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ZOA 
from relief to recovery

گهشتوکال Gashtukal

agritourism training *agritourism experiences*

module 2



Source: Rezhna Dehadiy Facebook

module 2

units

unit 1



farm-work
experiences

unit 2



education and
learning
experiences

unit 3



leisure and
recreation
experiences

unit 4



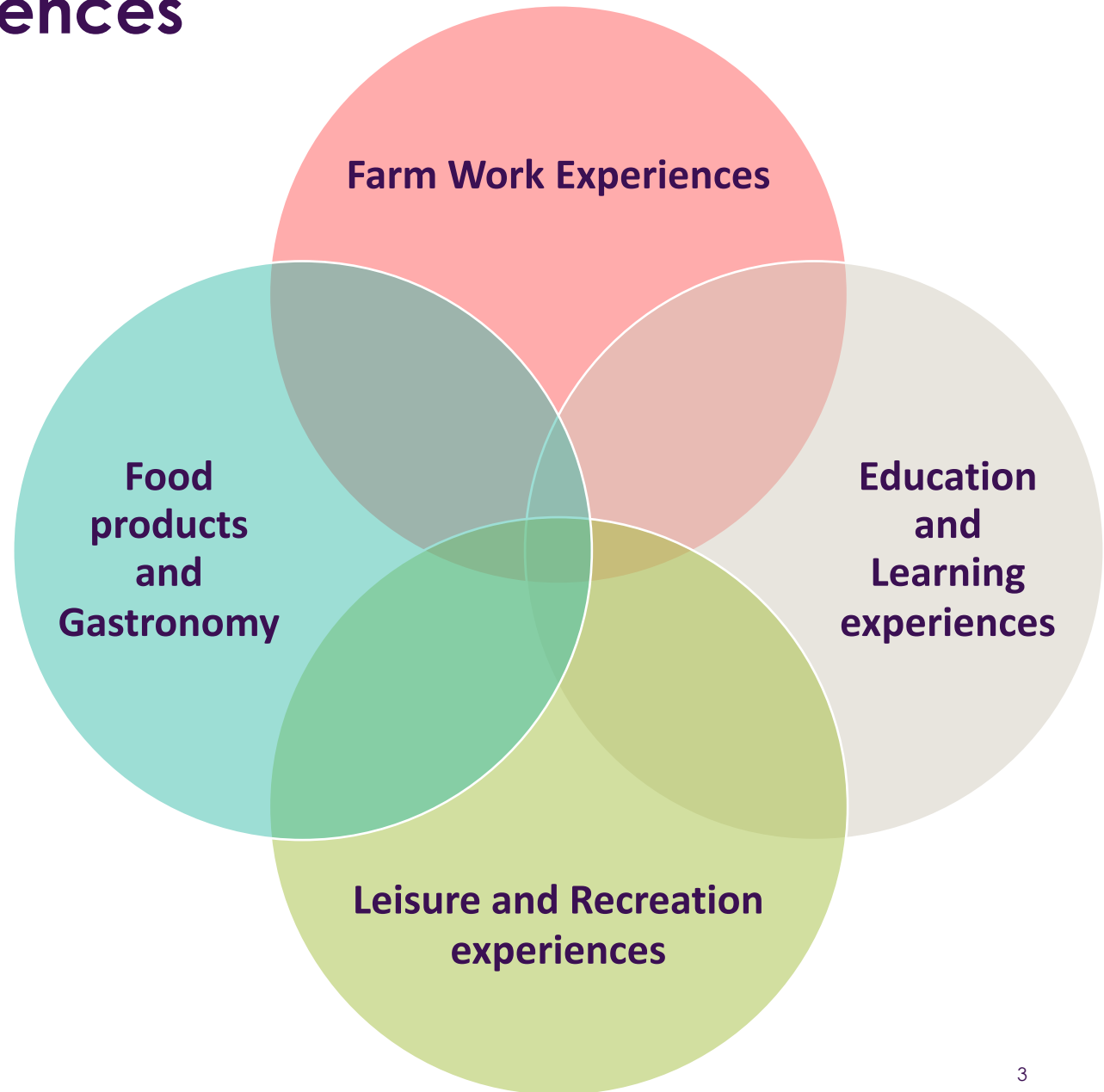
food products
and gastronomy
experiences



agritourism destination experiences

the overlap

- Agritourism is vast and offers many opportunities for new experiences.
- There are four main types of Agritourism destination experiences
- These experiences may overlap
- This depends on what products and activities the farm offers
- Some experiences are very focused on agriculture (e.g. harvesting/picking)
- Some are not agricultural (e.g. horse trails)
- Some experiences combine both (e.g. farm stalls)



farm work experiences

unit 1

what is a farm work experience?

what and why?

Visitors to farms:

- often stay on the property
- sometimes pay for accommodation with work which provides labour and help to the farmer. (Example: workaway.)

