



**Farm and Food Tourism: Opportunity for Diversification and Season Extension**

Kynda Curtis  
 USU Extension Food/Ag Marketing Specialist  
 kynda.curtis@usu.edu




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**Overview**

- Understand the growing market for farm and food tourism
- Understand the specific enterprise and product opportunities within farm and food tourism
- Evaluate the role foods play in creating a tourism destination image
- Recognize farm/food tourism impacts to rural communities
- Understand the potential benefits of implementing farm/food tourism operations and products




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## Food Tourism & Economic Development

- Agricultural producers face numerous challenges and look to diversify product offerings, access new markets, and expand market periods and pricing
- Tourism providers struggle to find the regional distinctiveness necessary to differentiate themselves from other tourism destinations
- As a result of the growing local foods movement, farm and food tourism may provide a solution




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## Food Tourism & Economic Development

- Food tourism has been shown to.....
  - Enhance a destination’s tourism offering
  - Generate additional economic opportunities for local growers and processors, especially in close proximity to prime tourism destinations
  - Provide a venue to promote and distribute local agricultural goods and value-added products
  - Provide tourists with the cultural experiences they seek




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## Buy Local Movement

- 215% increase in farmers' markets from 2000 to 2019
- 295% increase in CSA programs from 2004 to 2019
- The National Grocery Association Consumer Panel
  - The availability of local foods was a major influence on grocery shopping decisions as 87.8% of respondents rated local food availability as "very or somewhat important," with 45.9% indicating "very important"
  - The need for "more locally grown foods" was the second most desired improvement among surveyed grocery shoppers at 36.6%, just under "price/cost savings"
- In 2017, US farmers sold \$11.8 billion in local foods
- US agritourism revenue grew from \$250 million to \$950 million from 2002 to 2017




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## Farmers' Markets in US

**U.S. farmers markets, 1994–2019**

 Economic Research Service  
U.S. DEPARTMENT OF AGRICULTURE

Number of markets

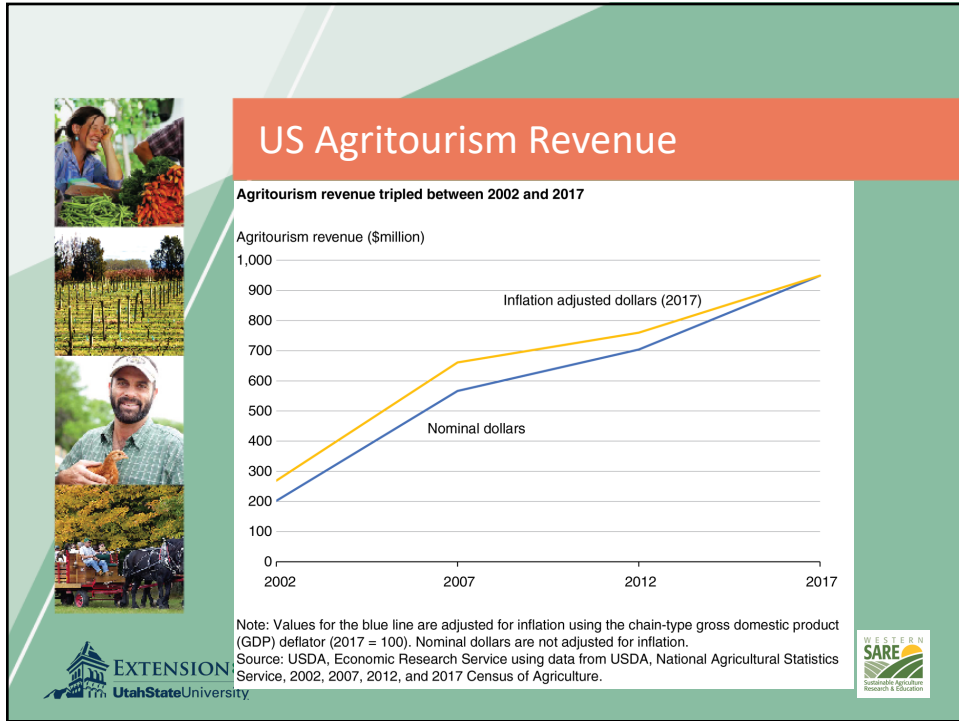
Annual change (percent)



Notes: Data from 1994 to 2008 are available only for even-numbered years. Odd-numbered years were estimated by taking the average of the prior and following year, denoted by the lighter green color.  
 Source: USDA, Economic Research Service using data from USDA, Agricultural Marketing Service, National Agricultural Statistics Service, Farmers Market Surveys and National Farmers Market Directory, accessed July 6, 2022.





