



Diversification through Agritourism in British Columbia, Canada

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Texas – October 27-29, 2016

Dr. Nicole L. Vaugeois

*BC Regional Innovation Chair in
Tourism and Sustainable Rural Development*



VANCOUVER ISLAND
UNIVERSITY

The road ahead...



- Supporting Agritourism in BC
 - The BC context
- The Initiative
 - Diversification through Agritourism Manual
 - Our process
 - The manual content and approach
- Next steps

- “...tremendous concern relates to the stress and uncertainty within agriculture threatening the future of the family farm in Canada. The major concerns are the replacement of the family farm with corporate farms, financial barriers prohibiting young people from entering farming, increasing regulation burden on farms, farming and farmland, and a lack of understanding about the importance of agriculture and the benefit it holds for society”

(Ainley, 2012; Martz & Brueckner, 2003, p. iv).



CTV NEWS BARRIE

NEWS SPORTS VIDEO WEATHER MORE MY NEWS

FEATURED >>

- ELECTION 2014**
LIVE @ 9: CTV News Election 2014 digital exclusive coverage
- Extended: WW2 Nomad aircraft**
- Double stabbing at Canada's Wonderland**
- Region gets ready for ski season**

Family run farms on the decline



AGRICULTURE

February 18, 2014 2:37 pm

Number of farmers is shrinking, while avg age is climbing

By Staff The Canadian Press

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Business Tax Season

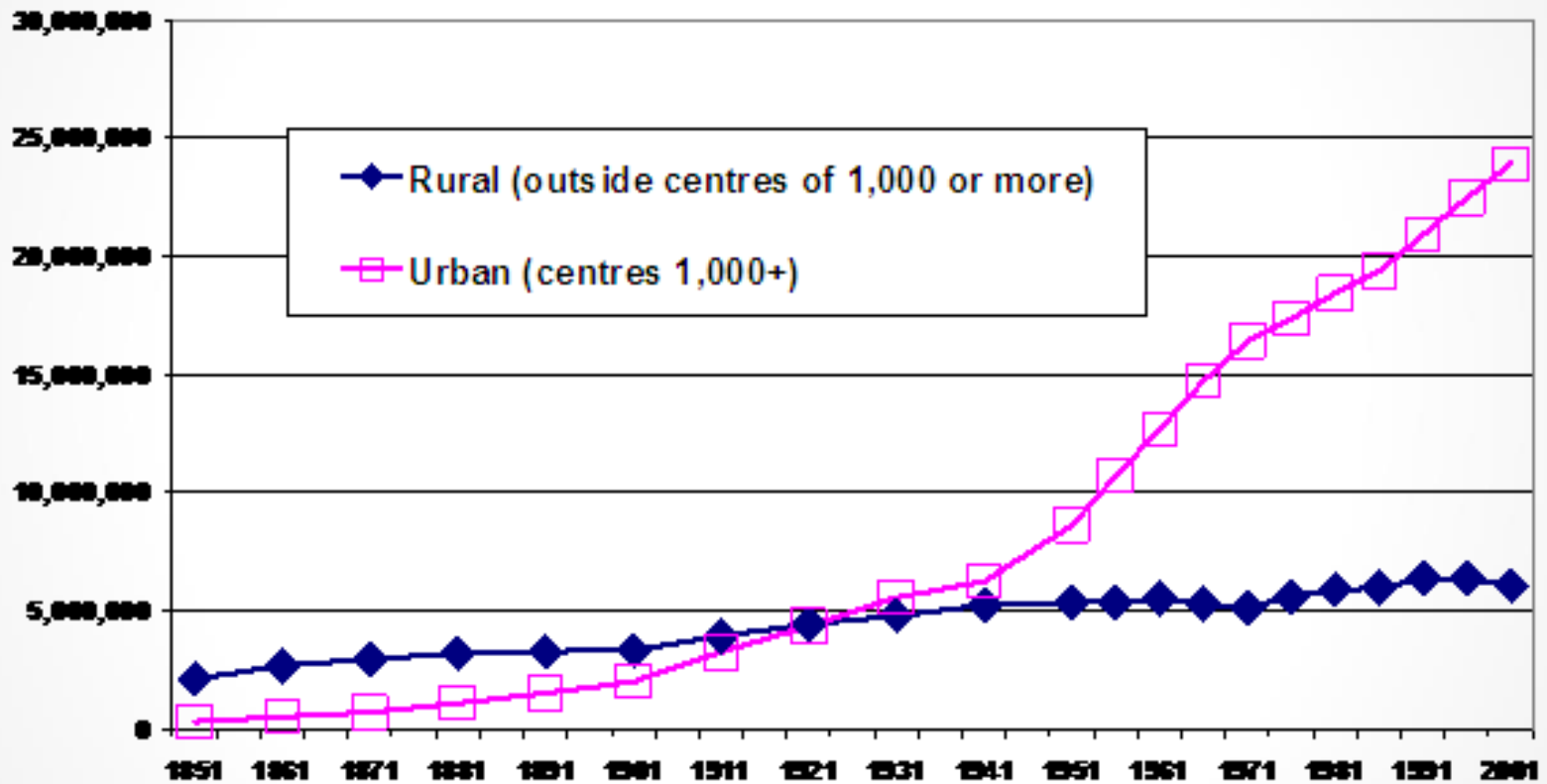
Canadian farms getting bigger, but rarer

