

# L'agrotourisme en Amérique du Nord



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## Qu'est-ce que l'agrotourisme?

“Travel that combines agricultural or rural settings with products of agricultural operations – all within a tourism experience **that is paid for by visitors.**”

Dr. Peter Williams - Centre for Tourism Policy & Research – SFU. 2004

### Traduction libre :

« Voyage qui combine des paysages agricoles ou ruraux avec des produits d'exploitations agricoles – le tout dans une expérience touristique **qui est payée par les visiteurs.** »



### Pourcentage de Canadiens qui font confiance

	2006	2005	2004	2003
Pompiers	96 %	97 %	97 %	96 %
Infirmières	95 %	94 %	95 %	94 %
Agriculteurs	92 %	91 %	91 %	91 %
Médecins	88 %	89 %	89 %	89 %
Enseignants	88 %	88 %	88 %	88 %
Ingénieurs	88 %	n. a.	n. a.	n. a.
Policiers	81 %	83 %	79 %	80 %
Juges	78 %	72 %	75 %	73 %
Notaires	75 %	71 %	72 %	71 %
Avocats	48 %	45 %	44 %	48 %
Courtiers d'assurance	46 %	44 %	41 %	46 %
Courtiers immobilier	42 %	40 %	39 %	40 %
Agents publicitaires	40 %	37 %	35 %	38 %
Syndicalistes	38 %	38 %	36 %	39 %
Vendeurs d'automobiles	19 %	18 %	19 %	20 %
Politiciens	14 %	16 %	14 %	14 %



Source : Leger Marketing

“The top trends this year -- local sourcing, sustainability and nutrition -- reflect wider societal trends and consumers’ growing interest in these issues.”

Dawn Sweeney, CEO of the National Restaurant Association

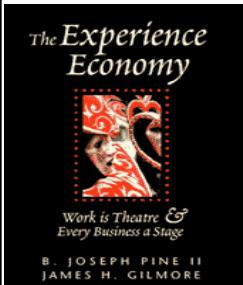
**Traduction libre :**  
 « Les principales tendances cette année – l’approvisionnement local, le développement durable et l’alimentation – reflètent les tendances sociales et l’intérêt croissant des consommateurs envers ces questions. »



Plusieurs restaurants se procurent des ingrédients locaux et il n'est pas rare de voir des chefs s'approvisionner dans les marchés publics pour créer une panoplie de repas meilleurs-pour-la-santé, tels que recherchés par la clientèle.



## Expériences

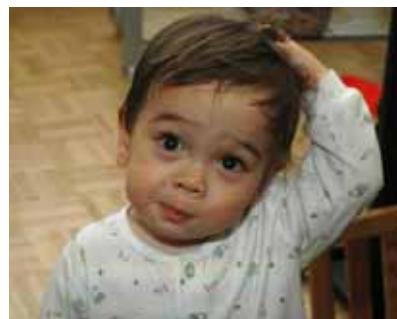


**Bob Nardelli, President and CEO, The Home Depot**

“When I became CEO, I reread The Experience Economy. It became clear early on that what had gotten the Home Depot to its first \$50 billion was not going to get it to the next \$50 billion. I knew that the new competitive arena was the customer's experience.”

**Traduction libre :**

« Quand je suis devenu PDG, j'ai relu The Experience Economy. Il est devenu clair dès le début que ce qui avait mené HOME DEPOT à son premier 50 milliards \$ n'allait pas le mener à son prochain 50 milliards \$. Je savais que le nouveau secteur concurrentiel était l'expérience client. »

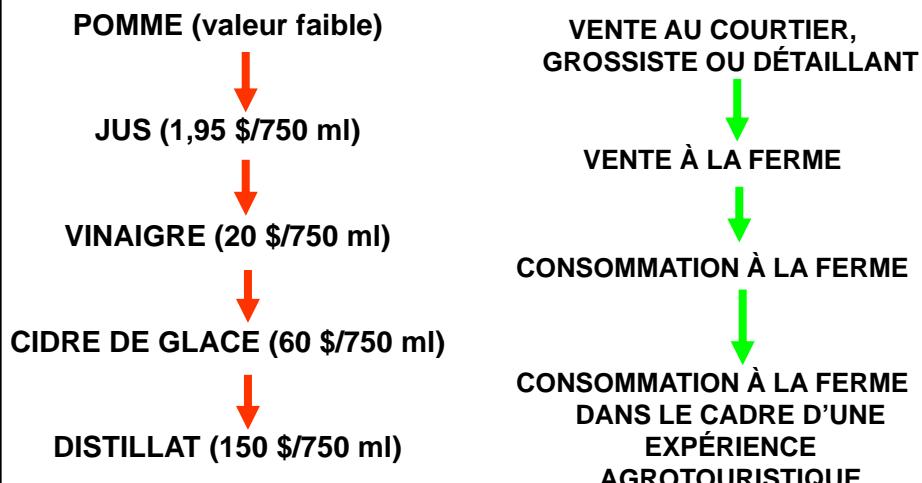


**Qu'a-t-il dit?**

***Les clients vont payer pour?***

- Le réel de l'authentique
- Pas le faux du bidon

## Produit et expérience



### Expérience – Produit

- Présentation, gamme de produits
- Originalité (local)
- Marketing – échantillon
- Innovation (tendances)
- Qualité – doit être n° 1
- Marque reconnaissable
- Sécurité
- Résolution de plainte



## Expérience – Visiteurs

Puis-je vous trouver?

Premières impressions

Connaissance du personnel et attitude globale

Thématique ou confus?

Propreté

Toilettes

Familiale (marché cible)

Dernières impressions



## Produit

Citrouille : 0,07-0,30 \$/lb



## Expérience



Moment magique  
*... ça n'a pas de prix*

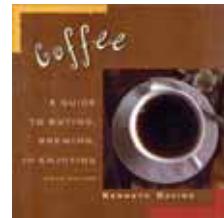
## Le café, c'est... une expérience



## Combien vaut l'expérience?



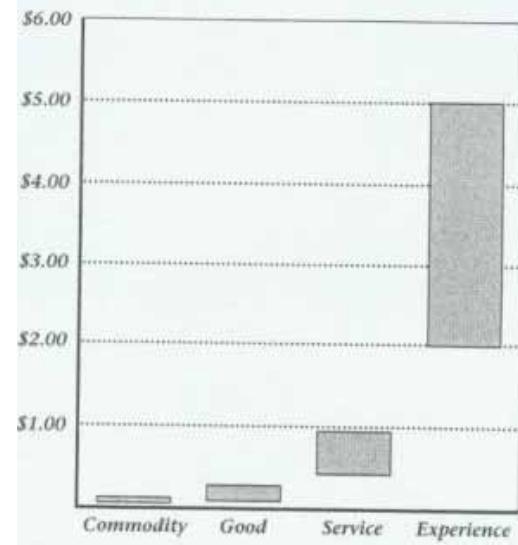
- Le grain de café coûte quelques cents par tasse
- Le produit emballé et vendu dans des supermarchés coûte un peu plus cher
- Le service de fournir une tasse chaude coûte 1,00 \$
- La valeur d'une expérience peut atteindre autant que 5,00 \$





## Combien vaut l'expérience?

Figure 1-1. Price of Coffee Offerings



La lavande est une...



