Preparing You and Your Farm for Agritourism in Michigan

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Sources: Used with permission and adapted from:

- Are You Ready to Host Visitors at Your Farm? (Best Practices Guide) - University of Vermont Extension https://www.uvm.edu/d10-files/documents/2024-09/FarmTour-SelfAssessment-UVMExt.pdf
- Is my Farm Ready for Visitors? – Cornell Cooperative Extension

Section 1: Personal Assessment

BUSINESS EXPERIENCE	Yes	No	Improvement/ Training
I am motivated to take on a new enterprise.			
I have managed a business before.			
I have a business plan for my current enterprise.			
I have/will write a business plan for the new agritourism enterprise.			
I keep good production and financial records.			
I am willing to and comfortable taking risks.			
Other experiences and qualities:			
PERSONAL QUALITIES	**Yes**	**No**	**Improvement/ Training**
I am a good planner/organizer.			
I have creative ideas.			
I have a high level of energy and contagious enthusiasm for what I do.			
I enjoy doing new things.			
I follow through on what I start.			
I enjoy interacting with a variety of people.			
I like to show people my farming operation.			

PERSONAL QUALITIES, continued	Yes	No	Improvement/ Training
I don't mind people wandering around my farm.			
Other personal qualities that apply to this venture:			

SKILLS	Yes	No	Improvement/ Training
Advertising/Public Relations			
Art/Graphic Design			
Business Planning			
Crafting (list):			
Media Experience: Writing/ Website/ Radio/ TV/ Video/ Social Media			
Teaching/ Education			
Other skills you have that will come in handy:			

TIME ASSESSMENT	Hours per Week
How much uncommitted time do you have available each week?	
How much time will you devote to this new venture?	

FAMILY MEMBERS/ FRIEND SUPPORT	Yes	No	Not Sure
Are your family members/ friends supportive of this new venture? If not sure, it is time to talk!			
Do you have family members/ friends with skills and knowledge that can be used in this new venture?			

Family Member	Roles	Skills/Qualities	Available Time (Hrs/Wk)
1)			
2)			
3)			
4)			
5)			

Section 2: Natural Areas on Your Farm Inventory

DOES YOUR FARM HAVE THE FOLLOWING?	Yes	No	Could Develop
Ponds			
Woods			
Hiking Trails			
Scenic Views			
Hunting			
Fishing			
Cross Country Skiing			
Bike Trails			
Other Resources:			

Description of Natural Resource	What would be involved in developing these resources?
1)	
2)	
3)	
4)	

Section 3: Experience Hosting Visitors

Description of Main Visitor Groups (e.g. demographics, age span, socio-econ, interests?)	**What do you offer them?**
1)	
2)	
3)	
4)	
5)	
Estimated Total Individual Visitors per Year:	**Estimated Total Groups Hosted per Year:**

Where do Visitors Come From?

Distance:	%	List Communities
Within 10 miles		
Within 10-20 miles		
Within 20-50 miles		
Within 50-100 miles		
100 miles or more		

Section 4: Farm Facilities

FINDING THE FARM	Yes	No	Needs Improvement
Road signs at key intersections to direct visitors from main roads to the farm?			
Is signage about the farm in a visible location?			
Is it easy to find the entrance to the driveway?			
Is there good visibility to enter and exit safely?			
Is there a logical traffic flow?			
FARM IMAGE	**Yes**	**No**	**Needs Improvement**
Does the farm give a positive first impression?			
Has the farm atmosphere been persevered?			
PARKING	**Yes**	**No**	**Needs Improvement**
Is it easy to figure out where to park?			
Is there signage directing you to parking areas?			
Are there barriers defining the parking area?			
Is it easy to park once you find the parking area?			
Are parking spaces marked?			
Is there adequate space to pull in/out?			

CONDITION OF FARM LANES AND PARKING LOTS	Yes	No	Needs Improvement
Relatively smooth?			
Free of potholes?			
Free of mud?			
Gravel down to keep dust?			
Paved for ease of walking/accessibility?			
LANDSCAPING	**Yes**	**No**	**Needs Improvement**
Mowed lawn areas?			
Nicely landscaped grounds?			
Attractive flower beds and containers?			
OUTDOOR DISPLAYS	**Yes**	**No**	**Needs Improvement**
Are displays blocked from view by cars or other objects?			
Is interesting or antique farm equipment used?			
Are there places to sit (picnic tables, benches, etc.)?			
Is there a designated children's area?			
Are there signs with instructions/information?			
OUTDOOR HAZARDS	**Yes**	**No**	**Needs Improvement**
Are there junk piles?			
Have tripping hazards been eliminated?			
Is farm equipment out of harm's way?			
Are farm chemicals locked up and out of sight?			
Are fuel tanks and pumps locked up?			
Are manure pits fenced?			
Are ponds fenced?			