CBC News Posted: May 10, 2012 11:48 AM ET | Last Updated: May 10, 2012 2:58 PM ET



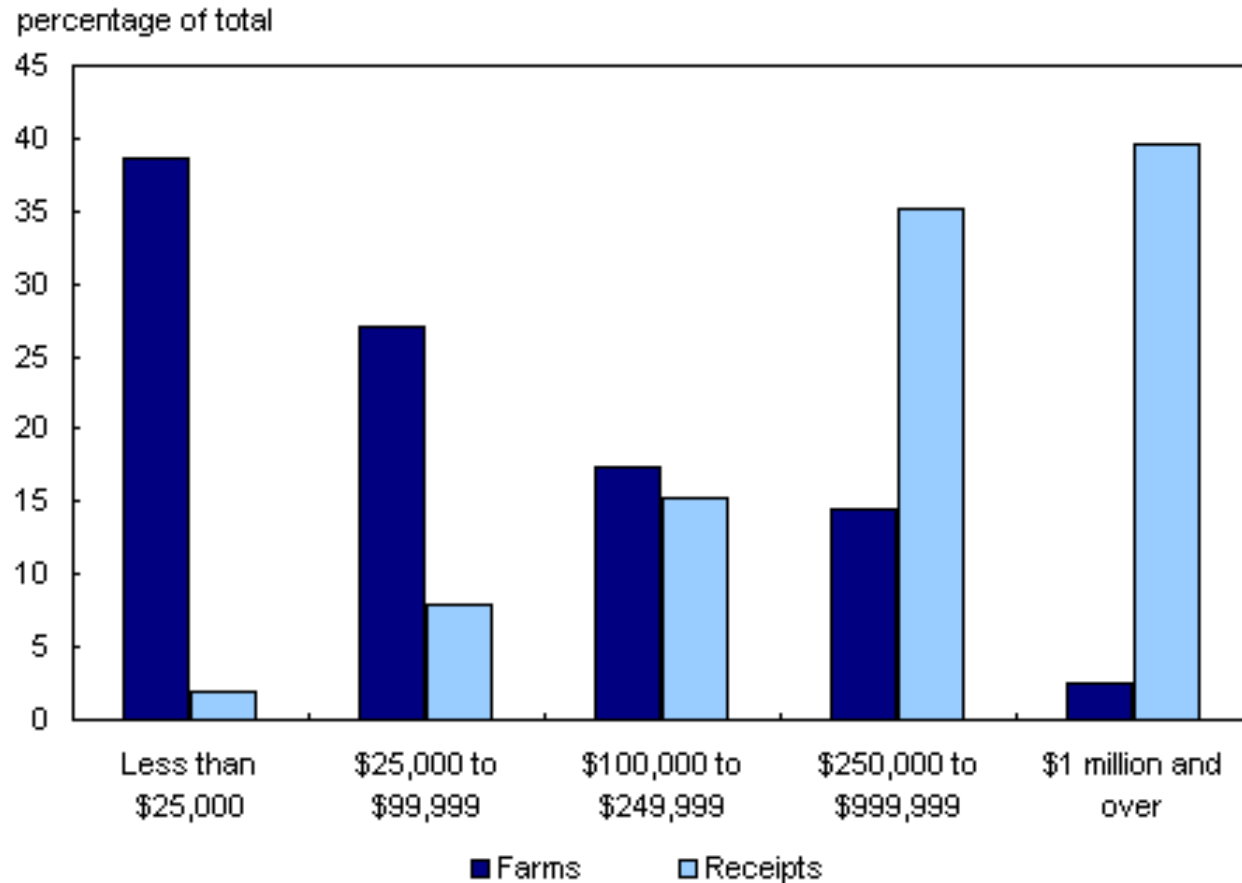
StatsCan also found a shift away from livestock-based farms to crop-based operations. (Adrian Wyld/Canadian Press)

