

Travel Oregon's Agriculture!

It's no secret to Oregonians what Oregon agriculture has to offer the public. Our roots lie just beyond our urban spaces, woven throughout our farmlands and ranches. Don't let the serenity and simplicity fool you. It is where abundant resources, old traditions, new ideas and an indomitable spirit craft foods and beverages, nurture plants and fibers, and create unique festivals and recreational adventures.

The countryside of Oregon makes its presence felt everywhere, especially in our Northwest cuisine, unique shopping and historic structures. We want to invite travelers to experience all the adventures and rewards of rural life – first hand – through the keen guidance of its people and our own discoveries.

Oregon welcomes nearly 44 million travelers each year! Many people want to come to Oregon for excellent sightseeing opportunities, for good food, to experience the outdoors and to relax. Oregon is a very diverse state with its majestic coastal lighthouses, Portland's historic atmosphere, the mountains and lakes -- it's no wonder visitors want to come to see the sights of Oregon.

This guide is a resource to help farm and ranch owner/operators and those involved in the processing of agricultural products. You can assess the potential of recreational enterprises that may augment farm and ranch processing income. Information in this guide can help you create a plan of operation to effectively start and sustain such an enterprise. The guide provides information on potential opportunities, legal considerations, financial resources, and marketing ideas.

The Agri-Business Council of Oregon and the Oregon Tourism Commission are working with several other private, local, state and federal entities in this effort to provide information and support for farm/ranch operations that see an opportunity to develop a tourism/recreational component on their property.

Private landowners can offer a number of high quality recreation services, including home stays, fee-hunting and fishing, farm stands, u-pick operations, educational tours, festivals, and many other activities — some of which are highlighted in this guide and others which still exist in the imagination of the landowners.

Workshops have been offered around the state to provide landowners with guidance and guidelines about tourism/recreational activities on farmland. If you are interested in hosting a training workshop, you may contact Mandy Cole of the Oregon Tourism Commission at 503-986-0004 or Mary Stewart of the Agri-Business Council at 503-241-1487 ext 4# or toll-free at 1-866-818-6206.

Not all operations, nor all landowners, will fit the criteria and requirements for offering recreation on their farm or ranch. Likewise, the information presented here does not represent an interest by state government in creating destination resorts or recreational facilities that become the predominant focus of a farm or ranch. That type of facility requires a very different approach.

However, the Oregon Tourism Commission and the Agri-Business Council believe many farms, ranches, and processors have the potential to augment their ag-related income by providing tourism/recreational opportunities to a growing population in Oregon and to travelers from around the country and the world. Recreational enterprises can also be an exciting forum for providing education and public relations efforts on behalf of agriculture.

For more information, contact:

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