Visitors choose to work on farms for a chance to:

- escape the modern world
- learn about where their food comes from
- develop an appreciation for how food is produced



what is a farm work experience?

types of experiences



Livestock,
dairy or
poultry
farms



Horticultural
farms



General
farming



Agri
processing

what is a farm work experience?

types of experiences

Livestock, dairy or poultry farms:

- milking cows
- Herding and **collecting** animals
- feeding orphaned baby animals



what is a farm work experience?

types of experiences

Horticultural farms:

- picking fruit or vegetables
- planting or maintaining crops



what is a farm work experience?

types of experiences

Horticultural farms

- rice planting or harvesting
- grape picking and wine making



what is a farm work experience?

types of experiences

General farming: doing daily farm jobs, chores



what is a farm work experience?

types of experiences

Agri processing: activities such as:

- preserving farm produce: jams, syrups, drinks
- making cheese or yoghurt
- scraping honeycomb



Source: Atlas of the Future



Source: Living History Farms



Source: Stock Food

activity 1

case study: honey farm

Scenario:

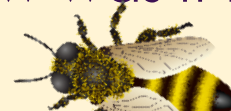


- A beekeeper hosts farm work experiences for visitors and teaches them about bee keeping and honey harvesting; they allow visitors to scrape honeycomb as part of the experience.
- A visitor has asked to help collect honey from the hives.
- The visitor is allowed to watch but not participate because the work is dangerous and there is not enough PPE to cover his entire body; his hands have been left exposed.
- The visitor gets too close and gets stung on his exposed hand, he falls back and knocks over some hives, releasing the bees and damaging the hives.
- Along the way he also ripped the safety suit he was wearing.



Questions and discussion:

1. What were the good and bad parts of the situation?
2. How was the experience done well and how was it negatively impacted by the incident?



farm work experiences

pros and cons for visitors and farmers

Advantages	Disadvantages
<ul style="list-style-type: none">● Provides hands on opportunities to experience farming activities● Offers an authentic experience● Visitors gain a deeper understanding of the work and an appreciation for farmers	<ul style="list-style-type: none">● Visitors could make mistakes● Visitors may harm themselves, or damage farming equipment● Visitors may be there to learn how to run such kind of a business● Damage may be caused to the environments● Negative impacts to the social life/culture of community

farm work experiences

challenges and opportunities

Horticultural Experiences



Different stages of the process provide different experiences which might not all appeal to visitors.

Opportunities



The most interesting times in the cycle may be harvesting, which is a small window of time.

farm work experiences

challenges and opportunities



Busy times of year may require specialists such as sheep shearers

Challenges

The work is also quite demanding and does not appeal to many people!

Livestock Experiences

Opportunities



Source: Proagri

Outbreaks of disease that harm animals or could harm humans temporarily and/or close the farm



Lambing or calving seasons may attract visitors



Source: YouTube

Day-to-day operations can be woven into the experience; this offers a potential source of free labour

farm work experiences

process and elements of a farm work experience

A farm work experience would include some or all the following processes or elements:



farm work experiences

process and elements of a farm work experience

1. Orientation:

- a tour of the farm and work areas
- explains what happens where

2. Showing, teaching and practicing:

- *showing* the visitors what needs to be done and how;
- allowing them to *practice* and
- *coaching* them on how to get it right.



farm work experiences

process and elements of a farm work experience

3. Tools and equipment:

- introducing visitors to tools or equipment that they will work with, and how to handle, clean, store and maintain these.
- This may also include specific things to wear like Personal Protective Equipment (PPE) such as gloves, masks, overalls.



farm work experiences

process and elements of a farm work experience



4. The Team:

After orientation, the visitors will meet the team they will be working with.

The local working team

5. Explain the daily farm routine:

- what needs to be done
- when in the daily farm schedule or calendar – e.g. daily picking, collecting eggs, milking, weeding, etc.

farm work experiences

process and elements of a farm work experience

6. **Supervising:** The team and farmer will:

- supervise the visitors
- work alongside them
- ensure they are doing the work properly and to the standard required by the market



farm work experiences

what are the precautions?

- These activities are carefully supervised
- All visitors are first **taught how** to do the task and the correct processes to follow
- Visitors work alongside the farmer or farm hands:
 - prevents anything being done incorrectly
 - prevents product being spoiled or rendered unusable or unsellable
- **Certain tasks should only be conducted by farm hands:**
 - driving and operating farm machinery
 - using herbicides and pesticides
 - dealing with large unrestrained animals, etc.



activity 2

case study: berry farm



Scenario:

- A berry farm hosts visitors for farm work experiences and teaches them about farming practices including harvesting berries and making jam.
- The farmer realised the guest workers were damaging the plants when harvesting and burning the jams, which caused losses and upset the farmer.
- The farmer decided to change from a *farm work experience* to a *leisure and recreation experience* to protect his crop and products
- The farmer decided to change to a U-Pick option, set up a small café serving his berry based dishes and produce and looked into starting other family activities on the farm.
- He noticed he now had lots of families coming to have fun, participating in safer activities and buying his products to take home or consume on site.

