does the location of these businesses influence the type of operation they have? How so?

Looking at the year the business were established, what can you say about the history of agritourism?