



## AGRITOURISM BEST PRACTICES

# Marketing

Demand is growing among tourists and local community members alike for experiences that help them deepen their connection to the food they eat and the farmers who grow it. Bringing visitors to your farm can be a good way to promote your products and develop lasting connections with customers. Marketing on-farm experiences often has two layers: 1) promoting the on farm-experience, and 2) promoting farm products or offerings once visitors are at the farm. Whether you're trying to sell cooking classes, farmstead cheese, CSA shares, a farm stay, or something else, this chapter will walk you through best practices in marketing, with photos and examples from farms around Vermont. We hope you will find it useful for taking the next step in promoting your farm.

## The Five P's of Marketing

"Marketing is a process of ensuring that customers' needs are identified and met in order to generate value for the business." Strong marketing can set you apart and ensure that your outstanding products and experiences are enjoyed by those they are intended for. The "Five P's of Marketing" give structure to a marketing plan and encourage you to be inclusive as you consider your product, price, placement, promotion, and positioning.

### Who is Your Target Market?

Customers you identify as most likely to purchase your product(s) are your target market, so you need to understand who they are. What are their demographic characteristics (age, gender, ethnic background, marital status, income) and personal information (interests, hobbies, values, attitudes, behaviors, lifestyle)? Where do they live and how do they access information? Are they neighbors? Tourists in a nearby town? Do they spend time on travel apps? Combine all this data to develop a single customer profile, then focus your marketing efforts on this profile.

## What's Inside?

- The Five P's of Marketing
  - Product
  - Price
  - Placement
  - Promotion
  - Positioning
- Writing a Marketing Plan
- Sample Marketing Matrix
- Vermont Resources

## Agritourism Defined

The State of Vermont does not have a commonly accepted definition for agritourism, but many groups use this:

Agritourism is the business of establishing farms as destinations for education, recreation, and the purchase of farm products. A farm visitor could be from a city far away, or a neighboring town. Examples of agritourism include farm tours, tastings, dinners-in-the-field, farm stays, workshops, festivals, and the direct sale of products through "pick-your-own," community-supported agriculture, and many other avenues. Agritourism activities connect visitors to Vermont's iconic working landscape.

## Tell me About...

Guests may come to your farm as part of a wider tour of the area. To be most accommodating, make sure you and all of your employees can answer these questions:

- What other attractions should I visit while in the area?
- What accommodations are available nearby?
- Are there any good places to eat?
- Where is the nearest gas station?
- What is it like living in this community?
- Are there any special events happening in town?
- Are there retail stores nearby?

In addition, make sure your staff can answer basic questions about:

- Farm history
- Farm size
- Farming practices
- Organic practices
- Use of GMOs
- Use of pesticides or antibiotics

SOURCE: Adapted from Michigan State University Extension Bulletin E-2064.

## Can you accept credit cards?



If you have an Apple iPhone, iPad, or Android device, you can purchase a mobile credit card processor that allows you to swipe credit

and debit cards as long as the device is connected to the Internet via a 3G, 4G or a wi-fi connection.

## PRODUCT

### What you offer your target market

- Goods: Vegetables, meats, value-added products, maple, baked goods, handcrafted items...
- Experiences: Tours, classes, farm stays, dinners, tastings, playdates, festivals, weddings, retreats...

Remember *all* the “products” experienced by visitors, including:

- Signage
- Employee courtesy (each guest can influence 100 other potential customers)
- Visual appeal and cleanliness of the farm (view the “product” through the eyes of your customer)
- Convenience and availability of parking
- Recipes or information on how to cook/prepare farm products
- Ancillary services (e.g., acceptance of credit cards, food for purchase, bathrooms, accommodations for those with special needs: the elderly, persons with disabilities, parents with strollers)



This farm stand display at Green Mountain Girls Farm, Northfield, VT, has a mix of the farm’s offerings, a cookbook, and products from neighboring farms. Products are labeled and displayed attractively.

