



AGRITOURISM CRITERIA
CHECKLIST

FOOTHILLS

INTRODUCTION

The Agritourism Criteria Checklist identifies a number of attributes and variety of activities that make up agritourism in the Foothills.

Existing and prospective agritourism businesses can refer to this checklist to get a sense of what agritourism development in the Foothills includes, inform their agritourism development work, and align their marketing efforts with that of the Foothills Tourism Association.

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Contents for this resource draw from Foothills Tourism Association's summary report on agritourism as a growth opportunity. For more information, please refer to the report or contact Foothills Tourism Association.



AGRITOURISM IN THE FOOTHILLS



- We are a rural business located in one of the following municipalities:
Nanton, Okotoks, High River, Turner Valley, Black Diamond, Longview, Aldersyde, Cayley, De Winton, Hartell, Heritage Pointe, Millarville, Naptha, Priddis, Priddis Greens, Eden Valley Bearspaw First Nation, or Tsuut'ina First Nation.
- We feature the natural landscape of the Foothills in our visitor experience
- We share information about how food is grown, produced, and/or processed with visitors
- We celebrate the cultural heritage of farmers and ranchers as it pertains to our business (e.g., pioneer history with chuckwagons, Indigenous connections)

AGRITOURISM BUSINESS ATTRIBUTES

- We are a family-run or independently owned and operated business
- Our business operates as a hobby farm
- We are a working farm or ranch that is open to visitors during designated operating hours
- We produce cash crops at our farm for industrial sale
- We Practice organic agriculture, regenerative agriculture, permaculture, and/or agroecology at our farm/ranch
- We have an onsite, permitted commercial kitchen space that can be used for special events

AGRITOURISM ACTIVITIES

ACCOMMODATION

- We offer year-round on-farm or on-ranch accommodation (e.g., bed and breakfast, cabins, etc.)
- We offer seasonal on-farm or on-ranch accommodations (e.g., RV camping, outfitter tents, etc.)

ANIMAL INTERACTIONS

- We provide recreational activities for our visitors to interact with animals such as horseback riding or petting zoos
- Our service offering includes opportunities for guests to experience wildlife in the Foothills outside of our on-farm practices (e.g., fishing and hunting)

CAFE OR RESTAURANT

- We offer visitors tastes of our products and other local goods at our on-farm café or restaurant
- We connect our visitors to other businesses, products, and activities that offer agritourism experiences

FARMERS' MARKET

- We sell our products at one or several farmers' market(s) in the area
- Festivals or events (incl. pop up farm dinners)
- We offer or participate in farm-to-table pop-up dinners
- We have spaces for private events on our property (e.g., barn, on-farm event space, etc.)
- We host a festival or event on our property (e.g., rodeo or seasonal product festival)
- We participate in festivals and/or events in the region (e.g., agricultural fairs and Open Farm Days)

GAMES AND ACTIVITIES

- We provide recreational activities to engage with our property (e.g., corn maze or sleigh ride)

HIKING

- We provide opportunities for guests to immerse themselves in the agricultural landscape (e.g., hiking, cycling, etc.)

PICNIC SPOTS

- We offer picnic baskets (or a similar packaged take-away product) for guests to enjoy in an outdoor setting

RETAIL

(incl. farm store or roadside stand)

- We offer retail opportunities for products from our farm and the surrounding region at our business (or at another agritourism business)
- We operate a roadside farm stand

TOURS

- We offer on-site guided farm/ranch tours
- We offer guided tours of agricultural destinations in the Foothills (e.g., foraging tours, agricultural museum/heritage centre)
- Our business participates in regional self-guided tours (e.g., Cool Little Towns Tour on Foothills Tourism Association website, driving itineraries from Travel Alberta or Tourism Calgary)

U-PICK

- We offer u-pick experiences at our farm

VOLUNTEER OPPORTUNITIES

- We offer volunteer opportunities at our farm/ranch (e.g., WWOOFing)

WORKSHOPS, COOKING CLASSES, TRAININGS, ETC.

- We offer cooking classes that feature locally produced foods at our farm/ranch
- We offer agricultural workshops and other forms of training at our farm/ranch (e.g., permaculture workshop, bee keeping workshop, etc.)

THANK YOU FOR COMPLETING THE AGRITOURISM CRITERIA CHECKLIST

If you are a member of the Foothills Tourism Association, email your completed checklist to: info@foothillstourism.com

This information will support efforts to accurately represent agritourism activities offered by businesses in the region.