**Les fermes de gibier sont...**



**Les fermes de gibier sont...**



# Pommes de terre?

The screenshot shows the homepage of the **COVERED BRIDGE** website. At the top, there's a navigation bar with links for **About Us**, **Local Attractions**, **Stores & Distributors**, **Careers**, **Products**, **Gift Shop**, and **Contact Us**. A blue button labeled **Français** is in the top right corner. The main banner features a landscape with potato fields and two wooden barrels, one containing chips. Below the banner, a blue callout box is partially visible. To the left, a sidebar has links for **Online Store**, **Shopping Cart**, **Member Signup**, **Member Login**, **News & Events**, and **Latest News**/**Events Calendar**. The central content area is titled **Old Fashioned Kettle Style Potato Chips** and includes the subtext **Made With Russet Potatoes The Way Chips Should Taste!**. A decorative scroll graphic follows. Below this, a section titled **\*\*\*Covered Bridge Potato Chips- Factory Tours!\*\*\*** contains text about summer operating hours, self-guided tours, and group tours. It also mentions a \$5 fee for adults and free admission for children under 12.

# Pommes de terre?



# Bison?

The website features a yellow header with the text "A wild adventure for the whole family". On the left, there's a circular logo with a bison head and the text "SEAWIND BUFFALO RANCH". A sidebar on the left includes links for Home, Fees, Buffalo Ranch, History of the buffalo, Benefits of the buffalo, Photo album, Contact us, Promotions, and Backcountry Activities. Below the sidebar is a photo of two bison. The main content area has a "Welcome!" section, a "Facilities and activities on site:" list, and three smaller images showing bison in a field, people in a tent-like structure, and a goat.

# Bison?



## Instructions de cuisson – CRITIQUE – pour le bison!

**bison**  
food service cuts

**THE INHERENT TENDERNESS OF INDIVIDUAL CUTS DEPENDS ON TWO FACTORS:**

- LOCATION OF THE MUSCLE (active muscles have more connective tissue).
- MATURITY OF THE ANIMAL (older animals have more connective tissue).

Match the correct method of cooking inherent tenderness, and you will have success every time.

**CUT HEAT** Air heat tender cuts.  
A CONDUCTION CUT IN MOST HEAT, for medium tender cuts.  
ROAST HEAT the less tender cuts.

Bison meat is leaner and higher in protein than its cattle twin. This means there are less connective tissue and more muscle per pound. Since bison muscle has less connective tissue, it can be cooked at lower temperatures than cattle.

• **LOW COOKING TEMPERATURES = COOK SLOWLY**  
• **COOK LESS TENDER CUTS UNTIL FIRM COOKED & FLUID**  
• **NO ROAST CUTS AT MEDIUM COOKED STAGE**

Category	Sub-Categories	Image
CHUCK	CHUCK ROLL, CHUCK RIB, CHUCK RIB STEAK, CHUCK RIB CHOPS, CHUCK RIB BONELESS, CHUCK RIB BONELESS CHOPS, CHUCK RIB BONELESS STEAK, CHUCK RIB BONELESS CHOP STEAK, CHUCK RIB BONELESS BONELESS, CHUCK RIB BONELESS BONELESS CHOPS, CHUCK RIB BONELESS BONELESS STEAK, CHUCK RIB BONELESS BONELESS CHOP STEAK	Images of various chuck cuts.
SHOULDER	SHOULDER BLADE, SHOULDER BLADE CHOPS, SHOULDER BLADE STEAK, SHOULDER BLADE CHOP STEAK, SHOULDER BLADE BONELESS, SHOULDER BLADE BONELESS CHOPS, SHOULDER BLADE BONELESS STEAK, SHOULDER BLADE BONELESS CHOP STEAK	Images of various shoulder cuts.
BRISKET	BRISKET CHOPS, BRISKET STEAK, BRISKET CHOP STEAK, BRISKET BONELESS, BRISKET BONELESS CHOPS, BRISKET BONELESS STEAK, BRISKET BONELESS CHOP STEAK	Images of various brisket cuts.
SIRLOIN	SIRLOIN RIB, SIRLOIN RIB CHOPS, SIRLOIN RIB STEAK, SIRLOIN RIB CHOP STEAK, SIRLOIN RIB BONELESS, SIRLOIN RIB BONELESS CHOPS, SIRLOIN RIB BONELESS STEAK, SIRLOIN RIB BONELESS CHOP STEAK	Images of various sirloin cuts.
HIP	HIP RIB, HIP RIB CHOPS, HIP RIB STEAK, HIP RIB CHOP STEAK, HIP RIB BONELESS, HIP RIB BONELESS CHOPS, HIP RIB BONELESS STEAK, HIP RIB BONELESS CHOP STEAK	Images of various hip cuts.
LONG LOIN	LONG LOIN RIB, LONG LOIN RIB CHOPS, LONG LOIN RIB STEAK, LONG LOIN RIB CHOP STEAK, LONG LOIN RIB BONELESS, LONG LOIN RIB BONELESS CHOPS, LONG LOIN RIB BONELESS STEAK, LONG LOIN RIB BONELESS CHOP STEAK	Images of various long loin cuts.
SHORT LOIN	SHORT LOIN RIB, SHORT LOIN RIB CHOPS, SHORT LOIN RIB STEAK, SHORT LOIN RIB CHOP STEAK, SHORT LOIN RIB BONELESS, SHORT LOIN RIB BONELESS CHOPS, SHORT LOIN RIB BONELESS STEAK, SHORT LOIN RIB BONELESS CHOP STEAK	Images of various short loin cuts.

### COOKING BISON TO TENDER PERFECTION

**LOW TEMPERATURE ROASTING**

- Butcher season meat with salt and pepper.
- Place breast fat side up on rock or metal breast chit at 15° above cooking.
- Use an oven roasting pan, no lid.
- Do not add liquids.
- Roast at 100°C (210°F).
- Use oven thermometer to assess degree of doneness.
- Do not slice bison until medium 70°C (160°F).
- Let stand for 30-30 minutes before carving.

**GRILLING / PAN FRY (AN BROIL) / GRILL / BROILLE FRYING**

**FRYING / CHAR BROIL / BARBECUE / STIR FRY**

- Season as desired but do not salt.
- Preheat heat to 180°C.
- Cook to just below desired doneness.
- Salt after cooking.
- Thinner steaks can be pre-cooked 2-3 minutes / side.
- Cook ground bison to medium well 70°C (160°F) or until brown in center and juices run clear.

**FOLLOW INSTRUCTIONS FOR LOW TEMPERATURE ROASTING**

**BRISKET (ROUND TOP), BEEF RIBS / BEEF TOP BUCOLICUS / COUNTRY ROUND PLATE (BOTTOM)**

**CHUCK ROLL (PORKOGENA/HIPS / EYE OF ROUND STEAK)**

**MOST OVEN ROASTING**

- Place roast on rack.
- Season with salt and pepper.
- Use liquid or paper bottom of pan.
- Cover oven with or use solid lid.
- Roast at 180°C (350°F) - 185°C (365°F).
- Cook to no more than medium 70°C (160°F).
- Cook to no more than medium 70°C (160°F).

**CHUCK TENDER / BROUILLE CLOUTÉE**

**CHUCK RIB / CHUCK TENDER**

**POT ROASTING**

- Stir meat for flavour and colour.
- Add liquid to cover bottom of pan.
- Cover with lid.
- Cover with lid of 180°C (350°F) to 185°C (365°F) and turn over into meat cavity. Add more liquid if necessary during cooking.

**CHUCK TENDER / CHUCK RIB / CHUCK TENDER**

**STEAK**

- Season as desired.
- Brown in lightly oiled pan.
- Turn meat over.
- Cover and simmer until fork tender.

**CHUCK TENDER / CHUCK RIB / CHUCK TENDER**

**STEWING**

- Remove cubes.
- Season as desired.
- Add liquids to cover.
- Cook at simmer until fork tender.

