

Tools to Build Your Agritourism Business

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Agritourism Farms Can Connect to Customers In Many Ways

Agritourism business owners face a lot of choices. This toolkit can help you create or reassess your business path as you (1) respond to customer demand and create a value proposition that best fits your financial resources, management capabilities and partnerships and (2) build an intentional communications strategy to reach your goals.

Tools and Definitions

- **Customer Segment:** Be specific and group people based on different needs, values, and how the farm might package products and services differently. Three key questions you might ask yourself – how can I create wins for my customer, what problems can I solve, what jobs/tasks can I help them accomplish when they visit my farm?
- **Value Proposition:** Agritourism business may offer education, entertainment, direct sales, outdoor activity, and/or hospitality.
- **Revenue Streams:** Admission fees, venue rental, product sales, workshops, crafts, etc.
- **Key Activities:** How do you justify your admission fee? What is the best way to increase direct sales to your customer? What does hospitality mean for your customer segments?
- **Build Customer Relationships** by asking, what does this customer segment expect from my business? What do they desire? How can I surprise them? How do I reach them?
- **Build a Strategic Communications Plan** that sets business goals (sales, visitors, subscriptions, event bookings, etc.). Identify strategies for each goal and then tasks or action items to reach this goal. Review these concepts in this video:

Decision Tools	Use	Pages
Business Model Canvas	A one page summary of your business plan. Find examples of value propositions, target customer segments, and revenue streams	Definitions - page 1 Template - page 2 Examples - page 3
Planning Tool to refine your business plan	Use this planning tool to identify up to 6 target customer segments at the top of each column. Choose 1-2 core value propositions for each customer segment among the 5 listed rows. Fill in the boxes with examples of revenue streams and key activities.	Pages 4-5
Strategic Communication Plan Template	Identify a key business goal, strategies to reach that goal, and specific tasks to implement each strategy.	Page 6



Position your value-added agricultural business to succeed with free technical assistance

The Business Model Canvas is a 1-page summary of a broader business plan. Use this as an iterative planning document that helps you stay focused on your core business proposition.

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The Business Model Canvas

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Key Partners  Who can be a partner to deliver key activities? What activities could/should we outsource? Website, processing, delivery.	Key Activities  Production and processing steps to deliver our value proposition Key Resources  Labor, inputs, management and capital	Value Propositions  What value are you going to offer to others? • Differentiation • Quality • Service • Cost What wins do you create, tasks do you accomplish, or problems do you solve?	Customer Relationships  Time, effort and marketing needed for each customer segment. What does it take to reach and retain them? Channels  How do you reach customers? • Retail store • E-commerce • Tours • Wholesale purchases	Customer Segments  Who are your customers? • Problem/Need • Channel • Relationship • Price • Identity – age, location, income, lifestyle, how can you reach them, tech abilities, estimated size.
Cost Structure  Operating and ownership costs? Profit = Revenue - Costs		Revenue Streams  How do we make money? How could we make money? How do we collect revenue? What is the willingness to pay?		

The Business Model Canvas

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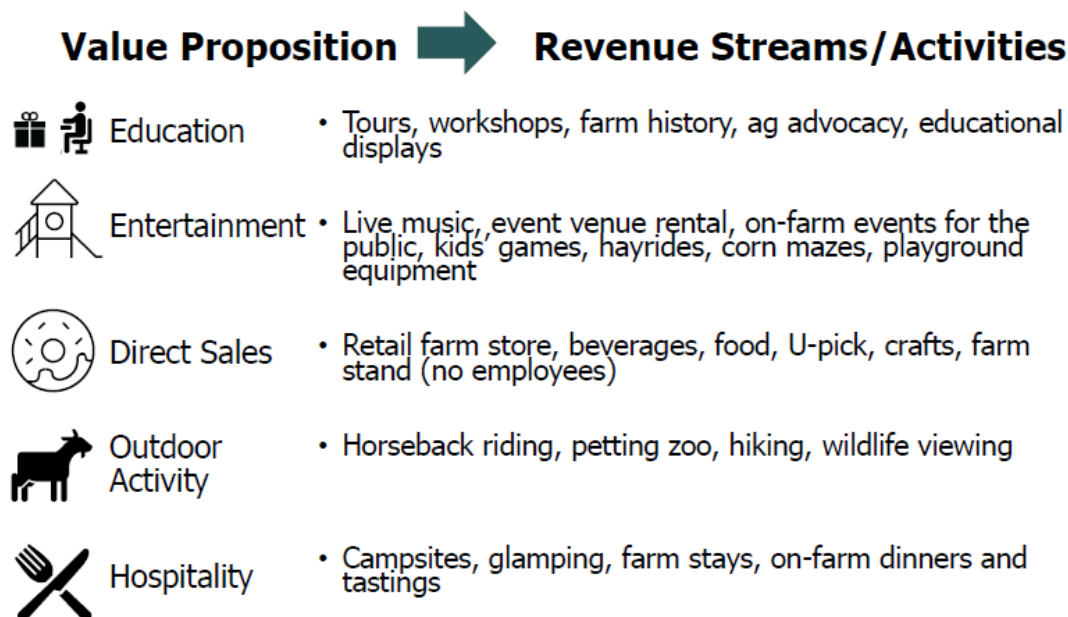
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Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 			Revenue Streams 	

What value propositions do you offer?



Who are your target customer segments?

Examples: Young farm-rooted urban family; Middle-aged urban couples seeking a rural escape; Novices seeking first farm exposure, Hard-core local food lovers; Grandparents looking for a 2-hour bonding experience; Fuss-free fruit seekers; Low-cost entertainment seekers; Convenient access to seasonal grocery shoppers

Match your value propositions to your customer segments



Build customer relationships through communications

Key
Resources &
Partners

Key Activities

Cost Structure

View this as an iterative process to build your operation

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	Customer Segment 1	Customer Segment 2	Customer Segment 3
Revenue Streams/Key Activities			
Education			
Entertainment			
Direct Sales			
Outdoor Activity			
Hospitality			

	Customer Segment 4	Customer Segment 5	Customer Segment 6
Revenue Streams/Key Activities			
Education			
Entertainment			
Direct Sales			
Outdoor Activity			
Hospitality			

Start your strategic communication plan



4 communications planning tips

1. Make it measurable and business-driven.
2. Realistically assess your available resources – funding, time*, expertise.
3. Put the plan in writing.
4. Allow the plan to evolve as it's implemented.

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