Rural and urban population trends in Canada, 1851-2001



SOURCE: Statistics Canada, Census of Population, 1851-2001.

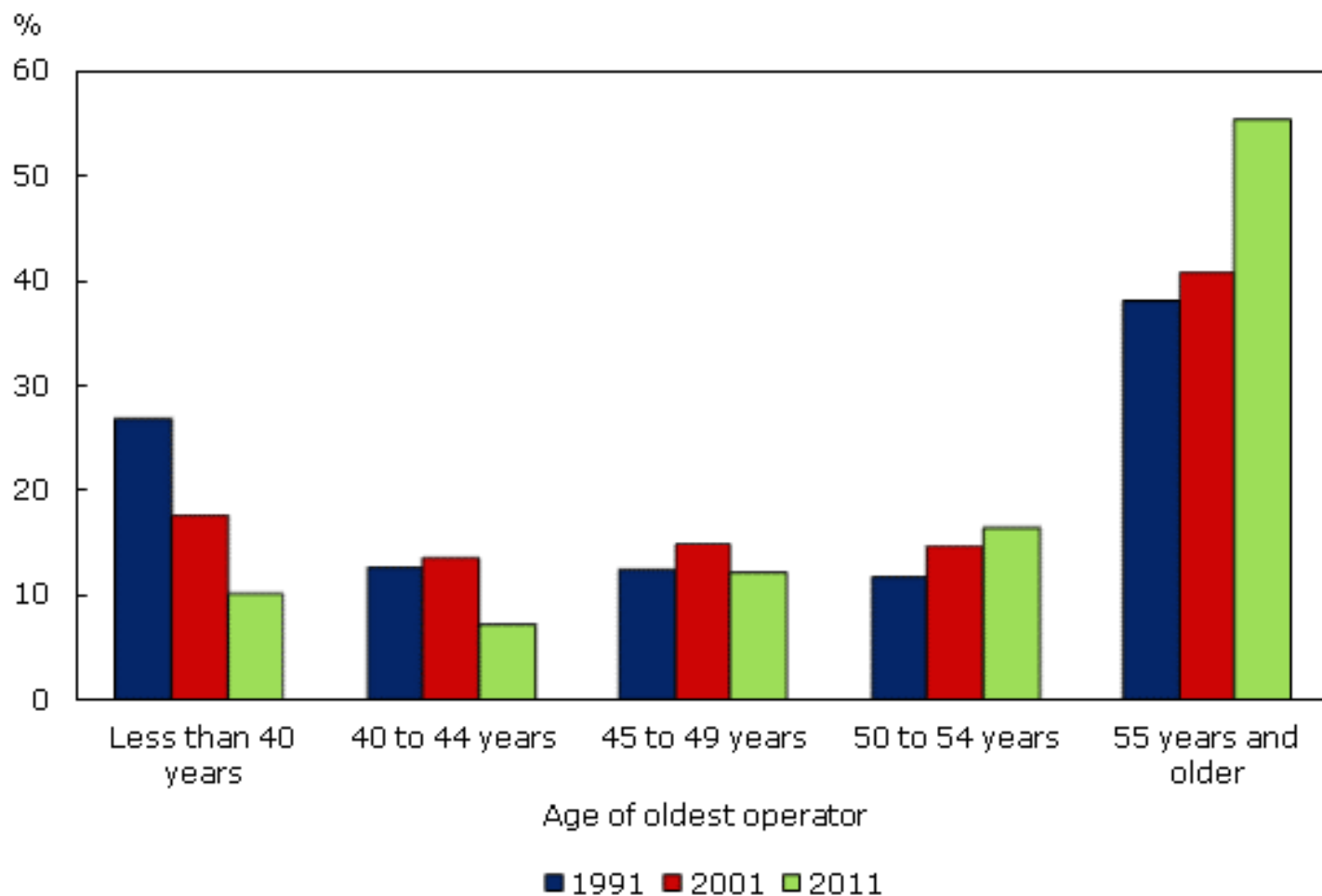
Proportion of farms and gross farm receipts by receipts class, Canada, 2006



