

Agritourism in Europe



Ellie Rilla, UC Cooperative Extension, Marin 2.16.11

Defining the PRODUCT

What's in a name?



- Agritourism / Ag Tourism / Agrotourism/ Agricultural Tourism
- Nature Tourism / Nature-based Tourism / Wildlife Tourism
- Eco-tourism / Geo Tourism/ Rural Tourism
- Adventure Tourism / Active Tourism
- Cultural Tourism/ Culinary Tourism
- Experiential Tourism

Defining the PRODUCT

Agritourism



“Any income-generating activity conducted on a **working** farm or ranch for the enjoyment and education of visitors. Agritourism includes the interpretation of the natural, cultural, historical, and environmental assets of the land and the people working on it.

Agritourism in Europe promotes

- Small/moderate scale tourist services
- Local farm production
- Making of traditional products & crafts
- Traditional culture and customs



Trends, facts, and opportunity

- Stagnant or reduced farm income
- Urbanization
- Tourism largest industry worldwide
- Agritourism as a diversification strategy
- Visitor desire for authentic experiences



Characteristics in common

Safeway



EXCELLENCE
IN ENGLAND
Awards for Tourism 2003
GOLD WINNER



- Women dominate the agritourism “service” component in both EU, US, UK, and Australia
- Both EU and US farm operators open their farms to agritourism to increase profitability and to educate visitors about agriculture
- Motivation, profitability, succession, farm support are similar worldwide

Experiences-Demonstrations-Tours-Festivals- Facilities- Value-added products are similar



Farming in Europe



- Less than 50% of all EU farms earn a majority of their income from farm production (US is 13% on-farm income)
- 35-75% income from off-farm jobs
- Farmers represent 8.2% population
 - CAP subsidies total \$57 billion in 2010

Agritourism in Europe, Sznajder, 2009

In Europe

- 90% population lives in cities
- High land & labor costs
- Depopulation in many EU countries
- Second homes in empty villages



European agritourism goals

- Support rural area economies
- Maintain look of countryside
- Little environmental impact
- Reuse historic buildings



EU social and economic policies for rural areas



- Reverse mass migration trends
- Support working landscapes
- Invest in rural infrastructure
- Reuse derelict bldgs.
- Gain new skills
- Increase local accommodations
- Help farms diversify
- Local governance
- Acquire language skills
- Expand processing capabilities

Examples

- UK Farm Stays
- Agriturismo in Italy
- Polish Organic Farms
- Bienvenue à la ferme



UK land statistics



- Higher pop density in England (284 pp sq km)
- 80% land privately held
- 5.5% land in national park system
- Historical by-ways system
- Small farm patchwork
- 120,000 miles throughout Great Britain
- Footpaths and bridleways
- 1,500 miles of national long distance trails

Farm holidays in England



- 20% farms provide service enterprise
- 10% accommodation oriented
- Average \$10-50,000 add'l income
- 63% of UK farmers depend on tourism income
- EU & UK farmer grants to develop, park farm advisors assist

Thorp Farm case study

- 158 acre dairy
- 4th generation
- Peak District National Park
- Four bunkhouses sleeping up to 44 guests
 - want four sons to inherit
 - on-farm jobs for family members
 - adjacent to famous climbing area
 - offer hostels, farm tours, ice cream
 - advertise in climbing, hiker, and hostel magazines & websites



Agriturismo in Italia

- Mass migration to cities after WWII
- Rural areas collapsed
- Return to rural areas in 1980's
- Agriturismo law passed and included funds for rural redevelopment of empty farms
- Ufficio Turistico offices connect traveler



Veneto, Italy: local and regional food linkages



- Promote traditional culture, customs and foods
- 15,000 farms with average farm size of 12 acres
- Two yrs farm experience
- 100 hrs hospitality training
- Agriturismo license
- On-farm products featured (60-25-15 ratio)
- Derelict housing-limiting factor
- Grants highly competitive
- Annual income can range from \$70,000 to \$360,000 including farm income
- Heavily regulated due to competition w/other services



Keeping Farmers on the Land: Agritourism in the EU. Clemens, 2004.

The Polish Organic Farm Trail



- <2% farmers in agritourism in 1966; 13% in 2009.
- Over 18% population in agriculture; comprises 50% land use.
- Farmland remained private during Soviet regime
- 1987-23 organic farms; 2003 1,287
- European Centre for Ecological and Agricultural Tourism Poland
- www.poland.eceat.org/abouteceat.htm

Research Institute of Organic Agriculture, CH 2005

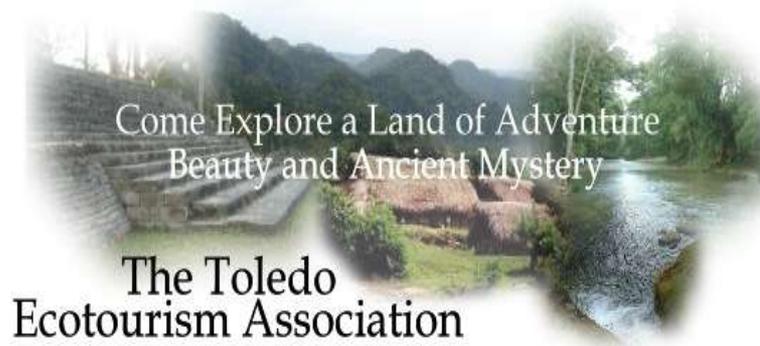
Bienvenue à la ferme



- Bienvenue à la Ferme -founded in 1988. 5,200 French farms
- In 2000 it was launched in New Caledonia by local farmers and cattle breeders
- Hosts provide traditional meals using regional recipes and produce & provide overnight accommodations
- <http://www.bienvenue-a-la-ferme.com/en/>



Focus on your community assets



- Many Ecotourism Associations worldwide--native groups versus foreign ownership--1995 AID effort
- Agritourism groups and councils growing worldwide

Adaptable models from Europe

- Funding for agritourism development
- Producer incentives
- Support for local products in a unique area
- In UK, 17 web based organic farm trails
<http://www.farmtrails.org.uk/>
- Use of brands & social media <http://www.eceat.org/>
- Young farmer start up grants
 - In Sicily, the government is giving young farmer cooperatives land formerly held by Mafia



EU agritourism websites

- European Federation for Farm & Village Tourism <http://www.eurogites.com>
- European Centre for Ecological and Agricultural Tourism <http://www.eceat.org/>
- <http://www.reidsguides.com/bh/agritourism.htm>
!