



University of California

Agriculture and Natural Resources

Is agritourism for you?

Evaluating your Resources Worksheet

I. WHAT ARE MY PHYSICAL RESOURCES?

LAND

Legal Description – How much land do I own or have access to? List the acreage amount, location and proximity. List property that is deeded, leased, private, state owned, and federally owned.

Land Use – Access to a roadside may enhance your ability to sell produce directly from the farm. Farms or ranches in wooded areas can be used for mushroom production or hunting. Open areas might be good sites for demonstrations, classes, festivals, weddings or retreats. Fallow fields might provide income from goose hunting, and pastures might be used to graze alternative livestock. List your land's current use including hayfields, croplands, rangelands and feed grounds.

Land Features – What does my land look like? Land that is unique or beautiful can provide income opportunities from farm tours, hiking, horseback riding, nature tours, photography and art tours. List your land's features including its elevation; topography; access to public roads; and natural places like woodlands, meadows, wetlands and waterbodies.

Soil Type – What are the characteristics of my soil? What is it best suited for?

Water Bodies – What streams, lakes, rivers, and ponds will attract tourists? Land with water can be used for such activities as fishing, bird-watching, duck hunting, photography, and water sports such as canoeing or kayaking.

CLIMATE

How will weather patterns and my growing season affect the activities I provide? Will I need to irrigate?

FARMSTEAD FEATURES

What buildings, fences, corrals, working facilities, equipment, roads and paths are on my land? Is my home well-suited for visitors or is the barn a possibility for conferences or workshops? _____

HISTORICAL RESOURCES

What special historical or cultural buildings and features exist on my property or nearby? _____

ADDITIONAL ATTRACTIONS

What other resources do I have on my land that might attract tourists? Consider livestock, fishing areas, vistas, and proximity to natural or created points of interest, for example. _____

LOCAL INFRASTRUCTURE

What local infrastructure exists? Consider roads, local transportation systems, traffic, parking, signage, nearby lodging and dining, for instance. _____

II. WHAT ARE MY FINANCIAL RESOURCES?

What are my current financial resources? _____

What are my estimated start-up costs? _____

What access do I have to capital? _____

What can I realistically afford to spend? _____

How much money am I willing and able to risk? _____

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III. WHAT ARE MY OPERATIONAL AND MANAGEMENT ASSETS?

Landowner's and manager's strengths and goals

What intangible assets do I have to help create a farm or ranch recreation operation? Consider interpersonal skills; marketing ability; knowledge about specific topics such as livestock management, gardening, local history; and special skills such as horseback riding, furniture making, cooking, or...

Family strengths and resources

What "intangibles" can my family members bring to this enterprise? _____

Neighbor and community resources

What talents, skills, and interests might local residents add? _____

Farm and ranch personality

What is the personality of my farm or ranch? Is it serene, vibrant, laid-back, or interactive? This description can help you to choose suitable activities and to design them appropriately. _____

Farm and ranch activities

What current farm or ranch activities might appeal to the public? Remember that what you consider routine might be unusual and interesting to the nonfarming public. Be creative! These activities might include cattle drives, calving or lambing, sheep shearing, roadside produce stands, operations such as planting, cultivating, pruning, harvesting, packing, and on-site food processing. _____

IV. WHAT ARE MY PERSONAL SKILLS?

	No	Somewhat	Yes
Do I like meeting and working with all types of people?			
Do I like to entertain and serve strangers?			
Am I patient and sensitive to the needs of visitors?			
Do I have the physical stamina and vigor, or the secure staffing plan, to maintain my operation while properly serving customers?			
Do I know the natural history of my area?			
Am I			
a self-starter?			
willing to take responsibility?			
organized?			
able to make and carry out decisions?			
able to solve problems?			
energetic and persistent?			
Do I have experience with budgeting?			
planning?			
managing people?			
communicating?			
presenting my ideas to many people?			
selling?			
keeping financial records?			

V. RATE YOUR HUMAN RESOURCES - How Supportive are other people?

What about the people your visitors might have contact with – your staff, neighbors, and local community businesses? Will they strengthen your business or impede its success? Make a list of your human resources below.

	Yes	No	Notes
STAFF: FAMILY AND HIRED			
Do they have special talents or abilities?			
Name			
Name			
Name			
Do they have time to deal with the public?			
Name			
Name			
Name			
Are they willing to deal with the public?			
Name			
Name			
Name			
Are they friendly with the public?			
Name			
Name			

Name			
MANAGEMENT TEAM			
Are they committed to working with me to make a successful venture?			
Name			
Name			
Name			
NEIGHBORS			
Are there any conflicts?			
Name			
Name			
Name			
Will they allow bordering access?			
Name			
Name			
Name			
Will they support recreation options?			
Name			
Name			
Name			
SHERIFF, DEPUTIES, GAME WARDENS, BIOLOGISTS			
Do they support my proposal?			
Concerns or barriers?			
GOVERNMENT OFFICIALS & REGULATORS (LOCAL, COUNTY, REGIONAL, STATE)			
Do they support my proposal?			
Concerns or barriers			
ECONOMIC DEVELOPMENT STAFF (LOCAL, COUNTY, REGIONAL, STATE)			
Do they support my proposal			
Concerns or barriers?			
BUSINESS AND TOURISM ASSOCIATIONS			
Do they support my proposal?			
Concerns or barriers?			
OTHER LOCAL BUSINESSES			
Do they understand and support my proposal?			
Concerns or barriers?			
Name			
Name			
Name			
Would they be interested in collaborating with me?			
Name			
Name			
Name			
Additional thoughts			

POSSIBLE ALTERNATIVES FOR YOUR NEW ENTERPRISE

These five initial questions help you define your alternatives and focus your thoughts for the rest of the comparison.

1. Describe three agritourism activities/enterprises that you are considering offering to visitors.
2. For each activity, describe your target
 - a. Customers
 - b. Season(s)
3. What special requirements, problems, barriers or risks do you anticipate in a) developing and b) marketing each activity?
4. Who are/will be your competitors?
5. What are your competitive advantages, if any, in developing and offering this activity? Consider your competitors, location, regulations, seasonality, experience, development costs, and other factors.

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