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- ## Local Food While Traveling
- The National Restaurant Association's 2019 Restaurant Industry Forecast reported that 7 of 10 consumers were more likely to visit a restaurant offering locally sourced items
  - The National Restaurant Association's 2020 "Top Ten Trends across the Nation," included locally sourced meats/seafood and locally grown produce as the top 2 trends
  - The US travel Association reports that 27 million travelers, or 17% of American leisure travelers, engaged in culinary or wine-related activities while traveling within the past three years
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## International Trend

- Local food demand not just a US phenomenon
- Denmark, Switzerland, and Austria report the highest per capita consumption of farmers' market produce
- The European Union has required origin labeling for all fresh food since 2011
- The UNWTO reports that 88.2% of member countries consider gastronomy a crucial element in the brand and image of their destination and 68% of the countries consulted carry out marketing activities or promotion based on food tourism (US included)



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## Brand USA



- Destination marketing organization for the United States, established in 2011



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## What is Food Tourism?

- The desire to experience a particular type of food or the products of a specific region...
  - A form of regional development that helps strengthen local food and beverage production through backward linkages in tourism supply-chain partnerships
  - Provides new opportunities to promote and distribute local products while providing an enhanced visitor experience through the expression of community identity and cultural distinctiveness

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## What is Food Tourism?

- An expression of culture
- A form of regional heritage
- Supports the enhancement of the tourist experience
- Creates backward linkages in the food supply chain
- Supports socio-economic growth in rural regions

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## What is Agritourism/Farm Tourism?

- Agritourism is a subsector of food tourism that specializes in the incorporation of visits to farms for the purposes of on-site retail purchases, enjoyment, and education
  - Pick your own
  - Farm-stays
  - Corn mazes
  - Farm tours
  - Farm shops

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## Farm Tourism Examples

- Farm/ranch vacations
- Garden/nursery tours
- Fee fishing
- Fee hunting
- Horseback riding
- Petting zoo
- Camping/picnicking
- Wagon rides
- Bed and breakfast
- Agricultural exhibits
- Skeet shooting
- Exotic farm animals
- School tours
- U-pick operations
- Game preserve
- Christmas tree farms
- Wagon rides
- Pony rides
- Pumpkin patch
- Farm shops/stands
- Bird watching
- Corn maze

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## What is Culinary Tourism?

- The practice of exploratory eating, especially those instances in which eating unfamiliar food or participating in new food customs as a way of encountering, learning, or understanding other places and cultures
  - Food/wine trails
  - Cooking schools
  - Farm shop visits
  - Restaurant experiences

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## Culinary Tourism

- Occurs when visitors seek to experience cuisine and culture together
- Focus on authentic and unique experiences that take advantage of the unique heritage, charm, hospitality, and sense of place that already exists in the community
  - Wine tourism in California
  - Cheese sampling in Wisconsin
  - Maple syrup tasting in Vermont
  - Cajun food experiences in Louisiana




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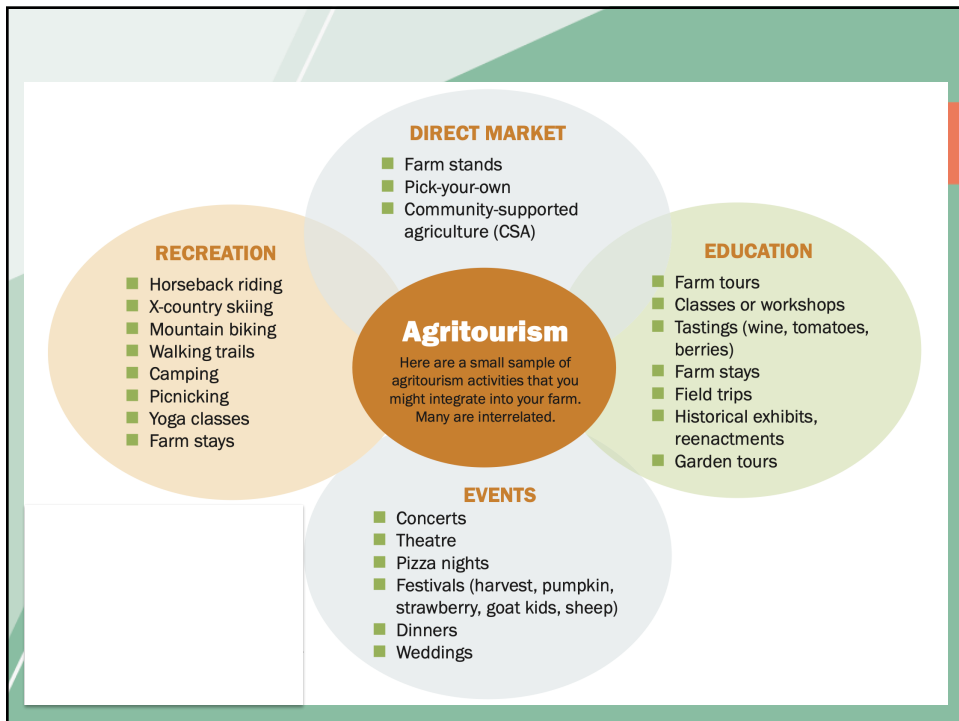