### GRADING & LABELLING OF CANADIAN BISON

Grading evaluates meat quality. Grading is voluntary and is a service for fee provided by the Canadian Beef Grading Agency. The government of Canada enforces the regulations and grade standards.

**HOW BISON IS GRADED**

Only carcasses that pass health & safety inspection may be graded. A certified grader assesses a carcass based on the quality of carcass, a cutlet related to tenderness. Tenderness is measured by the amount of cartilage (tendon/collagen) on the ends of A1, A2 and C1 ribs.

**1. MATURITY (AGE)**

Grade development is related to meat yield.

**2. CONFORMATION (MUSCLES)**

Not related to tenderness and removes effect consumer acceptance and弘扬度.

**3. FAT**

High colour and texture affect consumer acceptance and shelf life.

**4. MEAT**

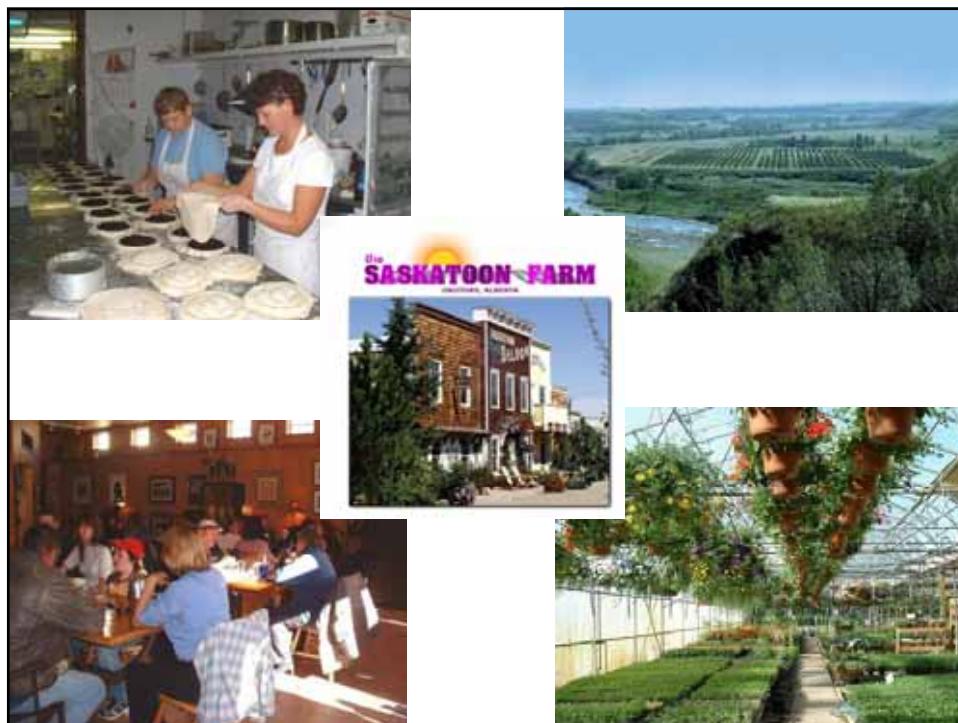
Marbling descriptions are not part of the grading regulations because bison meat comes from antemortem free cattle or no marbling in their muscle structure.

AGE / MATURITY	QUALITY	A GRADE		B GRADE		C GRADE		D GRADE	
		A1	A2	B1	B2	C1	C2	D1	D2
<b>CLASS I (YOUNG)</b>	MUSCLES FAT COLOUR MEAT COLOUR FAT MEASURE (%)	EXCELLENT TO GOOD	GOOD	GOOD	GOOD	NO REQUIREMENT	NO REQUIREMENT	NO REQUIREMENT	NO REQUIREMENT
<b>CLASS II (ADULT)</b>	MUSCLES FAT COLOUR MEAT COLOUR FAT MEASURE (%)	WHITE TO AMBER & FIRM	WHITE	WHITE	WHITE	NO REQUIREMENT	NO REQUIREMENT	NO REQUIREMENT	NO REQUIREMENT
<b>CLASS III (MATURE)</b>	MUSCLES FAT COLOUR MEAT COLOUR FAT MEASURE (%)	BRIGHT RED & FIRM	RED	RED	RED	NO REQUIREMENT	NO REQUIREMENT	NO REQUIREMENT	NO REQUIREMENT
<b>CLASS IV (OVER 8%</b>	MUSCLES FAT COLOUR MEAT COLOUR FAT MEASURE	NO REQUIREMENT	NO REQUIREMENT	NO REQUIREMENT	NO REQUIREMENT	NO REQUIREMENT	NO REQUIREMENT	NO REQUIREMENT	NO REQUIREMENT

The federal Government requires that all meat that has been processed for human consumption must be inspected for food safety. The inspection is done under the supervision of the Canadian Food Inspection Agency (CFIA). CFIA also inspects meat products that are imported into Canada. The Canadian Inspection stamp assures the meat product to meet the federal food safety requirements.

All graded bison from a federally or provincially inspected plant must have the grade displayed on the carcass. Grades are stamped in three places on the hind quarter and two places on the front quarter — one per side.

## Les centres jardins et pépinières sont...



**our Greenhouse** **HOLE'S** Enjoy Gardening

**Hole's Greenhouses & Gardens Ltd**

...is a 2.5 hectare site housing a retail greenhouse, nursery, show garden, trial gardens and our own growing ranges where we grow many diverse crops from pansies to poinsettias.

**the enjoy centre** reflect relax reconnect

The new building and beautiful fall vistas

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## Faits nationaux des États-Unis

- 63 millions d'Américains ont visité des fermes entre 2000 et 2003
- Le tourisme rural croît à un taux de 6 % annuellement
- Les ventes directes des fermes aux consommateurs ont augmenté de 37 % depuis 1997
- Les voyages et le tourisme comptent pour environ 11,3 % du produit intérieur brut de la nation



## Agritourism: Legal Update

States with Agritourism Statutes



## Agritourism: Legal Update

What actions have states taken?

- Defining "agritourism" – at least 12 States
- Promotional Activities – 10 States
  - Recognition of Agritourism Industry
  - Creation of Marketing Authority
  - Funding for Agritourism Efforts
- Tax Incentives – 6 States
- Zoning & Building Regulations – 4 States
- Liability Protections – 5 States

## Agritourism: Legal Update

Liability Protections

5 States Total

- Kansas was the first in 2004
- North Carolina - 2006
- Virginia - 2008
- Louisiana was the most recent in late 2008
- Most of these statutes look very similar to the Kansas Act
- Utah's is less detailed
  - Provides only an affirmative defense

## Connaissez votre client!

Le tourisme, ce n'est pas de l'agriculture!

