

The Basics: Starting an On-Farm Diversified Business

Presented by
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What Is Agri-Tourism?

“Travel which combines rural settings with products of agricultural operations within a tourism experience that is paid for by visitors” - Canadian Farm Business Management Council

Tourism that takes place on a farm or in a rural setting where visitors can engage with rural life through farm-based activities.







**Are you
ready to
invite
people to
your
business?**



ΒΙΠΕΣ ΕΠΕΧΕΙΡΗΣΕΩΣ

Are You Ready To Invite People to Your Business?

The Business Ready Checklist

- ✓ Registered to operator in Ontario (or your municipality)
- ✓ Have liability insurance
- ✓ Have operating permits (i.e. Health unit, AGCO, Business license)



Are You Ready to Invite People to Your Business?

The Business Ready Checklist

- ✓ You have:
 - ✓ email address
 - ✓ phone number
 - ✓ website and/or
 - ✓ social media that are regularly updated and monitored
- ✓ Regular hours of operation
- ✓ Do you accept online payment and/or e-transfer



Are You Ready to Invite People to Your Business?

The Business Ready Checklist

- ✓ Do you have an accurate Google map on your website
 - ✓ Is the Google map location of your business correct?
- ✓ Have you claimed your Google Listing and is it accurate?





Freskiw's

4.3 ★★★★★ (142)
Garden center
Temporarily closed

Overview Reviews About

- Directions
- Save
- Nearby
- Send to phone
- Share

10711 ON-12, Coldwater, ON L0K 1E0

Temporarily closed

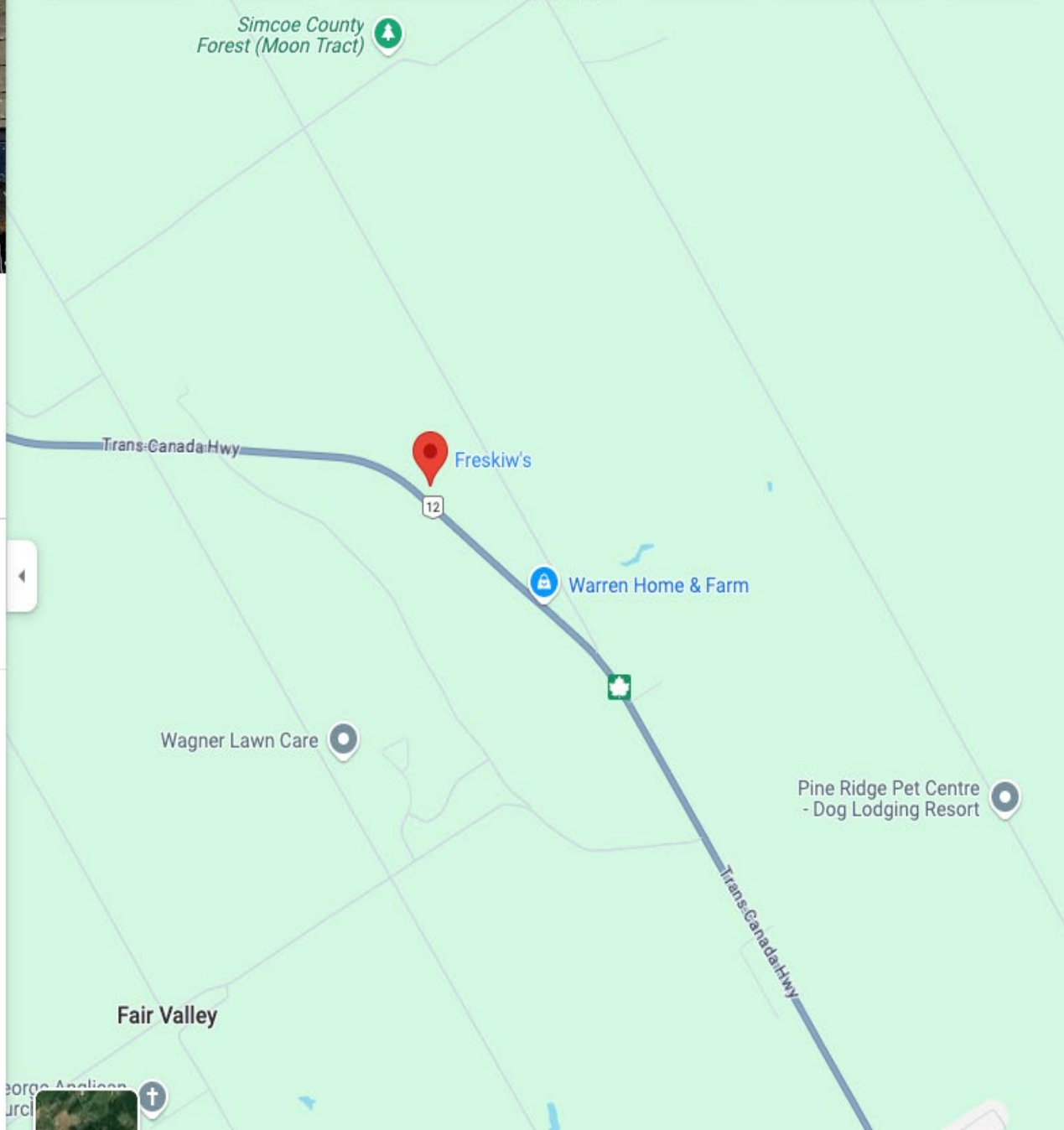
freskiws.ca

(705) 835-3207

MCCC+J3 Coldwater, Ontario

Your Maps activity

Add a label



Are You Ready to Invite People to Your Business?

Welcoming Visitors Checklist

- ✓ Sign at the end of the driveway (entrance)
- ✓ Parking
- ✓ Public washrooms
- ✓ Neat and tidy
- ✓ Garbage receptacles
- ✓ Signage or way to educate people about any bio-hazard restrictions
- ✓ Hand wash stations (if applicable)



ELSIE'S

CREEK





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MONKEY FOREST TIPS !

Dear Visitors,

Some very important things you should know before entering the Monkey Forest :