## Food-Based Attractions

- Include special events surrounding food and drink
  - Food festivals
  - Farmers’ markets
  - Wine festivals
  - Beer festivals




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## Food Tourism & Rural Communities



Enhancing the economic opportunities, environment, and social fabric of a region




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## Food Tourism

- Economic Impacts
  - Increases employment in rural areas
  - Decreases rural-to-urban migration
  - Reduces economic leakages
  - Promotes fair trade





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## Food Tourism

- Environmental Impacts
  - Preservation of open-space/agricultural areas
  - Respects the carrying capacities of natural ecosystems
  - Reduction in waste, which is often recycled into the farm's production process
  - Supports alternative or specialized production systems (free-range or pasture-grazing, organic, eco-friendly, etc.)

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## Food Tourism

- Social Impacts
  - Food is an expression of culture
  - Flavors develop throughout history based on the local environment, historic trade routes, and settlement
  - Food is an important component of local religious practices and celebrations

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## Common Challenges in Food Tourism

- Encouraging wider use and better promotion of locally produced food
- Identifying and accessing tourism markets
- Gaining knowledge about tourism markets as tourism data is fragmented and not well maintained
- Building a destination brand based on local food production or food service establishments
- Collaboration and creating a better network between regions and groups (food producers and hospitality businesses)
- Accessing best-practice knowledge from around the country




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## Why Consider Food Tourism?

- Food is one of the major tourism activities
  - One-third of tourism expenditures are on food/drink
  - Tourists tend to be less sensitive to food prices
  - Food is considered a “vital” component in the quality of a tourism experience
  - The product is the basis of food tourism




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## Tourism Market in Utah

- Western US a popular tourism destination, prime area for tourism development
  - 20+ national and state parks
- Utah's 2019 tourism indicators
  - 20.97 million total visitors
  - 4.3 million skier visits
  - 6.9 million state park visits
  - 10.6 million national park visits
  - Tourism tax revenue: \$1.16 billion
  - Total travel spending: \$10.3 billion




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Home / Restaurants / States' Plates / States' Plates Photos

### THE UNITED PLATES OF AMERICA

Main Restaurants Videos Blog

#### What to Devour in the Beehive State: Utah's Most-Iconic Dishes

By: Jenn Rice

*Snowcapped mountains, gorgeous lakes, and Southern Utah's epic National Parks make the Beehive State a unique place to visit. Here are some of its most-captivating dishes and drinks.*

<https://www.foodnetwork.com/restaurants/packages/best-food-in-america/photos/what-to-eat-utah>




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## Why Consider Food Tourism

- Additional market for current products
- Diversification into new enterprises/products
- Reduced transportation/marketing costs
- Year-round sales (additional sales)
- Outlet for value-added products
- Income/employment for family members
- Cottage food production options in Utah

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## Why Consider Food Tourism?

- On-farm activities, the visitor comes to you
  - Eliminates the need for transportation
  - Ability to work in a familiar environment
  - More flexibility in scheduling activities
  - Display “show off” products
  - Educate others about local foods
  - Interact with people from around the globe

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Excellent Resources



- Utah State University – Farm and Food Tourism
- University of Vermont – A Guide to Successful Agritourism Enterprises



  





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Activity



- Worksheet 1.1: The Role of Food in Tourism
  - Think about a recent trip/vacation.....
    - What role did food play in your travels?
    - Did you have a memorable food experience?
    - Did you try any local/ethnic foods?
    - Did you visit any food attractions?
    - Did you purchase any food souvenirs?
    - Did you notice restaurants sourcing local food? If so, how was it promoted?
    - What type of food experience would have enhanced your trip?






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## Activity

- **Worksheet 1.2: Enterprise/Product Description**
  - What unique products/services can your operation offer tourists?
  - What partners do you have that can assist?
    - How, specifically, can they help?



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# Thank you!



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