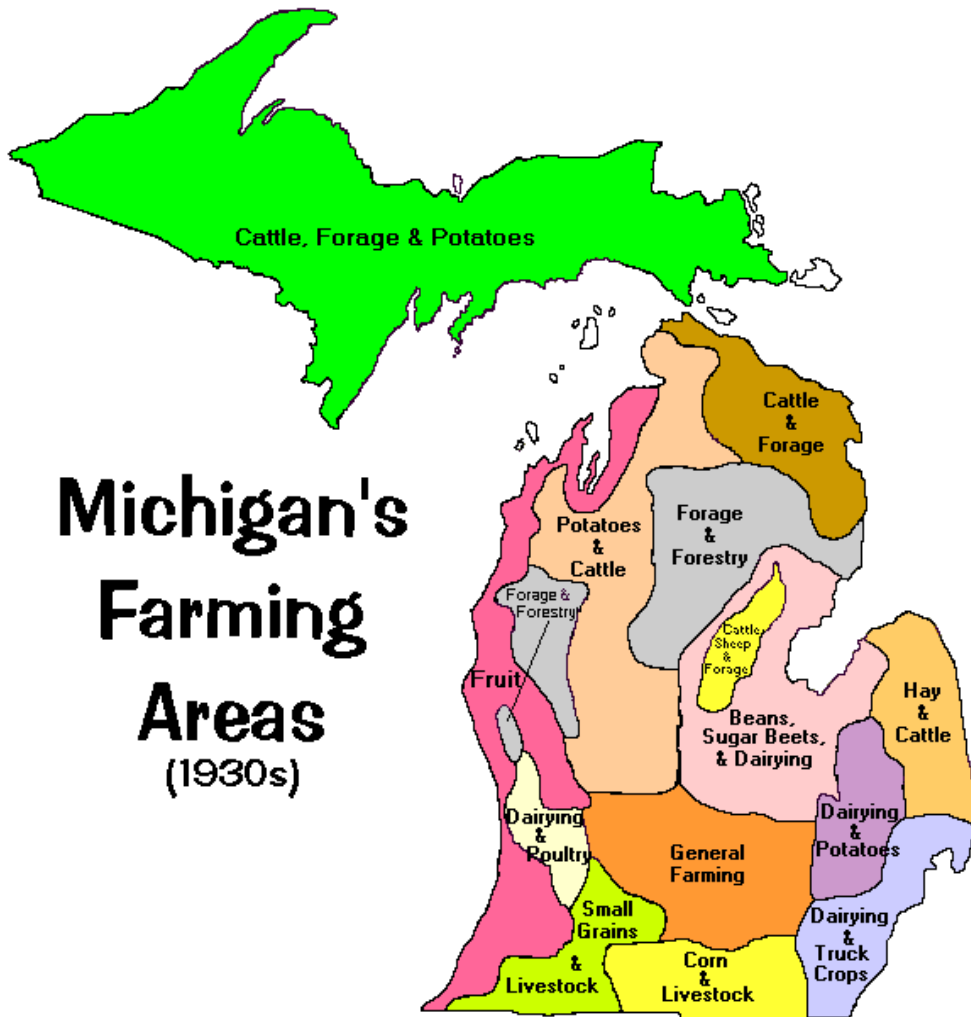




Agritourism
in the
Great Lakes State

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AGRICULTURE is Michigan's #2 industry, valued at more than \$104.7 billion. This industry is managed by the Michigan Department of Agriculture & Rural Development.



Michigan's Farming Areas (1930s)

- Because of the unique microclimates, Michigan produces over 300 commodities on a commercial basis and is the second-most agriculturally diverse state in the country (second only to California).
- There are more than 47,500 farms on about 10 million acres of farmland operating in Michigan (about 25% of the state's entire land), each averaging around 211 acres.
- Almost 22% of the Michigan workforce is supported by agriculture (nearly 1 million jobs).

Based on a map from *Michigan History Magazine*, 1938, Vol. 22, p. 316.

