

# THE BENEFITS OF RED MEAT FARMERS OPENING THE GATE TO AGRITOURISM

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# EXECUTIVE SUMMARY



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Tourism is now New Zealand's biggest export earner which is rapidly growing, with close to five million tourists expected in 2023. A large drawcard attracting tourists to New Zealand is the rolling hills, farming persona and pristine environment. If New Zealand farmers can leverage off international tourists, and provide each of the five million a positive on farm experience, what are the benefits on farm, to the tourism and agriculture sectors, and beyond?

This research outlines the benefits that occur because of agritourism. Firstly, the benefits that occur on farm are explored. These include the benefits to the farming family, and also include positive outcomes from a tourist perspective. Secondly, benefits are explored from the agricultural sector and the tourism sector. Lastly, the benefits on a global scale are defined.

The most important benefit, and motivator, for a farmer venturing into to agritourism is the social aspect. Farmers also benefit financially from utilising accommodation on farm and from the creation of employment. Agritourism is also an opportunity for farmers to engage directly with their consumers and educate the urban population about food production.

This was also one of the main benefits and motivators from the tourist's point of view; the ability to connect with food production and the environment. These trends are already visible in New Zealand with over a quarter of international tourists visiting a farm or orchard while on holiday here in 2016. The rising number of Free and Independent Travellers are also creating a spread from tourist hot-spots to the regions.

Because of the spread in tourists, and interest in New Zealand's farming culture, both the agricultural and tourism sectors benefit from agritourism. Local food production provides regionalised distinctiveness to tourists, while simultaneously offering farming groups an opportunity to connect with their consumers and 'tell their story' of ethical, sustainable and clean green food production directly.

Globally, there are benefits of opening the farm-gate to agritourism by showcasing, from the source, exactly what farming in New Zealand entails. Consumers will continue to 'tell the story' for New Zealand producers, which in turn, has the potential to reach an untapped community of consumers currently oblivious to our farming systems.



# INTRODUCTION

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Tourism and Agriculture are New Zealand's two highest earning export sectors. At any given time, there are 80 million people actively thinking about a holiday to New Zealand (Tourism New Zealand). There is an opportunity to connect the two sectors together by exploring 'agritourism' - where visitors can experience authentic, on-farm involvement with Kiwi farming families. Agritourism has the potential to expose more of New Zealand outside the typical tourist hot-spots and create an opportunity for farmers to connect with their consumers.

In the year ending June 2018, New Zealand received 3.7 million international tourists which contributed to an overall \$10.8 billion to the economy (MBIE 2018). The expected visitor numbers of nearly five million in 2023 will bring the total annual international spend to exceed \$15 billion for the same year. Although the largest volume of tourists will come from Australia, China will contribute to the most value of market spend (MBIE 2018).

In 2016 it was announced that the tourism sector had overtaken the dairy sector to become New Zealand's top export earner for the first time since 2010, where it has remained since.

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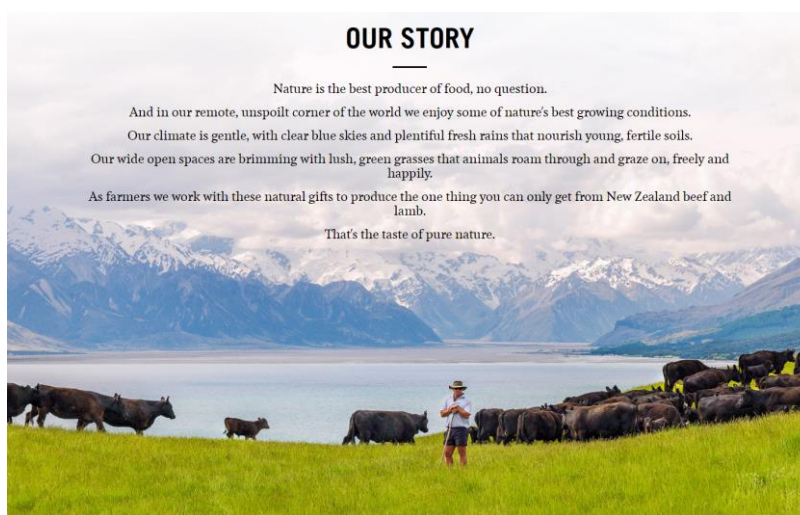
*"For the year ending December 2016, total exports of dairy and related products were \$12.05bn, accounting for 17.2% of all exports. Over the same period, tourism (including air travel) was worth \$12.17bn, or 17.4% of exports. These compare to 18.2% and 16.9% (respectively) for 2015, showing the increasing importance of tourism to the NZ economy. After these two industries, the next largest export is meat, all the way back on 8.4% of total exports, leaving tourism and dairy well out in front."*

*- Economist Nick Tuffley, ASB Economic Note: Tourism's rise to the top 2017*

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A large drawcard for tourists to come to New Zealand is the clean, green environment on offer. This is apparent in the survey of influencing factors for international tourists. Tourism New Zealand has found that 46 percent of international tourists rank 'Landscapes and Scenery' as their top factor of influence when considering a trip to New Zealand. This need, teamed with the higher percentage of international travellers becoming Free and Independent Travellers (MBIE) is resulting in more of the country becoming accessed and utilised by tourists.

The environment in New Zealand is particularly linked to the agricultural sector. Below is an example of 'Our Story' regarding red meat production in New Zealand, and its connection with the environment. This picture is how the world perceives New Zealand. What better way to prove the truth behind this 'story' than getting consumers standing in the paddock beside the farmer?



[www.tastepurenaturenz.co.nz](http://www.tastepurenaturenz.co.nz)

According to the Agribusiness Agenda of 2018 (KPMG, 2018), there is a need for farmers to not just tell their 'story', but to tell the truth regarding their farming systems, methods and protocols. These relate to a range of topics that consumers are becoming more aware of; water use, environment, people management and sustainability. Agritourism allows New Zealand farmers direct access to consumers, and future consumers, to tell 'the story' directly.

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*Uncertainty around the sustainability, efficacy, safety or quality of one product in comparison to another will make the buying decision easier for the consumer. The unbalanced narrative puts New Zealand's agri-food sector at risk. The need for organisations to raise their game and ensure that their stories are told in a way that satisfies the customer's requirements is more critical today than it has ever*

*been in the past.*

*KPMG Agribusiness Agenda 2018*

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With the numbers of tourists visiting New Zealand, and their demands to enjoy the environment, there is an opportunity to combine the tourism and farming sectors.

International tourism has spiked since 2017 which has been linked to the growth of airlines offering flights to New Zealand, namely from China. ASB economist Daniel Sowden (ASB Economic Update, Tourism: Comings & Goings, 2017) has said the spike of tourists has put pressure on current resources, “Demand is strong, but the main short-term challenge is for the infrastructure to meet demand.” Here is an opportunity for farmers to fill the gap; reach out to the four million tourists visiting New Zealand shores; share farming techniques, standards and culture, and educate consumers so that their supermarket choices become premium New Zealand products.

The idea of aiming for value over volume is echoed throughout the agricultural and tourism sectors, with high end consumers being the target market for both. Tourism2025, a division of Tourism Industry Aotearoa, have a goal of generating \$41 billion dollars of total tourism revenue in 2025, which will be achieved by “growing value faster than volume”, according to the Chief Executive of Tourism Industry Aotearoa (Roberts, C. 2016).