Questions and discussion:

1. What were the good and bad parts of the situation?
2. How was the experience made better than it had been before?



activity 3

application: farm work experiences



1. Think about your farm.
2. Are there any opportunities to develop farm work experiences on your farm?
3. What are these?
4. Describe how you would offer such an experience:
 - The **duration** – how long would it be?
 - The **content** – what would the visitors do?
 - Who would **teach, help and supervise** the visitors?
 - Where would they **stay**?
 - Who would **cook** for them?
 - Where would they eat/have meals?
 - How many visitors could you take at one time?
5. What would you need to buy/invest in to offer a farm work experience?



education and learning experiences

unit 2

educational farm experiences

what are educational experiences?



Visitors:

- learn about farming processes and products the farm produces
- participate in some farming tasks

Information about organic farming and sustainable agricultural practices, etc. can all form part of the learning experience.

educational farm experiences

what are educational experiences?

Educational experiences may also include:

- accommodation
- cooking
- tasting or other activities
- shopping – buying farm produce



Providing additional learning and information:

- An exhibition room with displays and interpretive information
- Demonstration exhibits

educational farm experiences

what are educational experiences?

Tours explaining the farm product or process

- Livestock tours may include:
 - feeding
 - general care of animals
 - routine veterinary care and so on



educational farm experiences

examples

Example: livestock farm experiences:

- Visitors may learn about care of animals and feed animals
- Visitors may watch animals being sheared and learn about the uses of the wool and how it is processed



educational farm experiences

examples

Example: agri-processing such as production of tahini:

- Visitors may watch and learn how tahini is produced
- Tahini tasting



educational farm experiences

examples

Example: agri-processing such as making sheep's milk cheese or yoghurt:

- See how sheep are cared for and milked
- See how yoghurt and cheese are made
- Taste milk/cheese/yoghurt; have meal that include sheep's cheese.



educational farm experiences

examples

Example: agri-processing making nana qaisi

- See what fruit is used
- How fruit is processed
- How the products are packaged
- Taste!... then buy!



educational farm experiences

examples

Example: agri-processing
such as making bottled
vegetables:

- Selection of ingredients
- Bottling and cooking



educational farm experiences

pros and cons for visitors and farmers

Advantages	Disadvantages
<ul style="list-style-type: none">● Can accommodate large groups● Opportunity to sell farm produce to increase sales● Farmer sells some produce directly to the consumer without going through a retailer	<ul style="list-style-type: none">● Can be time consuming● Staff need to be specially allocated to overseeing and guiding the experience● Staff will probably require special training e.g. presenting tours and info.● Requires professional and accurate interpretation and information.