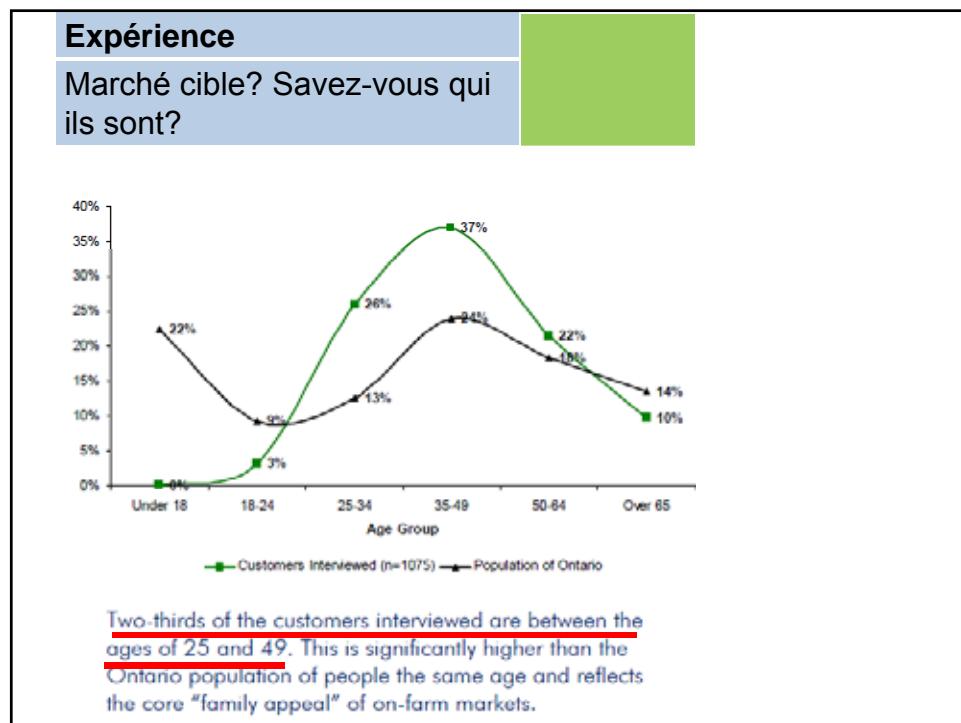


## Tourisme intérieur

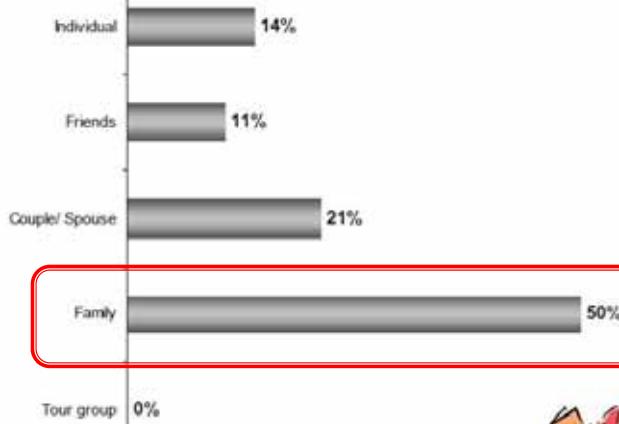
Les voyageurs canadiens ont fait :

- 214,6 millions de voyages intérieurs en 2007 (3,4 % de plus qu'en 2006)
- 9 sur 10 étaient dans leur province résidentielle
- Les Canadiens ont réalisé 79 % du total des dépenses touristiques au Canada en 2008 (59,1 \$ milliards sur 74,7 \$ milliards)





## Customer Group Composition

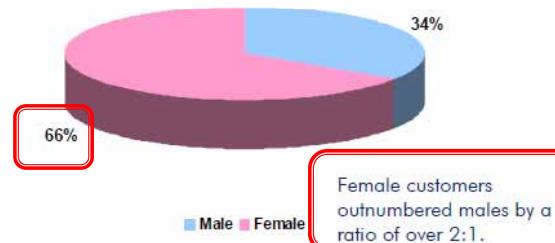


## Qui est votre client?

### Gender Profile

The survey was completed in-person at the thirty selected member locations across Ontario during the fall of 2008. The customers were intercepted at the end of their on-farm market visit to gain an understanding of their overall on-farm experience. A total of 1075 customer interviews were completed throughout the two month study.

Gender - Interviewed Customers  
n=1075





## Qui est votre client?

- Age, sexe, langue, culture



## Qui est votre client?

### Activities

On-site activities offered: organized activities for school groups, U-pick, tasting, mini-farm, cart rides, playground, feeding the animals, other.

U-pick: pears, apples, plums.

SUITE

### Products

#### Products

Seasonings : spices, oils, vinegars, vinaigrettes .

Non-alcoholic beverages.

Specialty cold cuts : head cheese , foie gras , ham, mousses, liver pâtés, potted meat, sausages, terrines.

Ciders.

Ice Ciders.

Candies / Chocolates.

Specialty preserves : preserves/jams, compotes, marmalades , fruit sauces, fruit syrups, jellies, butters, marinades, home-made ketchups, chutneys, mustards.

Herbs : fresh .

Cheeses.

Fruits / Berries : fresh.

Snack foods.

Vegetables : fresh.

Liqueurs / Spirits : mistelles.

Prepared food.

Breads / Pastries / Pasta .

## Qui est votre client?

### Services

### Other service(s) : Activities

**Basic services:** English spoken fluently - Accepts reservations through travel agencies.

**Complementary services:** picnic area, patio, products sales, explanatory leaflet or panels (in French and English), bus parking, gift wrapping.

### Productions

#### Principal production(s):

Fruits / Berries : pears, apples, plums.

SUITE

## Relier l'alimentation à l'agriculture – à nouveau Partenariats

### Café de l'Anse du Centre Culturel Le Griffon

Magnificent café with patio bordering the ocean. Regional cuisine that uses local ingredients. Casual menu with a maritime taste. On site: artists' studio, exhibition and Internet access. The Centre culturel Le Griffon is a non profit organization managed by the community volunteers that promotes the maritime's culture. Certified since: 2008

Provincial certification(s): Certified "Table aux Saveurs du Terroir". Our establishment is part of: Route gourmande de la Gaspésie (Gaspésie). Specialties: Captain's breakfast, the fish pot (soupi), codfish brandade, codfish balls, smoked fish, flank steak, home made dessert.



## Les résultats du local, un point de départ

The screenshot shows the homepage of Merriman's website. At the top is the Merriman's logo with the tagline "HOME OF HAWAII REGIONAL CUISINE". Below the logo are links for "BIG ISLAND", "MAUI", and "KAUAI". A navigation bar includes "Peter Merriman", "About Us", "Locations", "Weddings/Events", "Blog", "Opportunities", "Shop", and "Contact Us". A "HAWAII GROWN" logo is present. A central text block reads: "Located on three islands, Merriman's serves the freshest local ingredients paired with the finest wines. From the Wok-charred Ahi to Peter's Organic Caesar salad, our chefs and local farmers bring you the unique flavors of Hawaii. We invite you to visit any of our exquisite locations." Below this is a large photo of Peter Merriman smiling in a field of green vegetables. A white arrow points from the text above to the photo. A quote overlay on the photo says: "Our chefs and our local farmers bring you the unique flavors of Hawaii".

## Les résultats du local, un point de départ

The screenshot shows the "FARM TOUR" page of the Merriman's website. The header features the Merriman's logo and the tagline "THE AUTHENTIC FLAVORS OF HAWAII". Below the header is a navigation menu with links: "Peter Merriman", "Restaurant", "Catering", "Recipes", "Our Commitment", "Farm Tour", "Reviews/Press", and "Opportunities". The main content area describes the Farm Tour: "Merriman's offers a special behind-the-scenes look at Hawaii Regional Cuisine with Hawaii Forest & Trail's popular Farm Tour. Before enjoying an authentic dining experience at the restaurant, our guests visit the lands where Kauha Ranch now prospers, the same lands where, many years earlier King Kamehameha trained his warriors to conquer the island chain. Today these historic Kohala grasslands, at 3,000 wondrous feet, are home to one of the most respected range-fed sheep and cattle ranches in Hawaii." To the left is a photo of two people standing in a field. To the right is a box containing text about Honopua Family Farm and a photo of two people in a field. On the right side, there are sections for "Locations" (Waimea, Maui), "Kapalua, Maui", "Poipu, Kauai (coming in '09)", and "Need a gift? Order Merriman's Gift Certificates in any amount".

