

# Fact Sheet

## AGRITOURISM FOR CUT FLOWER OPERATIONS



### 1 WHY DO YOU WANT TO OFFER AGRITOURISM ON YOUR CUT FLOWER FARM?

- Increase Revenue
- Diversification of Farm Products
- Public Visibility
- Enjoy People Visiting your Farm

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### 2 WHAT CAN YOU OFFER ON YOUR CUT FLOWER OPERATION FOR AGRITOURISM ACTIVITIES?

- U-Pick/You Cut Flowers
- Cut Flower Bar
- Value Added Products for Purchase
- Events: Baby Showers, Bridal Showers, Retirement Parties, Weddings, Etc.
- Value Added Workshops: Wreath Classes, Flower Arrangement, etc.



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### 3 HOW TO START A CUT FLOWER AGRITOURISM OPERATION?

- Start Small and Slowly Grow Over Time
  - The first year it's hard to determine how much product you may sell and how many people will show up for u-pick or events.
- Who is your target audience?
  - Families, Kids, Adults
- What makes your operation unique?
- Will you have enough support or do you need to hire employees?
- Is your farm welcoming to the public?



### THINGS FOR CONSIDERING WHEN OFFERING U-PICK/YOU CUT FLOWERS

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- Offer Easy to Cut Flower Varieties
- Provide Clear Instructions on How to Cut Flowers
  - This may be with one-on-one instruction or picture instructions.
  - Most people may not know the difference between a stem and plant. (Many cut flower operations have experienced annuals being pulled or cut out of the ground and the customer think that this a stem.)
- Monitor the Cut Flower Field
- Rope off sections of the field where you do not want people to cut flowers.
- Colored Flags are also a great way to let people know where they can cut in the field.
- Hire/Train employees that can provide good customer service and be capable at correcting customers if they are cutting in a wrong location in the field to cut.





## VALUE ADDED WORKSHOPS

Value Added Workshops are a great way to add another revenue stream to your cut flower operation, use product that might have been wasted if you had a large crop, and attract customers to the farm.

### Things to Consider

- Amount of product you will need
- Amount of time it will take for customers to complete project during workshop.
- Having an instructor that is good at explaining directions and working with many different skill levels.
- Where will the workshop take place? If located under a tent, do you have a backup plan for weather?
- Do you have enough time to organize this event (marketing, website updates, event registration, social media, etc.)?
- Do you have an easy way for customers to register? (Make sure to collect payment ahead of time and have a clear cancellation policy.)

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## EVENTS

Events to consider bridal shower, baby shower, retirement party, weddings, or festival. Offering events on your cut flower farm is a great addition but make sure to find a way to incorporate your cut flowers into the event.

### Ways to Incorporate Farm

#### Products:

- Offer Special U-Pick/Flower Bar Session Only for Attendees of Event
- Educational Tour
- Value Added Products Purchased by Customers (Party Favors or Farm Shop remains open during the event.)
- Value Added Workshop during event



## INSURANCE AND LIABILITY

- **Risk:** Inviting the public onto a farm increases the chance of liability.
- **Signage:** Signage and barriers to keep individuals out of unsafe areas can help reduce risk. Plus signage is required for protection under the NY Safety in Agricultural Tourism Act. (See Resource section below)
- **Insurance:** Insurance is important to obtain before opening an agritourism operation. Having the public on a farm increases liability and the possibility for accidents to occur. It is important to update your insurance company on any changes to your operation when changes occur. Make sure to look over the insurance policy and ask questions especially if there is questionability to your policy coverage. Not all insurance companies have experience in working with agritourism operations.

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## MARKETING

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There are many ways to market an agritourism operation. The most common are social media (Facebook and Instagram), google listing, website, newspaper, magazine, TV, community calendar of event, tourism office, and more. Information should be up to date and enough notification for customers. One of the biggest forms of marketing is word of mouth, make sure everyone has a memorable experience at your farm.



## Additional Resources:

- Cornell Cooperative Extension Agritourism Webpage: <https://cals.cornell.edu/cornell-cooperative-extension/work-teams/agritourism>
- Cornell Cooperative Extension Agritourism YouTube Channel: <https://www.youtube.com/@cceagritourism>
- National Agricultural Law Center: <https://nationalaglawcenter.org/research-by-topic/agritourism-2/>
- NY Safety in Agricultural Tourism Act: <https://agriculture.ny.gov/news/state-agriculture-commissioner-releases-guidance-safety-agricultural-tourism-act>