

Agritourism in Montana



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Agritourism – What is it?

- **Agritourism**, as it is defined most broadly, involves any agriculturally based operation or activity that brings visitors to a farm or ranch.



Agritourism – What is it?

- Agritourism – can be considered “agritainment”, “value added products”, “farm direct marketing” and “sustainable agriculture”.



Agritourism in Europe

- Netherlands – 25% of all farms offer products and services for visitors. Within 15 years income went from 0 to \$628 million. Activities include – “cow cuddling”, farm survival sports – Spartan Race, bike and walking tours, farm Tai chi. 45% of all Dutch people say they have visit a farm at least once a year. From 2007-2011 income from agritourism increased 46%.



Agritourism in Europe

- Spain
- Italy
- France
- United Kingdom
- Switzerland
- European Federation of Farm and Village Tourism – 28 countries, 100,000 establishments



Agritourism in the United States

- **Finger Lakes, NY – combination wine trails, dairy visits, boat cruises, apple picking, history museums**
- **Vermont – leaf “peeping”, barn loft stays, maple sugar production, cheese making, Ben and Jerry’s ice cream factory**
- **California – every county has a list of ag activities on the tourism website – sheep to shawl, wood splitting, English High Tea at a farm**

Farm Stay U.S.

- **Los Angeles, CA:** goat farm and airstream
- **New Hampshire:** camping facilities on organic farmer's market farm, 6 ac
- **Indiana:** rustic cabin by a river for fishing, 150 ac dairy farm
- **Louisiana:** B&B, trail riding, 70 ac
- **Montana:** 48 ranches!

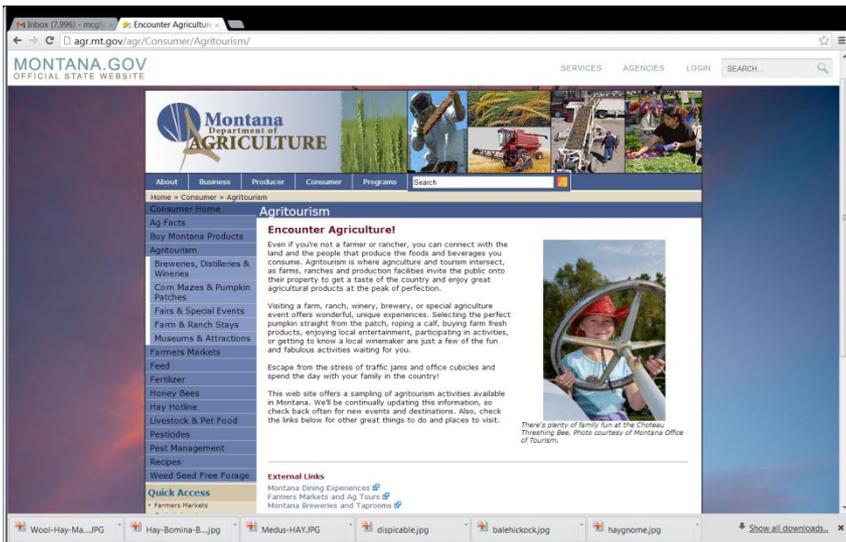


Montana Geotraveler Summary 2013

- Geotravelers **focus on the experience of the destination**
- Geotravelers **seek the authenticity of people and places.**
- Geotravelers **have multi-faceted interests**



Montana Agritourism



<http://agr.mt.gov/agr/Consumer/Agritourism/CornMazes/>
<http://agr.mt.gov/agr/Consumer/Agritourism/FarmRanchStays/>
http://visitmt.com/experiences/food_and_beverage/farmers_markets/

What the Hay Contest

- Montana Bale Trail



Over 7,000 tourists in one day



Montana Opportunities

- National Trends
- Collaboration – MT Dept of Ag, Dept of Commerce, MSU Extension, U of M Institute for Tourism – past and future
- Economic Development Opportunities for MT rural communities, farmers and land owners
- Pilot Program in Flathead



Flathead Agritourism Initiative

- Travel writers dinner – October 2013 – Kalispell Convention and Visitors Bureau
- Collaborate with Tourism Business Improvement District Board Members
- Introductory day for hotel employees and families
- Winery, brewery and distillery trail map on the Discover Kalispell website

Flathead Agritourism Initiative

- Establishment of vineyards



- Establishment of hops yard



Flathead Agritourism Initiative

- Increase small fruit production for distilleries



Flathead Agritourism Initiative

- Fly fishing on 2,500 acre ranch



- Purple Frog Farm dinners and scheduled helpers day



- Flathead Lake sweet cherry tour



Flathead Agritourism Initiative

- Wagyu Beef Ranch B&B



- Abbott Valley Homestead
Vacation Rental



Springbrook Ranch and
Hops Restaurant – yak and bison



Flathead Agritourism Initiative

- Farmer's market brochure with farm schedules and activities – hard copy and digital



Flathead Agritourism Initiative

- Bicycle tours – Montana Adventure Sport, Bigfork, building a hostel for bike enthusiasts



- Local food - farm dinners



AN *Authentic*
MONTANA EXPERIENCE

HARVESTFEST DINNER SERIES
AT LOGAN'S BAR AND GRILL

FEATURING LOCAL, ORGANIC PRODUCE FROM TERRAPIN FARM

JUNE 27, 2013
1st Course - Mixed Green and Herb Salad, Roasted Summer Vegetables, French Sorrel Vinaigrette
2nd Course - Five Spice Tea Rubbed Roasted Sliced Sirloin with Seasonal Vegetables
3rd Course - Rhubarb Panna Cotta with Macerated Strawberries

JULY 18, 2013
1st Course - Ricotta Cheese and Fresh Herb Stuffed Fried Squash Blossoms with Tomato Confit
2nd Course - Seasonable Vegetable Stuffed Bacon Wrapped Chicken Roulade with Garden Polenta
3rd Course - Sweet Drop Biscuit Strawberries n' Cream

AUGUST 22ND, 2013
1st Course - Roasted Beet Salad with Goat Cheese, Toasted Pistachios and Citrus Vinaigrette
2nd Course - Herb Crusted and Pan Seared Salmon topped with Frisee Lettuce, Candied Bacon, Oven Roasted Tomatoes and Pickled Red onion. Served with Garden Fresh Vegetables
3rd Course - Huckleberry Crème Brulee

 **\$35 PER PERSON (INCLUDES ONE DRINK)**
PLEASE CALL 406.862.3000 FOR RESERVATIONS
LIMITED SEATING AVAILABLE



2 FAIRWAY DRIVE - WHITEFISH, MT 406.862.3000
WWW.GROUSEMOUNTAINLODGE.COM

Flathead Agritourism Initiative

- Photographers package
- Destination weddings



Questions?