1. Please take care of your possessions, such as ; jewelry, accesories, sunglasses, plastic bag, bottle, toy, etc. (or you leave at ticket counter)
2. Do not touch, grab pet or tease monkeys because of their unpredictable reaction.
3. Do not hide any food (banana, bread, snack etc.) as the monkeys will find it even if it is in your pocket or bag.
4. If the monkey jumps on you do not panic, drop off all your food and walk away slowly.
5. Providing peanuts are not allowed because healthy reason.

Beberapa hal penting yang harus anda ketahui sebelum memasuki Monkey Forest :

1. Mohon hati-hati dengan barang bawaan anda, seperti : perhiasan, kaca mata, tas plastik, botol, mainan anak dll. (atau ditiptkan di tempat penjualan tiket).
2. Jangan menyentuh, meraba atau mempermainkan monyet karena reaksi mereka yang tidak bisa diprediksi.
3. Jangan menyembunyikan makanan (pisang, roti, camilan dll.) karena monyet akan menemukannya walaupun di simpan di kantong ataupun di dalam tas anda.
4. Jika monyet menaiki anda jangan panik, lemparkan semua makanan dan berjalan perlahan menjauh.
5. Dilarang memberi kacang kepada monyet karena alasan kesehatan.

Terimakasih

WASH YOUR HANDS
• DRINKING WATER AVAILABLE IN MARKET •



SI TU AS TOUCHÉ
À DES ANIMAUX
OU SI TU ES ALLÉ
PRÈS D'EUX...
N'OUBLIES PAS DE
TE LAVER LES
MAINS (PENDANT 20 SEC.)



Are You Ready To Invite People To Your Business

Welcoming Visitors Checklist

Farm gate etiquette (Post on your website before arrival)

1. You are visiting working far, you are a guest on the far, respect the rules and signs displayed on the farm.
2. Leave your pets at home unless the farm specifies they are welcome.
3. Park your vehicles in designated areas only.
4. For your own safety, visit only identified areas.
5. Please keep an eye on your children to ensure a fun, safe visit.
6. Keep closed gates closed and open gates open.
7. Dispose of garbage in receptacles.
8. Always wash your hands after touching animals.
9. When visiting a PYO far, sampling may be allowed, but please do not overindulge in the crops that are available. They are the farmers' livelihood and he gets paid when he sells them.