The image shows a screenshot of the Locals restaurant website. At the top left is a portrait of a chef. Next to it is the restaurant's logo, "Locals", with the tagline "Food from the Heart of the Island". To the right of the logo are the phone number "Tel: (250) 338-6493", the address "Located next to Shoppers Drug Mart, Unit C 368-89th Street, Courtenay, B.C. V9N 1N3", and a link "Click Here for a Detailed Map & Directions". To the right of the text is a photo of a dish on a white plate. Below the header are two photographs: one showing the interior of the restaurant with several people at tables, and another showing two people, a man and a woman, sitting at a table with raw fish on it.

Courtenay, BC

## Guider le client vers la ferme – au Québec



Le circuit La Route des Saveurs provient de liens étroits établis entre agriculteurs, producteurs et chefs cuisiniers qui se sont associés pour partager leurs produits, leurs bétails et leurs fantastiques cuisines

## Guider le client vers la ferme – au Québec

**Restaurateurs**

For a truly unique experience, enjoy a delicious meal at one of Charlevoix's renown tables. For a peaceful evening in a charming decor, indoors or on a terrace, Charlevoix welcomes you with its authentic regional cuisine. Savour unique and trendy dishes, from fresh pasta to desserts, by way of a myriad of flavours concocted by impassioned Chefs.

The far-reaching reputation of Charlevoix's cuisine is not a whim of fate. Over the years, several award-winning Chefs have developed an excellent tradition that others have pursued. So today, an impressive number of exceptionally fine Tables make up the region's gastronomic landscape.

A travel tip: enjoy your stay to the maximum and offer yourselves memorable meals at several of Charlevoix's fine Tables....

Guaranteed variety!

01 Auberge La Courtepointe	02 Mon ami Alex
03 Chez Bouquet Éco-bistro	04 Restaurant L'Orange Bistro
05 Le Mouton noir	06 Restaurant Le Marion Grill
07 Restaurant microbrasserie Le Saint-Pub	08 Auberge Motel Beauséjour
09 Auberge des 3 Canards	10 Auberge des Falaises
11 Auberge des Peupliers	12 Auberge Petite Plaisance
13 Restaurant l'Orchidée	14 Fairmont Le Manoir Richelieu
15 Relais & Châteaux La Pinsonnière	16 Hôtel Cap-aux-Pierres

## Guider le client vers la ferme – au Québec

**La Route des Saveurs de Charlevoix**

Home | Version française

Transformers and producers | Restaurant operators | Circuit Map | Contact Us

**Transformers and producers**

Charlevoix's unique products and dishes are the result of a lengthy process that involves producers and transformers. Production and transformation of local Charlevoix products is done in genuinely traditional fashion.

Many of the local flavor Craftsgoogle have been practicing their art for several generations. Scores of enthusiasts develop local products which impress even the most demanding Chefs' creativity.

Thus, and for over 10 years, the region's producers and transformers have pooled their knowledge to make Charlevoix a reference in Québec's farm produce industry.

Discover the Trail's fruits, vegetables and various meats, as well as transformed products such as cider, beer, pâtis, cheeses, syrups, chocolates and much more....

We're waiting for you!

01 L'Armoire à glaces	02 Fumoir Saint-Antoine
02 Ferme La Mare	03 Les Volières de Baie-Saint-Paul
03 Laiterie Charlevoix	04 La Maison d'affinage Maurice Dufour inc.
ÉCONOMISEUR du fromage	05 Les Vignerons Biologiques de
06 Moissons Charlevoix	

## **Qu'est-ce qui attire les clients?**

- Recommandations d'amis
- Entrée bien identifiée et facile à trouver
- Stationnement facile d'accès
- Belle apparence et bel aménagement paysager
- Entrée propre et attrayante
- Couleurs stimulantes
- Site web attrayant et à jour
- Articles médiatiques (imprimés / électroniques)



## **Attirer les gens à la ferme ne se fait pas seulement du bord de la route!**

- Avez-vous un site web?
- Sinon, oubliez...  
... les pétunias – les jeunes vont D'ABORD sur le web
- Est-ce que vous « *tweetez* » ou « *bloguez* » ou est-ce que ce ne sont que des mots de 7 lettres pour vous?
- Qui est votre client de la prochaine génération?



## Les sites web sont le futur du tourisme



\*\* Ajouter des coordonnées GPS aux différents lieux!

## Élever la barre du tourisme



### The Quality Assurance Program (accreditation)

#### Why a BC AgriTourism Code of Standards?

The BC AgriTourism Code of Standards is designed to promote growth in BC's agritourism industry and 'raise the bar' for agritourism across the province. In 2001, researchers found that product and service quality control challenges in BC's agritourism industry. They recommended that BC develop quality standards and encourage the use of these standards. BCATA followed this recommendation and developed the Quality Assurance Program to raise the quality of agritourism products and services in BC.

#### The Quality Assurance Program is designed to:

- > Increase the quality of agritourism products and services
- > Improve consumer safety and health at agritourism businesses
- > Enhance our reputation for agritourism experiences
- > Strengthen the local, regional and international agritourism markets
- > Increase farmer and consumer awareness of quality assurance
- > Showcase British Columbia as a leading agritourism destination

#### How does the Quality Assurance Program work?

The Quality Assurance Program allows agritourism operators to become "accredited". You can become accredited by completing an application form (see bottom of page) and meeting the required quality standards. Once you have met the required standards and submitted your completed application form, you will be eligible for the benefits of accreditation. Sometime in the first year, your business will be visited by a BCATA inspector to ensure that you are continuing to meet the required standards and make recommendations for helping you improve your business.

**Élever la barre dans l'industrie**

The screenshot shows a Microsoft Internet Explorer window displaying the BC AgriTourism website. The main heading is "Élever la barre dans l'industrie". Below it is the BC AgriTourism logo. A sidebar on the left lists "Current Projects" including "product development", "marketing strategy", "directory/guide", "web site", "standard's code", "training/education", and "forum". A red arrow points to the "standard's code" link. The main content area features a quote "Growing a sustainable future built on the bounty, values and character of rural life in British Columbia." and a photograph of a tractor in a field. To the right of the content area are logos for the Investment Agriculture Foundation of British Columbia, the Canadian government, and the Canadian Food Inspection Agency. The bottom of the screen shows the Windows taskbar with various icons.

**Pourquoi des normes de qualité?**

- Expériences des visiteurs
- Perceptions des touristes
- Crédibilité pour l'industrie touristique
- Assurance
- Opportunités de commercialisation
- L'industrie doit éléver la barre!

The screenshot shows a website for tourism certification. It features two main sections: "I WANT TO STAY - ACCOMMODATIONS" and "I WANT TO TASTE - GOOD FOOD". Under "Accommodations", there are two entries: "Auberge au Soleil Levant" in Piopolis, Cantons-de-l'Est, and "Gîte chez France" in Saint-Alban, Québec (région de). Both entries include small images of the establishments, star ratings, "More information" and "Add your opinion" links, and a "CERTIFIED" badge. Under "Good Food", there are two entries: "Les Rondins" in Mirabel, Laurentides, and "Au Pied de la Chute" in Lachute, Laurentides. Similar to the accommodations section, they show star ratings, "More information" and "Add your opinion" links, and a "CERTIFIED" badge. There are also small images of food products like bread and cheese.

## Pourquoi des normes de qualité?

- Expériences des visiteurs
- Perceptions des touristes
- Crédibilité pour l'industrie touristique
- Assurance
- Opportunités de commercialisation
- L'industrie doit éléver la barre!