Eileen Basher, General Manager of Research, Evaluation and Analytics at MBIE stated “[The Government’s] destination marketing investment is focussed on establishing New Zealand as a high value destination that has year-round appeal to visitors from diverse markets.” These two examples from tourism focused organisations compliment the Beef+Lamb Red Meat Story Journey findings (March 2018) which has found that there is “...an untapped demand for naturally raised, grass-fed, hormone-free and antibiotic-free red meat with consumers prepared to pay a premium for such products.”

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*The world is searching for sustainably produced, high quality food. They want to know the product has integrity and is traceable. Exposure to [the New Zealand] primary sector via tourism helps contribute to this exposure.*

*-Jonathan Wallis, Minaret Station*

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New Zealand could fit this market, but how do producers educate consumers/tourists on just how natural the farming systems are in this country? Outlined in this report, the mutually beneficial outcomes for both sectors show agritourism could be a viable answer.



# AIMS & OBJECTIVES

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The aim of this research is to explore the business of on-farm agritourism in New Zealand, with a focus on red-meat producing farms in the South Island.

It is hoped that by exploring the benefits, and identifying the potential undesirable outcomes of successful ventures more red-meat producers will be encouraged to engage with tourists, both domestic and international. Could agri-tourism serve as a vehicle to “tell the story” of food production in this country, and bridge the divide between consumers and producers?

Because the topic is multifaceted, the below objectives are also a secondary target for research;

- Understand the benefits on-farm of an agritourism venture
- Understand what motivates tourists to seek out an agritourism experience
- Compare benefits to the agri- and tourism sectors and provide recommendations as to how these sectors could work together better.
- Define any correlation between farmers operating internationally targeted agritourism ventures and demand for New Zealand red meat products off shore.





# RESEARCH METHOD

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The research used for this report involved a literature review alongside interviews with numerous agritourism ventures and businesses. The topic was chunked in to three layers of ‘benefits of agritourism’. On farm, off farm and global.

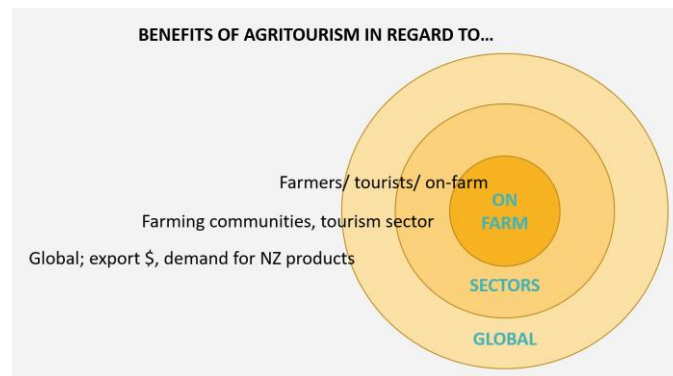


Figure 1. Benefits of Agritourism in Regard to..., Huddleston, B. (2018)

The literature review was the main component. ‘Agritourism’ (2009) by Sznajder, Przeborska, & Scrimgeour formed the key pillar for understanding the theoretical study of agritourism. Readings which explored agritourism in New Zealand and across the globe were sourced from the Lincoln University online library.

The range of readings were supported by credible information online from New Zealand tourism and farming industry groups, StatsNZ, and bank economic research insights.

The second element of research was a series of interviews with agritourism operators in the South Island and industry leaders within this space. A list of interviewees and their connections to the agritourism space can be found in Appendix A. A focus toward on-farm agritourism ventures was attempted, but with a limited number of farms operating in this space, a wider scope was taken.

Non-farming businesses who are targeting international markets within the agricultural space also contributed to the overall themes and trends of the study.

Interviews were undertaken in person where possible or over the phone and/or email when a one-on-one method was not viable. Interview questions can be found in Appendix C.

Additional literature research was undertaken throughout and following the interview stage where particular research was referred to in the interviews, or where key themes warranted further investigation.

# DEFINING AGRITOURISM

## The definition of agritourism

According to *Agritourism* (2009) by Sznajder, Przeborska and Scrimgeour “agritourism” is simply a word meaning “human tourist activity and recreation in an agricultural environment.”

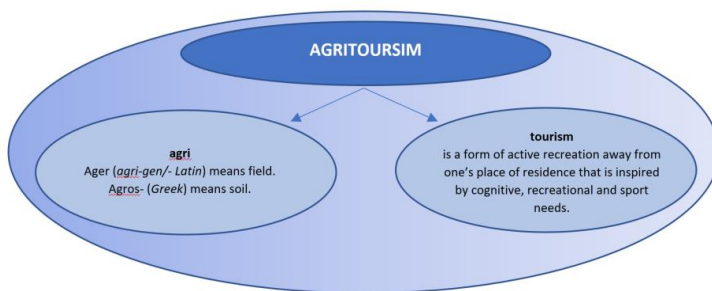


Figure 2. Etymology of the term agritourism, *Agritourism Sznajder et. al, (2009)*

This definition however, is broad and open to interpretation. Tourists and providers have differing opinions on what constitutes agritourism. A tourist for example, sees agritourism as becoming familiar with agricultural production or recreation in an agricultural area. This may or may not include the opportunity to help with farming tasks. Providers can have an overly extended view of agritourism, with an ‘agri-spin’ applicable to any form of tourism; from agritainment (Blevins 2003) to agri-therapy. Agritainment is a term coined by the combination of ‘agriculture’ and ‘entertainment’. It refers to entertaining activities offered as an extension within an agritourism setting; from wagon rides, children’s play areas and destination mazes. Agri-therapy is holistic healing that fits well within a farming setting. This is common in the United States for treatment of Post-Traumatic Stress Disorder (West Virginia Department of Agriculture, Veterans and Warriors to Agriculture programme).

Traditionally, agritourism related to tourists staying on a farm and passively enjoying the landscape, however, more recently tourists are wanting to experience agriculture more intensively (Sznajder *et al.*, 2009)

For the purpose of this research, an appropriate definition has been sourced from the University of California's Small Farm Program. Their definition for Agritourism is "a commercial enterprise at a working farm, ranch, or agricultural plant conducted for the enjoyment of visitors that generates supplemental income for the owner."

This definition touches on key aspects of this project. Firstly, the fact that an agritourism venture is situated on a working farm rather than a specialised centre or petting block is important. The idea of an authentic experience was apparent within interviews from both farm owners and tourists and is key to the parameters of this study.

Secondly, visitors are a focus of the venture as is their enjoyment. This is important as visitors are a key part of agritourism; if they are not enjoying their experience a venture will not be successful. Education is an important aspect of this although not necessary to include in a definition as the enjoyment of an experience must be present for the education to follow.

Lastly, the University of California definition refers to benefits to the farmer. This definition focuses on a financial gain for farmers, though throughout this study it is evident that benefits are far more extensive than just economic.

### Functions of Agritourism

Sznajder *et al.* (2009) categorise the effects (or functions) of agritourism in to three groupings; socio-psychological, economic, and spatial and environmental. This figure further explains the outcomes of agritourism and can begin to outline the benefits that occur as a result.

