



2018 Train-the-Trainer Agritourism Workshop

The Economic Impacts Work Group of NC Extension's Local Food Program Team is conducting a series of train-the-trainer one day workshops in February 2018 for Extension agents interested in assisting clients develop agritourism enterprises. Agents will learn how to guide clients through an 8 module lesson plan that will conclude with a completed business plan for an agritourism business.

WEST/SOUTH CENTRAL DISTRICT

Date: February 2, 2018

Time: 8:00 am – 5:00 pm

Location: Cleveland County Cooperative Extension Office, Shelby, NC

Registration Fee: \$25

SOUTHEAST DISTRICT

Date: February 28, 2018

Time: 8:00 am – 5:00 pm

Location: Onslow County Cooperative Extension Office, Jacksonville, NC

Registration Fee: \$25

NORTH CENTRAL DISTRICT

Date: February 20, 2018

Time: 8:00 am – 5:00 pm

Location: Chatham County Cooperative Extension Office, Pittsboro, NC

Registration Fee: \$25

WESTERN DISTRICT

Date: March 6, 2018

Time: 8:00 am – 5:00 pm

Location: Madison County Cooperative Extension Office, Marshall, NC

Registration Fee: \$25

NORTHEAST DISTRICT

Date: February 26, 2018

Time: 8:00 am – 5:00 pm

Location: Franklin County Cooperative Extension Office, Louisburg, NC

Registration Fee: \$25

Register Online: <http://go.ncsu.edu/agritourismtrainthetrainer>

The Agritourism Curriculum is a product of the Economic Impacts Work Group of the NC Cooperative Extension Local Food Program Team. Its purpose is to improve the efficacy of Extension agents throughout the State of North Carolina in the guidance and advice to farmers and growers seeking to engage in agritourism activities.

Workshop Agenda

8:30 – 10:00 AM

Module 1: Introduction to Agritourism and Farm Visits

Many farmers have heard of agritourism and may have preconceived notions of its benefits and challenges. The purpose of Module 1 is to examine the definition of agritourism and to analyze its benefits. Participants will also learn from the experiences of two farmers in North Carolina who engage in two very different types of agritourism activities.

Module 2: Is Agritourism Right for Me?

Upon the completion of Module 2, participants will assess their personal suitability for an agritourism activity, including the compatibility of the agritourism activity with their personal goals. Participants will also determine how best to layout their farm property for an agritourism activity.

10:15 – 11:45 AM

Module 3: Developing the Agritourism Business Concept

Upon the completion of Module 3, participants will understand and know how to develop for their agritourism activity (1) a one-paragraph business concept, (2) a 2-3 sentence elevator speech, and (3) a mission statement. Participants will also determine who their customer segment is, as well as assess their competition.

Module 4: Sustaining the Agritourism Business

Upon the completion of Module 4, participants will have learned how to price their agritourism activity. Participants will also learn the building blocks for preparing financial projections, including start-up costs, cash-flow analysis, breakeven analysis, balance sheet, and profit & loss statement.

LUNCH (included in registration fee)

1:00 – 2:30 PM

Module 5: Connecting with Agritourism Business Resources

Upon completion of Module 5, participants will have learned how to reach out to a variety of resources, including local businesses, available services at local public institutions and service providers, community organizations and service groups. Participants will be encouraged to network and collaborate with other agritourism operators and associations. Finally, participants will learn about a variety of funding sources, including grants, loans, and equity investments.

Module 6: Marketing the Agritourism Business

Upon completion of Module 6, participants will have learned about a number of low-cost marketing vehicles for their agritourism business, including a variety of e-marketing opportunities. Participants will also understand the value of customer feedback.

2:45 – 4:15 PM

Module 7: Compliance, Regulation, and Risk Management

Upon the completion of Module 7, participants will learn about the regulatory framework of an agritourism operation, including local, state, and federal laws. They will examine the NC Landowner Liability Laws and become aware of the need to post mandatory warning signs. Participants will also evaluate how effective hold harmless agreements and waivers are and assess the risks of an agritourism operation.

Module 8: Launching the Agritourism Business!

Upon the completion of Module 8, participants will have all the tools they need to prepare a business plan for their agritourism activity. They will learn why a business plan is important, take the first step towards business plan creation by completing the Lean Business Model Canvas, identify the different sections of a business plan, and finally, have the tools to prepare the business plan itself.

Workshop Facilitators

Guest Speakers

Annie Baggett, NC Department of Agriculture and Consumer Services, Agritourism Marketing Specialist

Dr. Carla Barbieri, Associate Professor, Department of Parks, Recreation, and Tourism Management, NC State University

Guido van der Hoeven, Extension Specialist, Agricultural and Resource Economics, NC State University

Members of the Local Food Program Team's Economic Impacts Work Group

Becky Bowen, NC State Extension, Community and Rural Development, CultivateNC Program Manager

Laura Lauffer, Project Extension and Outreach Manager, NC Growing Together Project, Center for Environmental Farming Systems

Matt Lenhardt, Iredell County Extension, Agriculture/Horticulture Agent

Dr. Janine Parker, NC Agricultural and Technical State University Cooperative Extension, Agribusiness and Marketing Specialist

Greg Traywick, Cleveland County Extension Director

**Not all workshop facilitators will be present at each workshop.*