## PRICE

### What you charge for your products

Setting an appropriate price point for each product or experience is critical. It’s also essential that you pay yourself fairly. There are two approaches to pricing: be a low-cost leader or provide a “value-based” product or service. As a low-cost leader, you are a margin-driven business requiring a high volume of sales. Your customers don’t expect quality; it is a bonus, not a requirement. With a value-based approach, customers are willing to pay what they consider a fair value for the quality and unique features and benefits they anticipate from your product.

“Fair value” varies with the target audience. What is considered expensive to one might be considered cheap to another. Therefore, you need to know what is driving *your* target market’s purchasing decisions and what *these* individuals consider a fair value for the features and benefits of your product so you can price your product accordingly and convey an effective message that will resonate with your specific customers.

**“Charge charge charge! When we do farm tours, we charge. We do a sliding-scale fee. 95% of the time people pay on the top end, sometimes above what we’re asking.”**

— Participant, 2013 Vermont farmer focus group

To help you identify your starting price points:

- Know your full costs.
- Conduct a break-even analysis to determine your costs of production. See [Estimating Breakeven Sales for Your Small Business](#) from Purdue Extension or [Financial Management: Budgeting and Pricing for Agritourism](#) from Rutgers Extension.
- Don't be afraid to charge a fair price for what your product is worth.

Understand the market landscape around you:

- Analyze competitors' pricing
- Examine trade publications
- Conduct research on target customers' willingness to pay for the products/experience

## PLACEMENT

The distribution channels you use to reach your target market, or how visitors will access your products and experiences

With an agritourism business, one goal is to bring customers to the farm, so the farm itself is a distribution channel. It must be safe, clean, and inviting.

- Minimize risk of injury to farm visitors
- Maintain a high level of aesthetic appeal
- Make it easy for visitors to identify:
  - Driving directions to the farm
  - Days and hours of operation
  - Product availability for seasonal items
  - Restroom facilities
- Communicate with clear signage, as visitors may not be familiar with all farm products offered:
  - Place displays at eye level (don't make guests bend down), and mark all items in your displays
  - Offer preparation tips and recipes
  - Identify and direct visitors to areas that are open for pick-your-own
  - Provide clear signage identifying crops
  - Designate children's "pick-your-own" rows
- Provide areas for resting or for children's play
- Consider accessibility issues and the needs of parents with baby strollers, elderly visitors, and persons with limited mobility

## PROMOTION

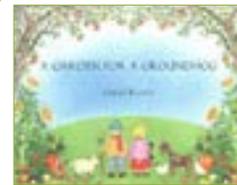
The strategies you use to raise awareness of the product or experiences offered to your target markets

There are an overwhelming number of places where you can display your farm brand and many methods for promoting your farm's offerings. Prioritize your promotion strategies around *your* customers, based on what you learn from your customer profile. Where and how are they accessing information?



Clear farm signage is important. Green Mountain Girls Farm, Northfield, VT.

## Kid's Literature



Consider having a small reading corner on your farm,

where kids can rest and enjoy a book. Here are some of our favorite titles.

- *Farmer Will Allen and the Growing Table*, Jacqueline Briggs Martin
- *A Garden for a Groundhog*, Loran Balian
- *A Seed Is Sleepy*, Diana Aston
- *Flip: The True Story of a Dairy Farm Goat*, Jane Moncure
- *Tops and Bottoms*, Janet Stevens
- *Ugly Vegetables*, Grace Lin
- *Tiny Seed*, Eric Carle
- *Diary of a Worm*, Doreen Cronin
- *How to Make an Apple Pie and See the World*, Marjorie Priceman

Nearly 40 million US consumers accessed travel sites or apps from their smartphone in July 2012.

67% of online adults use social networking sites as of December 2012.

SOURCE: Susan Colucci, et. al. "Using Social Media to Market Agritourism." North Carolina State University Cooperative Extension, 2012.



Fat Toad Farm does an excellent job of keeping its social media pages alive with images of its goats, farmers, and products. It has strong engagement with fans and can keep its customers informed no matter where they live.

## Road Sign Rules

Signs 6 square feet or smaller can be placed on roadsides and in rights-of-way as long as they are “providing directions to places of business offering for sale agricultural products harvested or produced on the premises where the sale is taking place.”