Source: Statistics Canada, 2006 Census of Agriculture

Chart 2

Distribution of farms by age of the oldest operator,
Canada, 1991, 2001 and 2011



Source: Statistics Canada, Census of Agriculture, 1991, 2001 and 2011

Table 1

Distribution of farms by age of the oldest operator, Canada and province, 2011

	Less than 40 years percent	40 to 44 years	45 to 49 years	50 to 54 years	55 years and older
Canada	9.9	6.9	11.8	16.2	55.2
Atlantic Provinces	7.1	6.5	11.5	15.0	60.0
Quebec	10.7	7.7	14.4	18.4	48.8
Ontario	9.5	6.7	11.5	15.9	56.4
Manitoba	11.5	7.7	12.3	16.6	51.9
Saskatchewan	11.8	6.6	11.0	16.1	54.6
Alberta	9.6	7.1	11.7	15.8	55.8
British Columbia	6.4	6.2	10.6	15.1	61.6

Source: Statistics Canada, Census of Agriculture 2011









Health effects of pollution

Air pollution



Headache
Fatigue

CO

Nerve damage

Particulate matter

Ozone

Lead

Volatile organic compounds

SO₂
NO_x

Respiratory illness

Cardio-vascular illness

Gastroenteritis

Cancer risk

Nausea

Skin irritation

Water pollution



- Bacteria
- Parasites
- Chemicals

Soil contamination



Pesticides

Seeking... Finding... Reas...



















The initiative



BRITISH
COLUMBIA
MINISTRY OF
AGRICULTURE

FARM DIVERSIFICATION THROUGH AGRI-TOURISM

A Manual to Guide Agri-tourism Development in British Columbia:
April 10, 2015



Tangible Products

- Customers can see, feel, touch or taste them prior to purchase
- The producer has control over quality and can ensure consistency
- There is some ability to store unsold products for future sales



Intangible Products "Visitor experiences"

- Customers cannot see, feel, touch or taste prior to purchase and have to imagine the benefits that will result in the experience
- The producer has less control over the quality and consistency of the experience due to factors outside of their control (i.e consumers, weather)
- Experiences are highly perishable and cannot be stored for future sales





Purchase products

Gate sales, markets,
restaurants, stores

Increases demand for
products



Visit farms (day trips)

Education, events,
activities, U-pick,
demonstrations

Diversify farm revenue
streams



Stay on farms (overnight)

Farm stays in venues like
Bed, Bale and Breakfast,
camping, cottages, cabins,
Teepees, Yurts, etc.