A photograph of three people (two men and one woman) standing together, smiling, holding a silver plaque that says "Special Mention". To the right of the photo is a graphic with three green boxes. The top box contains a photo of two people and the text "Provincial People's Special Favourite". The middle box contains a photo of three people and the text "Provincial People's Special Favourite". The bottom box contains a photo of a group and the text "Winners 2011".

Special Mention

Québec Terroir Product Development - Agritourism Sector AU COÛT D'AUTREFOIS, Ste-Famille-de-l'Île-d'Orléans, Québec City Region

... Votre clientèle (66 % de femmes)  
a des attentes...



Experience

Cleanliness

Washrooms

## ... Votre clientèle (66 % de femmes) a des attentes...

Dear Valued Customer:

Thank you for choosing to visit our family farm.

We have provided these rest area facilities for your convenience. We have selected these units because they are not invasive to the low-lying environment surrounding The Vollmer Farm. Our farm borders the Tar River and Crooked Creek, part of the Tar-Pamlico River Basin. While they are not as comfortable as full service facilities, please keep in mind that they have minimal impact on the environment and help us to preserve all that you come here to see.

Please enjoy your visit and return soon!

Sincerely,

Farmer John Vollmer and Family

## Animaux et sécurité



**Risque de poursuite...**

À quoi pensent-ils?



À quoi pensent-ils?



## Exposition au risque



L'industrie change...



Les clôtures doubles seront une norme de l'industrie...  
très bientôt!

## L'impression marquante?



## L'impression marquante?



Et rappelez-vous toujours ceci



“Experience is one thing you can't get  
for nothing.” Oscar Wilde

*Traduction libre : « L'expérience est une chose  
que vous ne pouvez pas obtenir pour rien »*

# Agritourism in North America

Centre de référence en agriculture et agroalimentaire du Québec  
Centre de référence en tourisme et agroalimentaire du Québec



Brent Warner P.Ag  
WhiteLoafRidge

## What is agritourism?

“Travel that combines agricultural or rural settings with products of agricultural operations - all within a tourism experience **that is paid for by visitors**”

Dr. Peter Williams - Centre for Tourism Policy & Research – SFU, 2004





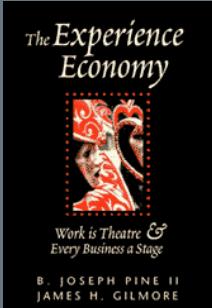
**"The top trends this year -- local sourcing, sustainability and nutrition -- reflect wider societal trends and consumers' growing interest in these issues."** Dawn Sweeney, CEO of the National Restaurant Association



Many restaurants are sourcing some of their ingredients locally, and you often see chefs shopping at farmer's markets to create a host of better-for-you options that today's diners want.



# Experiences



*Bob Nardelli, President and CEO, The Home Depot*

“When I became CEO, I reread The Experience Economy. It became clear early on that what had gotten the Home Depot to its first \$50 billion was not going to get it to the next \$50 billion. I knew that the new competitive arena was the customer's experience.”



*Customers will pay for?*

**What did he say?**

- The real from the genuine
- Not the fake from the phoney

## Product & Experience



### Product Experience

Presentation, product range
Uniqueness (local)
Marketing - sampling
Innovation (trends)
Quality – Has to be # 1
Recognizable brand
Safety
Complaint resolution



## Visitor Experience

- Can I find you?
- First impressions
- Staff knowledge & overall demeanour
- Themed or confused?
- Cleanliness
- Washrooms
- Family friendly (target market?)
- Last impressions



## Product

Pumpkin - \$.07-\$,.30/lb



## Experience

Magical moment  
*...priceless*

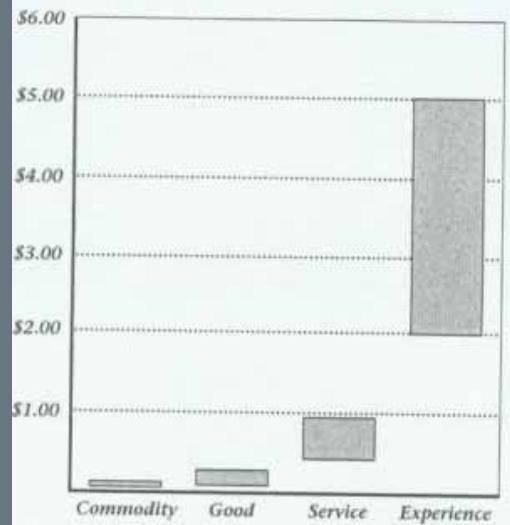
Coffee is...  
an experience



What is experience worth?



Figure 1-1. Price of Coffee Offerings



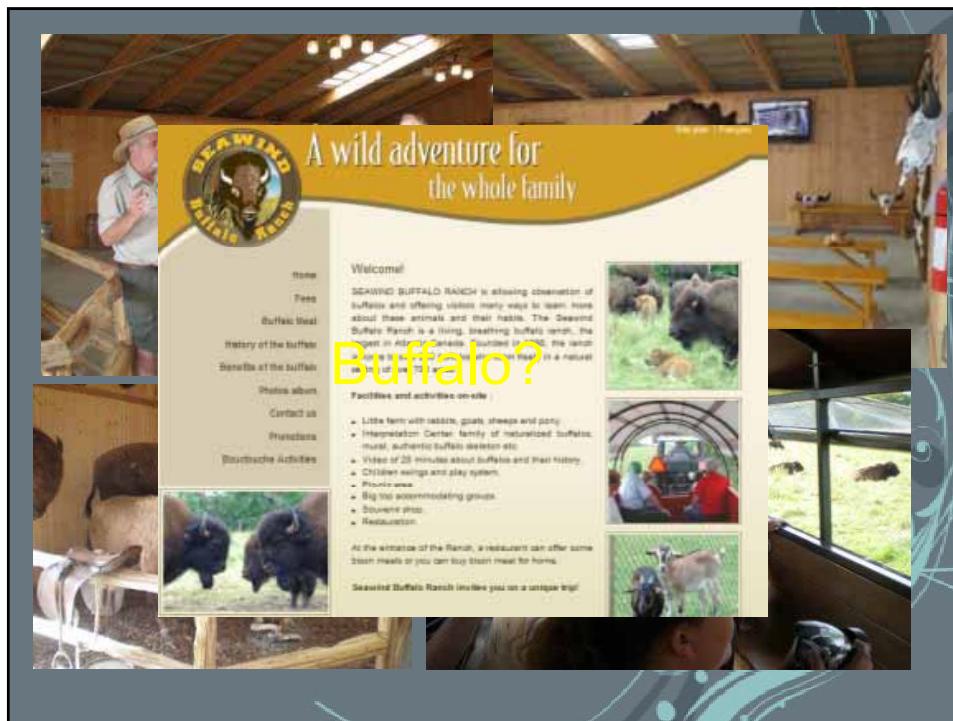
new cents

more packaged  
store

hot cup

experience can go





**bison**  
food service guide

Cooking instructions – **CRITICAL** for Bison!