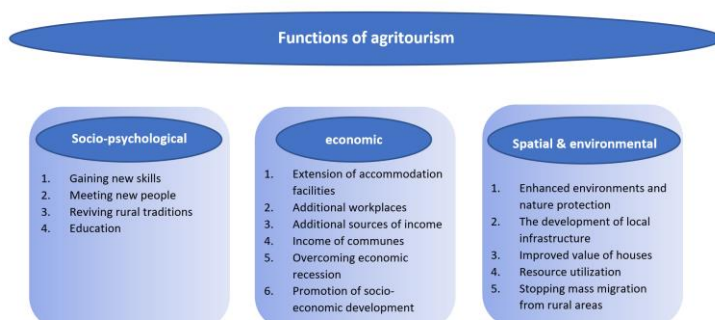


Fig 1.4 Functions of agritourism (based on Iakovidou *et al.*, 2000) Sznajder *et al.*, 2009

Figure 3: Functions of agritourism (based on Iakovidou *et al.* 2009)

### Socio-psychological

The socio-psychological effects of agritourism refers to the relationships between people that form as a result from agritourism experiences.

An integral feature of agritourism is the potential to “satisfy the human need with the practical participations in the process of food production, in the life of a rural family...” (Sznajder *et al.*, 2009). This need is becoming more apparent in recent times with food safety scares and environmental issues resulting in a growing demand from consumers to understand where their food comes from. Not only do consumers want to know the origin of their food, but there is also growing concern regarding the treatment of animals and ethical practices. Agritourism allows consumers to not only experience food production, but also satisfy their need to learn about the lives of rural people, their culture and the animals and land they are the custodians of.

A vital part of a positive agritourism venture is the relationship between farm hosts and their tourists. Tourists seek out agritourism ventures to feel connected to the process of food production and to the people who make a living from it.

One effect of a healthy agritourism venture is the potential for the continuation of rural traditions and culture. An example of this is the art of blade-shearing which is the more traditional and time-consuming method of shearing a sheep, compared to a motorised hand-piece. At the Wrinkly Rams Sheep Shearing demonstration in Omarama, tourists are shown both traditional and motorised methods of shearing. When there are only a small number of blade shearers left in the area this operation continues the practice, and an income for the shearer year-round. Another illustration to follow on from this, is the opportunity for guests to see the wool being both spun and knitted by farm host Geva Innes at Dunstan Downs, “Lots of them don’t know about wool. They’re impressed. [Tourists] show up in their proolly-props, but within a couple of days of being here they all head down to ‘*Glencraigs*’ [wool clothing shop] and come back with their wool socks and mittens!”

### Economic

The economic benefits of agritourism relate to the generation of more income and the utilisation of resources already available to the farming business. There is also diversification of traditional income streams which decreases risk for farmers.

Many farming businesses already have accommodation available on-farm for workers. With a shift in more automation than historically required, many farming businesses are finding themselves

with spare accommodation on site, which could be utilised for tourist accommodation. One farmer interviewed for this project stated that, with AirBnB, a house on their farming property was generating 50% more income than a standard rental agreement. “[My wife] is working hard but also enjoying it. ...Tourists are flocking to New Zealand and agribusiness needs to tap in and ride the wave that is going past our driveways”.

This also leads on to the economic benefit of employment creation. Whether agritourism is providing employment in a rural community with the need for house keepers, gardeners or cooks or simply providing the non-farming ‘other’ in an on-farm relationship, the economic benefits are there.

### Spatial and Environmental

Agritourism relies on the beauty of the natural environment and its connection with a farming business. A benefit of agritourism is the enhanced care and focus on the environment, making it a positive experience for guests. The same can be said for buildings on the properties, whether for accommodation or to add to the cultural heritage of the location (Sznajder *et al.*, 2009)

One respondent to the agritourism survey sent out for this project mentioned the care and upkeep of the homestead and entrance areas, “Everything needs to be well maintained and tidy- garden, house, yards, farm tracks animals. This cannot be done the day before.”

Pearce (1990) also noted the environmental setting and its importance in his studies. He understood the farm environment at two levels; the farm itself, and the farm home or accommodation facilities. As also referred to in the Qualities of Agritourism below, Pearce believed that “the physical beauty of the farm landscape and surrounds undoubtedly affects satisfaction for those visitors who are seeking aesthetic tranquillity...”

### Aesthetics of agritourism

There are areas predisposed to agritourism, and on a larger scale, countries more inclined to being popular agritourism spots. Pearce (1990) separates the environment of farm tourism into two areas, one of which is the farm home itself, the other is the general setting in which the farm lies; “The physical beauty of the farm landscape and surrounds undoubtedly affects the satisfaction for those visitors who are seeking aesthetic tranquillity...”

Those that live in cities have a hierarchy of preferences regarding agritourist space. According to a study by Jolly and Reynolds (2005), American city dwellers rank orchards to be the most attractive space to visit, followed by forests and next grazing land, then fields. This is important for those exploring the viability of an agritourism venture on-farm, as a certain amount of 'tourism valuation' lies in the natural environment nearby. This is of interest from a New Zealand perspective as 65% of Chinese visitors in 2016 visited an orchard or farm during their stay in the country (ANZ Agrifocus 2016).

A study by Lane (1992) identifies six factors that determine the value of the agritourist space to those visiting:

1. The picturesqueness of the landscape- mountains, coastlines, lakes, beautiful areas such as forests
2. Areas of wilderness and untouched nature
3. Small towns and areas with historical or cultural buildings
4. Areas of activity; fishing, skiing, hiking
5. Good accessibility for consumers
6. Professionalism, promotional activity and proper management

From the list above, it is obvious why investments in agritourism are occurring in the most picturesque areas. A reported example of this is Tata Valley Limited's new agritourism venture on 230 hectares of riverside farmland near Pokeno in the North Island (stuff.co.nz) This could be problematic for farmers in these attractive areas as they are more likely to be overtaken by due to farming in a more attractive location. This could result in an unequal distribution of agritourism ventures throughout New Zealand.



Photos; left: B. Huddleston, centre and right: C. Rietveld

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# BENEFITS ON FARM

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## Benefits to the farmer

### Social Wellbeing

From a farmer point of view, agritourism is typically driven more from a perspective of social wellbeing, than financial gain. In the many studies that look in to farm tourism in New Zealand (and internationally) it is often found that social, followed by financial benefits are what drives farmers to establish and continue agritourism ventures (McIntosh *et al.* 2001). Social benefits could be the simple conversation and company of guests, to advice and a worldly perspective for all members of the family.

Pearce's (1990) study of farmers operating an agribusiness venture also noted that, "mental rather than physical contributions from guests were prized", examples of which could relate to visitors offering advice in regard to finances, legal advice, insurance or education. He found that this form of intelligence was reflective of the character of those that were fulfilling the role of the visitor.

Frater's study (1982) on agritourism in Northern England found an interesting outcome in the farm host's rise in social standing due to their agritourism venture. Frater thought this was due to the family's worldliness and increased knowledge on several different topics because of interactions with visitors from all over the globe. Another possibility for a rise in position is the contribution to the local economy and the potential to hire locals for support of the agritourism business.

Social benefits were also noted in McIntosh's (2001) studies looking at Willing Workers On Organic Farms (WWOOF) as a form of agritourism. One of the farm hosts interviewed had this to say regarding the motivations for hosting,



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*“We could not afford to take our children to the world, so we [bought] the world to them. We felt this would keep the children open-minded to other nationalities and they could learn ideas and attitudes of people coming from other countries.”*

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In that study, only three respondents out of 67 mentioned financial reasons for joining WWOOF, which although less financially driven than an agritourism operation, appears to have similar motivators.