educational farm experiences

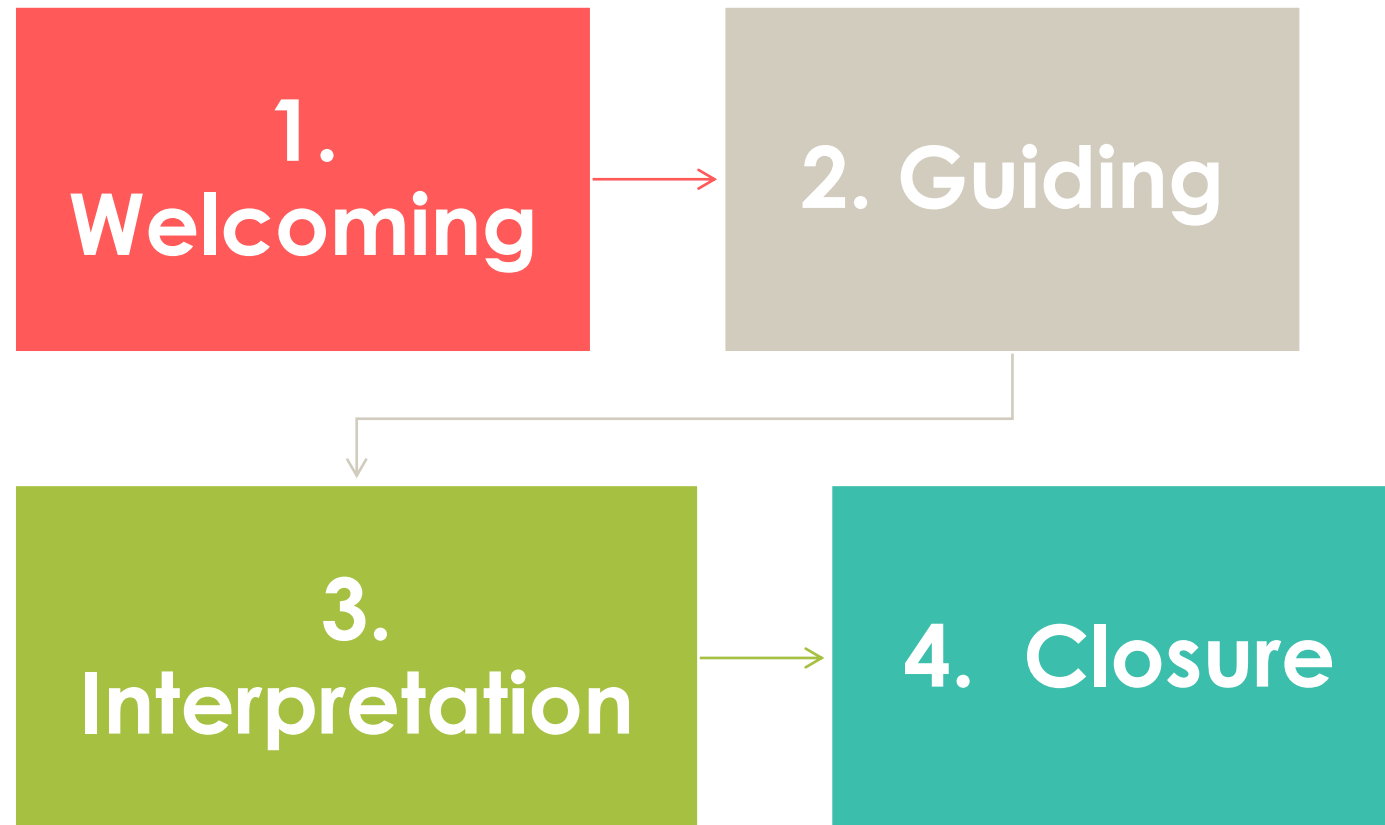
challenges and opportunities

Challenges	<ul style="list-style-type: none">• Group sizes must be managed• Interpretation needs to be well researched and explained• Interpretation information needs to look professional and be kept in good condition• Younger visitors cannot concentrate or pay attention for too long
Opportunities	<ul style="list-style-type: none">• Charging for these tours provides additional income to the farm.• Sales after the tour through:<ul style="list-style-type: none">• Souvenirs,• products or fresh produce,• and the possible provision of meals on the property,• can provide add-on sales to the tour, thus increasing revenue.

educational farm experiences

process and elements of an educational experience

An educational farm experience would include some or all the following processes or elements:



educational farm experiences

processes and elements

Includes some or all of the following processes or elements:

1. Welcoming visitors and explaining the programme and duration of the tour.



educational farm experiences

processes and elements

2. Guiding: providing the content and explanation of the farming practices. This may include opportunities for visitors to get involved and use their **senses**:



Source: Spin Off Magazine

Feel



Taste



Source: Shafra Milk Company

Touch: trying a skill

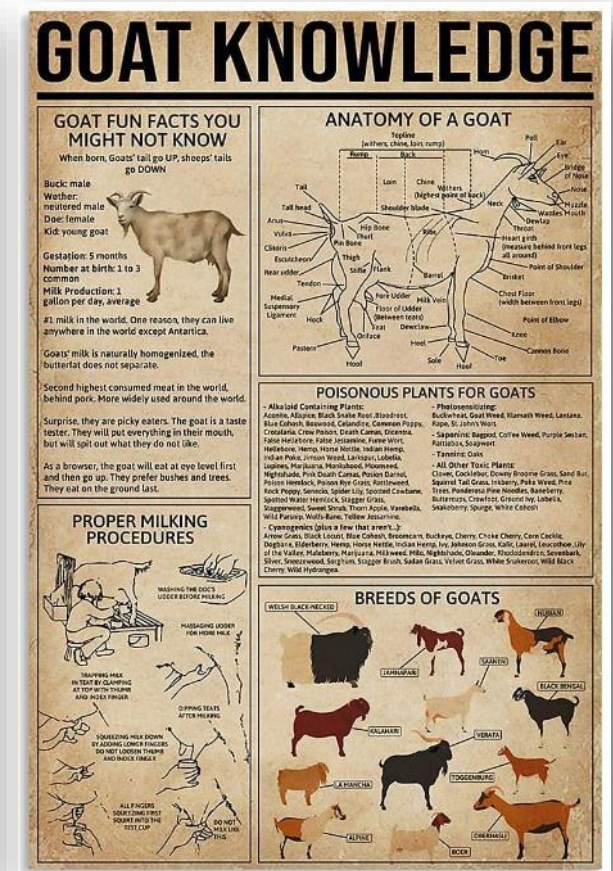


Smell

educational farm experiences

processes and elements

3. Interpretation and visitor information: information boards on farming practices or processes may be made to provide key points for guides to explain or for visitors to read.



educational farm experiences

processes and elements

4. Closure: a conclusion and some form of '**call to action**':

- ❖ Visit our shop...
- ❖ Order your product...
- ❖ Have a snack or meal at our café...