Read more about this statute in Vermont Statutes Online, Title 10: Conservation and Development, Chapter 21: Tourist Information Services.



Friends at Shelburne Farms, Shelburne, VT, proudly wearing their branded t-shirts.

Look for opportunities to minimize expense and maximize investment. Do a cost-benefit analysis for each strategy to select the most effective mix that uses your marketing dollars most efficiently. How many people will it reach? What does it cost? Will it directly generate sales or just build awareness? Focus on action-oriented messages that engage the audience.

“We had a fellow who worked for CBS stay with us very early on. He said, ‘Whatever you do, make sure what they see online is what they see when they get there.’ That was such wise council.”

— Southern Vermont farm stay operator

Once you get customers to your farm, make it a standard practice to ask them how they learned about you. This will help you determine whether your marketing is effective and where you need to make adjustments.

Spread the word about your agritourism offerings! Get attention through...

- Press releases
- Road signage
- Speaking engagements
- Community events
- Travel and tourism websites and blogs
- Radio or television
- Print media (newspapers, magazines, visitor guides)
- Rack cards/brochures
- Product packaging
- Branded merchandise (hats, cycling jerseys, totes, mugs, water bottles)
- Point-of-sale signage and displays
- Your website
- Industry memberships

Keep your customers up to speed with:

- Your farm website — make it interactive! Have a photo gallery or videos where visitors can virtually tour your farm.
- Email newsletters. Use an email service (e.g., Mailchimp or Constant Contact)
- Direct-to-consumer mailings
- Social networking tools
- A blog on your website
- A guest blog — consider volunteering to be a guest blogger for journals and social media accounts associated with agriculture and tourism.

## Valley Dream Farm



Valley Dream Farm in Cambridge, VT, offered farm dinners every Tuesday evening during the summer of 2013. They partnered with Smuggler’s Notch Resort, which produced a video to help market the dinners to tourists. The farm also partnered with local chefs eager to cook for new guests in a new setting, using ingredients harvested that day. Valley Dream Farm is a

strong example of how partnering with neighbors can yield delicious results!

Consider joining...

- Dig In Vermont
- Farm Stay U.S. (for farm stay operators only)
- VTFarms listserv
- TripAdvisor
- State and regional Chambers of Commerce
- Tourist bureaus/destination marketing organizations
- Your industry associations (e.g., VT Maple Sugarmakers Association, VT Beef Producers Association, VT Specialty Foods Association)
- Localvore Today

When hosting a public event, here are ideas for places to post the information:

- Your local newspaper
- Front Porch Forum in your town and neighboring towns
- *Seven Days*
- Find and Go Seek (see sidebar)
- Dig In Vermont (see sidebar)
- Northeast Organic Farming Association of Vermont's calendar
- Town listservs
- Schools
- Libraries
- Other farms

## Jericho Settler's Farm

Jericho Settler's Farm co-owners Christa Alexander and Mark Fasching had experience opening their farm to the public through their CSA operation (customers pick up shares at the farm), and from farm dinners that they hosted in the summer of 2013. When they wanted to cultivate new CSA customers in the spring of 2014, they decided to employ a creative marketing strategy that would be fun and tasty. They offered a "spring tasting" on the farm, in conjunction with a CSA pick-up, and served food prepared by butcher, caterer, and friend Frank Pace of the Guild Commisary in Burlington.

The event ran from 3:00–6:30 p.m. on a sunny April afternoon. Pace grilled farm-raised sausages on a small grill outside the barn, which houses a farm stand and art gallery, run by Christa's parents. Guests meandered from their

cars toward the flock of rams that grazed under the solar panels, into the farm stand to pick up their share of the farm's produce, and up the steps to the gallery for a sampling of the farm's masterfully prepared spring harvest.

This particular day was the second of two tastings the farmers hosted in April. The first had low attendance, which disappointed the farmers but signified that they needed to do more outreach. For the second tasting, the farmers spread the word through their newsletter and website, but their Facebook postings generated the most interest. Forty people attended to pick up their pre-ordered farm shares and another 50 guests came to visit the farm, sample its products, learn about its solar energy, enjoy Vermont artisan products in the gallery, take in the Green Mountain views — and, of course, hold a chicken.

