

SCENARIO 1 – STARTING AN AGRITOURISM VENTURE

1. You own 95 acres, and your semi-wooded home site sits on 5 of these acres.
2. Your other 90 acres have been leased for row crop production on a rotation of corn and soybean over the years, but the land sits fallow as of today.
3. You have allowed a few of your neighbor's cows to graze the area, but no management has been accomplished for the last year.
4. A two-three acre cattle/farm pond exists on the back corner of your property.
5. You own a 4-wheeler in good condition, a tractor in fair condition with need of repairs, and a no-till drill in good condition.
6. A large (50 X 60) three-sided building exists on the property which once served as an equipment shed, but it is in need of a new roof.
7. Your property is approximately 20 miles from a major interstate and approximately 60-70 miles from a large metropolitan area.
8. Your adjoining neighbors and good friends have done well with their 3-year-old U-Pick vegetable operation which encompasses 250 acres total.
9. You enjoy people and are thinking about starting your own agritourism operation to complement fall activities not provided by the neighbor's successful business venture.
10. Public water and electricity are available on the property.
11. Your venture is a family-operated business with \$15,000 cash available for start-up costs. You may need to borrow money in Year 1 to get your business going.

Ideas for NRE's:

Petting zoo

You could easily section off pieces of the property and create paddocks for a variety of family friendly animals.

Hay rides

By creating routes throughout the property this activity would create a demand from church, school, and civil groups for fall and spring outings.

Pumpkin patches

Growing pumpkins to take advantage of fall kid's activities and highlighting other fall activities centered around Halloween could be very beneficial to this budding enterprise.

Corn mazes

Another great fall activity that is growing in popularity.

Haunted trails

A great way to get older aged kids and adults on the farm during the fall to enjoy a myriad of recreational outings.

Farm Festivals

Find a unique way to market your property to draw folks to your natural settings.

Christmas tree farm

Start a tradition in your community of having folks out to cut a fresh tree and explore.