



# 2025 MONTANA AGRITOURISM MANUAL



# WELCOME TO AGRITOURISM IN MONTANA

Across Montana, more and more farmers and ranchers are choosing to welcome visitors — not just to sell a product, but to share a way of life. Whether it's a U-pick berry patch, a lambing workshop, a farm stay, or a community dinner under the stars, agritourism creates meaningful connections between people and place.

This manual is designed to help you decide whether agritourism is a good fit for your farm or ranch — and if it is, how to do it well. Inside, you'll find Montana-specific guidance on safety, marketing, hospitality, and planning, along with real stories from producers who are already hosting visitors.

Agritourism in Montana is still growing. There's no single model, and no one-size-fits-all plan. That's part of the opportunity. Whether you're just starting or looking to grow, this manual can help you take the next step.

This guide is the result of a collaborative effort by Farm Connect Montana, Abundant Montana, the Montana Department of Agriculture, and the Montana Agritourism Association. Together, we share a common goal: to support farmers and ranchers across Montana in exploring agritourism as a way to strengthen livelihoods, share agricultural traditions, and connect people to place.

**Here's to growing opportunity, one visitor at a time.**



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# 1.0 INTRODUCTION TO AGRITOURISM

## 1.1 A Brief History of Agritourism – Across the World

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Agritourism has deep roots in rural communities around the world. For generations, farmers and ranchers have welcomed visitors – to share traditions, educate others, and supplement their income. In Italy, the first official “agriturismos” were recognized in 1965, when national laws helped farmers host guests as a way to sustain agricultural livelihoods. In Japan, green tourism encourages urban residents to reconnect with rural life. In Australia, station stays and vineyard tours have become popular ways to explore working landscapes.

In the United States, agritourism is a growing part of the hospitality and recreation industry. Since the early 2000s, growing interest in local food, sustainable practices, and hands-on experiences have opened new doors for farmers and ranchers. Across the country, producers now welcome visitors for U-pick harvests, farm stays, school field trips, and more. Several states have introduced liability protections and rural business support programs as agritourism has grown.

Today, agritourism is widely recognized as a meaningful way to diversify farm income, strengthen rural economies, and share the stories of agriculture with visitors.





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**SHEPHERD'S FARM**

**SHOP OUR ONLINE STORE!**

**PICKUP OPTIONS**

<p>Missoula Thurs. 4-6PM Columbia Wines &amp; Brewery Fri. after 4PM Hotel St. Aubrey Cooler St. Cooler</p>	<p>Stevensville Wed. 4-6PM @ Farm Helena Thurs. 5-7PM Tin Mile Cider Brewery</p>
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## 1.2 Goals and Vision for Agritourism in Montana

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According to Montana Statute MCA 27-1-752:

*“Agritourism means a form of commercial enterprise that links agricultural production or agricultural processing with tourism in order to attract visitors to a farm, ranch, or other agricultural business for purposes of entertaining or educating the visitors.”*

Montana's agritourism landscape is still evolving, and that's part of what makes it exciting. Here, agritourism reflects core Montana values: independence, stewardship, hospitality, and a deep connection to land and place. Whether it's a ranch supper under the stars or a U-pick berry patch tucked in a river valley, these experiences offer something real, for visitors and hosts alike.

Our vision for agritourism in Montana is simple:

**To create meaningful connections between people, places, and agriculture, while helping farms and ranches thrive.**

This manual is here to help you explore whether agritourism is a good fit for your farm or ranch and, if it is, how to do it well. Everything inside is designed to be relevant, practical, and specific to Montana producers.

## 1.3 Why Consider Agritourism?

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Agritourism isn't about turning your farm or ranch into an amusement park. It's about finding what fits; something that works with your land, your products, and your values. For some producers, that means teaching the next generation. For others, it's creating a community gathering space, earning off-season income, or simply sharing what they love.

Montana's wide-open spaces and working landscapes are part of what draws visitors here. Agritourism gives you a way to invite people into that story on your own terms.

Common reasons producers explore agritourism include:

- Adding new income to an existing operation
- Selling directly to visitors
- Educating others about agriculture
- Hosting seasonal events or small gatherings
- Sharing cultural practices, heritage breeds, or regenerative methods

You don't have to do everything – just find what works for you.

## 1.4 Increasing Farm Viability Through Agritourism: A Montana Producer Study

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A 2024 study by the University of Montana's Institute for Tourism and Recreation Research offers a clear picture of how agritourism is supporting Montana's farms and ranches – and where challenges remain.