© 1999 Michigan Historical Center

Source: Michigan Department of Agriculture & Rural Development



TOURISM is Michigan's #3 industry, valued at more than \$20 billion. This includes the overall Pure Michigan brand. Agriculture and tourism are leading economic drivers in Michigan.

CULINARY TOURISM includes farm markets, restaurants, food trucks, creameries, bakeries, resorts, hotels, retail establishments and other operations which support locally-grown, locally-made, locally-sourced and locally-produced foods and ingredients.

BEVERAGE TOURISM includes wineries, breweries, meaderies, cideries and distilleries. The Michigan Craft Beverage Council hosted its first industry summit this past March in Kalamazoo.


Founded in 1863 in Rochester, Yates Cider Mill (left) is one of the oldest cider mills in Michigan with six generations and a 160-year history.

AGRITOURISM defines the places where agriculture and tourism connect. Anytime an agricultural-based operation opens its doors to the public and invites visitors to come and enjoy their products and services—that's agritourism.

AGRITOURISM is the practice of engaging in activities, events, and services that have been provided to consumers for recreational, entertainment, or educational purposes at a farm, ranch, or other agricultural, horticultural, or agribusiness operation which allow consumers to experience, learn about, and participate in various facets of agricultural industry, local food and beverage experiences, natural resources, and heritage.

Lavender Hill Farm (right) was founded in 2004 and sits on 33 acres between Little Traverse Bay and Lake Charlevoix in Boyne City, Michigan.





AGRITOURISM offers farmers a path to diversification of their business to include value-added products and activities.

AGRITOURISM encompasses entertainment and leisure experiences that contribute to a healthy lifestyle, strong family values and quality of life.

AGRITOURISM focuses on finding the best route to encourage rural and regional economic development while preserving the landscape of each location.

AGRITOURISM cultivates strong local communities by connecting the tradition and heritage of area's inhabitants with the best options for economic growth.

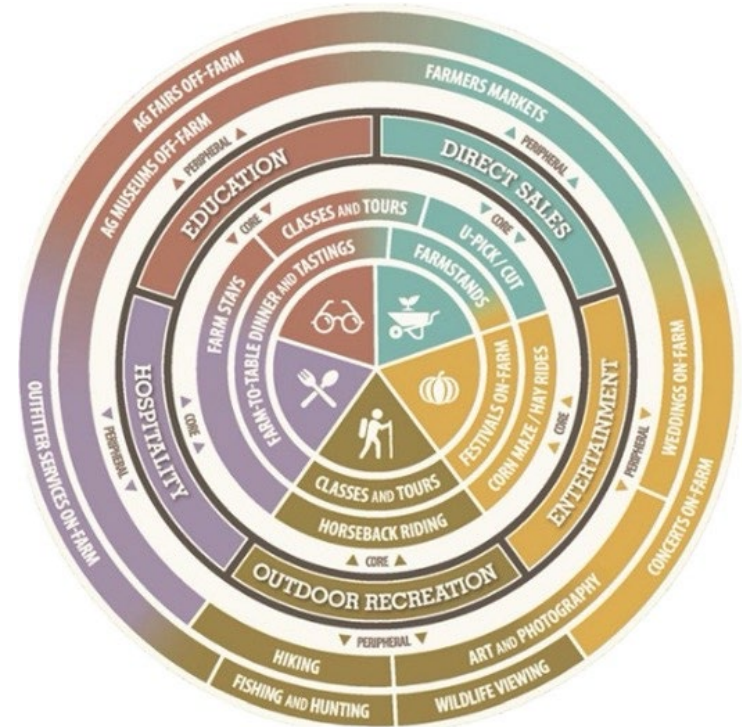
The Henry Ford's Firestone Farm is a working operation with living history presentations focused on 19th-century agricultural life. The farm operation includes fields, barn, animals and cooking demonstrations.