All interviewees in this study had gained distinct social benefits and it was obvious that genuine, life-long friendships had been created due to farmer’s agritourism ventures. Although most had had an undesirable guest experience, all had smiles on their faces as they recalled guests they had met over the years. One couple have kept in touch with some of their original guests who they now refer to as their ‘adopted daughters’, “lots of them are like extended family now”.

Alongside the benefits of agritourism ventures, there are potentially undesirable outcomes from hosting that should also be mentioned. From interviews with agritourist operators, these were mentioned as the downside of being a farm host;

- Having to be prepared to smile and entertain, even when you might not feel like it
- Frustration when tourism interrupts farming
- Tourists taking advantage of hospitality
- Mess that can be left behind after the visit
- Time that it takes to cook, clean and prepare for visitors/ guests

There is an element of having to ‘be the right type of person’ to run an agritourist venture.

Agritourist operators are educating the tourists as well as hosting, so therefore must be able to communicate their messages effectively. Employing a tourist host can be difficult, with a need for technical knowledge being just as important as communication, according to Criffel Station owner and operator, Mandy Bell.

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*“You’ve got to be the right person. It’s the golden rule isn’t it; you treat your guests the way you’d want to be treated.”*

*-Tim Innes, Dunstan Downs*

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Pearce (1990) also found the attitude of the farmer to be critical to the success of an agritourism venture, “visitors spend most of their farm stay in the company of their hosts, and this relationship is likely to be critical to the success of the visit, and at a broader level, farm tourism”. Pearce also thought it interesting that at the time of his research, although there were opportunities for agritourist hosts to upskill in cooking and accounting, there was no offering to upskill in their communication or language skills. Many farmers from his study saw communication as integral to the success of their operation.

Today there are courses available to assist agritourism operators refine their communication skills. The Open Polytechnic offers online study options in Communication Studies nationwide, and there are more regional specific courses throughout the country as well; for example, the Otago Southland Employers Association are running ‘Public Speaking Skills’. These are one day courses which cover topics such as understanding and engaging your audience, and strategies for remaining calm and focused while speaking. Although Lincoln University offers a Bachelor of Tourism Management, there are no papers or courses that focus specifically agritourism.

### Financial

Pearce’s 1990 study of agritourism in New Zealand involved questioning 13 different ventures throughout the country and staying as a guest, while conducting interviews informally. From this study he found that, although money was not a major driver of starting an agritourism venture, it was mentioned by every person that he interviewed, therefore it was a contributing factor to the continuation of the business.

From the operations that were interviewed for this project, there was a range of responses when I asked what the agritourism venture was contributing to the overall farming business. One operator stated that the agritourism venture contributed ten percent to annual income. The biggest contribution from agritourism was estimated to contribute 50 percent of its annual income.

Another benefit that was mentioned regarding financials was the levelling out of income throughout the cyclical year, rather than seasonally or at specific times, for example shearing or weaning.

It is also important to point out strategy surrounding price, to ensure specific clientele are targeted. “The agritourist farms that are not ready to receive certain groups of clients use the price to ensure the inflow of clients from the desired ‘segment’” Sznajder *et al.*, (2009). This means that as an agritourism operation, the price-point charged can help determine the demographic of tourist received. Lower prices attract young travellers, which is also described as the group farmers are afraid of. This fear can stem from public speaking, health and safety and a belief that young people will have less respect for the property, people and animals.

A high price means a lower number of clients overall. From interviews for this project, one would agree comments from Sznajder *et al.*, (2009) , “some farmers prefer to have fewer tourists for a higher price rather than more tourists for a lower price”.

Price strategy is important as links into the themes of ‘value vs volume’ which is relevant to both agricultural and tourism sectors. It could also encourage farmers to consider agri-tourist ventures, if they feel they have more control over the demographic of tourist. One operator interviewed for this project stated, “We are not cheap, nor close to a city but people love the hands-on, grassroots experience of being on a real working farm and in an actual kiwi family’s home.”

#### Employment creation

Across all agritourism ventures interviewed for this research, there was a strong female presence and ownership within the operations. When sending enquiries via email, the reply more times than not, came from the female on-farm, and when asked who would be best to speak to in regard to the venture, the reply was most commonly, “that would be me”. Alongside the socio-psychological benefits of agritourism such as learning new languages and encouraging social initiatives, Sznajdar *et al.*, (2009) also acknowledged the new opportunities that agritourism offered rural women.

Agritourism is an inventive way to create income for the ‘other’ in a farming relationship, that doesn’t involve travel off farm, which can become expensive and time consuming. One respondent from the author’s survey stated that the agritourism venture was her mother’s separate business and was a form of generating an income, “it’s effectively an off-farm income that she doesn’t have to travel [off-farm] for.”

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*On farm tourism represents an opportunity for farmers... to make full use of their assets and to diversify their activities, with a positive impact on employment and incomes.*

*British Journal of Economics, Management and Trade, 2013*

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Frater (1982) found in her study of agritourism in Northern England that it was the women who were more often involved in establishing an agritourism venture. This was most common once their children were teenagers or had left home. Pearce (1990) also found in his research that it was common for couples to acknowledge the benefit of interesting company if they had children that had left home. This is also an example of utilising space, as children's old bedrooms were often used as accommodation for visiting tourists.

#### Benefits to the tourist

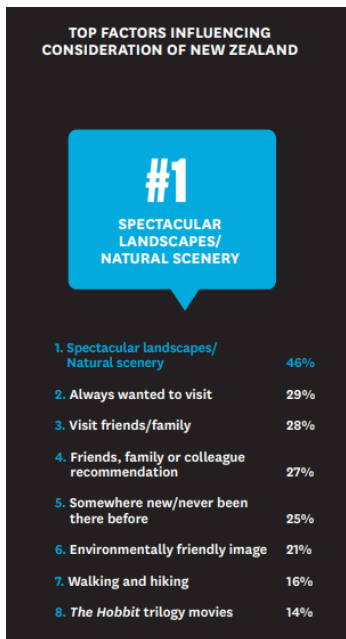
Agritourism benefits on farm must not only be considered solely from the farmer's point of view, but also from that of the tourist. When a tourist engages with an agritourism venture, they have expectations and particular needs they are looking to fulfil from their intended experience.

During Pearce's interviews with farm hosts (1990), he also interviewed fellow guests while staying in agritourism accommodation. He found three key motivators to the 28 tourists he interviewed; wanting to interact with a New Zealand family, having an authentic experience and seeing the countryside.

Most commonly, tourists were interested in staying with a 'typical kiwi family'. This was also apparent in interviews for this project; one farm-stay operator mentioning that they are often the first New Zealanders that international tourists have a decent conversation with. Pearce puts this idea well, "...while the farmers may think of their farms as the interest to the tourists, it is sometimes the case that they themselves are the objects of interest."

#### Connection with the environment

Tourists to New Zealand want to see the countryside, which favours agritourism ventures. This also relates to the desire of wanting to holiday somewhere relaxing and in peaceful surroundings.



Research from Tourism New Zealand shows that 46% of international tourists rate ‘Landscapes and Scenery’ as their top factor of influence, which makes it the most common reason people consider travelling here. In addition to this, 98% of visitor’s expectations of our environment are largely met or exceeded.

Figure 4., Top Factors Influencing Consideration of New Zealand, Tourism New Zealand, Visitor Experience Infographic, April 2018

In New Zealand the countryside is a large component of our international identity, and therefore a ‘must’ for tourists visiting. In 2016, 27% of total international tourists visited a farm or orchard while on holiday here, and 20% visited a vineyard or wine trail.

