

ARE YOU READY TO HOST VISITORS AT YOUR FARM?

Agritourism Enterprise Checklist

| SECTION 1: PERSONAL ASSESSMENT | | | |
|--|-----|----|-------------------|
| Business Qualities | Yes | No | Needs Improvement |
| I am motivated to take on a new enterprise | | | |
| I have managed a business before | | | |
| I have a business plan for my current enterprise | | | |
| I will write a business plan for the new agritourism enterprise | | | |
| I keep good production and finance records | | | |
| I am willing to take risks | | | |
| Other experiences and qualities that apply to this new venture: | | | |
| | | | |
| Personal Qualities | Yes | No | Needs Improvement |
| I am a good planner/organizer | | | |
| I have creative ideas | | | |
| I have a high level of energy and contagious enthusiasm for what I do | | | |
| I enjoy doing new things | | | |
| I follow through on what I start | | | |
| I enjoy interacting with a variety of people | | | |
| I like to show people my farming operation | | | |
| I don't mind people wandering around my farm | | | |
| Other personal qualities that apply to this new venture: | | | |
| | | | |
| Skills | Yes | No | Needs Improvement |
| Business planning | | | |
| Marketing | | | |
| Art/Design | | | |
| Advertising/public relations | | | |
| Media experience, writing/radio | | | |
| Teaching | | | |
| Crafts (list): | | | |
| Other skills you have that will come in handy: | | | |
| | | | |
| Time Assessment | | | |
| How much free time do you have per week? _____ Hours/week | | | |
| How much time are you able to devote to this new venture? _____ Hours/week | | | |

SECTION 1: PERSONAL ASSESSMENT, Continued

Are the members of your family supportive of this new venture?

☐ Yes ☐ No ☐ Not sure (If so, it's time to talk!)

Family Roles & Skills

| Family Member | Roles | Skills/Qualities | Available Time (Hrs/wk) |
|---------------|-------|------------------|-------------------------|
| 1) | | | |
| 2) | | | |
| 3) | | | |
| 4) | | | |
| 5) | | | |

SECTION 2: EXPERIENCE HOSTING VISITORS

Visitor Profile

| Description of Visitor e.g., women's clubs, 40-50 years old, middle income | What Do You Offer Them? |
|---|-------------------------|
| | |
| | |
| | |
| | |
| | |

Where Do Visitors Come From?

| % | | List Communities |
|---|---------------------|------------------|
| | Within 10 miles | |
| | Within 10-20 miles | |
| | Within 20-50 miles | |
| | Within 50-100 miles | |
| | 100 miles + | |

Total Individual Visitors/Year: _____

Total Groups Hosted/Year: _____

| SECTION 3: FARM FACILITIES | | | |
|---|-----|----|-------------------|
| FIRST IMPRESSIONS | Yes | No | Needs Improvement |
| Finding the Farm | | | |
| Are there road signs at key intersections to direct visitors from main roads to the farm? | | | |
| Upon Arrival | | | |
| Is there a well placed farm sign? | | | |
| Is it easy to find the driveway entrance? | | | |
| Is there good visibility to allow customers to enter and exit safely? | | | |
| Is there a logical one-way traffic flow? | | | |
| Farm Image | | | |
| Is the first impression of an approaching visitor a favorable one? | | | |
| Has the farm atmosphere been preserved? | | | |
| Parking | | | |
| Is it easy to figure out where to park? | | | |
| Is there signage directing you to parking areas? | | | |
| Are there barriers defining the parking area? | | | |
| Is it easy to park once you find the parking lot? | | | |
| Are parking slots marked? | | | |
| Is there adequate space to pull in/out? | | | |
| Condition of Farm Lanes and Parking Lots | | | |
| Relatively smooth? | | | |
| Free of potholes? | | | |
| Free of mud? | | | |
| Gravel to keep down dust? | | | |
| Paved for ease of walking? | | | |
| Landscaping | | | |
| Mowed lawn areas | | | |
| Nicely landscaped grounds | | | |
| Attractive flower beds and containers | | | |
| Outdoor Displays | | | |
| Are displays blocked from customer view by cars or other objects? | | | |
| Is interesting or antique farm equipment used? | | | |
| Are there places to sit – picnic tables/pavilion/benches? | | | |
| Is there a designated children's area? | | | |
| Are there signs with instructions/information? | | | |
| Outdoor Hazards | | | |
| Are there junk piles? | | | |
| Have tripping hazards been eliminated? | | | |
| Is farm equipment out of harms way? | | | |
| Are farm chemicals locked up out of site? | | | |
| Are fuel tanks, pumps locked up? | | | |
| Are manure pits fenced? | | | |
| Are ponds fenced? | | | |

| SECTION 3: FARM FACILITIES, Continued | | | |
|--|-------------------|-------------------|--------------------------|
| ANIMAL FACILITIES | Yes | No | Needs Improvement |
| Are pasture/paddocks fenced? | | | |
| Are electric fences marked? | | | |
| Is there double fencing to keep people away from animals? | | | |
| Are manure levels in barns and paddocks under control? | | | |
| Are booties or footbaths provided where needed for sanitation and disease prevention? | | | |
| People hygiene – Is there soap/water, antiseptic hand lotion/wipes? | | | |
| Is there signage to instruct people how to behave around animals (what is acceptable and what is not)? | | | |
| Is public access to animal paddocks/barns limited for safe management? | | | |
| BUILDINGS | Building 1 | Building 2 | Building 3 |
| Building current use or potential use. Describe each building and its condition. | | | |
| Handicap access | | | |
| Exterior condition: | | | |
| – nicely painted | | | |
| – in good repair | | | |
| Building interior: | | | |
| – Entrance clearly marked | | | |
| – Doorway wide enough (double doors) | | | |
| – Floors are smooth, level | | | |
| – Bright, clean, well lit | | | |
| – Hazards eliminated | | | |
| – Clutter under control/out of view | | | |