Source: Shutterstock

activity 4

application: education and learning experiences



1. Think about your farm.
2. Are there any opportunities to offer any form of '**Education and Learning**' experiences on your farm?
3. What are these?
4. Describe how you would offer such an experience:
 - What is the product?
 - How would you present it to visitors – in a tour, with information signs, etc.?
 - What visitor facilities would you need to have in place?
 - What staff would you need to have?
5. What would you need to buy or invest in to offer education or learning experiences to visitors?



leisure and recreation experiences

unit 3

leisure and recreation experiences

what are leisure and recreation experiences?

Leisure and recreational experiences:

- may be offered on a farm for entertainment, exercise, pleasure or adventure
- provide opportunities for visitors to participate in a range of fun leisure and recreation activities
- free or for a price
- use farm land for other income generating activities
- **Examples:** camping, hiking, swimming, visiting waterfalls and caves, horse-riding, quad biking



leisure and recreation experiences

what are leisure and recreation experiences?

Example: horse riding activities may include:

- Horse riding into the countryside with a guide
- A meal provided by the farmer
- A celebration or event
- Photoshoots with traditional dress



leisure and recreation experiences

what are leisure and recreation experiences?



Example: Quad bike riding:

- Visitors may rent and ride quad bikes around the property
- This can be guided with a purpose or something visitors do on their own
- Some farms may even set up obstacle courses for visitors to navigate for fun



leisure and recreation experiences

what are leisure and recreation experiences?

Example: Outdoors activities like hiking:

- Visitors can follow safe, well-marked hiking routes using wayfinding/trail signs
- They can read information boards about the route
- They could be accompanied by good local guides
- May include a lunch stop (meal provided by farmer)



leisure and recreation experiences

what are leisure and recreation experiences?

Example: picnics:

- Visitors go to a picnic site:
walking, driving

At the site they can

- Enjoy a lovely outdoor meal
- Relax
- Walk, explore, swim, eat, drink



leisure and recreation experiences

what are leisure and recreation experiences?

Example: kapor sites:

- Providing covered/tented facilities along rivers for people to relax, cook, and enjoy the location.



leisure and recreation experiences

what are leisure and recreation experiences?

Example: photoshoots:

- Providing a photographic service for photoshoots in a beautiful rural setting: for families or special occasions



leisure and recreation experiences

pros and cons for visitors and farmers

Advantages	Disadvantages
<ul style="list-style-type: none">● Less likely to encounter the cons associated with farm work experiences● Still sell directly to the consumer● Promotes sustainability in rural areas● Appeals to many markets looking for fun activities	<ul style="list-style-type: none">● More staff are required for events or activities like horse riding● Staff may require special training to lead various activities● Events might be seasonal, and income isn't guaranteed each month● Events can be expensive to host

leisure and recreation experiences

challenges and opportunities

Challenges	<p>Leisure Experiences:</p> <ul style="list-style-type: none">• The target market will be broader than for an educational and learning experience• It may be necessary to hire special staff for events and their rate may be high• It could be difficult to schedule staff, during low seasons fewer staff are necessary. <p>Recreation Experiences:</p> <ul style="list-style-type: none">• For some activities the property will need to meet certain criteria• Some activities may depend on the weather such as hiking, or swimming and alternatives need to be available
Opportunities	<p>Leisure Experiences:</p> <ul style="list-style-type: none">• Overnight guests may need meals and drinks, which could be a chance to showcase and possibly sell products from the farmstall.• Some visitors may prefer to have fixed accommodation such as cabins or chalets rather than sleeping in tents, which will attract a higher price and higher value visitor. <p>Recreation Experiences:</p> <ul style="list-style-type: none">• Equipment in the case of activities like fishing, for example, could be sold• The farm may have several kinds of activity, there might be hiking, swimming, horse riding, a zipline, etc. all on one property for visitors to choose from a variety. If not, there may be nearby farms offering additional activities.

leisure and recreation experiences

process and elements of a leisure and recreation experience

A leisure and recreation experience would include some or all the following processes or elements:

```
graph LR; A[1. Welcoming] --> B[2. Orientation]; B --> C[3. Safety];
```

1. Welcoming

2. Orientation

3. Safety

leisure and recreation experiences

process and elements

A farm leisure or recreation experience may typically include the following processes or elements:

1. **Welcoming:** meeting and welcoming visitors to the activity or experience



leisure and recreation experiences

process and elements

2. Orientation to the activity:

- how it is done
- demonstrations
- risks
- safety measures: e.g. life jackets, helmets, first aid equipment
- general fitness assessment of participants



leisure and recreation experiences

process and elements

3. Safety:

- Always ensure safety by:
 - providing well-maintained adventure equipment
 - trained guides
 - emergency plans
 - carefully monitoring visitors and activity participants
- Risks and threats must be clearly explained to the visitors, and they should sign indemnities.
- Farmers offering agritourism activities should have insurance coverage in case of any accidents or injuries occurring.



activity 5

application: leisure and recreation experiences



1. Think about your farm.
2. Are there any opportunities to offer any form of '**Leisure and Recreation**' experiences on your farm?
3. What are these?
4. Describe how you would offer such an experience:
 - What is the activity or experience?
 - How would you offer it to visitors?
 - What visitor facilities would you need to have in place?
 - What staff would you need to have?
 - What specialized equipment would you need?
5. What would you need to buy/invest in to offer leisure and recreation experiences?

