Unit 1: Agritourism

Lesson 4: Starting your own Agritourism Business

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

1. With a partner, think of an Agritourism business of your very own. You will use this business idea for the remainder of this activity. You may use the AgMRC website to help you get ideas.
   - What is your business idea?
   - How does this operation incorporate value-added agriculture?

2. What are some Best Management Practices identified by the AgMRC website for agritourism? How would you incorporate these into the agritourism operation you created in Question 1?
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3. What are some of the risks and liabilities that you might encounter in your agritourism operation?

4. What other challenges might you encounter as an owner of an agritourism operation?

5. What achievements will cause you to consider your agritourism operation successful?
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Interview Protocol

This is your opportunity to get connected with and learn from Agritourism leaders. Using the Food Industry Market Maker on the AgMRC website, or by looking up an Agritourism operation on your own, locate the contact information for an Agritourism operation that is relatable to the one you created. You will be interviewing that business to learn about ways to make your own more successful.

Contact information:

Now begin thinking of questions to ask them in your interview. Examples of good questions to ask are:

What makes your Agritourism operation unique?

What have you found to be most rewarding in running your Agritourism operation?

What have you found to be most challenging in running your Agritourism operation?
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You are encouraged to ask these questions and you must come up with three additional questions of your own. What would you like to know from the experts? Write your questions below. Once you complete the interview, write a one-page report on what you learned from your source.

Question 1.

Question 2.

Question 3.