| SECTION 4: RETAIL FACILITIES | Yes | No | Needs Improvement |
|---|-----|----|-------------------|
| Layout | | | |
| Can customers see over displays? | | | |
| Can customers find the checkout? | | | |
| Are displays positioned for maximum exposure? | | | |
| Do high demand items draw people into the store? | | | |
| Are impulse items located near checkout? | | | |
| Retail Display Equipment | | | |
| Similar construction/style/vintage | | | |
| Sturdy, safe, free of nails or splinters | | | |
| Attractive Displays | | | |
| Arranged well, appealing, overflowing, good use of contrast and color | | | |
| Variety of sale unit sizes to meet shopper needs | | | |
| Nice packaging | | | |
| Only high quality products on display (well maintained) | | | |
| Related items being sold (e.g., salad dressing with salad greens) | | | |
| Displays changed periodically/seasonally | | | |
| Decorations | | | |
| Is there a predominant theme? Describe look: | | | |
| Is there consistency among decorations? (i.e., all antiques, all farm related, photos of farm scenes, etc.) | | | |
| Are tablecloths, curtains, etc. made of similar fabric, complementary colors? | | | |
| Signage | | | |
| Is letter type consistent? | | | |
| Are the colors consistent? | | | |
| Use of farm logo in signage? | | | |
| Variety of signage (check all that apply): | | | |
| <input type="checkbox"/> Info signs | | | |
| <input type="checkbox"/> Product signs | | | |
| <input type="checkbox"/> Price signs | | | |
| Customer Convenience (check all that apply) | | | |
| <input type="checkbox"/> Shopping basket/carts | | | |
| <input type="checkbox"/> Credit cards | | | |
| <input type="checkbox"/> Tasting | | | |
| <input type="checkbox"/> Recipes | | | |
| <input type="checkbox"/> Bathrooms | | | |
| <input type="checkbox"/> Seating areas | | | |
| <input type="checkbox"/> Guest books | | | |
| <input type="checkbox"/> Newsletter | | | |
| <input type="checkbox"/> Ordering info | | | |
| <input type="checkbox"/> Brochure with hours | | | |
| <input type="checkbox"/> Visitor information/nearby attractions | | | |

| SECTION 5: CUSTOMER SERVICE/HOSPITALITY | | | | |
|--|----------------------|------------------------|----|-------------------|
| PERSONNEL | | Yes | No | Needs Improvement |
| Appearance is neat and clean. Wearing farm shirts and/or name tags | | | | |
| Greet customer | | | | |
| Helpful, courteous, cheerful, professional, enthusiastic | | | | |
| Well informed about the farm and farm products | | | | |
| Not overbearing | | | | |
| Engaging: Ask where are you from, how did you hear about farm, etc. | | | | |
| Know about other things to do in area; make helpful recommendations; provide directions. | | | | |
| SERVICES OFFERED | | | | |
| List all the things visitors can see at your farm. | | | | |
| List all the things visitors can do at your farm. | | | | |
| List all the things visitors could buy at your farm. | | | | |
| Activities available to visitors ANYTIME they visit: | | | | |
| 1. | | | | |
| 2. | | | | |
| 3. | | | | |
| 4. | | | | |
| 5. | | | | |
| Activities that must be PRE-ARRANGED: | | | | |
| 1. | | | | |
| 2. | | | | |
| 3. | | | | |
| 4. | | | | |
| 5. | | | | |
| TOURS OFFERED | | Yes | No | Needs Improvement |
| Are they well planned and delivered? | | | | |
| Can they be tailored to groups' interests? | | | | |
| Name of Tour | Time it Takes | Target Audience | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

SECTION 5: CUSTOMER SERVICE/HOSPITALITY, continued**EVENTS/FESTIVALS**

| Festival Name | Month Held | Purpose | How many people do you want to attend? |
|---------------|------------|---------|--|
| | | | |
| | | | |
| | | | |
| | | | |

LODGING OFFERINGS

| Type of Lodging (e.g., B&B, cabins, lodge, camping) | Number of rooms/beds/spaces | Price Range |
|---|-----------------------------|-------------|
| | | |
| | | |
| | | |
| | | |

SERVICES OFFERED

- ☐ Breakfast
 - ☐ Lunch
 - ☐ Dinner
 - ☐ Farm tour
 - ☐ Hands-on farm experiences.
- Describe:

SECTION 6: NATURAL AREAS INVENTORY

Are these a resource for visitors?

| | | | |
|--------------------|------------------------------|-----------------------------|---|
| - Ponds | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Could be developed |
| - Woods | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Could be developed |
| - Hiking trails | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Could be developed |
| - Scenic views | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Could be developed |
| - Hunting | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Could be developed |
| - Fishing | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Could be developed |
| - X-Country skiing | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Could be developed |
| - Bike trails | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Could be developed |

Describe what would be involved in developing these resources.

| Resource | Improvements |
|----------|--------------|
| 1) | |
| 2) | |
| 3) | |
| 4) | |
| 5) | |
| 6) | |