U-pick experiences



U-pick experiences

what are u-pick experiences?

- Visitors to a farm pick their own produce as a fun experience.
- Popular products to pick are fruits
- The visitors pay for what they pick and take it home
- This helps the farmer get a crop picked and sold with no labour or transport cost



Source: Apple Bag Lady



Source: Syracuse New Times

U-pick experiences

what are u-pick experiences?

U-pick can also generate income through:

- selling food and drinks to the pickers
- having a restaurant with farm-to-table experiences
- cooking classes or demonstrations
- selling consumer products



U-pick experiences

advantages and disadvantages

Advantages	Disadvantages
<ul style="list-style-type: none">● Direct sales to the consumer● Lower operating costs● There are no transportation costs● Reduced need for seasonal labour● Lower packaging costs● Income is in hand when the consumer leaves the farm● Entry fee usually covers any produce customers may eat.	<ul style="list-style-type: none">● Extra work to:<ul style="list-style-type: none">● manage the U-pick activity● provide services and facilitates● The work week is extended● Weekends require longer hours● The producer may not be well located● Visitors may damage trees or crops● Visitors need to be well briefed on how to pick properly to prevent damage.

U-pick experiences

process and elements

A farmer wishing to offer a U-Pick experience to visitors should plan to have the following in place:

Signage and parking:

- visitors can easily find the farm and park their cars



Source: FastSigns



Source: Nantucket Lan Bank

©Eric Savetsky

U-pick experiences

process and elements

Welcoming:

- meeting and welcoming visitors to the U-Pick experience
- explaining the 'rules' e.g. not supposed to eat while picking
- explain the pricing structure

U-PICK APPLE PICKING

Kids (ages 4-18)	\$7
Adults	\$13
Seniors (age 65+)	\$7

Kids and Seniors - Pick a 1/4 Peck bag (3 lbs.)
Adults - Pick a 1/2 Peck bag (5 - 6 lbs.)
Children age 3 and under - Free (will not receive a bag)

Add or Upgrade your bag to a Peck size bag 10-12 lbs.) for \$21

No outside containers, bags, boxes, coolers, carts or baskets allowed.



U-pick experiences

process and elements



Source: Felderland PYO farm

Collection containers:

- provide punnets or baskets for the pickers
- Be environmentally friendly!



U-pick experiences

process and elements

Weighing station:

- a scale to weigh what they have picked
- a calculator to calculate the price of that weight
- cash point and change for handling payments



Source: Bushue's Family Farm

U-pick experiences

process and elements

Restroom: provide clean, simple toilet facilities for visitors

Handwash
Facilities



Toilet paper

Waste bin



Enough space for max number of visitors

activity 6

application: U-pick activities



1. Think about your farm.
2. Are there any opportunities to offer any form of '**U-pick**' on your farm?
3. What are these?
4. Describe how you would offer such an experience:
 - What is the product?
 - How would it be collected and sold – by unit, by weight, other?
 - What visitor facilities would you need to have in place?
5. What would you need to buy/invest in to offer a U-Pick experience?



food products and gastronomy experiences

unit 4

food products and gastronomy

what are gastronomy experiences?

Gastronomy is:

- the relationship between food and culture
- the art of preparing and serving food
- the cooking styles of particular regions
- the science of good eating



food products and gastronomy

what are gastronomy experiences?

In agritourism, gastronomy can include:

- Meals on farms
- Cooking demonstrations
- Telling stories about the recipes, ingredients and presentation
- Visitors buying food products directly from the farmer



Source: Sifrus Valley Facebook

food products and gastronomy

what are gastronomy experiences?

Meals for visitors:

- Use own fresh produce or locally sourced ingredients
- Cook on site using traditional cooking methods



food products and gastronomy

what are gastronomy experiences?

Example: Cooking classes:

- Master classes by a local expert
- Picking, then cooking, then enjoying the food!



food products and gastronomy

what are gastronomy experiences?

Example: Product tastings:

- Visitors taste the product a part of a tour or demonstration
- Allows visitors to sample and buy the product



food products and gastronomy

what are gastronomy experiences?