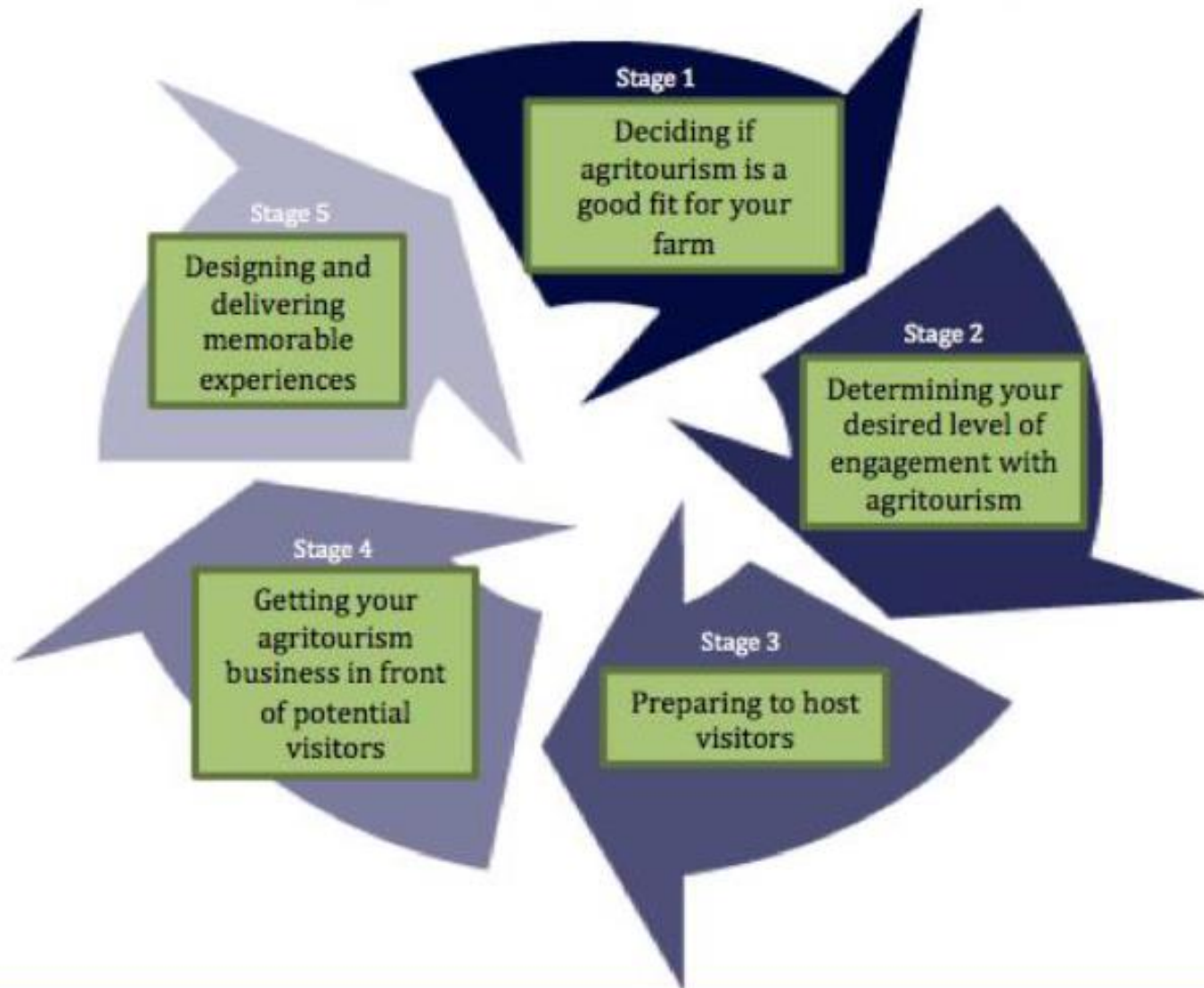
Diversify farm revenue
streams

Tangible products

Intangible product: experience

Continuum of exposure to tourists

Providing High Quality Agritourism Experiences



Benefits of Agritourism for Farms, Host Communities & Tourism Operators



Benefits of Agritourism for Farms

- Generates additional income
- Creates additional job opportunities
- Improves living and working conditions on the farm
- Develops skills in managing, entrepreneurship and communications
- Spreads awareness about local agricultural venues and products
- Educates visitors about food security
- Increases farm resilience and prosperity
- Creates opportunities that keep family members on the farm
- Can generate off-season revenue



Benefits of Agritourism for Host Communities

- Generates supplement revenue for local business community from visitors
- Builds support for farming and agriculture in the region
- Preserves rural land, buildings and heritage
- Revitalizes local traditions and history
- Contributes to rural development
- Provides opportunities for cultural exchange
- Promotes regions tourism experiences



Benefits of Agritourism for Tourism Operators

- Expands the length of the tourism season
- Diversifies tourism services for visitors
- Integrates new market niches
- Increases the flow of tourists into the region

Potential Costs of Engaging in Agritourism



Potential Costs of Agritourism for Farms

- Rezoning or development application fees if current local government regulations do not permit the intended uses
- Additional investments to the farm to hosting visitors
- Interference with other farming businesses
- Financial risk, increased liability and extra taxation
- Understanding and adhering to additional policies and regulations
- Requires developing new marketing strategies to reach visitors
- Recruitment and training of employees
- Neighbour and nuisance complaints

Neck deep:

Invite visitors overnight to your farm for authentic experiences (overnight)

- Farm stays
- Bed Bale Breakfast
- Wwoofing
- Camping

Waist deep:

Invite visitors to your farm (day)

