Unit 1: Agritourism

Lesson 7: Agritourism Fundraising Scenario-Teacher’s Guide

Estimated Time for Completion – approximately 60 minutes

Student Learning Objectives:

As a result of this lesson the student will...

• Research different business routes to determine which is the best option
• Create a basic business plan

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:

It is a good idea for the teacher to...

1. Refresh your definition of agritourism.
   • First, select the commodities and products link
   • Second, select the agritourism link (the definition is locate on this page)
2. Refresh knowledge of agritourism examples (Utilize the Food Industry Market Maker on the AgMRC website to search for examples)
3. Decide on what agritourism business you will use. After the student determines what is the best fit for the land, they will research the internet to help them get a good baseline for the following:
   • What will you do with the land?
   • Why did you decide to use the land in that particular way?
   • How will the startup money be used?
   • Will you need more than the startup money you were given? If so, how much and where will you obtain it?
   • How will you set up managing this fundraising?
   • What type of workforce will you need? How will you go about filling this need?
   • How will you market your new fundraiser?
   • How will you continue to run this throughout the year? The next five years?

For peer review, a “speed-critique” could be implemented. Require each student to meet with three people. The first minute will be spent telling one person’s idea. Then there will be one minute for questions and suggestions from the peer. Then the roles reverse. This will be done three times, each with a new partner.