



Launching a Successful County Agritourism Initiative

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CultivateNC

[https://communitydevelopment.ces.ncsu.edu/
cultivatenc-program/](https://communitydevelopment.ces.ncsu.edu/cultivatenc-program/)

- Strategic Planning
- Community Engagement Trainings
- Grantwriting Assistance and Education
- Resource Development
- Trainings on Legal Framework for Small Business, Non-profit and Food System Development



Becky Bowen



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Strengthening Moore County Agriculture through Diversification



Deborah McGiffin





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2013 Sandhills SET Plan Vision (Green Fields Initiative)

“There is great potential for food, forestry, trade, and heritage tourism opportunities in the Sandhills region. With the proper focus and attention, these opportunities may be harnessed into real economic drivers in our communities. This will effect the preservation of our history, culture and land, enabling the region to meet the increasing demand for water, clean air, open space, and recreation opportunities as the area experiences dramatic population growth in the near future.”

SET Participants



Economic Developers
Ag Advisory Boards
State Level Agencies
Producer Cooperatives
Environmental Groups
Food Bank
Higher Ed
Farmers
Elected Officials



Local Food Program



NC Cooperative Extension LOCAL FOOD PROGRAM TEAM Economic Impacts Work Group

Agritourism Curriculum 2018

Agritourism Case Studies



Economic Impacts Work Group

Agritourism Case Study

A publication of NC Cooperative Extension Local Food Program Team

October 2017

SPOTLIGHT

Ardea Homestead Sanctuary

By Matt Lenhardt, Iredell County Extension Director



▲ A Walk in the Woods at Ardea Homestead Sanctuary

INSIDE

- Background
- Developing the Business
- Leveraging Resources
- Activity Pricing and More

The Local Food Program Team is a multi-disciplinary team of Extension professionals that identifies and assesses priorities, builds capacity, and mobilizes resources to support Cooperative Extension in leading and fostering stakeholders and community efforts that enhance the state's local food system(s).

The Economic Impacts Work Group facilitates regional economic development by developing agent trainings and other resource materials that support local food system development. Its 2016-2017 projects include agent trainings in organic certification and business planning, piloting county-based local food brochures and online farmer profiles in two counties, and agent trainings in agritourism, of which this case study is an important part.

Enterprise Overview

Stacey Costner and Alex Meander have a love of nature and sustainable living, and sharing their knowledge through education on their land – Ardea Homestead Sanctuary. The homestead sanctuary, located in King's Mountain, NC, is evolving to be a community center for education and healing, with a strong focus on growing wild foods, using herbs for medicines, connecting with nature, raising chickens and pigs, and how to be self-sufficient. Children in home school groups to adults that have an interest in homestead living are welcome. Ardea also hosts a monthly "village council" meeting potluck dinner and fire circle to encourage discussion of current topics and community involvement. Classes and nature walks also teach the importance of the natural world, demonstrate proper plant identification, harvesting, and preparation of wild foods, mushrooms, tea blends, and herbal medicines and wellness.





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Visit NC Farms App

We are working on DAILY UPDATES for the app regarding COVID-19 closures and changes.

HOME HOW DOES IT WORK? WHO IS IN IT? SEE IT IN ACTION HOW DO I GET INVOLVED?

VISIT NC FARMS APP

DOWNLOAD FOR APPLE DOWNLOAD FOR ANDROID

Experience North Carolina:
Grown. Raised. Caught. Made.

The Visit NC Farms Phone App, developed by the N.C. Department of Agriculture and Consumer Services, connects millions of North Carolina residents and visitors to farmers and local food – one community at a time.

<https://visitncfarmstoday.com>



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Fork to Farmer

forktofarmer.com



Aberdeen's restaurants in Southern Pines, NC source much of its ingredients from local farmers because they want their menu to reflect the local flavors and culture of Moore County. This video highlights the relationship that farmer Ryan Clute from Misty Morning Ranch has with Aberdeen's restaurants. If you love delicious local food, you'll now know how to visit Moore County's vibrant growing network of small farmers, welcome visitors to experience how they grow their love for growing healthy and delicious food for their community and for visitors.