AGRITOURISM activities fit within five main categories:

- Direct sales: consumers buy directly from farmers
- Education: learning experiences, such as school tours
- Hospitality: includes farm stays, on-farm dinners
- Outdoor recreation: outdoor farm experiences
- Entertainment: on-farm activities such as festivals

According to the 2017 Census of Agriculture data, Michigan has **47,641 farms** and of those, **6,231 offer Direct Sales and/or Agritourism** (5,477 with direct sales only, 562 with only agritourism, 192 with both).

Source: USDA & National Institute of Food and Agriculture through Penn State University.





MICHIGAN AGRITOURISM is...

- Breweries
- Christmas Tree Farms
- Cideries
- Corn Mazes
- Creameries
- Distilleries
- Farm Markets
- Farm Stays (including glamping)
- Farm-to-Table Restaurants
- Festivals & Events
- Goat Yoga
- Harvest Dinners
- Hayrides
- Living History Farms & Museums
- Maple Sugaring
- Meaderies
- Pumpkin Patches
- Snowshoe Vineyard Treks
- U-Pick Orchards & Farms
- Weddings
- Wineries
- And more...



AGRITOURISM EVENTS

There are more agricultural events than any other single theme in Michigan:

- Asparagus – Oceana County, Empire
- Apples – Bangor, Charlevoix, Coldwater, Flushing, New Boston, Niles, Silver Lake, Sparta Tecumseh
- Bean – Fairgrove
- Blueberries – Harrietta, South Haven, Marquette, Montrose, Paradise
- Cherries – Traverse City
- Dairy – Elsie
- Gizzards - Potterville
- Honey – Corunna
- Lavender – Milan
- Maple Sugaring – Shepherd, Vermontville
- Mint – St. Johns
- Morels – Boyne City, Lewiston, Mesick
- Peaches – Coloma, Romeo
- Pickles – Niles
- Potato – Munger
- Pumpkins – Montrose, Romulus, St. Ignace, Tuscola
- Strawberry – Alden, Chassell, Coldwater, Corunna
- Sugar – Sebewaing

Plus, a variety of beer, wine, cider, spirits and other craft beverage festivals and events!

Source: Michigan Festivals & Events Association

MICHIGAN'S WINE INDUSTRY boasts five federally-recognized AVA viticultural regions (among 230 nationally):

- [Fennville AVA](#) (Est. in 1981) – 75,000 acres
- [Leelanau Peninsula AVA](#) (Est. in 1982) – 75,000 acres
- [Lake Michigan Shore AVA](#) (Est. in 1983) – 1,280,000 acres
- [Old Mission Peninsula AVA](#) (Est. in 1987) – 19,200 acres
- [Tip of the Mitt AVA](#) (Est. in 2016) – About 100 acres

With a total of 3,375 acres dedicated to wine grapes.

Michigan ranks #9 nationally for the number of wineries – at about 140. Collectively, these wineries welcome more than 1.7 million visitors to their tasting rooms each year, with an economic impact of about \$6.33 billion (2022).

St. Julian Winery is Michigan's largest and oldest winery, dating back to 1921 (moving to Paw Paw in 1936). Run by the fourth generation of the Braganinni family, they operate six Michigan tasting rooms, and were instrumental in the establishment of the Lake Michigan Shore Wine Trail as well as Paw Paw's annual Wine & Harvest Festival.





MICHIGAN'S BREWING INDUSTRY contributes more than 17,000 full-time jobs and \$700 million in labor income, with a total economic impact of over \$2.4 billion.

In terms of overall number of breweries, microbreweries and brewpubs, Michigan ranks #6 in the nation—supporting its title as “The Great Beer State.”

Michigan ranks #1 in the Great Lakes region and #4 nationally for overall hop acreage. Over 40 varieties of hops are grown around the state.

The four-season Hop Lot Brewery in Suttons Bay (left) opened in 2015 and earlier this year was named the #2 Best Beer Garden in the United States by USA Today.

