



Reducing Price Risk Through Agritourism Strategies

University of Hawaii, Manoa

The University of Hawaii- Manoa initiated a program to teach small farm producers in Hawaii techniques to broaden their markets by direct marketing to the visitor industry through agritourism, substantially reducing price risk. Three regional one-day conferences, delivered in Hawaii, Oahu, and Maui, offered farmers information on agritourism activities, including farm visits, bed and breakfast operations, and selling directly to chefs.

After the program, all of the 286 participants gained an understanding of the full range of Hawaii agritourism marketing opportunities, strategies to implement them and how these opportunities could help reduce price risk for their farms. Fifty-six participants learned how to design and implement an agritourism strategy appropriate for their farm business, 7 selected workshop participants created a comprehensive business plan for a new or modified agritourism enterprise, and 13 reorganized their

farms to include agritourism enterprises that would reduce overall farm risk and increase profitability.

Producer Stories

A tropical fruit grower, came away from the conference with a better understanding of agritourism, direct marketing, and a new network of businesses and peer producers that provided him enough business to implement and change his marketing strategy almost immediately. He planned to add an agritourism attraction to his farm, he collaborated with a Bed and Breakfast operator who wanted to direct her customers to his farm, and he connected with a Hawaii Regional Cuisine chef who wanted to purchase selected tropical fruits from him regularly at a premium.



An experienced direct market farmer, had concerns about liability she faced having Agritourism visitors on her farm. Following the workshop, this producer was better informed about the benefits and risks of Agritourism and gained concrete solutions to the issues involved. She acknowledged that this workshop may have saved her a great deal of money, perhaps her entire business.





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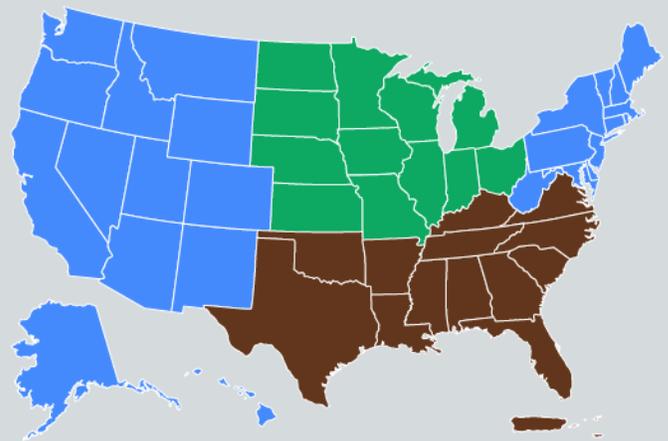
National Institute
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**“Educating America’s farmers and ranchers
to manage the unique risks of producing food
for the world’s table.”**

Extension Risk Management Education (ERME) is delivered through four regional centers that provide grant funding and leadership within their regions.

Projects are producer-focused, results-based and encourage public-private partnerships. Funded projects must identify targeted results that will help producers manage risk and then describe how the project will measure those results.

Extension Risk Management Education has funded innovative programs that have generated tangible results for producers in every state. ERME is committed to funding results, providing transparent accountability, and encouraging collaboration. View the accomplishments of all funded projects on our website.
<http://ExtensionRME.org>



ERME Regional Centers



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