In addition to the popularity of rural areas, there is a shift in tourists moving away from conventional accommodations and towards more authentic experiences and accommodation. This can be seen in the rising trend of free and independent travellers (FIT), especially in the China market, which is resulting in a wider spread of tourists throughout the country.

Figure 13: The Chinese are visiting more regions than before, with strong growth in spend especially in South Island regions

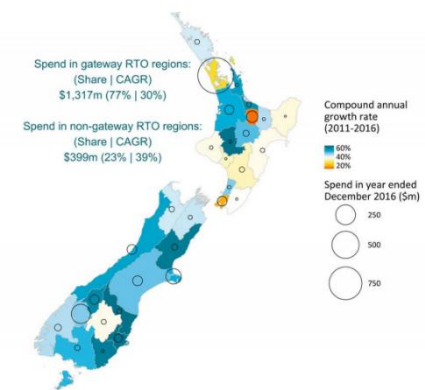


Figure 5. Chinese visiting more regions than before,

Source: Monthly Regional Tourism Estimates, MBIE

Note: RTO stands for Regional Tourism Organisations

Note: Gateway RTO regions include Auckland, Wellington, Christchurch and Queenstown

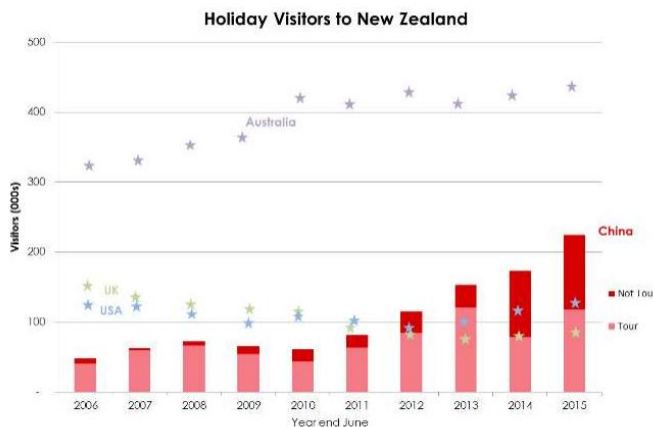


Figure 6. Holiday Visitors to New Zealand, Tour vs Independent travel

Source: Forward, MBIE

In a study into Chinese tourist trends, commissioned by MBIE (2014), it was found that New Zealand needs to focus marketing campaigns, “...especially at the higher value end, where there are many competing global options.” Chinese travellers are travelling overseas more than ever before,

and New Zealand is of interest to the Chinese tourist. First and foremost, the environment New Zealand can offer; nature, clean air and protected areas.

One example of this is the host couple who were interviewed reflecting on a 32-year-old woman from Kyoto who had saved up her money and holidays to take a trip to New Zealand. “How she ended up with us, I don’t know.” One night, the lady came in crying and upon asking her what was wrong, she replied, “The stars, they’re so beautiful.” In her whole life, a woman in her thirties had never seen the stars. This genuine kiwi experience is what the farm owners hope to share with all their guests.

Tapping in to the discerning traveller market and providing high-end farm stays to engage premium tourists would also benefit New Zealand’s economy and red meat products selling off shore. If New Zealand can feed 40 million people, why not make those the 40 million top paying, premium consumers? As seen on the Luxury Lodges of New Zealand website, the discerning traveller is also lured by the environment; farms being one of them.



Figure 7. Luxury Lodges New Zealand home website page, [www.lodgesofnz.co.nz](http://www.lodgesofnz.co.nz)

An example of an agritourism venture aimed at the high-end market is Minaret Station in Wanaka, a 50,000-acre property on the shores of Lake Wanaka accessible only by helicopter. Here the agritourism venture has its own fulltime staff members who work in with farming operation to ensure guests experience the daily operations of a farm. The full-time chef uses a large amount of lamb and venison sources from the property. When asked about showcasing New Zealand produce to international tourists, Jonathan Wallis commented, “What isn’t from the property is procured locally from suppliers we know in and around Wanaka. Wines we serve are predominantly from Central Otago”. He also mentioned beneficial relationships with tourist visitors; including some who had not been exposed to New Zealand food prior to their visit, and are now involved in various aspects of the New Zealand primary export sector.

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*“Demand is being driven from travellers searching for unique and genuine experiences which is what we offer. We take guests to places they wouldn’t be able to get to otherwise and ensure they have very special experiences, all guided by locals and showcasing our food”*

*- Jonathan Wallis, Minaret Station*

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Although finding tourist feedback proved difficult for this research, reviews left on TripAdvisor were helpful and gave a general idea of response from tourists.

★★★★★ Reviewed 21 December 2017  via mobile

#### Opportunity to learn about sheep in the land of sheep

As a first time visitor to NZ and someone who knows very little about any type of farming, I had so many questions about sheep when in this country full of them. Yet, shockingly, there seem to be virtually no opportunities for tourists to interact with sheep, sheep farmers, etc. We stumbled across the Point Sheep Shearing Show on our visit to Kaikoura and couldn't resist. For a small price, we got to watch a sheep be sheared, feed a baby lamb, feed a giant ram, play with a sheep dog, take a ridiculously hilarious photo with ram horns and wool on my head, and ask all the questions I had been wondering about while driving around the countryside, like do lambs have tails. Well worth it.

[Show less](#)

★★★★★ Reviewed 17 April 2018

#### Wonderful morning with Cathie Bell!

My daughter and I were staying at the Gunyah Country Estate Bed & Breakfast (a 5 star B&B- highly recommend it) and asked the owner for a recommendation to a sheep and cattle farm- "one that was not too commercial, more of a family frun farm". She recommended the Benlea farm and that's where we went and had a wonderful experience. As soon as we arrived, Cathie whisked us into her pick up truck and off we went to see the different operations of the farm. She showed us where, how and when the sheep are sheared. My daughter who is a vegan wanted to make sure the sheep were treated well while been sheared. Cathie explained to us that they had some of the best people working with their flocks. They really care for their sheep and cattle. After, we visited some of her pet sheep and her daughters horse. We continued in her truck going to see the sheep, cattle and crops.. We had lots of questions ( coming from PR we do not know a lot of about sheep). She explained in detail how the sheep and cattle are fed in the winter, how they grow the crops, the system of moving them around the pens, etc. etc. She was so patience and answered all our questions. After we went into her lovely house and she made us coffee and homemade biscuits and we watched a very interesting video of the farm. Later we met her husband, Sam, who also answered more of our questions . This was exactly the kind of farm I was looking for- it felt like i was with family. Great experience and would highly recommend it, Thank you Cathie and Sam for a wonderful morning . Good luck. Hope you like the pictures i posted. Diane

[Show less](#)



www.tripadvisor.com

## Food understanding

In the 1950s 70% of the total population worldwide was rural. However with urbanisation happening quickly and globally, there are an ever increasing amount of people who no longer have any connection with their food or its production (Sznajder *et al.*, 2009) It is suggested that agritourism offers a more sustainable approach to farming which benefits both urban and rural people. Reports out of the UK recognise ‘food tourism’ as a means of achieving sustainable farming. This is through the diversification strategies of agritourism, and the “reconnection of consumers to the environment”, Everett & Slocum (2012).