- Gate sales
- Demonstrations
- Activities and events
- Education

Knee deep:

Place products in front of visitors

- Farm markets or stores
- Links with restaurants



How invested do you want to be in agritourism?

Neck deep:

Invite visitors overnight to your farm for authentic experiences (overnight)

- Changes the activity of the working farm but opportunity for better returns
- Requires investment in farm enhancements to host visitors, provide activities, etc.
- Requires expanded business network and engagement with tourism partners
- Requires a focus on visitor experience (customer service, interaction)

Waist deep:

Invite visitors to your farm (day)

- Changes the activity of the working farm but opportunity for enhanced returns
- Requires investment in farm enhancements to host visitors (**volume**), provide activities
- Requires expanded business network and engagement with tourism partners
- Requires a focus on visitor experience (customer service, interaction)

Knee deep:

Place products in front of visitors

- Core activity of the farm remains the same
- Visitors provide additional customer base for sale of farm products

Showcase how others are capitalizing on agri tourism opportunities?



Numerous examples – most farms however, do not recognize the role that tourism plays in generating demand for their products and thereby, their overall success.

Knee deep

YELLOW POINT
Cranberries



**Welcome,
we are a family owned and operated
cranberry farm.**

Morning Star Farm

Certifications | Contact

Little
Qualicum
Cheeseworks



ABOUT US

OUR CHEESES

WHERE TO BUY

WHAT'S NEW



WINE WITH YOUR CHEESE?

“... a love of farming, a passion for wine, and the joy of cooking” !

Please click on the images below to visit each part of the site.

An organic farm



Natures Way Farm

A fruit winery



Blue Moon Estate Winery

A culinary studio



Blue Moon Kitchen

An agritourism and wine and culinary tourism destination in the Comox Valley. Come to our beautiful farm and experience time on the farm with a farmer, time in the winery with a winemaker and time in the kitchen with a chef.

