

How to Get Started with Value-added Products

Value-added Products connect visitors to local culture

Value-added farm products are agricultural goods that have undergone a transformation process: think jam, cheese, or cider.

Processed products add value and diversity to a farm's offerings. Agritourism activities related to value-added farm products may include product tastings, workshops on processing techniques, and farm-to-table experiences showcasing these products.



Photo courtesy of Highland Orchards, PA



Research highlights that value-added farm products contribute to increased farm profitability, product differentiation, and consumer satisfaction. They support local economies, preserve agricultural traditions, and promote culinary tourism.



Helpful tips for marketing value-added products

Producing value-added farm products can be a great addition to other agritourism activities. Featuring these products in farm stores, farmers' markets, and farm-to-table events creates a cohesive and interconnected agritourism experience for visitors.

Creating value added farm products could be a great way to turn your property into a destination. For example, an apple orchard may only be viable for pick-your-own in the fall months, but by using those apples to make cider, you can welcome visitors year-round and create loyal customers.