



**Oregon State University**  
**Extension Service**  
**Marion County**

**Agritourism Producer Survey: What would you like us to work on next?**

***By Audrey Comerford, Agritourism Coordinator for Marion, Polk, Yamhill counties***



On farm harvest festival. Photo credit: Audrey Comerford

We want to hear from you! I am conducting a needs assessment to better serve farms with agritourism and/or direct to consumer sales in their business model. Farmers and producers, this means you! Agritourism includes farm stores, U-picks, seasonal festivals, farm to table dinners, tours and classes, tastings, farm stays, on-farm nurseries, hiking and birdwatching, and more. These marketing strategies can create an additional revenue stream, enable farm products to be sold at a higher price, help with farm succession,

provide employment for additional family members, and teach the public about agriculture.

Yes, it is yet another survey (sigh). But these results will directly impact the types of support and educational resources offered by OSU Extension to agritourism operations or those that are looking to add an agritourism activity in the future. This survey was developed with the sole purpose to better understand the need for agritourism educational programming and support that may benefit your farm. Our hope is that we can help keep family farms vibrant, strengthen local communities, and support sustainable food systems.

The survey is anticipated to take 5 minutes to complete and includes questions that will assist our agritourism and small farm programs. Please go to [beav.es/Uuo](https://beav.es/Uuo) or use the **QR code** to fill out the survey. It will be open through January 31. If you have any

questions about this survey or other agritourism programs, please contact Audrey Comerford at [audrey.comerford@oregonstate.edu](mailto:audrey.comerford@oregonstate.edu).



QR code to access the Agritourism  
Program Survey (needs assessment)