ANIMAL FACILITIES	Yes	No	Needs Improvement
Are pastures/paddocks fenced?			
Are electric fences marked?			
Is there double fencing to keep people away from animals?			
Are manure levels in barns and paddocks under control?			
Booties or footbaths provided wherever needed for sanitation/disease prevention?			
Is there soap/water or hand sanitizer for visitors?			
Signage to instruct people how to behave around animals (what is and is not acceptable)?			
Is public access to animal paddocks/barns limited?			

BUILDINGS	Building 1	Building 2	Building 3
Size or dimensions			
Overall condition			
Current use			
Potential use			
Improvements needed			

BUILDINGS	Building 1	Building 2	Building 3
Are buildings handicap accessible?			
Are exteriors nicely painted?			
Are exteriors in good repair?			
Are entrances clearly marked?			
Are doorways wide enough (double doors)?			
Are floors smooth and level?			
Are buildings bright, clean, and well lit?			

BUILDINGS, continued	Building 1	Building 2	Building 3
Are hazards eliminated?			
Is clutter under control and out of view?			

Section 5: Retail Facilities

LAYOUT OF RETAIL FACILITIES	Yes	No	Needs Improvement
Can customers see over displays?			
Can customers find the checkout?			
Are displays positioned for maximum exposure?			
Do high demand items draw people into the store?			
Are impulse items located near the checkout?			
RETAIL DISPLAY EQUIPMENT	**Yes**	**No**	**Needs Improvement**
Are they similar construction/style?			
Are they sturdy, safe, and free of nails/splinters?			
ATTRACTIVE DISPLAYS	**Yes**	**No**	**Needs Improvement**
Are they arranged well, overflowing, and appealing with good use of contrast and color?			
Are there a variety of unit sizes to meet shoppers' needs?			
Nice packaging?			
Only high-quality products on display (well maintained)?			
Related items being sold (e.g., salad dressing with salad greens)?			
Are displays changed periodically/seasonally?			

DECORATIONS	**Yes**	**No**	**Needs Improvement**
Is there a predominant theme? Describe:			
Is there consistency among decor (antiques, farm related, etc.)?			
Are tablecloths, curtains, etc., made of similar fabric, complementary colors?			
SIGNAGE	**Yes**	**No**	**Needs Improvement**
Is lettering type and style consistent?			
Are the colors consistent?			
Is the farm logo used in signage?			
Variety of Signage: (check all that apply)			
No Trespassing Signage			
Directional Signage			
Adherent Risk Signage			
Product Signage			
Price Signage			
Customer Convenience: check all that apply)			
Shopping Baskets/Carts			
Credit Cards / Digital Payments			
Tastings			
Recipes			
Bathrooms			
Seating Area(s)			
Guest Books			
Newsletter			
Ordering Information			
Brochure with Hours / Business Cards			
Visitor Information/Nearby Attractions			

Section 6: Customer Service and Hospitality

PERSONNEL APPEARANCE	Yes	No	Needs Improvement
Are staff neat and clean?			
Wear farm, or industry-themed shirts (when available)?			
Wear name tags?			
Greet customers?			
Helpful, courteous, cheerful, professional, enthusiastic?			
Well informed about the farm and farm products?			
Not overbearing.			
Engaging, greet and ask where customers are from, how they heard about the farm etc.?			
Know about things to do in the area and provide suggestions/directions?			
SERVICES OFFERED	**Yes**	**No**	**Needs Improvement**
1)			
2)			
3)			
4)			
5)			
6)			
7)			

WHAT'S OFFERED
List the things visitors can see at your farm:

WHAT'S OFFERED, continued
List the things visitors can do at your farm:
List the things visitors could buy at your farm:
List activities normally available to visitors whenever they visit:
List activities that must be pre-arranged:

TOURS OFFERED	Yes	No	Needs Improvement
Are they well planned and delivered?			
Can they be tailored to group interests?			

Name of Tour	Time it Takes	Target Audience
1)		
2)		
3)		
4)		
5)		

EVENTS AND FESTIVALS (List Name):	Month Held	Purpose	Desired Attendance
1)			
2)			
3)			
4)			

FOOD AND BEVERAGE OFFERED	Yes	No	Possibility
Breakfast			
Lunch			
Dinner			
Bakery			
Alcohol Tasting			
Food Trucks			
Catering			
Hands-On Experiences: Describe services and/or experiences:	**Yes**	**No**	**Possibility**
1)			
2)			
3)			
4)			

LODGING OFFERED (Type of Lodging like B&B, cabins, lodges, parks, camping)	Number of rooms/ beds	Price Range
1)		
2)		
3)		
4)		
5)		