Waist deep



home

about

visit the workshops

FRANÇAIS

Why did we choose these particular artisans? The artisans featured in the 2012 ÉCONOMUSÉE® pilot project were selected because of the unparalleled quality of their craft, their unique know-how and their passion.

For the latest news and events, please visit our Facebook and Twitter pages:

visit the workshops

2012 ÉCONOMUSÉE® in the Cowichan Valley:



Merridale Cider Estate

Merridale is a gathering place where all are invited to enjoy traditionally crafted cider products. Ricks and Janet proudly share the bounty of one of the few cider orchards in North America, where they promote superior, traditional craft producers, direct farm marketing, local food processing, and agri-tourism.

[Visit their website...](#)

[View map...](#)



Hazelwood Herb Farm

Hazelwood Herb Farm is a unique place where you can see, smell and taste the genuine quality of products made with herbs cultivated and processed on site, as well as discover how herbs are transformed into culinary, cosmetic and household products by artisans who are passionate about their craft. Visitors to the Farm can learn more about the practical, aesthetic and spiritual importance of the many varieties of herbs available for purchase in the plant nursery and appreciate the historical value of herb while admiring their beauty and function displayed in the gardens.



Enjoy the Organic Farm



Meetings & Events



Upcoming Events



\$258+ Tax (*Gratuities are not included*).
- 2 Nights in a Harbour View Room
- Salt Spring Lamb Tour

Salt Spring Lamb
Tour

Plan a Visit

Arrival Date

2014-02-06

Nights	Adults	Kids
1	1	0

Under 13

[Check Availability](#)

[Full Availability Calendar >>](#)

Specials & Packages



Adventure
Package
[Read More >>](#)

January &

Neck deep

Advantages and disadvantages of promotional tools

Type of media	Advantages	Disadvantages
Newspaper	<ul style="list-style-type: none"> Potentially large coverage area Low cost relatively to other media Immediate/timely (daily or weekly) Access to many socioeconomic groups Flexibility in ad size and cost Short lead time Visibility of the product (pictures) 	<ul style="list-style-type: none"> Inconsistent reproduction Typically one day exposure Clutter (can be lost among other ads) Lack of movement and sound May be limited to text or black/white
Radio	<ul style="list-style-type: none"> Specific audience (demographics) Immediate/timely/multiply exposures Possible high entertainment value of ad Time and content flexible Use of a human voice (possibly celebrity) Sound reinforcement 	<ul style="list-style-type: none"> Time limitations restrict message Need for repetition Clutter (can be lost among other ads) Ad recall is low Short ad exposure
Web based and social media tools	<ul style="list-style-type: none"> Information available 24/7 Customers access in their environment and at their convenience Relatively cost effective Can target large types of viewers Messages can be timely Ads can be interactive 	<ul style="list-style-type: none"> Maintenance necessary Not effective as a stand-alone strategy Difficult to gauge impact Cost of development and maintenance Time needed to engage in updates can be challenging
Road signs	<ul style="list-style-type: none"> Large audience exposure depending on placement Can provide information and directions Continuous exposure 	<ul style="list-style-type: none"> Limited message length Initial production and preparation costs Ideal sites are difficult to access
Print publications	<ul style="list-style-type: none"> Potentially large coverage area Visibility of the product (pictures) Others are taking care of spreading publications (mas and guides) Can be cost effective Can provide information and directions 	<ul style="list-style-type: none"> Need for updates Lack of movement and sound Potential clutter among other brochures Inconsistent reproduction

Expanding our market intelligence...

“Unfortunately, for many of the Canadian farm families embracing agritourism...

the transition has been based more on a leap of faith than on sound market research”

(Ainley and Smale, 2010)





BC Regional Innovation Chair in Tourism and Sustainable Rural Development

Vancouver Island
University
Phone 250-753-3245
Local 2772
Email:
nicole.vaugeois@viu.ca

Dr. Nicole Vaugeois

Follow my blog: www.sustainablelerruraltourism.ca