

Agritourism

While agriculture is an industry that the world could not survive without, farmers and ranchers struggle through the fluctuation of good and bad business seasons often. There is never a guarantee that crops will yield enough and be up to expected produce standards. Because of this constant uncertainty, farmers and ranchers are seeking other sources of income to ensure financial stability.

Agritourism is an alternative that has become increasingly popular for both those involved in the agriculture industry and the common “city folk.” Agritourism is the link between agricultural production and tourism, it is used as an opportunity to bring customers who may have never set foot on farm/ranch land straight to the source of where their food comes from.

Agritourism provides farmers with a chance to gain some additional income to provide a cushion for extra bad years with crops/livestock production while educating people on the industry of agriculture. Some typical forms of agritourism include: hay mazes, guided tours, wine tastings, cooking classes, pumpkin patches, weddings, U-pick operations, and much more.

These forms of tourism are becoming increasingly popular as many of them provides visitors with an escape from busy city life. Having the opportunity to drive an hour or two to a farm or ranch and be able to enjoy the outdoors while sipping on some hot apple cider or enjoying some fresh corn-on-the-cob is becoming a more sought after opportunity.

These forms of agritourism provide so much more than just extra income for those in the agriculture industry, it provides a valuable connection between farmers and customers. Over the past few decades the link between farmers and their customers have been steadily diminishing. People tend to forget that their pre-made meals found in the freezer section took months if not years of hard work to produce all the meat, fruits, veggies, and grains they find in their food.

As people are becoming more aware and involved in what they are putting into their bodies, knowing where food is sourced from and how it is produced is starting to become more of a topic of conversation.

Agritourism provides many different fun and entertaining ways for common folk to educate themselves about the various processes and hard work it takes to produce food on a farm. Even by going to something as common as a pumpkin patch, people get the chance to engage with farmers and see some of the agriculture land and processes used to grow food.

There are some forms of agritourism that are aimed more specifically on the education sides such as farm tours, cheese making classes, volunteer days/weekends, hands-on agriculture lessons, etc. There are many opportunities out there to give people the chance to learn more about how their food is produced while making valuable memories with families and friends.

Next time you are bored on the weekend look to see what agritourism options you have near you, you just might learn something amazing or even leave with some farm-fresh produce.

Local agritourism opportunities:

Harley Farms <http://www.harleyfarms.com/>

Pie Ranch <https://www.pieranch.org/>

Root Down Farm <https://www.rootdownfarm.org/>

R&R Ranch <https://rnrfresh.com/>

Crest Ranch <https://www.crestranch.com/>

Fifth Crow Farm <https://fifthcrowfarm.com/>

Blue House Farm <https://bluehousefarm.com/>

Forever Bloom Farm <https://www.foreverbloomfarm.com/>