

Definitions and Terms

- Alternative Enterprise – Marketing existing farm or ranch product differently, adding value before it is sold, or adding a new enterprise(product or service) to existing enterprises on the farm or ranch- enterprise diversification
- Agritourism – Inviting the public onto a farm or ranch to participate in various activities and enjoy an agricultural experience. Agritourism enterprises include bed and breakfasts, for fee fishing or hunting, pick your own fruits/vegetables, corn mazes, farm markets and more
- Agritainment- Providing the public with fun on-farm or on ranch activities. Such activities include haunted houses, mazes, miniature golf, horseback riding, hayrides and the like
- Agrieducation – Formal and informal education about agriculture through signage, tours hands on classes, seminars, and other methods
- Cultural and Heritage Tourism – Use of historic and cultural attractions to teach visitors about the past and present
- Direct Marketing – Any form of marketing in which a consumer purchases a product or service directly from a producer
- Nature Tourism- Consumptive and non- consumptive use of the natural resources. Nature tourism ranges from birding, rock climbing, camping, hiking, stargazing, and even sky diving to hunting and fishing
- Value-Added – A product whose appeal to consumers has been increases through packaging, processing, marketing. Or production practices or services. Each step of adding value to a product is likely an alternative enterprise