Agritourism offers urbanites or those who have re-located to a city, an opportunity to reconnect with the rural environment and where their food comes from. Although readings mentioned children as having specific needs regarding agritourism, it became apparent during interviews that many overseas visitors have similar needs as their past experience with animals, especially farm animals, can be very limited. Children (and those that have grown up in cities) value contact with animals, and therefore petting situations are created in most agritourism ventures to accommodate these needs (Sznajdar *et al.*, 2009). This is usually in the form of a couple of pet lambs or dogs that are safe for petting and feeding.

Alongside animals for petting, most agritourist ventures offer food of some description for their guests. This is discussed as an educational part of the experience. When asked if agritourist operators think their venture benefits New Zealand exports overseas, one interviewee replied, “Absolutely.”

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*We cook [and barbeque] in front of the visitors so they not only taste but see how standard Kiwis cook lamb. Virtually all food and refreshments served at Middlerock are New Zealand grown with the majority being local produce. We find this is very well received by our visitors.*

*- Charlotte Rietveld, Middlerock*

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What is of concern is that although the agritourism operators feel, and possibly are, making an impact with their clients, there are a very small number of operators doing so in the South Island. As already established in this research, the value for tourists lies in authentic experiences and



stunning landscapes. The most recent data on the number of sheep, beef and deer farms in the South Island is approximately 4,344 (Beef+Lamb, 2018), but from a quick Google search, there are less than ten genuine, on-farm agritourist ventures in the South Island (Appendix B).

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## BENEFITS BEYOND THE FARM GATE

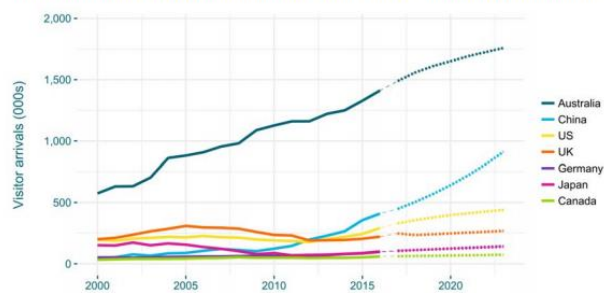
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There are many beneficial outcomes beyond the farm gate as a result from growing numbers of international tourists, to both the farming sector and the tourism sector. New airline routes opening are making New Zealand more accessible, and trends are showing the number of tourists should continue to grow. As well as enjoying the environment, tourists are attracted to authentic local specialities when making their food choices. This should be considered by both sectors, as the benefits could be extended by collaboration.

An example of this is Chinese visitors' engagement in food production; with close to 65% of travellers in the year to June 2016 visiting a farm or orchard (ANZ AgriFocus). In a study into food and tourism by Everett and Slocum (2012), food tourism is defined as "tourists whose activities, behaviours and even destination selection is influenced by an interest in food." (Hall & Sharples, 2003), which can operate as a vehicle is delivering sustainable tourism.

Although this graph (Figure 8) from MBIE's Tourism Forecasts report 2017-2023 shows Australia as continuing to be the biggest contributor in international visitors, visitors from China are expected to contribute the biggest spend within our country (Figure 9).

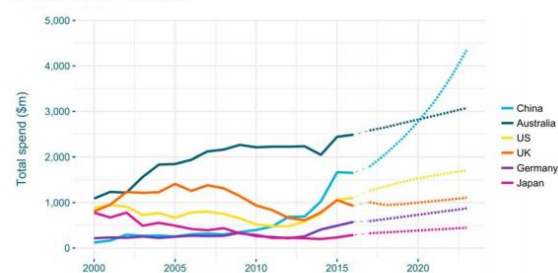
Figure 1: Australia is projected to remain New Zealand's largest market in terms of volume



Source: Statistics New Zealand, MBIE

Figure 8. Australia projected to remain as New Zealand's largest tourist market in volume, Statistics New Zealand, MBIE

Figure 2: Australia is currently our largest market by spend, but China is projected to overtake it in the near future



Source: MBIE

Figure 9. China projected to remain as New Zealand's largest tourist market by spend, Statistics New Zealand, MBIE

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*The relationships that food tourism may create between producers and consumers at an international level may well be encouraged in order to sustain local economies, local food artisans and local food diversity, understanding of cuisine, authenticity and our sense of place.*

*- Hall & Sharples, (2003)*

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Research also points out the pressures to the agricultural and tourism sectors; farmers are pressured to diversify their offerings and distribution systems, meanwhile the tourism sector is struggling to articulate regional individuality to differentiate against other tourist destinations (Lane 2009).

The idea of struggling to find a regional distinctiveness resonates with New Zealand gastronomy. An interview with Alliance Premium Products marketer, Wayne Cameron revealed that although New Zealand has a clean, green image, most foreigners think the same about their own countries.

New Zealand is also not seen as a 'food destination', which it could, and possibly should be.

Alliance are bringing international chefs and 'foodies' out to try to encourage this, "New Zealand needs to be put on the map as a culinary destination. People need to experience the hot-spots, what it has to offer. We need to tell our story better, including the quality and how we farm."

To promote New Zealand as a culinary destination, a more collaborative approach to tourism is required. Tourism operators need access to authentic experiences and 'hot-spot' pockets of New

Zealand. Farmers need support to open the gate to tourists without fear of reprimand due to rules applying to hosting, accommodating, feeding and benefitting financially from tourists.

Italy is an example of the agricultural and tourism sectors working together which has resulted in millions of tourists now holidaying in parts of the country once deserted. In 2010 international tourist spend in Italy was 29 billion euros, with wine and food tourism representing about 7 percent of total international tourist flow. Italy also has formal law recognising agritourism within national and regional legislation (Santucci, 2013).

Agritourism ventures in Italy, within reason are taxed the same as any other agricultural activity; “The Law 730/1985, updated in 1996 by the Law no. 06, [recognises] that agritourism, within certain limits is an agricultural activity, regulated for the value added taxation and for income taxation purposes by the same rules that supervise all other agricultural activities.” This could benefit New Zealand farmers, and encourage more agritourism ventures as any uncertainty surrounding secondary tax or other implications would not be an issue. It also shows a governmental recognition and support of agritourism to the country’s economy.

One example of the local authorities assisting farmers with a collaborative approach to agritourism is Venture Southland’s ‘Info Sessions’ for Southland farmers. This is a series of four, two-hour events, held throughout the Southland region aimed to identify the tourism opportunities for farmers and connect them with the tourism industry.



Cameron Richardson is the Venture Southland tourism product development co-ordinator and said that “more and more visitors are looking for authentic, rural experiences and Southland’s proud farming history makes the region well-suited to provide them.” He is hoping that the sessions

will encourage discussion and help farmers determine if it is a viable option for their businesses.

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*“Agriculture is Southland’s largest industry and tourism is the fastest growing, so we’re encouraging farmers to consider combining the two to cater for the growing interest in rural experiences,”*

*- Cameron Richardson, Venture Southland*

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# BENEFITS ON A GLOBAL SCALE

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When first exploring the benefits of agritourism to New Zealand, the ‘big picture’ was of interest to the author. With nearly five million tourists expected annually in, or by 2023, what are the possible impacts on the red meat sector, if each of these tourists had a positive on-farm experience?

It is clear that the numbers of tourists are growing more quickly than infrastructure can keep up. Farmers, and the regions, offer an opportunity for tourist accommodation and experiences on-farm. Once a connection is formed with rural New Zealand and the ‘red meat story’ is shared with the consumer, could the demand for New Zealand products rise, and help to create a global premium product?

The fact that agritourism is cross-sector, combined with many operations taking bookings through ungoverned platforms such as AirBnB, it is difficult to quantify the benefits that positive agritourist experiences are having on a global scale; the price and demand for our products off-shore.