<https://agritourismontario.com/farm-visit-dos-and-donts-or-farm-etiquette/>

Are You Ready to Invite People to Your Business?

Welcoming Visitors Checklist

- Do you know of other things to do in the area
- What other businesses to do you with?
 - Restaurants, retailers, etc.



Product vs Experience



Experience

Experiential Travel....**engages visitors** in a series of **memorable** travel activities, revealed over time, that are **inherently personal, engages the senses**, and makes connections on an **emotional, physical, spiritual, social,** or **intellectual level.**

- Nancy Arsenault (2004). Defining Tomorrow's Tourism Product



Product Vs. Experience



Welcome to
SAUBLE BEACH

LOADING ZONE

Municipal
Parking
→

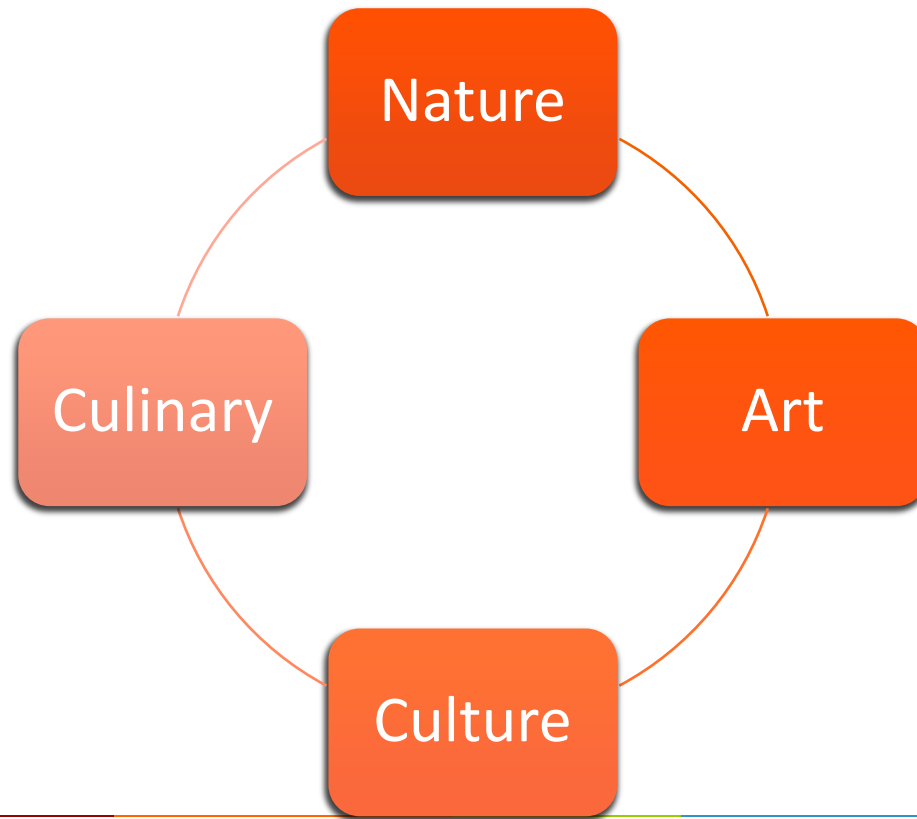
Sauble Beach



“Take me into your world,
then bring me back to mine
with a new appreciation.”