Book farm experiences



Devlin based on farm tour



Farms and dairy tour with cheese tasting



Appalachian heritage experience



Berry picking and outdoor education



Check out this app to learn more from your farmers

Other restaurants that source locally

- [Billie's on Linden Restaurant](#)

Buy farm products

- [Moore County Farmers Market](#)

Local Partners

- [Moore County Cooperative Extension Center](#)
- [Conventions and Visitors Bureau Partners, Southern Pines, Aberdeen Area of North Carolina](#)
- [Moore County Partners in Progress](#)
- [Moore Choices LLC](#)



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Project: Moore County Agritourism Initiative

Team: Doug Regan (Farmer), Ryan Olufs (Farmer), Laura Younts (Farmer/NCANA), Janet Dunn (Farmer), Sue Stovall (Farmer), Terry Bryant (Farmer), Karyn Ring (Farmer), Claire Berggren (CVB), Pat Corso (PIP), Charles Hammond (PIP), Taylor Williams (NCCE), Deborah McGiffin (NCCE), Kelly McCaskill (NCCE), **Beverly Padgett (Farmer)**, Jayne Priest (Farmer), Vickie Blue (Farmer), Mary Beth Jackson (Farmer), Chef Warren, Chef Thierry, Ashton's

Conditions *Local context / Policy context / What needs to be in place for change to occur?*

Farmers are retiring and land is being lost to development.

Youth do not see farming as a viable livelihood. There is a need to supplement farm income.

Society as a whole is suffering from poor nutrition-related conditions that could be reversed with consumption of fresh and non-processed produce, dairy, and meats.

Farming is difficult to launch and sustain. There is a need to streamline the process to:

- Acquire land (access to land and capital)
- Learn about business planning, production, processing and handling, and marketing practices
- Access qualified and affordable labor

Farmers need training in technology.

There is a need to change perception about farming as a life choice among general public and county.

Intended impacts *What is the change you want to see?*

Short-Term (1 year):

- All Moore County 4th graders have Ag in their curriculum and make at least 1 farm visit
- At least 10 Moore County farmers join F2F and NCANA and participate in one or more agritourism training programs
- One video is produced to showcase significance of chef-farmer relationship

Mid-Term (1-3 years):

- # of farms engaging in agritourism increases by 50%
- Farm income attributable to agritourism increases by 50%
- County tourism revenue generated in rural areas increases by ___%

Long-Term (3-5 years):

- Average age of farmers reduces by ___%
- Land in ag production remains at 2012 levels
-

Program Objectives *High level summary of intended outcomes*

Moore County is regionally and nationally recognized as a diverse and high quality agritourism destination.

Farming is branded as a respectable life choice in Moore County, and youth are drawn to farming as a profession.

The public and private sectors provide the structure and support needed by the farming community to thrive in Moore County.

Rationale *Evidence and assumptions linking outputs to outcomes and impacts*

The 2012 Moore County Ag Infographic (attached) shows over 200% growth in agritourism activity from 2007 to 2012. The outputs listed in this logic model will contribute to continued growth in the industry, which has the potential to:

- Influence public respect for farming and understanding of the health benefits of local food
- Supplement farm income in a more significant way
- Unlock the potential for younger farmers to engage in farming as a profession

Inputs *What resources do you have?*

SCC (Fiona McKenzie)
NCSU Agritourism/Fork2Farmer (Becky Bowen)
People First Tourism (Bruno Ferreira)
Green Fields Sandhills (Jesse Wimberley)
PIP (Pat Corso/Charles Hammond)
CVB (Claire Berggren)
County Commission/City leaders
Farmers
First Health
Public and Private Schools
NC Core Curriculum (4th Grade)
Farmers Markets
NC Farm Bureau (Ag in the Classroom)
USDA (Brian Queen)
NCDA&CS (Annie Baggett)
NCGT (Laura Lauffer)
NCANA
FFA/4H
Boy Scouts/Girl Scouts
Sandhills Farm to Table
Cooperative

Activities *What will the partnership do?*

1. Encourage existing and potential agritourism operators to organize and network.
 - a. Fork2Farmer
 - b. NCANA
2. Sponsor trainings that support the launch and sustainability of agritourism operations.
 - a. NCCE Agritourism Curriculum
 - b. SCC SBC
3. Meet on a regular basis, plan, delegate, and execute strategies as a collaborative organization.
4. Provide funding support for agritourism-related events.
5. Develop a marketing plan for agritourism activities.
 - a. Develop a video that portrays the past, present, and future of farming in Moore County.
 - b. Support Farm City Week
6. Connect with local 4th grade teachers to insert agriculture into their core curriculum and develop field trip potential to agritourism farms
7. Inventory existing and potential agritourism operators/assess needs
8. Plan and implement with resource partners

Outputs *What will the partnership provide?*

1. Networking and Social events for existing and potential agritourism operators
2. Single and multi-farm tours
3. PIT farm visit packages
4. Videos
5. Workshops and educational events for existing and potential agritourism operators
6. Collaborative Social Media Presence and Marketing (VisitNC Mobile App)
7. Internship/Apprenticeship Programming for youth
8. NC Farm Bureau's "Ag in the Classroom"
9. Create a directory (online) of agritourism operations
10. Develop and promote policies that address infrastructure needs identified by agritourism operators