Example: Farm shop: visitors may buy

- fresh produce from the farm
- processed products made on the farm e.g. cheese, jams, bottled or preserved fruit, drinks, tahini, honey



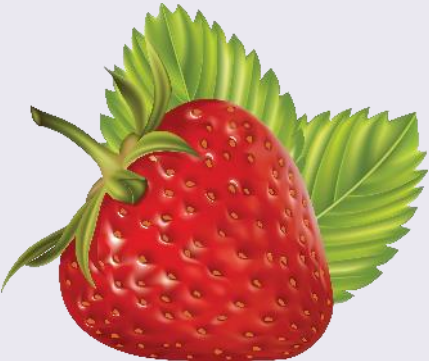
food products and gastronomy

pros and cons for visitors and farmers

Advantages	Disadvantages
<ul style="list-style-type: none">• Purchases can be made directly through the farmer• Farmer can expand into different stages of production• The traditional preparation of local food is kept alive	<ul style="list-style-type: none">• Staff may be needed to man the sales outlet.• Special food hygiene licensing or certification may be needed.• Infrastructure may be needed for tasting and selling food products• Special dining areas may need to be created.

food products and gastronomy

challenges and opportunities

Challenges	<ul style="list-style-type: none">• Some produce is only available in limited seasons• Stock of some items may run out• Perishable foods may go off, leading to waste and loss of money• Need high standards of food hygiene and safety to serve food to the public.
Opportunities 	<ul style="list-style-type: none">• Seasonality allows different items to be produced and offered to the market at different times of the year.• Local cooks can present lessons or demonstrations on cooking the food of the region.• Produce can be processed and sold later out of season, e.g. jam.

examples of gastronomy from Azerbaijan

Citrus Valley



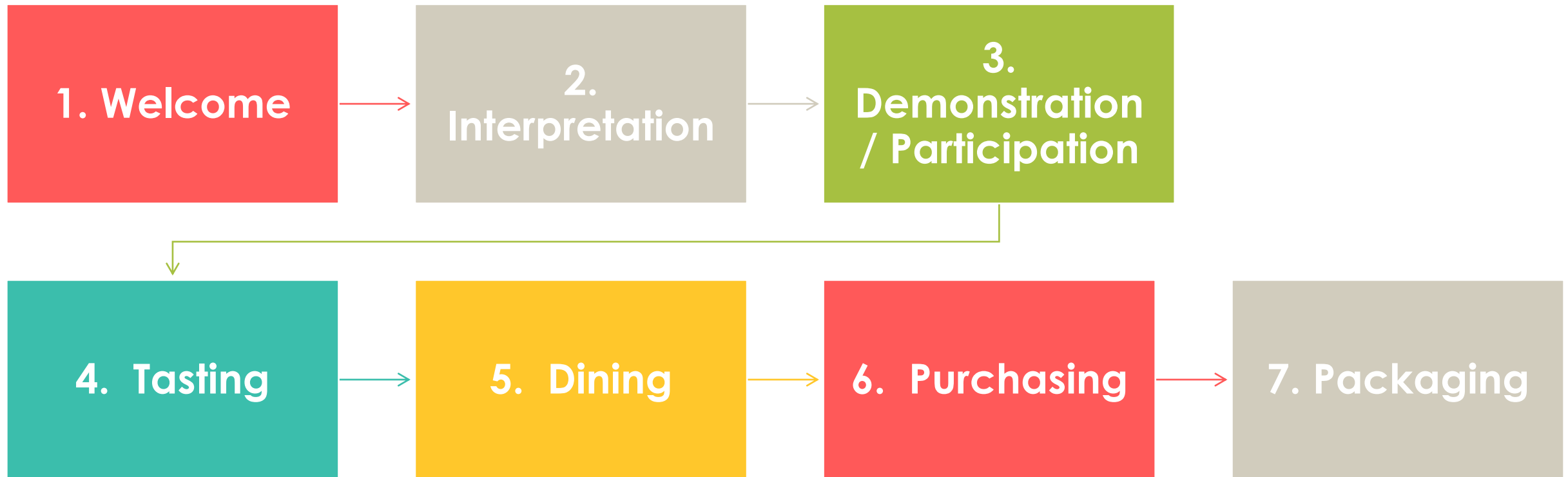
Citrus Valley offers farm (fruit) tours, fruit picking (U-Pick), jam and tea tastings, facilities for lunch/dining, and accommodates individual tourists as well as organised tour groups.

https://www.instagram.com/citrusvalley_lankaran/?hl=en

food products and gastronomy

process and elements of a food and gastronomy experience

A food and gastronomy experience would include some or all the following processes or elements:



food products and gastronomy

process and elements

A food or gastronomy experience would include some or all of the following:

1. Welcoming:
meeting and welcoming visitors to the food product experience



Source: Facebook agritourism.az

food products and gastronomy

process and elements

2. Interpretation: explanation of the product, how it is made, what makes it special, what it can be eaten or served with.



food products and gastronomy

process and elements

3. Demonstration / Participation:

Visitors watch and sometimes participate in the making different products.

