

# **Alabama Agri-Tourism Partnership**

## **Membership**

The members of the Partnership will be:

Alabama Bureau of Tourism and Travel  
Alabama Department of Agriculture and Industries  
Alabama Farmers Federation  
Alabama Cooperative Extension System

## **Purpose**

The purpose of the Agri-Tourism Partnership is to develop and market a state-wide Agri-Tourism Trail.

## **Definition**

Agri-Tourism is a commercial enterprise at any agricultural operation, including horticultural and agribusiness, conducted for the enjoyment of visitors that generates supplemental tourism income for the owner.”

## **Activities & Attractions**

Agri-Tourism activities and attractions include, but are not limited, to the following:

Farm tours	Holiday visits/tours
Farm visits & stays	Hay rides
Roadside stands & markets	Barn dances
U-pick operations	Petting zoo
On-farm sales	Photography/painting
Festivals or fairs	Camping & picnicking
Agriculture related crafts/gifts	Habitat improvement projects
Guided crop tours	Bird watching
Garden/nursery tours	Wildlife viewing
Winery tours	Hunting dog training & competition
Historical agricultural exhibits	Trap & skeet shooting
Exotic animal farm	Fee fishing
Farm skills/ farm work	Fee hunting
Mazes (corn, hay)	

## **Product of the Partnership**

Assessment of existing agri-tourism attractions in Alabama.

Comprehensive inventory that is updated periodically.

High quality advertisements (print and web) to promote a single web site to allow tourists to identify agri-tourism attractions that are currently available to travelers.

Web site that will identify, by category and location, agri-tourism attractions. Key will be keeping the site up-to-date.

Marketing of Agri-Tourism Trail, including links with Partners' web sites – links should be prominently featured in each of these web sites.

Long term goal – development of a series of workshops, seminars and publications to assist farmers and entrepreneurs in the development of future agri-tourism attractions.

### **Name of Web Site**

[www.alabamaagritourism.com](http://www.alabamaagritourism.com)

### **Role of Each Agency/Organization**

#### **Alabama Bureau of Tourism and Travel**

Consult in the development of the assessment process.

Assist in the development of the comprehensive inventory.

Consult in the development of the web site and approve the final site prior to launching the site.

Development of advertisement (print and web) to promote the web site

Market the Agri-Tourism Trail – promotion of web site in “Alabama Travel Guide,” etc.

#### **Dept of Ag & Industries**

Consult in the development of the assessment process.

Assist in the development of the comprehensive inventory.

Consult in the development of the web site and approve the final site prior to launching the site.

Market the Agri-Tourism Trail – promotion of web site in Department publications, etc.

#### **Alabama Farmers Federation**

Consult in the development of the assessment process.

Assist in the development of the comprehensive inventory.

Consult in the development of the web site and approve the final site prior to launching the site.

Market the Agri-Tourism Trail – promotion of web site in agency publications, etc.

#### **Alabama Cooperative Extension System**

Development of a comprehensive state-wide agri-tourism inventory.

Periodic updating of inventory.

Development of web site with close coordination with the other Partners.

Maintenance of web site with periodic contact of all listed attractions to ascertain the validity of all entries.

Market the Agri-Tourism Trail – promotion of web site in Extension publications, etc.