Intended outcomes *What are you trying to achieve?*

Create a high-performing organization that promotes effective collaboration among its members, partners, and stakeholders

Increase the number of farms using agritourism to generate supplemental revenue

Drive more customers to agritourism farms

Connect with youth (elementary school field trips; middle and high school internships/apprenticeships) and their families to develop appreciation of farming and understanding of local food benefits

Connect with "foodies" (patrons of farm to table restaurants, farmers markets, and CSAs) to increase farm visits/purchases of locally-grown/produced produce, dairy, and meat

Connect with agritourists through social media and mobile app

Improve the quality of agritourism customer experiences

Support other local businesses and contribute to the local economy of all Moore County communities



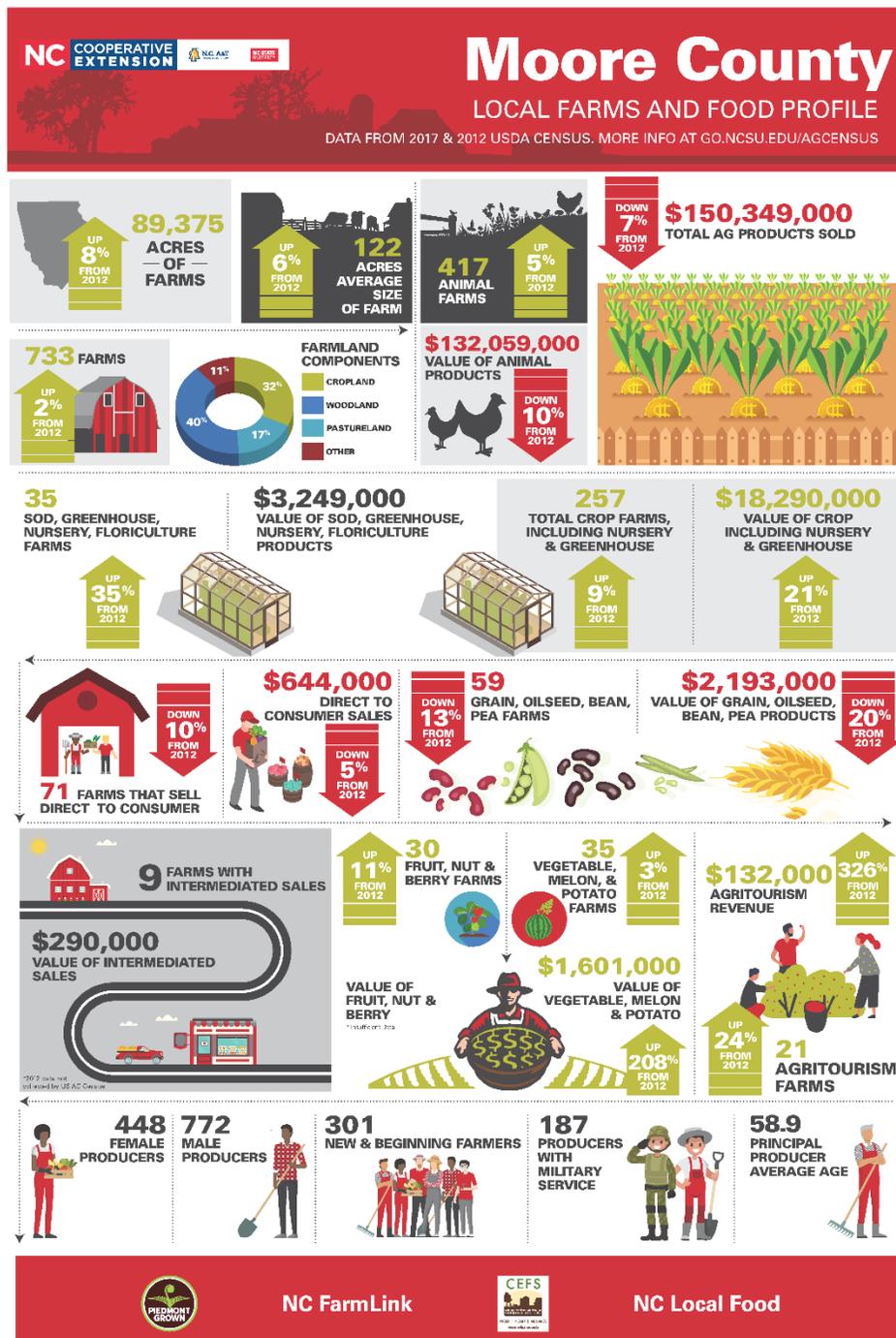
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Deborah's Interview



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IMPACTS

326% increase in agritourism revenue
 24% increase in agritourism farms
 2% increase in # of farms

Overall increased diversification



NC FarmLink



NC Local Food



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Thank you!!

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