## Feedback

Always respond to customer feedback, positive or negative. TripAdvisor has great customer service and can help you respond to a negative review if one crops up.

## Get Listed!



[Dig In Vermont](#) is a website that connects visitors with public agriculture and culinary experiences. [View their criteria for listings.](#)



[Find and Go Seek](#) is "Vermont's insider guide to kid-friendly fun." Its popular calendar is a good tool for sharing what's going on at your farm.



Guests enjoying the gallery in the barn at Jericho Settler's Farm, Jericho, VT.

The event didn't take a lot of effort to coordinate, Alexander said, and they were pleased with the number of new people who came by. Whether those people will sign up for a CSA share, or frequent the farm's farmers' market booth, is yet to be known, but it was clear throughout the event that guests were enjoying their afternoon on the farm.



Localvore Today is a Vermont-based company that connects merchants and consumers with daily deals. They can give your company great exposure and are eager to partner with Vermont businesses.

“High quality photography is really important for creating a brand, a look, and a trusting audience. Especially if you have put time and money into a website to draw customers, the importance of good images is paramount.”

— Natalie Stultz, Natalie Stultz Photography  
South Burlington, VT

Explore paid and free marketing options, and be open to unlikely partnerships. These might include collaborations with a hotel in town, a ski resort nearby, a restaurant to whom you wholesale produce, arts and crafts organizations that could co-host an event, a neighboring farm, or your school. You might collaborate with area artists/professionals to provide complementary services, such as a yoga class or weekend retreat that includes preparing a healthy meal and a simple fiber arts workshop. Ask yourself, who within your network is a relevant partner to help market your farm, based on your customer profile? Neighboring businesses? Nearby farms? CSA members? A chef with a wide following? These partnerships can offer you access to partners’ markets, in addition to your own.

### Outside of Vermont

Consider advertising on a well-respected travel blog, or buying a Facebook ad. *Saveur* magazine, PBS Food, Huffington Post, and Babble.com, among others offer awards to the best food blogs each year, and several other sites offer names of travel, ecotourism and agritourism blogs. Take a look at their lists and consider inviting their writers to your farm so they can experience all that you have to offer and share it with their readers.

### A Word about Photos

Photos can make or break your marketing efforts, particularly in this era of social media. When using photos in social media or in publication, remember...

- Only use images that are clear, not blurry.
- Crop photos to cut out unattractive piles of clutter or junk. Share images that showcase the clean and safe parts of your farm.
- Sometimes less is more. Instead of sharing four photos of your just-picked carrots, choose the best one.
- When posting photos of food, make sure it looks appetizing. Ask yourself: If the person viewing the photo couldn't read the caption or taste the meal, would he or she want to eat it?



SOURCE: Pam Knights Communications

## Sugarbush Farm



Sugarbush Farm is a 550-acre hillside farm located in central Vermont. The Luces are the second, third, and fourth generations to live on this land. They produce cheddar cheese and maple syrup, and give sleigh rides in the winter and early spring. Today the farm is operated by Betsy, her husband Larry, and their sons Ralph and Jeff. It's the Luce family's goal to keep the farm a working, active operation.

In 2013, Betsy Luce was named Vermont Travel Person of the Year for her exemplary work encouraging travelers to visit the state, promoting the Vermont brand, and preserving, protecting, and promoting the many attractions of Vermont. Their farm is open year round for tours and sampling of products. Unlike some farms, they do not charge for tours.

"We try to make up some of this by having donation boxes near where we show our video and in our chapel. And of course we sell grain for our goats and calf which certainly bring in more than the grain costs," Betsy says. "When someone calls and asks the cost for a tour we tell them it's free until they find some of our products that they can't live without!" Luce

reminds hosts that you can never tell when visitors arrive whether they will spend \$1 or \$150, so it's imperative that you treat all guests completely the same. Even those who can't carry product home that day may follow up with you to order something.