“What is particularly necessary is a presentation of: the contribution of agritourism to the GNP, the number of farms dealing with agritourism, the number of rural people professional involved in agritourism, the number of urban people using agritourist services and the proportion between the income from agritourism and the income from agriculture...” (Sznajdar *et al.*, 2009)

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*So far it has been impossible to obtain accurate data on the economic importance  
of agritourism...”*

*- Sznajdar et al.*

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All agritourist leaders interviewed for this research were asked their opinions on whether they believed their agritourism venture had led tourists to seeking out New Zealand products once they

were back in their home countries. All agritourism operators agreed undeniably; their venture was both educating tourists and showing the positive realities of farming, and that feedback from tourists was so positive, it had to have a lasting effect on choices when purchasing. “In a casual, light-hearted manner we always promote wearing New Zealand wool and eating New Zealand lamb. While on the farm tourists will recount their New Zealand product consumption experiences and occasionally we receive feedback from them furthering this trend,” said one tourism operator.

Agritourism operators were also asked how their ventures can benefit New Zealand export products overseas. Replies to this were relating to the aspect of educational story telling; “We (New Zealand) are not doing a good job of showcasing what we do and being on the front foot.”

The Antipocurean Series is an example of front-footing and intertwining tourism and farming to sell New Zealand and its products internationally as an overall package, to the benefit of both sectors. The aim is to create a group of international chefs and ‘foodies’ who have a personal experience of New Zealand’s passion, environment and food and who will go on to share their knowledge within their particular communities.

In 2018 Alliance selected chefs from all over the world to tour the country and experience New Zealand red meat farming first hand. “Although the country boasts a fine reputation, we can do much more to highlight the source of origin, environment and people behind our premium lamb, beef and venison”, said Alliance General Manager Marketing Peter Russell.

The value in this programme is that chefs are experiencing first hand that New Zealand farming is unlike anywhere else in the world. Chefs are selected on their credibility as a chef- and their ability to continuing telling the story. One Antipocurean was Kiwi Zoe Bowker, who is based in Dubai and is a food blogger with 46,000 followers.

“We need to tell our story better, including the quality and how we farm. Our chefs will go back to their markets and sell the good word on our behalf and speak about NZ as a food destination for premium products, much like Melbourne or Paris,” said Wayne Cameron of Alliance.

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*Getting [the Antipocurean chefs] to experience how we produce our meat first hand has a huge effect... The passion of our farmers had a really positive effect on our chefs.*

*Everyone wants that link to the farmer and see that passion.*  
*- Wayne Cameron, Marketing Manager- Premium Products, Alliance*

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When asked how the agriculture and tourism sectors could work better together, Cameron reiterated the need to get consumers within the farm gate, “We need to showcase, get on farm. We need access to places [and] farms and link that in to food. If tourists come to New Zealand and eat beautiful food along the way, they go back and tell their friends. We need to create a movement. New Zealanders also need to be a part of this; when travelling the word... tell the story too.”

For a collaboration between the two sectors policy integration is vital to success; with both the tourism policy considering agriculture and vice versa. Finding the balance between these two and integrating new methods into both sectors is the key (Everett & Slocum, 2012).



## CONCLUSION

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With nearly five million international tourists forecast to touch down in New Zealand annually come 2023, it is important to look at the potential benefits to farmers from this expansion. Agritourism could be used as a tool for New Zealand to ‘tell the story’ of clean, green, sustainable and ethical farming which produces quality products to feed the world. Agritourism connects tourists with the landscape directly and authentically. This is of interest as the most common influence of tourist’s decision to visit is the environment and scenery, as previously mentioned.

The benefits to opening the farm gate up to agritourism are explored within this project as three fold-

- 1) benefits on farm; to both the farmers and the tourists,
- 2) benefits off farm; to the agri- and tourism sectors, and

- 3) benefits globally; in regard to New Zealand's reputation as ethical and sustainable food producers.

From literature reviews and a series of interviews undertaken with agritourism operators and leaders, benefits were identified from the point of view of the farmer which related initially to socialisation and worldliness. Financial benefits and employment creation were also benefits that were of high importance. Tourists benefitted from agritourism experiences by being able to fulfil their human need to connect with the environment and food production. The benefits to the tourism sector was the ability to regionalise the tourist dollar from traditional hot-spots, and having an authentic offering for international visitors. The agriculture sector has the benefit of being able to connect with consumers directly, and tell the 'true story' of clean, green food production in New Zealand. Globally there is potential to put New Zealand on the map as a culinary destination, and raise demand and price for our red meat products by exposure from agritourism.

In a study completed by Pearce (1990) it was found there were three key themes to what motivated the tourists he interviewed; wanting to interact with a New Zealand family, see the countryside and having an authentic experience. It also became clear throughout this project that most humans have a strong connection with (and feel the need to be in) the countryside. Agritourism can give urbanites an opportunity to enjoy the landscape and revive their basic human need of being a part of food creation.

There are numerous benefits beyond the farm gate, which mostly relate to economic gains within the country via tourism numbers and expenditure. The agriculture and tourism sectors must be aware of the correlation between them, and be prepared to educate each other, to collaborate and mutually benefit, from this growing tourism market.

Globally, there are benefits of opening the farm-gate to agritourism by showcasing, from the source, exactly what farming in New Zealand entails. Consumers that experience this and are impressed by standards, the environment and sustainability will continue to 'tell the story' for New Zealand producers. This potentially reaches an untapped community of consumers currently oblivious to our farming systems.

In the ideal circumstances; with high aesthetical value, hosts with an appreciation of their guests and a providing credible, authentic farming experience, agritourism can be the vehicle for

producers to connect with consumers, who will go on to sell the story within their own communities and countries.



## RECOMMENDATIONS

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From this report, a number of recommendations are made at both an industry level and at a farmer specific level.

For industry;

- **Collaboration between sectors at a national level**

Overarching national, targeted engagement strategies and sustainable goals created from a collaborative approach from both the agriculture and tourism sectors. For this to happen there needs to be communication, understanding and policy integration from both sectors

- **Collaboration at a regional level between councils and farmer groups**

After breaking down the above national policy/collaboration, the next step would be cross sector collaboration on a regional level. This would allow for a more comprehensive and specific method to showcase of local produce to tourists. This could be producers from a specific area collaborating to create a 'Food Trail' for Free, Independent Travellers (FITs) to tour and engage with a range of different producers- wine makers, beef farmers, etc.

- **Offering agritourism as part of a 'tourist package'**

Having packages available that include trips to farms, orchards or vineyards are a good starting point for engaging tourists with agritourism. Packages including travel, accommodation, transfers to the location and a meal included, would help navigate the geographical and logistic barriers of visiting a farm and encourage consumption of New Zealand products. Packages specifically targeted to high-end consumers (which are located at the highest aesthetically pleasing venues) and incorporate cooking and consuming a high-end product, could benefit sales post-holiday.



Combining adventure with agritourism would be another good fit- horse riding, hunting and bush treks could cross from the adventure tourism sector to agritourism easily, and would add another element to the thrill-seeker's holiday.