FARMERS MARKETS

Michigan ranks #3 nationally for the number of Farmers Markets with nearly 300. Five of the Top 10 states nationally are in the Great Lakes region.

Eastern Market (right) was founded in the 1840s, making it one of the oldest markets in the U.S. It is open year-round and features over 225 vendors selling local produce, meat, flowers and more. It is also home to a series of agritourism events – including Detroit Fall Beer Festival in October.

Source: Michigan Farmers Market Association (MIFMA)





MICHIGAN COUNTY FAIRS

Michigan's 86 local and county fairs collectively attract about 4 million visitors annually.

Conservatively, each person spends \$20 at the fair, resulting in \$80 million which then contributes nearly \$5 million in sales tax.

At the local level, Midland Fair (est. 1866) recently conducted its own research, noting over \$4 million in economic impact to its local economy.

The agricultural society of Lenawee County (left) organized and held its first fair in 1839 making it one of Michigan's oldest county fairs.

Source: Michigan Association of Fairs and Exhibitions

WHAT MICHIGAN CVBS AND CHAMBERS HAVE TO SAY...

- **“I think they’re getting creative with offerings. For example, Uncle John’s Cider Mill offers a wine tasting room, outdoor beer garden, live music, craft fairs, 5k runs, school field trips, food trucks, etc.” – Tracy Padot, Greater Lansing CVB**
- **“Adding larger spaces for gathering (ie dining space, conference space, wedding space) and adding entertainment options (ie live music, trivia, farm tours).” – Benzie Chamber**
- **“Agritourism is big business here in Ann Arbor. We have a great farm-to-table dining scene and lots of farm and agriculture in our area where we grow fresh produce and it benefits restaurants.” – Chad Wiebesick, Destination Ann Arbor**
- **“It has been more popular for businesses and visitors to connect with the Earth ,so to speak. Getting back to sustainable practices and supporting local farmer and knowing where your food came from is a trend that I don’t see going away anytime soon.” – Katie Stepp, Blue Water CVB**
- **“We have eight businesses and two annual events/ festivals that fall under agritourism. We are always open to new ideas and way to grow our region.” – Jordan Ensing, Mt. Pleasant Area CVB**
- **“Historic agritourism businesses are always part of our economy and many are expanding by offering regular music, food, events, retail and classes. We recognize the challenges and needs to preserve our farms.” – Jim Powell, Petoskey Area CVB**

A vibrant outdoor market stall displaying a variety of fresh vegetables and herbs. The stall is covered by a blue canopy and features several wooden crates and wicker baskets filled with produce. In the foreground, there are bunches of green leafy vegetables, including kale and basil, along with red onions and small red tomatoes. Behind these, there are large bunches of green onions, purple and white kohlrabi, and a large pile of red radishes. The background shows a man in a blue shirt and another person, suggesting a busy market atmosphere. The overall scene is bright and colorful, emphasizing the freshness of the local produce.

AGRITOURISM TRENDS AT THE REGIONAL LEVEL

WHY DOES AGRITOURISM MATTER TO A DESTINATION ORGANIZATION?

- What is a Destination Organization?
- How might they work with agricultural partners?
- Are there mutual goals and benefits?

A FEW EXAMPLES: LOCAL PARTNERSHIPS





NATIONAL CHERRY FESTIVAL

- Began as a partnership between the farmers and the city
- Historical highs and lows
- NCF has evolved and diversified
- \$25 million + annual economic impact



TRAVERSE CITY HORSE SHOWS

- Significant investments have led to schedule growth and attracting new audiences
- Shared goals
- \$120 million + annual economic activity



VINYARDS & WINERIES

- Wine story is better with age and growth in numbers
- Wine Trail Events
- Need to find shared goals

A vibrant field of purple lavender flowers stretches across the foreground and middle ground. The flowers are in full bloom, with tall green stems and clusters of small purple blossoms. In the background, there's a line of green trees under a clear blue sky with a few wispy white clouds. The overall scene is bright and sunny.

THANK YOU!
QUESTIONS?

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