Betsy has learned the impact of having a family member give a tour, rather than a staff person. Guests want to meet a "real farmer," she says; "it makes them feel so much more connected. We find that with bus tours we usually end up selling several hundred dollars more per bus if my sons or I do the tour rather than one of our employees."

One of the barriers Sugarbush Farm has faced is its location, which is three miles off a main highway, half of the distance on dirt roads. Temporary signs help people find the farm, and without them, many guests tell the Luces they would have given up and turned around. Once guests arrive, staff spend the extra time talking to them and drawing on a local map to show them places they can go after their visit. (Signage regulations can vary from town to town. To learn about exemptions for farm signage read the Vermont Statutes Online, Title 10: Conservation and Development,

Chapter 21: Tourist Information Services, road sign exemption for farms 494.12.)

TripAdvisor and Yelp have driven approximately one-third of their visitors to the farm, according to Betsy, but her strong local business network has been a key to getting visitors.

"We try to visit all the bed-and-breakfasts, local stores that cater to tourists, hotels, gas stations, chambers of commerce, and visitor centers as often as possible. We usually show up with some cheese or maple syrup as a thank you for them referring business to us," Betsy says. "We work hard to post on Facebook every week and to send emails to all our tourist contacts when something special is going on like maple sugaring or sleigh rides, and we try to get your business mentioned in publications."

To learn more about Sugarbush Farm, you can sign up for their newsletter or visit their Pomfret farm outside of Woodstock. You'll be welcomed warmly, with a chance to take the maple walk through the woods, meet farm animals, and sample their cheese and maple syrup.





Your marketing materials can earn you credibility and trust before a visitor ever steps foot on your farm. Make sure yours have great photos, are typo-free, and attractive.  
SOURCE: Pam Knights Communications

## POSITIONING

The process of creating a unique impression for the operation in the minds of your customers

Start by asking yourself, “How do I want my customers to describe my farm?” What adjectives would you want them to use? “Friendly”? “Casual”? “Sustainable”? This process is commonly referred to as brand development.

Once you’ve determined what kind of “brand” you have, make sure all your marketing materials reflect that brand. Keep a consistent look and feel across:

- Signage on the farm
- Advertising and promotional materials (print and online)
- Employee apparel
- Contact information — email, voicemail, etc.

Branding also involves messaging: conveying your unique selling points to your audience(s). To focus your message:

- Identify the key items that are unique to your farm business
- Narrow them down to 4–6 business points, succinctly describing what you offer
- Determine how they align with what your target audiences need or want
- Use these key points to develop your messaging across all of your marketing platforms



Elements of your “position”:

- **Features** that set your product or experience apart from your competitors’.
- **Length of time** your organization has been in business (e.g., a family-run farm for over a century)
- **Unique people** involved in your operation
- **Location** (e.g., in the heart of prime bird-watching habitat, within an hour of a lake, off the beaten path, etc.)
- **Size of your operation** (e.g., a small, intimate inn on a working farm; a 5,000-tap sugarbush, etc.)
- **Benefits** of your product or services (e.g., catch the peaceful spirit of Vermont, restful solitude and tranquility, fulfill a childhood dream, etc.)
- **Services** of your organization (e.g., outdoor recreation for young singles, family programming, elderly friendly)
- **Price** (e.g., an affordable family adventure)
- **Reputation**
- **Lifestyle-defining aspect** of your offering (e.g., escape the ordinary, etc.)

Farm sign at Essex Farm, Essex, NY. (Vera Simon-Nobes)

## WRITING A MARKETING PLAN

A marketing plan is your roadmap to success. Components of the plan include: market research and analysis, marketing and financial goals and objectives, strategies you will implement to reach your target audience, budget, monitoring and evaluation, a contingency plan, and a checklist to put the plan into action.

The marketing matrix table on the following page is a tool to help you prioritize your marketing activities based on return on investment, time frame, and budget.