- **Upgrading biosecurity systems and protocols to ensure protection of New Zealand farming landscapes, biodiversity and systems**

“A strong biosecurity system continues to be ranked highest priority in the KPMG Agribusiness Agenda survey results, and rightly so, with food safety also a high priority.” KMPG Agenda forward, Minister D O'Connor

- **Engagement from Regional Council with Farmers**

As seen with the Venture Southland roadshow, there is demand from farmers who want to know more regarding agritourism and possible first steps. Making the connections between farmers and tourism/ marketing professionals is the first step to exploring the viability of such a venture. Councils are a good fit for this as they are across both of the sectors and involved in promotion of the area.

- **Showcase New Zealand's food and beverage sector via specialised stores:**

This could be a high-end chain of eateries sited along the most popular tourist routes that provide all New Zealand products on the menu This could have fresh and processed produce available for purchase either to consume on the rest of the journey, or to take home as edible souvenirs. Visitors spend more on food and beverages than on any other sector while they are visiting, so leveraging off this, and showcasing products on the menu promotes purchase.

(See Tebay Services for a UK example.)

- **Build a platform to offer New Zealand products for convenient purchase post-visit**

In New Zealand there are a number of deliver-to-your-door 'meal kit' services; all the ingredients to make a selection of meals for the week plus recipes to create them, routinely delivered to your door for a weekly automatic payment (Woop, My Food Bag etc.). These options are great for busy consumers that still want to cook and eat well. An international, high end version of this could be an option for tourists to sign up to; having been to New Zealand and enjoyed the fare and wanting a little piece of New Zealand to show up at their place, once a fortnight after their return home. There would be issues shipping chilled meat and fresh produce overseas, but if there was an option

of safe, natural, ethically grown products 'My Food Bag'-esque, that was targeting the top 40 million consumers in the world, why shouldn't it come from New Zealand?

- **For farmers; be bold**

Explore the agritourism viability of your farm, if you think you would enjoy it and it would benefit the farming system; what changes would you have to make, if any, what would be the impact if it didn't work out? What price point could you set to make the inflow of tourists and their demographic what you would enjoy and benefit from?



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# APPENDIX A

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## [Interviewees for this project](#)

<b>Charlotte Reitveld</b> - Middlerock Station Rakaia Gorge, Canterbury	farm tours and accommodation
<b>Geva &amp; Tim Innes</b> - Dunstan Downs Omarama, Otago	accommodation and farm tours
<b>James Kerr</b> - Wrinkly Rams Omarama, Otago	sheep shearing/ farming demonstrations, café
<b>Jonathan Wallis</b> - Minaret Station Wanaka, Otago	farm stays and accommodation
<b>Mandy Bell</b> - Criffel Station Woolshed, Wanaka, Otago	events, weddings, farm tours and accommodation
<b>Mark Adams</b> - Rocklands Station, Fairlie, Canterbury	on farm accommodation,
<b>Ross Macmillan</b> - Farm to Farm Tours Rangiora, Canterbury	technical farm tours, international
<b>Wayne Cameron</b> - Alliance Christchurch, Canterbury	Marketing Manager Premium Products



# APPENDIX B

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## List of agritourism ventures

*A list of on-farm, red-meat producing agritourism ventures (offering farm engagement beyond accommodation) operating on at least 20 hectares in the South Island of New Zealand, as found on Google via searches; 'farm tour South Island', 'agritourism South Island', 'high country farm tour'*

- |  |   |
|--|---|
| 1) Middlerock Farm Tour & Shearers' Quarters | <a href="http://www.middlerock.co.nz/">http://www.middlerock.co.nz/</a>   |
| 2) Akaroa Farm Tours                         | <a href="https://www.akaroafarmtours.com/">https://www.akaroafarmtours.com/</a>   |
| 3) Aoraki Cottago B&B/ Adventure Farm Stay   | <a href="https://aoraki-cottage-adventure-farm-stay.business.site/">https://aoraki-cottage-adventure-farm-stay.business.site/</a>   |
| 4) Geraldine Farm Tours                      | <a href="https://www.geraldinefarmtours.com/">https://www.geraldinefarmtours.com/</a>   |
| 5) Criffel Station Tours                     | <a href="https://criffelstation.com/what-to-do/#carousel_1433984304_133">https://criffelstation.com/what-to-do/#carousel_1433984304_133</a>   |
| 6) Benlea Farm Farm & Garden Tours           | <a href="http://benlea.co.nz/">http://benlea.co.nz/</a>   |
| 7) Dunstan Downs High Country Sheep Station  | <a href="http://www.dunstandowns.co.nz/">http://www.dunstandowns.co.nz/</a>   |
| 8) Minaret Station Farm Tour                 | <a href="https://minaretstation.com/heli-adventures/farm-tour">https://minaretstation.com/heli-adventures/farm-tour</a>   |
| 9) Mt Nicolas Farm Experience*               | <a href="https://www.southerndiscoveries.co.nz/queenstown/mt-nicholas-farm-experience/">https://www.southerndiscoveries.co.nz/queenstown/mt-nicholas-farm-experience/</a>   |
| 10) Walter Peak Station*                     | <a href="https://www.realjourneys.co.nz/en/experiences/tours/walter-peak-farm-tours/?gclid=EAlalQobChMlruryRjpCH3gIVmKuWCh0iYQGYEAAAYASAAEgKCOFD_BwE">https://www.realjourneys.co.nz/en/experiences/tours/walter-peak-farm-tours/?gclid=EAlalQobChMlruryRjpCH3gIVmKuWCh0iYQGYEAAAYASAAEgKCOFD_BwE</a> |

\* operated by outsider, commercial tour companies

# APPENDIX C



## Survey given to on farm agritourism operators

- 1) Brief description of your farm:
- 2) Description of your Agri-Tourism venture:
- 3) Do tourists eat local or NZ produce while on a visit to your agri-tourism venture? *Please elaborate...*
- 4) How do tourists find out about you?
  - Our website : \_\_\_\_\_
  - Facebook page
  - Instagram
  - AirBnB
  - Booking websites: \_\_\_\_\_
  - Travel Agents: \_\_\_\_\_
  - Other: \_\_\_\_\_
- 5) In your opinion, what is driving tourists to visit your venture?
- 6) How long have you been operating in the agri-tourism space?
- 7) What is your main demographic of tourist?
- 8) Have you noticed any changes/trends in your customer base? Please explain.
- 9) How much labour is involved in your agri-tourism venture (FTE)?
- 10) How have you had to adapt your farming business to incorporate agri-tourism?
- 11) How do you manage risk, in regard to tourists, perceptions and on-farm activities?
- 12) What is your code of conduct for interactions with tourists?
- 13) What were the reasons for starting your agri-tourism venture?
  - Increase farm income
  - Create employment
  - Utilise existing accommodation / facilities
  - Engage with new people
  - Showcase rural lifestyle
  - Educate consumers
  - Spread farm income
  - Other- please explain
- 14) What are the outcomes, both beneficial and undesirable of your venture?
- 15) How have you encouraged tourists to become engaged in NZ food production?
- 16) Do you think your agri-tourism venture has lead to tourists searching out and/or buying NZ products when they are back in their home country? Yes/No, please explain
- 17) Do you agree that agri-tourism can benefit NZ export products overseas? Why/ why not?
- 18) What support/ tools would benefit your business and how? *This could be at any level; local council, government, Tourism Industry Aotearoa, Ministry of Primary Industries, a governing body or register of Agri-tourism.*
- 19) What percentage of your total farm income is from agri-tourism?
- 20) Do you sell any products/ souvenirs to tourists during/ after their visit? If yes, please elaborate...
- 21) Are there any other learnings/ stories/ that you would like to elaborate on?