

SUSTAINABLE AGRICULTURE



AG-TOURISM IN HAWAII

4TH BIENNIAL
CONFERENCE
JANUARY 2005

From Farmer to Visitor:
Reducing Risk and Increasing
Profitability for Hawaii's Small Farms

PRE-ANNOUNCEMENT

IN KONA, MAUI, AND HONOLULU

KONA: Mon, Jan. 24 & Tues, Jan. 25

MAUI: Wed, Jan. 26 & Thurs, Jan. 27

HONOLULU: Fri, Jan. 28 & Sat, Jan. 29

Each location includes Conference Day and Post-Conference Workshop

All past Hawaii agtourism conferences sold out early so plan ahead to attend this popular event.

AGTOURISM: A FAST-GROWING INDUSTRY

Agtourism is arguably the fastest growing component of the Hawaii agricultural economy today, increasing in revenue by 30% from 2000 to 2003.

In 2000, gross revenue from agtourism activities totaled \$26 million. By 2003, this figure had risen to \$34 million. During the same period, Hawaii farms with agtourism attractions increased 50%, from 126 to 187. In 2000, 84 farms were intending to enter agtourism; in 2003, 145 farms reported intention to start agtourism enterprises (from "Hawaii Agtourism 2003", Hawaii Agricultural Statistics, October 2004).

CONFERENCE HIGHLIGHTS

The conference will provide an overview of the key activities, issues and concepts in Hawaii agtourism. Practitioners and resource people will describe how to develop specific types of agtourism and how to sustain an agtourism enterprise. There will be time for questions during the panels and to meet others with similar interests during the breaks and the "Hawaii Grown" luncheon.

www.ctahr.hawaii.edu/agtourism

CONFERENCE TOPICS

Agtourism as a risk management strategy • Marketing to restaurants • Farmers and chefs working together • Developing an agricultural visitor attraction • Setting up a farm Bed & Breakfast • Marketing your business and your products • Creating a regional identity • Farm visits & on-farm retailing • Value added processing and packaging • Coping with liability and government regulations, especially agtourism zoning laws • Sources for additional information • Developing an agtourism business plan

POST-CONFERENCE WORKSHOP: AN AG-TOURISM BUSINESS PLAN

A business plan will help you obtain necessary financing for an agtourism enterprise as well as support your ability to achieve your agtourism goals. The workshop will cover the basic components of an agtourism business plan. Up to eight workshop participants will be selected for individualized help in developing a business plan, at no cost (a \$500 value).

more information on back...

ADDRESS CORRECTION REQUESTED

Jennie Bureau
PO Box 390-253
Kailua-Kona, HI 96739



Bulk Rate
U.S. Postage
PAID
Kailua-Kona, HI
Permit No. 123

FEATURED GUEST SPEAKERS

Gus Schumacher, former U.S. Undersecretary of Agriculture, former Massachusetts Commissioner of Agriculture, founder of two Georgetown (DC) farmers' markets, and consultant/speaker on entrepreneurship and marketing (invited)

Brent Warner, Horticulture and Marketing Specialist in British Columbia and co-author of *Marketing on the Edge: A Marketing Guide for Progressive Farmers*

INFORMATION

More information about Hawaii agtourism and about the conference/workshop is available at:

<http://www.ctahr.hawaii.edu/agtourism>. To join our mailing list, please provide your contact info to Jennie: jenbureau@hawaii.rr.com or (808) 324-0520.



The conferences & workshops are sponsored in part by the University of Hawaii -Manoa CTAHR, The Western Center for Risk Management Education and the County of Hawaii Office of Research & Development.

Conference planning committee: Dr. Kent Fleming (chair), Dr. Richard Bowen, Chef Peter Merriman, Ken Love, Charlotte Vick, Virginia Easton Smith & Jody Smith



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