How to use:

1. List each tactic (activity) vertically and each marketing strategy horizontally. Add columns and rows as needed and update headings as necessary each year. Also include a column for cost, deadline, responsibility, and overall rating and a row at the bottom for overall budget.
2. Place an X in each strategy column in which you feel that tactic can make an impact. Also place an X if the tactic will directly generate revenue and an X if it will generate brand awareness.
3. List the deadline to complete the activity ( e.g., When do you need to have your printed brochures? When is the deadline for registering for an event?)
4. List the cost to accomplish each activity.
5. Tally up each tactic's overall rating by adding its X's together. The overall ratings will highlight which tactics have the ability to generate the most impact for the brand and the bottom line. *Note: In some instances a tactic may have a lower overall rating but may be prerequisites for pursuing tactics with a higher rating. For example: creating a list of prospective customers only receives a rating of 2, but in order to conduct outreach to your customers you need to know who they are.*
6. After completing the table, prioritize your marketing activities for the upcoming year based on those with the highest ratings. To determine if you will complete all the activities, look at the total projected budget. Does it come in within your anticipated budget for the year? If it exceeds your budget, downsize your list of activities by removing activities from the bottom up (removing lowest priority first) until you meet your budget. Keep the removed activities as options to reconsider in future years or in case something comes up and you need to replace one of your activities for this year.
7. Now that you have your list of activities, reorganize them based on deadlines so that you have a calendar to follow, and identify who is responsible for completing each action so there is accountability. Know who is focusing on what and when over the course of the year, and take the time to check in every so often to make sure the work is getting done.
8. At the end of the year, evaluate each tactic. Did it produce the desired results? What worked, what didn't, and why? What should you keep doing? What should you replace with something new?

The marketing matrix gives you an opportunity to reflect on your marketing and make proactive, informed decisions. The table format is especially useful for those who like to see information visually. Going through the exercise will help you prioritize needs, make a work plan, and identify and stick to a budget.

“Your business success will be predicated upon presenting your ideas to the right audience, in the right manner, at the right time and place.”

— Brian Schilling  
Rutgers Cooperative Extension

## Sample Marketing Matrix

Tactic	Deadline	Responsibility	Cost	Strategy: Penetrate Existing Market	Strategy: Expand Target Market	Revenue Opportunity (direct sales)	Branding Opportunity	Overall Rating
<b>Develop logo</b>	3/1/2015	Marcia	Graphic design/ ownership fees \$ XXX	X	X		X	3
<b>Develop story</b>	3/1/2015	Rose	Hours to complete \$ XXX	X	X		X	3
<b>Develop marketing brochure</b>	3/1/2015	Rose and graphic fesigner	Graphic design, marketing consultant, printing \$ XXX	X	X		X	3
<b>Distribute brochure</b>	5/1/2015	Rose, CTM, PPD	Hours to complete, postage, travel, distribution contracts (CTM, PPD, VT Welcome Centers, etc.) \$ XXX	X	X		X	3
<b>Secure in-kind product donations, sponsorships</b>	6/22/2015	Rose	Cost of goods donated \$ XXX	X	X		X	3
<b>Attend Vermont Buy Local Market at VT Farm Show 2015</b>	12/19/2014 registration due 1/28/2015 show	Lou and Stephanie	Hours, travel, cost of goods sold, cost of booth decorations/ equipment \$ XXX	X	X	X	X	4
<b>Create t-shirt with farm logo for customers</b>	3/1/2015	Rose and graphic designer	Cost of t-shirts \$ XXX	X	X	X	X	4
<b>Train Staff</b>	4/1/2015	Rose	Hours to complete \$ XXX	X	X	X	X	4
<b>Develop on-site signage</b>	5/1/2015	Rose and graphic designer	Hours to complete \$ XXX	X		X	X	3
<b>Create list of prospective customers</b>	2/1/2015	Rose	Hours to complete \$ XXX		X		X	2
<b>Contact prospective customers</b>	3/1/2015	Rose	Hours to complete, travel, cost of brochures, telephone, postage \$ XXX		X	X	X	3
<b>Plan tastings at coops</b>	1x/month starting in January	Lou and Stephanie	Cost of samples, supplies, hours, travel \$ XXX	X	X	X	X	4
<b>Overall marketing budget</b>	\$ XXX (Add up total costs)							

The most important components of your marketing plan are following up, reviewing, and refining! Once you have put the plan into action, how did it go? Are you reaching your overall goals? Are you achieving your objectives for each marketing strategy? What is working, what isn't, and why? What should we replace with a new effort?