Some farms provide certificates or rewards to participants



food products and gastronomy

process and elements

4. Tasting: allowing visitors to taste the range of products on offer.

This could be in simple tastings, or could be pairings of different foods and drinks – e.g. wine and cheese; tea and sweets



food products and gastronomy

process and elements

5. Dining:

This could include a meal in an informal dining setting such as a garden, on a veranda, or in an old building or restaurant setting.



food products and gastronomy

process and elements

6. Purchasing: this requires a small shop of some sort – with sales facilities



food products and gastronomy

process and elements

6. Purchasing: **tips for shops:**

- Have good **signage** outside.
- Make it a place where visitors want to spend money!
- **Display and present** products nicely
- Keep the shop **clean**
- Clear away messy or untidy things – machines, etc.
- **Label** your products
- Provide **product information**
- Provide **shopping baskets**
- Provide **expiry dates** for food products



food products and gastronomy

process and elements

6. Purchasing: product presentation: make it look attractive



food products and gastronomy

process and elements

6. Purchasing: product presentation: make it look attractive



activity 7

shop and product presentation



1. Watch the video carefully.
2. Describe and discuss the tahini shop:
 1. How is it decorated?
 2. How are the products presented?
 3. What does it look like outside?

3. Discuss the product packaging and labelling



food products and gastronomy

process and elements

7. Packaging:

Use environmentally friendly packaging e.g. biodegradable or reusable materials such as paper, baskets or glass.

Rustic packaging like paper, glass, string, look good for farm products.



Source: Eco and Beyond



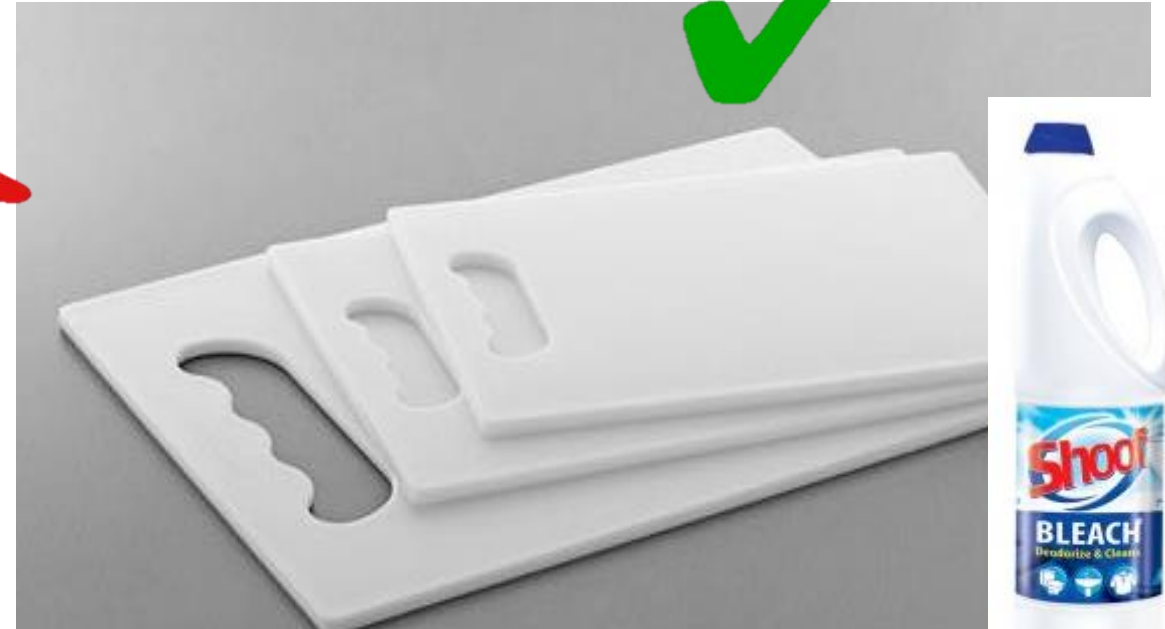
food products and gastronomy

hygiene and safety

- Food safety is the biggest concern when offering food to visitors.
- Staff need to handle food safely for public consumption.
- Proper storage of food is very important.



These are white, nylon chopping boards, not wood.
See how dirty!



Clean boards with **Shoof** to make them white

activity 8

application: food products and gastronomy experiences



1. Think about your farm.
2. Are there any opportunities to offer any form of '**food products and gastronomy**' experiences on or near your farm?
3. What are these?
4. Describe how you would offer such an experience:
 - What is the food product or gastronomy experience?
 - What is the product – a meal, a tasting, a cooking class, other...?
 - Who would make, offer or present it?
 - What visitor facilities would you need to have in place?
 - What staff would you need to have?
 - What specialized equipment would you need?
5. What would you need to buy/invest in to offer food products and gastronomy experiences?



module closure



module 2

what we covered in this module

unit 1



farm-work
experiences

unit 2



education and
learning
experiences

unit 3



leisure and
recreation
experiences

unit 4



food products
and gastronomy
experiences





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agrotourism training *agrotourism services*

module 3