For many Montana producers, agritourism is more than a side venture. It's a vital way to keep working the land, engage the public, and diversify income without scaling up traditional production. In fact, **71% of Montana respondents said agritourism strengthens their ability to continue farming or ranching.** Top motivations included increasing revenue, educating the public, and sharing agricultural heritage – especially with younger generations.

Income from agritourism varies widely. In 2023, most Montana respondents reported less than \$25,000 in agritourism revenue. However, some earned



significantly more. Among the most profitable activities were farm stays, weddings, and direct on-farm sales.

Other findings from the study:

- Most agritourism operations are small or mid-sized (under \$350,000 gross farm income)
- Over half of operators are women, and many are new to agritourism
- Most farms hosted fewer than 400 visitors per year, though a few welcomed thousands
- Common offerings include farm tours, on-site sales, ranch experience days, educational activities, and lodging

While most producers felt positive about the future of agritourism, they also reported common challenges, including insurance and liability concerns, marketing, time management, and navigating zoning and permits. Many highlighted the need for support with business planning and funding.

As one Montana producer put it:

*“Agritourism has so many meanings and ways, and ours is all about building connections, building community, and engaging children so that they’re interested in food.”*

## 1.5 Market Trends for Agritourism: Information from Other Regions

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Montana's agritourism opportunities reflect national and global trends. Farmers and ranchers everywhere are looking to diversify their income, while visitors seek authentic, hands-on experiences that connect them to place.

Across the U.S. and beyond, demand for agritourism continues to grow, particularly among travelers looking for meaningful, local experiences.

### **Key trends include:**

- Seasonal festivals and events
- Family-friendly outdoor activities and educational opportunities
- Responsible and sustainable tourism
- Local food systems and farm-to-table dining
- Hands-on experiences, including interactions with animals

A [2024 study by Grandview Research](#) highlighted strong visitor interest in:

- U-pick farms and farm stands
- Nature-based and wellness tourism
- Farm dinners and seasonal events
- Educational tours for children
- Farm and ranch lodging

Montana's landscapes, culture, and working heritage position us well to meet these trends, especially when producers lead with authenticity and a strong sense of place.

## 1.6 Benefits and Challenges with Agritourism Enterprises

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Starting something new is both exciting and daunting. Before adding agritourism to your farm or ranch, take an honest look at your time, resources, privacy, and how comfortable you are welcoming visitors onto your land. Like any venture, agritourism brings both benefits and challenges, and every operation is different.

### **Benefits of Agritourism:**

- Creates new income streams
- Builds direct customer relationships
- Offers opportunities to educate and inspire
- Strengthens community ties
- Increases visibility for your farm or ranch

### **Challenges to Consider:**

- Requires time, energy, and people skills
- May involve zoning, insurance, or licensing requirements
- Can impact your privacy and daily routines
- Success often depends on weather and seasonality
- Limited free time, especially during peak seasons



Agritourism can also strengthen rural communities by preserving farmland, creating jobs, and supporting local businesses. Beyond the farm gate, agritourism benefits other sectors too – from local food processors and restaurants to retail shops, artists, and musicians.

### **Types of Agritourism Activities**

Use this list to spark ideas and see what might be a good match for your operation.

- Farm stand or on-farm market
- U-pick produce, flowers, or pumpkins
- CSA pickups with on-farm extras
- Farm tours or guided walks
- Animal demos (shearing, milking, herding)
- School visits or homeschool programming
- Workshops (cheese-making, canning, beekeeping)
- Farm-to-table dinners
- Seasonal festivals or events
- Private events (weddings, reunions, retreats)
- Cabin rentals or farm stays
- Tent, RV, or glamping sites
- Birdwatching or wildlife photography
- Horseback rides, snowshoeing, fishing access

**Tip:** Start with what people already ask you for – then build from there.

# 2.0 IS AGRITOURISM RIGHT FOR YOU? A READINESS SELF-CHECK

## 2.1 Assessing Your Potential for Agritourism Success

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Before setting up a farm stand or planning your first event, take a step back and ask:

**Is agritourism the right fit for me, and for my farm or ranch?**

Success in agritourism looks different for everyone. For some, it's a modest new income stream during the off-season. For others, it grows into a major part of the business. Either way, sustainable agritourism starts with clarity about your time, land, goals, and your capacity to welcome visitors.