Here are some resources to help you write your marketing plan:

- [Marketing Agritourism While Providing Quality Service](#), Rutgers Cooperative Extension
- “Marketing Your Agritourism Enterprise,” chapter 6 in [Getting Started in Agritourism](#), Cornell Cooperative Extension
- “Marketing,” chapter 4 in [Agritourism in Focus](#), University of Tennessee Extension
- [Marketing 101 for Your Agritourism Business](#), Rutgers Cooperative Extension
- [Marketing Plan Template](#), University of Vermont Extension, New Farmer Project
- Your local small business development center

You may work very hard on marketing, but there will always be some things that are out of your control. The goal is to mitigate the risk by knowing as much as you can about your product, your audience, and the environment around you, then adapting your plan, product, and approach as you see things changing.

Some of the things that may change:

- General economic conditions
- Competition
- Substitute or complementary products and activities
- Federal, state, and local laws and regulations
- Trends in target market characteristics, including age, income, and cultural and ethnic composition
- Evolving consumer preferences
- Social trends



Fat Toad Farm, Brookfield, VT.

*Understanding the nuances of marketing may seem complicated at first, but chances are you are already doing several things to attract the attention of customers. Translating their attention into business, then developing loyalty with them is worth every moment of your time. Marketing is about communication, thoughtful planning, experimentation and adjustment. Make a plan for evaluating your marketing plan regularly and adapt when necessary so you will know if you're on track for meeting your goals.*

This chapter was based on the Rutgers Extension training module, "Marketing Agritourism While Providing Quality Customer Service." It was adapted in 2014 by Vera Simon-Nobes, Vermont Farms! Association.

*The information contained in this publication is deemed correct and accurate and is based on research at the time of writing. This publication is for educational purposes only and does not constitute legal advice or an interpretation of the law. It is recommended that you consult an attorney about specific legal concerns.*

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## Also in this series

### Best Practices in...

- Assessing Your Farm for Agritourism
- Land Use and Zoning for Agritourism
- Offering High-Quality On-Farm Experiences
- Business and Financial Planning
- Safety and Risk Management

### How To...

- Host Dinners on Your Farm
- Host Summer Camp on Your Farm
- Host Weddings on Your Farm
- Develop a Farm Stand
- Develop a Farm Stay
- Develop a Pick-Your-Own Business
- Develop a Tour on Your Farm

Download at [www.uvm.edu/vtagritourism](http://www.uvm.edu/vtagritourism)

## Vermont Resources

- Calley Hastings is a certified, holistic management whole farm planner.
- [Pam Knights Communications](#) is full-service marketing communications firm in Northfield, Vermont offering consulting, brand development, strategic marketing plans, advertising, distinctive print materials, product packaging, custom websites, search engine optimization, email marketing, social media set up and integration, program and event planning, and public relations.
- [Place Creative Company](#) is a Burlington, VT-based advertising, branding and design studio.
- [Root Consulting](#) is a Burlington-based firm that provides consulting services for food and farm businesses around marketing strategy and promotion design and execution.
- [Rosalie J. Wilson Business Development Services](#) out of Norwich, VT specializes in marketing, business planning, and business development for farms, nonprofits, and small businesses.
- [Skillet Design and Marketing](#) is a Burlington, VT-based firm that works with food brands around branding, print, packaging, trade show or website design, marketing, social media and public relations.
- [Vermont Food Consulting Services \(VFCS\)](#), operated by Brian Norder, offers a wide range of food business development services to clients in and out of Vermont. They maintain an affiliation with two other food consulting firms in the Northeast that allow them to collaborate and expand their scope of services to clients whose market is nationwide or worldwide.
- [The Vermont Small Business Development Center](#) may also be able to support your business with marketing and strategic development.