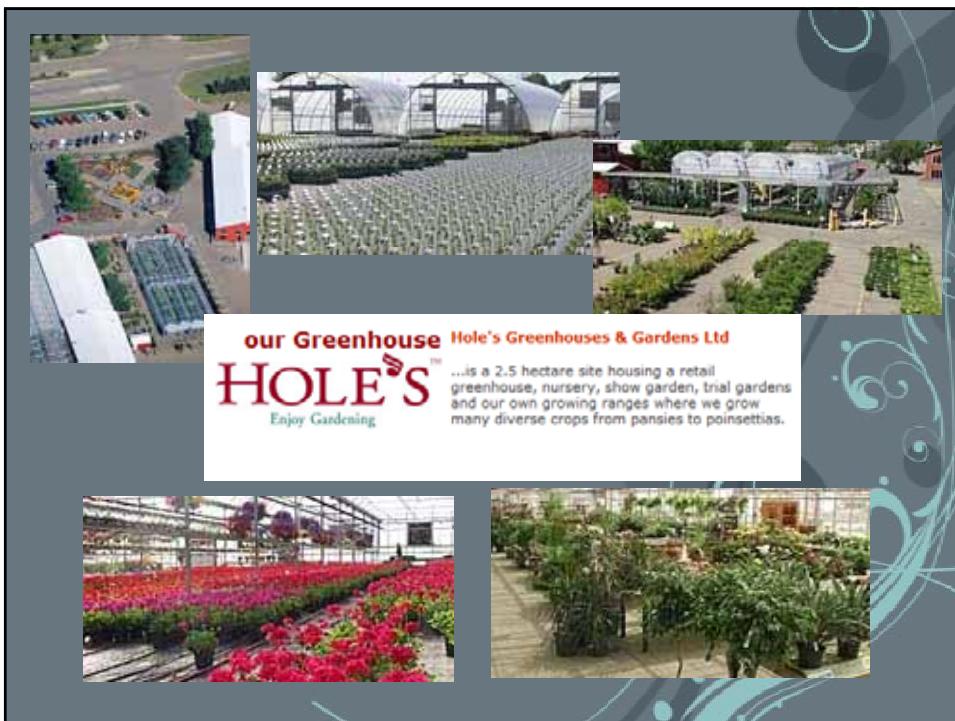
**COOKING BISON TO TENDER PERFECTION**

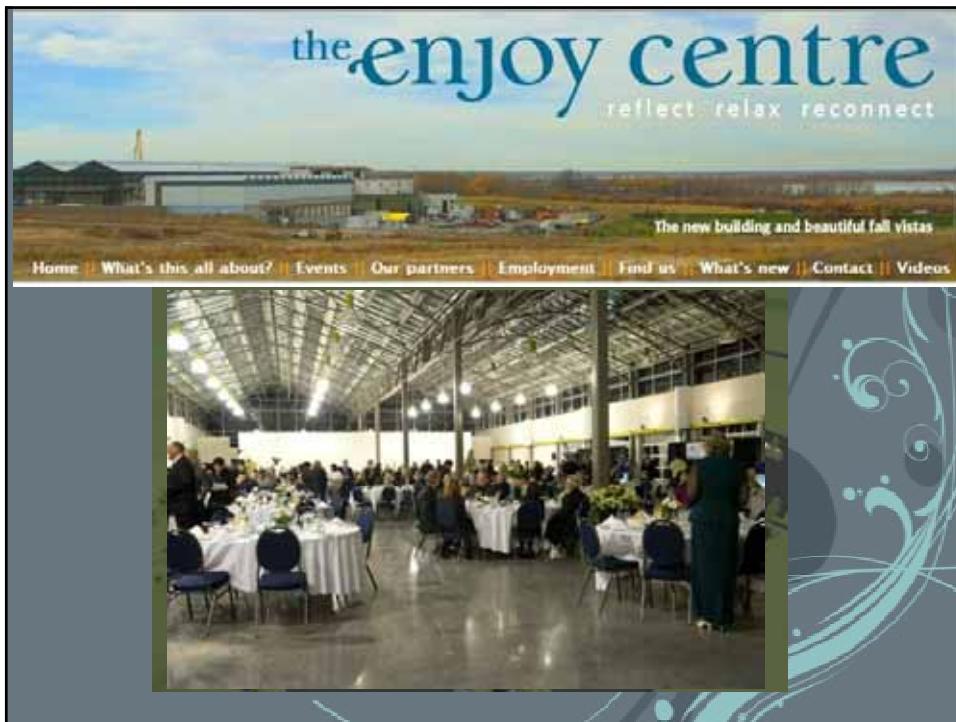
**GRADING & LABELLING OF CANADIAN BISON**

ACF	DISCONTINUED	A Grade	B Grade	C Grade	D Grade
CLASS 1	100%	100%	100%	100%	100%
CLASS 2	100%	100%	100%	100%	100%
CLASS 3	100%	100%	100%	100%	100%
CLASS 4	100%	100%	100%	100%	100%

## Garden Centers & Nurseries are...

**Corn Hill Nursery**  
Saint John, New Brunswick, Canada – 1.800.756.3672





## National US Facts

- 63 million Americans visited farms between 2000-2003
- Rural tourism is growing at the rate of 6% annually
- Direct sales from farms to consumers has risen 37% since 1997
- Travel and tourism is about 11.3% of the nation's gross domestic product



## Agritourism: Legal Update

### States with Agritourism Statutes



## Agritourism: Legal Update

### Liability Protections

5 States Total

- Kansas was the first in 2004
- North Carolina - 2006
- Virginia - 2008
- Louisiana was the most recent in late 2008
- Most of these statutes look very similar to the Kansas Act
- Utah's is less detailed
  - Provides only an affirmative defense

Know your customer!

Tourism is not agriculture!

