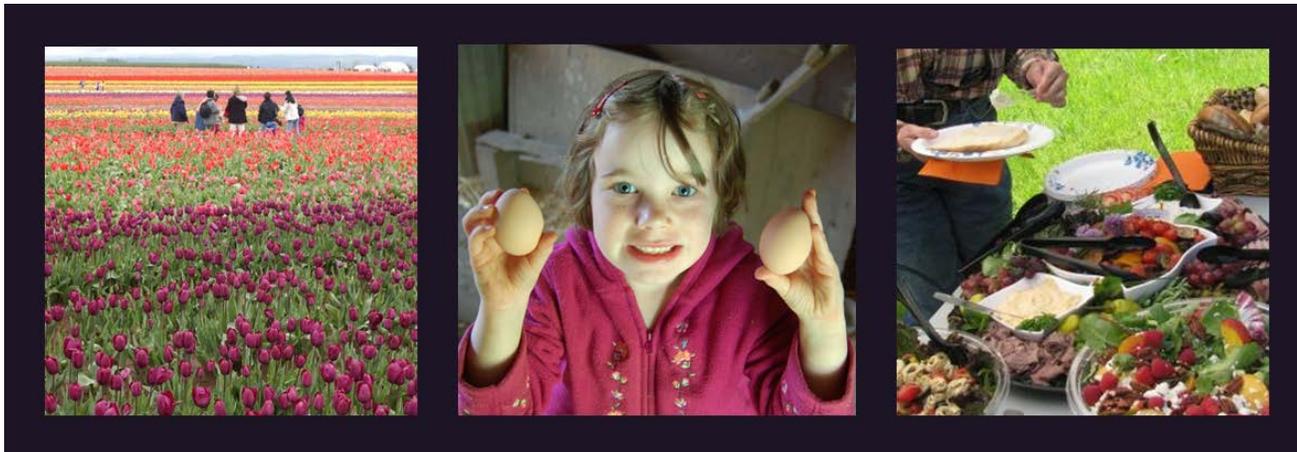


How do I decide if an agritourism business is right for me?

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Agritourism encompasses [a wide range of activities](#) that bring the public on to your farm. Whether you see this as an opportunity for diversification of income or as a marketing strategy, since every county, farm, and farmer is different - determining if it will work for you requires answering a series of questions. A determination is based on how agritourism fits with your skills, goals, interests, your specific property, and your marketplace.

Assessment

In collaboration with University Extension programs, tourism research centers, and farm support organizations across the US; Travel Oregon published the [Oregon Agritourism Handbook](#). Within the handbook there are series of self-assessment worksheets. The following will guide you through the series of questions required to answer "Is agritourism right for me?":

- [Is Agritourism a Fit for You and Your Family?](#)
- [Is Your Property Suitable for Agritourism?](#)
- [Do You Have Time?](#)
- [Is There a Customer Base for Your Idea?](#)
- [What Connections Are Important to Your Success?](#)
- [Assessing Risk](#)

Visit other farms

If your assessment is proving positive then we recommend gaining first hand insight into some other

operations that match your vision or are operating in your county. Ask questions, experience, observe. Familiarize yourself with [the benefits and challenges](#).

Legal and Regulatory

Once you are to the stage of working out the specifics of your agritourism enterprise you will want to get in touch with your local planning department to identify what opportunities and limitations may apply to your location. Keep in mind that Oregon land use codes and regulations can limit the frequency and types of certain agritourism activities, as well as the percentage of farm or ranch income derived from non-production uses based upon your zoning. Rules and regulations change often, so getting the most up to date information will be key. Each county has an opportunity to interpret the state guidelines that govern agricultural land. Your county or city planner will be able to point you to the applicable codes for your location.

- [Oregon County Planning Department Contact Information](#)

In addition to land use codes and depending on what type of activity you plan to host, you will need to explore building, health, food service, and liquor regulations.