In the following sections, you'll find assessments, prompts, and practical questions to help you reflect on your assets, your opportunities, and your best next steps.



## 2.2 Assessment: Is Agritourism a Fit for You and Your Family?

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Running an agritourism venture means working with the public, often during evenings or weekends, when you'd usually be winding down. It can be rewarding and energizing, but it's not for everyone. Take a moment to reflect honestly.

### **Ask yourself:**

- Do I enjoy talking with people and sharing our story?
- Will I enjoy having people visit my farm or ranch?
- Am I comfortable setting boundaries with visitors?
- Can I handle interruptions during busy seasons?
- Does my family or business partner support this idea?
- Are we clear about what we're willing – and not willing – to offer?

**Tip:** If the idea of visitors on your property feels overwhelming, that's important to acknowledge. You might still explore agritourism in ways that fit your style, like farm boxes, virtual tours, or by-appointment visits. Remember: successful agritourism is about creating a good experience for visitors. If that's not something you enjoy, consider whether a family member or employee might be a better fit for the hosting role.

## 2.3 Assessment: Is Your Property Suitable for Agritourism?

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Your land doesn't need to be fancy, remarkable, or overly unique – it just needs to be safe, accessible, and welcoming. Often, simple infrastructure is what makes the difference between a visitor feeling lost and feeling at ease.

Walk your property with fresh eyes:

- Is there space for safe, clearly visible parking?
- Do you have basic facilities: restrooms, drinking water, and shelter from bad weather?
- Can people find their way around without getting lost?
- Are there clear areas for gathering, walking, or sitting?
- Do you have scenic views, friendly animals, or unique crops you can highlight?
- Is there a level space for events, tents, or tables?

**Tip:** You don't need to build something new. A mowed pasture, clean barn, or simple shed can work beautifully with the right setup and clear signage.

*As a member of the Montana Agritourism Association, you can request a "fresh eyes" visit from our team — sometimes a second perspective is all it takes to spot quick, affordable improvements.*

## 2.4 Assessment: Do You Have Time?

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Time is often the biggest barrier for producers, especially during busy growing seasons. Be honest with yourself about your schedule and energy.

### **Ask yourself:**

- When could I realistically host visitors?
- Could I use my off-season for planning or small events?
- Who else can help — family, staff, volunteers?
- Do I have time to respond to emails, bookings, or calls?
- Could I start small — maybe just one event or weekend per year?

Agritourism doesn't have to be constant. It just needs to fit your life. If you add activities without carving out time and energy to support them, it'll be hard to succeed.



## 2.5 Assessment: Is There a Customer Base for Your Idea?

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Even the best ideas need a market. Before launching a new agritourism activity, take a look at what's already happening around you and where the gaps might be. Knowing your target customer will help you shape an experience that meets their needs and values.

### **Ask yourself:**

- How will I reach my ideal visitors?
- Are they local customers, tourists, or both?
- What are other farms or ranches offering nearby?
- How can I find out if there's demand for what I want to offer? (U-pick, tours, dinners, etc.)
- Have people already asked about visiting or buying directly?
- Could I partner with local accommodations, markets, or tourism groups?

**Tip:** If you're unsure where to start, ask for help. Your local Extension agent, Convention and Visitor Bureau (CVB), Chamber of Commerce, or Food and Ag Development Center (FADC) can often provide insights about visitor trends in your area.

## 2.6 Setting Goals for Your Agritourism Enterprise

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Agritourism works best when it's guided by clear goals, both personal and business-related. Your goals might change over time, but having a starting point will help focus your decisions.

### Common Goals Include:

- Generating additional income beyond your current agricultural activities
- Selling more farm products directly to customers
- Hosting a small number of high-quality events
- Educating young people or connecting with your community
- Sharing your family heritage or the story of your land

Write one sentence that describes your “why” for exploring agritourism. Then, list 2–3 things you’d like to achieve in the next year.

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## 2.7 Assessment: What Connections Are Important to Your Success?

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No one succeeds in agritourism alone. Whether it’s your insurance agent, your cousin who builds websites, or neighbors who lend parking space, support matters.

### Map your connections:

- Would joining a local, regional, or national peer group or association help you?
- Who can help with logistics, events, staffing, or marketing?
- Who do you know in the local food or tourism scene?
- Is there a farmers’ market, Visitor Bureau, or local tourism organization you could join?
- Are there nearby producers you could collaborate with?
- Are there complementary attractions nearby?