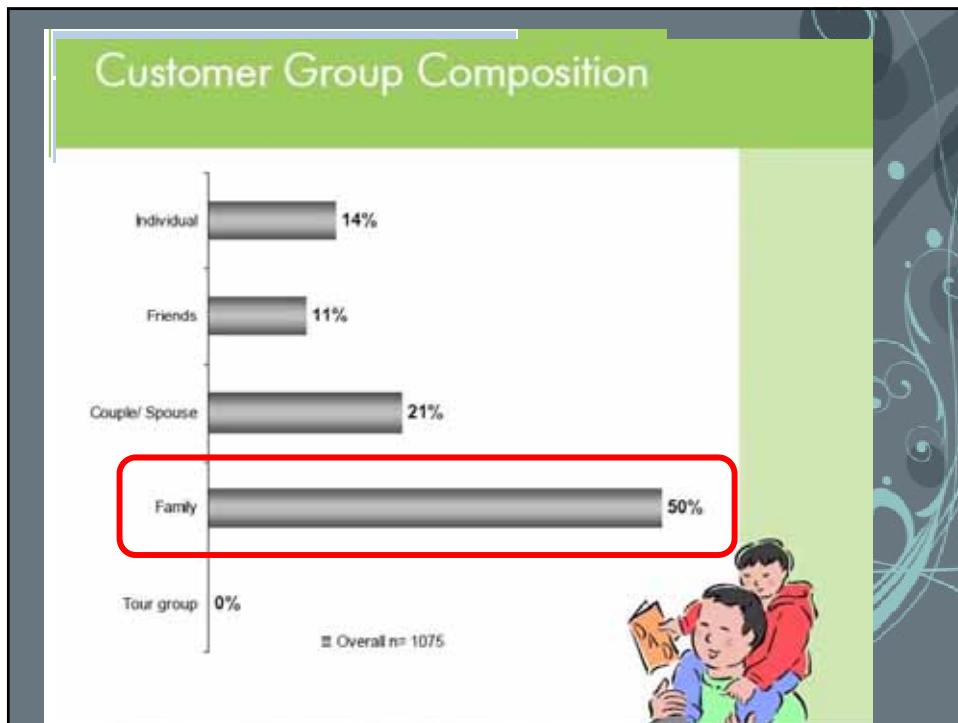


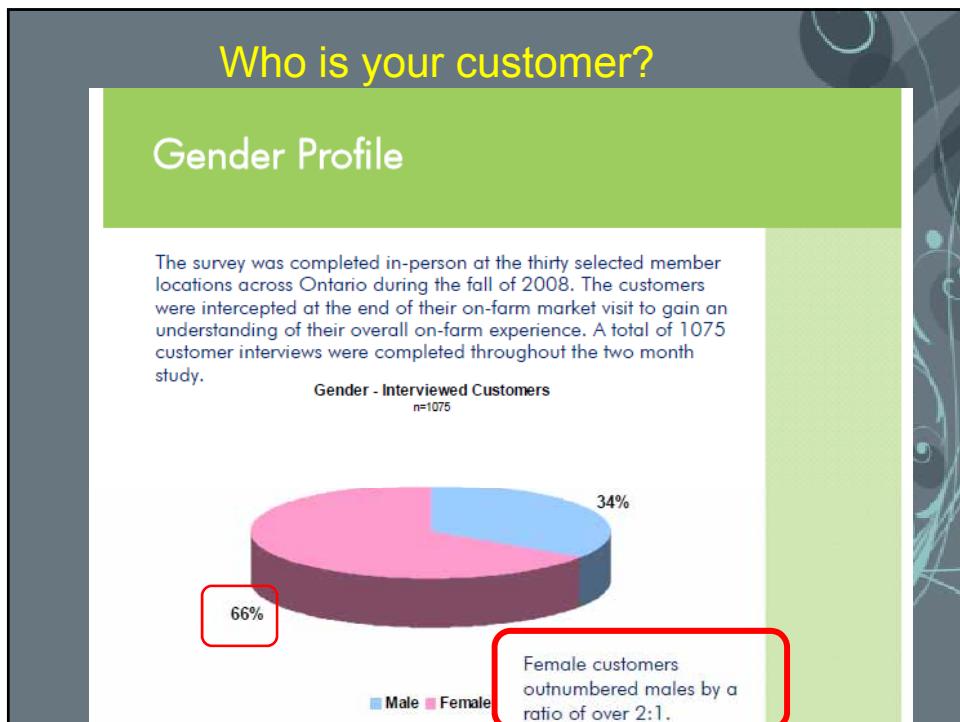
## Domestic Tourism

Canadian travelers made:

- 214.6 million domestic trips in 2007, (3.4% up over 2006)
- 9 out of 10 were within the province of residence
- Canadians accounted for 79% of total tourism spending in Canada in 2008 (\$59.1 b out of \$74.7 b)







## Who is your customer?



**Activities**

On-site activities offered: organized activities for school groups, U-pick, tasting, mini-farm, cart rides, playground, feeding the animals, other.

**Services**

Basic services: English spoken fluently - Accepts reservations through travel agencies.

Complementary services: picnic area, patio, products sales, explanatory leaflet or panels (in French and English), bus parking, gift wrapping.

**Other service(s) : Activities**

**Productions**

Principal production(s):  
Fruits / Berries : pears, apples, plums.



## Connecting food to agriculture - again

## Partnerships

### Café de l'Anse du Centre Culturel Le Griffon

Magnificent café with patio bordering the ocean. Regional cuisine that uses local ingredients. Casual menu with a maritime taste. On site: artists' studio, exhibition and Internet access. The 'Centre culturel Le Griffon' is a non profit organization managed by the community volunteers that promotes the maritime's culture.

Certified since: 2008

Provincial certification(s): Certified "Table aux Saveurs du Terroir".

Our establishment is part of: Route gourmande de la Gaspésie (Gaspésie).

Specialties: Captain's breakfast, the fish pot (soup), codfish brandade, codfish balls, smoked fish, flank steak, home made dessert.



## The results of local, a starting point

### Merriman's

THE AUTHENTIC FLAVORS OF HAWAII

#### FARM TOUR

Peter Merriman : Restaurant : Catering : Recipes : Our Commitment : Farm Tour : Reviews/Press : Opportunities

Merriman's offers a special behind-the-scenes look at Hawaii Regional Cuisine with Hawaii Forest & Trail's popular Farm Tour. Before enjoying an authentic dining experience at the restaurant, our guests visit the lands where Kahua Ranch now prospers, the same lands where, many years earlier King Kamehameha trained his warriors to conquer the island chain. Today these historic Kohala grasslands, at 3,000 wondrous feet, are home to one of the most respected range-fed sheep and cattle ranches in Hawaii.



Guests also visit the charming and picturesque Honopu Family Farm, renowned for its organic vegetables, lavender, and cut flowers. Owners Ken and Rowen Hufford offer a personal tour and samplings from the farm.

#### Locations

Waimea, Hawaii  
(800) 885-6922  
[or email us](#)

Kapalua, Maui  
(800) 669-6400

Poipu, Kauai  
(coming in '09)

#### Need a gift?

Order Merriman's Gift Certificates in any amount

**Courtenay, BC**

The Flavour Trail circuit originates from close ties established between growers and producers and master chefs, who came together to share their produce, livestock, products and terrific cuisine

## What draws customers in?

- Friends recommendations
- Well signed, easy to find entrance
- Easy to negotiate parking lot
- Good landscaping and appearance
- Clean, attractive entrance
- Stimulating colors
- Attractive, up to date website
- Media articles (print / electronic)



## Curb appeal is not only roadside!

- Do you have a website?
- If not forget...  
... the petunias – young people go to the web  
FIRST
- Do you tweet or blog or are these 4 and 5  
letter words to you?
- Who is your next generation customer?

## Websites are the future for tourism



**\*\*Add gps coordinates to locations!**

## Raising the tourism bar

The BC AgriTourism website features a blue header with the logo "BC AgriTourism" and the tagline "See the world that others miss". Below the header is a navigation menu with links for NEWS, ACCREDITATION, INSURANCE, ROAD SIGNS, ABOUT US, JOIN BCATA, and CONTACT US. A red arrow points to the "ACCREDITATION" link. The main content area discusses the Quality Assurance Program, stating its purpose is to "raise the bar" for agritourism across the province. It highlights the BC AgriTourism Code of Standards and the benefits of accreditation, such as improved quality, consumer safety, and market strength. The page also provides information on how the program works, including application requirements and inspection processes.

## Raising the bar in the Industry

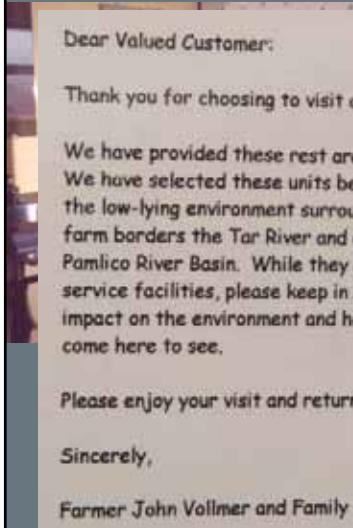
The screenshot shows a Microsoft Internet Explorer window displaying the BC AgriTourism website. The main header reads "Raising the bar in the Industry". Below it, the BC AgriTourism logo is visible. A red arrow points from the text "code of standards" in the sidebar to the "Code of Standards" link in the main content area. The sidebar also lists other menu items like "Current Projects", "Marketing Strategy", and "Training/Education". The main content area discusses the "BC AgriTourism Draft Code of Standards" and its purpose. Logos for the Investment Agriculture Foundation of British Columbia and the Canadian government are present on the right.

## Why Quality Standards?

- Visitor experiences
- Tourist perceptions
- Credibility with tourism industry
- Insurance
- Marketing opportunities



... your customers (66% female)  
have expectations...



<b>Experience</b>
Cleanliness
Washrooms

## Animals and safety



*liability exposure...*

What are they thinking?



Risk Exposure

Unacceptable!



The industry is changing...



double fence will be the industry standard... very soon!

The lasting impression?





And always remember this

“Experience is one thing you can't get  
for nothing.” Oscar Wilde

Merci !