- Celes Davar

Experience Realms



Benefits of Experiential Travel

Engage with non-traditional tourism businesses and people in the community

Flavour of the community that is authentic



Benefits of Experiential Travel

Layered into existing offerings
as a new revenue stream

Depth of product



Benefits of Experiential Travel

New and creative use of existing infrastructure

Higher yield on your capital investments



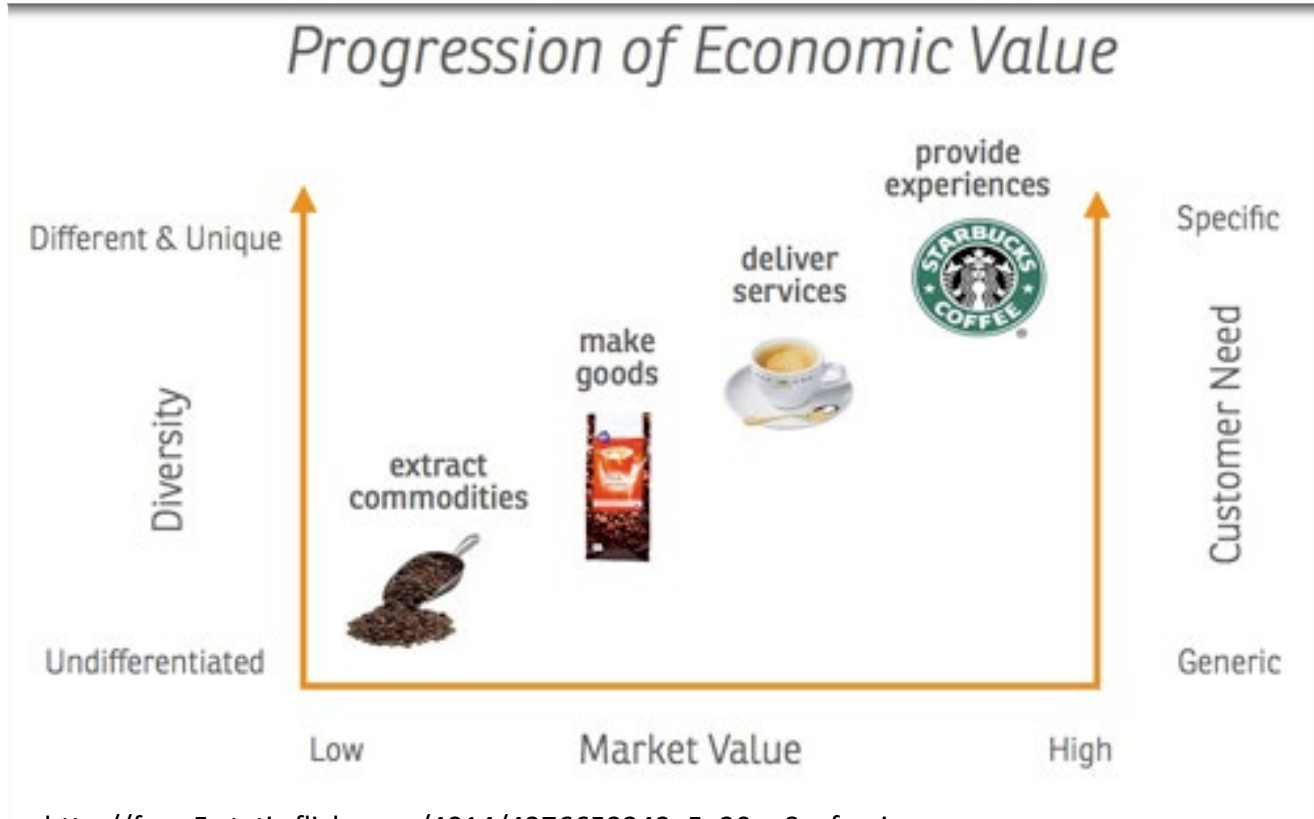
Benefits of Experiential Travel

Can be created
during a time of year
when you are
traditionally slower

Reduces seasonality



Progression of Economic Value



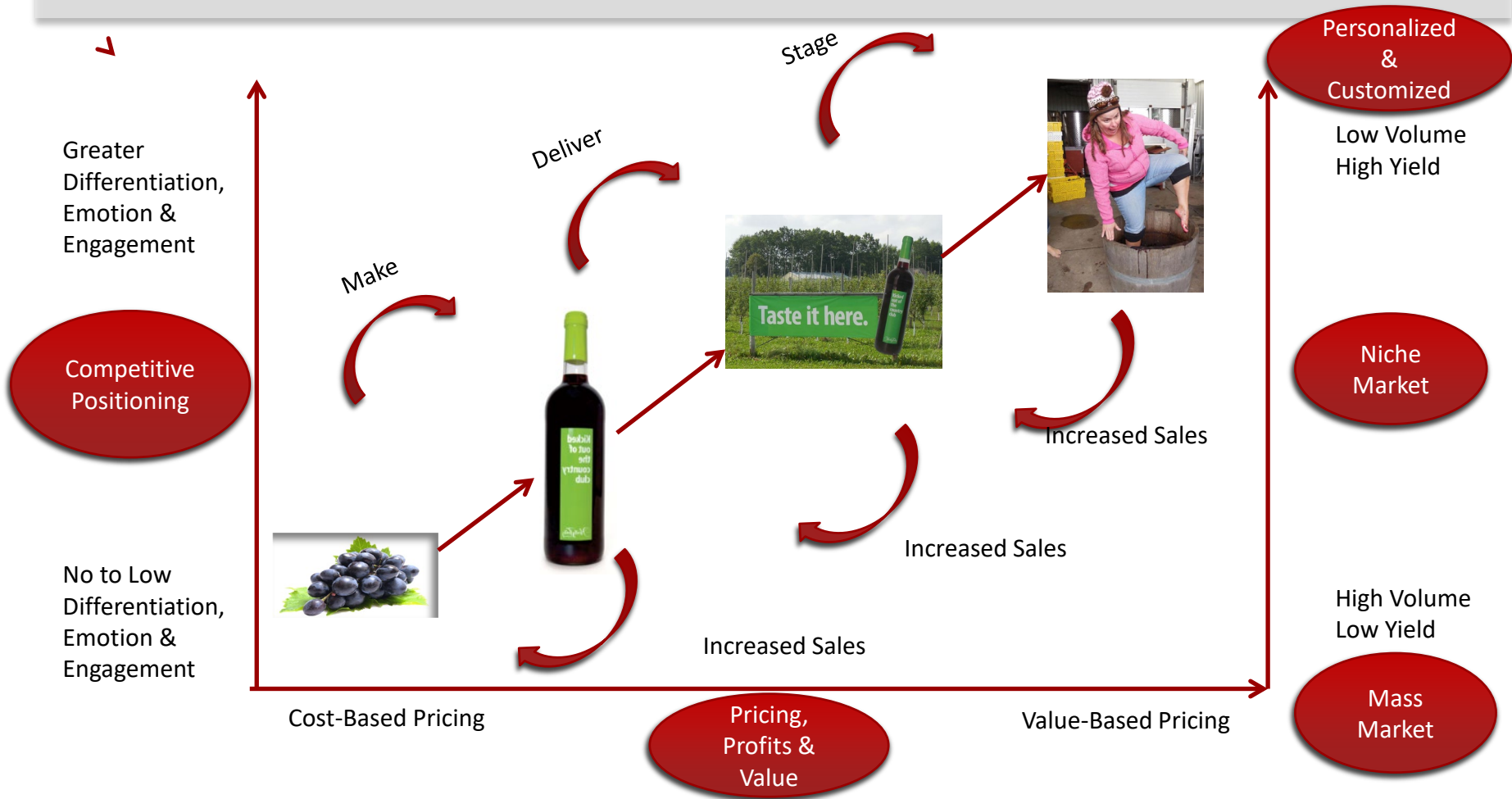
http://farm5.static.flickr.com/4014/4376653242_5a20ee8ecf_o.jpg



Progression of Economic Value



Progression of Economic value



Making The Plan

- Write the script for your experience
 - Anticipate EVERYTHING that could happen
- Break it down into 3 – 4 simple steps
- Make sure the theme/story is what ties everything together
- Time it
- Practice!!



Next Steps

What should you do when you go home?

1. Decide what your idea is (*what*)
2. With whom do you want to partner and why? (*who*)
3. Start to connect with some local storytellers (*who*)
4. Begin to set the stage – when and where should it take place, (*when and where*)
5. How will you get started? – Set some deadlines/milestones to meet you goals (*how*)



Bruce Grey Simcoe

BRUCE GREY SIMCOE

Resources

RTO7 Programs www.RTO7.ca

1. Operations Implementation Program (open until Feb 28)
2. Partnership Program open until Feb 28)
 - a. Experience Development
 - b. Imagery/Video Development
 - c. Social Media Advertising
3. Social Media/Website listings on www.brucegreysimcoe.com
4. FREE Customer Service Training
5. Sign up for the Newsletter
6. Explore Dream Discover Posts
7. T3 Accelerator
8. Tech Compass





Burning Questions

Township of Severn's Agri-Tourism & On Farm Diversification Workshop Feb 2025

Thanks!

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