In 2025, a group of Montana agritourism operators launched the **Montana Agritourism Association (MAA)** to help strengthen these kinds of connections. MAA serves as a statewide network, bringing together farmers, ranchers, tourism professionals, and community partners to share resources, build skills, and support one another. Learn more at [montanaagritourism.com](http://montanaagritourism.com).

**Tip:** Start with what you already have – relationships are one of your best assets.

## 2.8 Keys to Agritourism Success

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Based on lessons from producers across the country, and right here in Montana, these are some of the core ingredients for success:

- ✓ Start small and test the waters
- ✓ Keep things clean, safe, and simple
- ✓ Make visitors feel welcome
- ✓ Communicate clearly (before and during visits)
- ✓ Stay true to your story and values
- ✓ Build in time to reflect and adjust
- ✓ Ask for help when you need it

Agritourism is as much about relationships as it is about revenue. Focus on creating something meaningful – even small-scale – and you’re already on the right track.

### ✓ **Quick-Check: Are You Ready to Explore Agritourism?**

Use the list on the next page to help assess your fit and readiness. You don’t need every box checked, but the more you can confidently answer “yes,” the smoother your start is likely to be.

### **Goals and Motivation**

- I have a clear idea of why I want to explore agritourism and how I will define success
- I'm interested in earning additional income or diversifying my operation
- I'm excited to share my farm, ranch, or story with others

### **People and Skills**

- I enjoy meeting new people and talking about what I do
- I'm adaptable and willing to troubleshoot on the fly
- My family or team supports the idea and will help if needed

### **Time and Commitment**

- I have time to plan, prepare, and host visitors
- I understand agritourism may require working weekends, evenings, or holidays
- I'm comfortable with the idea of giving up some privacy

### **Physical Readiness**

- My farm or ranch has (or could have) safe, visitor-friendly areas
- I have space for parking, restrooms, or handwashing, or a plan to add them
- I can identify and reduce safety risks for guests

### **Business Readiness**

- I've thought about how this fits into my existing business
- I've talked with my insurance agent
- I'm open to starting small and learning as I go

**Tip:** If you answered “no” to several of these questions, that’s okay. Use the rest of this manual to help fill the gaps, or to decide if another kind of farm-based business might suit you better.



## 3.0 NAVIGATING LEGAL AND REGULATORY REQUIREMENTS

Agritourism isn't just about creativity and connection; it also means navigating the legal landscape. This section outlines key considerations to help you operate safely and legally while protecting your land, visitors, and peace of mind.

### 3.1 Complying with Legal and Regulatory Requirements

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Adding a new business venture to your existing operation can be complex and carries risks. If you think an agritourism enterprise is right for you, make sure you review local and state laws and rules that may apply to your operation.

In 2017, the Montana Legislature passed House Bill 342, now codified as Montana State Statute 27-1-752 MCA. This law defines agritourism in Montana and adds it to the list of recognized recreation activities where participants assume liability for the inherent risks involved. As the property owner, it is your responsibility to ensure that your guests and staff are safe and protected.

Read the [full text of the bill here](#).

This statute directly affects your risk exposure and may help reduce your liability insurance premiums. **Talk to your current insurance agent** about coverage options that fit your business and agritourism activities.

**Key considerations include:**

- County zoning and land use regulations
- Business registration requirements
- Insurance coverage (liability, property, product, unemployment, workers' compensation)
- Food and beverage regulations
- Liability waivers for guests and volunteers

**Tip:** Montana Agritourism Association members receive one free Montana Agritourism Liability sign and can purchase additional signs at a reduced price.

**Additional considerations:**

- Contact your county health department if you plan to offer food or beverages.
- Talk to your insurance provider early. You may need additional coverage specific to your agritourism operation.
- Draft a waiver for guests and volunteers, and have it reviewed by an attorney.
- Install clearly visible signage at all visitor entry points.

## 3.2 Allowable Activities in Exclusive Farm Use Areas

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Agritourism activities may be possible within areas zoned for agricultural use, but what is allowed depends entirely on your county or city zoning regulations. Montana's state law does not guarantee that agritourism is permitted everywhere, especially for activities that go beyond core farming operations.



Before hosting any events or visitor activities, contact your county planning department to learn what is allowed on your property and whether a special or conditional use permit is required. In many areas, activities closely tied to farming, such as farm tours, U-pick operations, or farm stand sales are more likely to be allowed by right. Larger or less traditional activities, such as weddings, festivals, onsite lodging, or concerts often require additional review and approval.

**Tip:** Local zoning rules can be complex, and requirements vary widely. Even small scale or seasonal activities may be regulated, so check early to avoid surprises.

### 3.3 Zoning and Permitting Basics

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Zoning and permitting regulations vary by county and community. Before offering any agritourism activity – from farm tours to weddings – it’s important to understand what is legally allowed on your land.

In Montana, local zoning regulations determine whether:

- Agritourism activities are permitted as-of-right
- A conditional use permit is required
- Activities are prohibited in certain areas

**Common zoning considerations may include:**

- Event size or visitor capacity limits
- Parking and traffic flow requirements
- Noise or light ordinances
- Sanitation facilities for public events
- Seasonal or operational restrictions

Start by contacting your county planning department to ask:

*“What permits or approvals would I need to host guests, tours, or events on my property?”*

## 3.4 A–Z Glossary of Common Land Use Terms

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This section helps decode the often-confusing terms you may hear when speaking with planners or officials.

- **Conditional Use Permit (CUP):** Permission granted for a land use that isn’t automatically allowed in a zoning district but may be permitted under certain conditions.
- **Easement:** A legal right to use someone else’s land for a specific purpose, such as access roads or utilities.
- **Exclusive Farm Use Zone (EFU):** A zoning classification used to protect agricultural land from development. Public uses may be limited.
- **Nonconforming Use:** A land use that was established legally under previous zoning rules but does not meet current zoning.
- **Right to Farm:** Laws that protect agricultural operations from nuisance lawsuits, especially in areas undergoing urbanization.
- **Setback:** The required distance between a structure or activity and a property line, road, or waterway.
- **Variance:** Permission to deviate from zoning regulations (e.g., parking or signage) in special cases.
- **Waiver:** A written agreement that releases liability, often signed by guests before participating in activities.

**Tip:** Keep records of your conversations and any written guidance you receive. Regulations can shift, and clear documentation will help protect your business.

# 4.0 MANAGING RISKS AND PROTECTING YOUR BUSINESS

Welcoming the public onto your land always carries a degree of risk. But with the right planning and partnerships, you can significantly reduce the chances of something going wrong and protect your business, your family, and your visitors in the process.

Risk management doesn't mean eliminating all uncertainty or hazards. It means understanding where risks exist, taking steps to reduce them, and having a plan for when things go sideways. This section offers practical guidance and tools to help you move forward with confidence.

## 4.1 Understanding the Risks

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Agritourism risks typically fall into a few broad categories:

- **Physical safety** (trips, bites, falls, machinery)
- **Food safety** (illness, contamination)
- **Legal risk** (lawsuits, zoning violations)
- **Reputation** (negative reviews, unmet expectations)
- **Financial risk** (property damage, cancellations, lost income)

Not all risks are bad — they just need to be managed. Hosting a corn maze during hunting season? Add fencing and signage. Letting kids pet animals? Provide multiple handwashing stations. Small, simple steps can prevent bigger problems.





## 4.2 Resource Toolkit From Other States

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Several states have created excellent agritourism risk management resources—covering topics like liability planning, visitor safety, and signage. While they reflect the laws in their own states, many of the ideas are useful for Montana operations.

[Oregon State University Extension](#) – liability planning guides, signage checklists, and more

[Vermont Agency of Agriculture](#) – Agritourism Risk Worksheets

## 4.3 Reducing Risk by Managing Liability

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Montana’s liability statute provides some safeguards for landowners, but it’s important to understand the risks involved and your responsibilities as an operator.

### **Key Legal Points**

#### **Assumption of Inherent Risks**

Under Montana law, individuals participating in agritourism activities assume the inherent risks associated with those activities. This includes risks that are characteristic of, intrinsic to, or an integral part of the activity and cannot be eliminated through the exercise of reasonable care. For example:

- Uneven terrain
- Interaction with animals
- Use of farming equipment

**Tip:** Risk management isn't about being perfect – it's about being prepared.

## **Operator's Duty of Care**

Agritourism operators are not required to eliminate inherent risks but must avoid acting negligently. If an injury results from the operator's failure to exercise reasonable care (ordinary negligence), they may be held liable. For instance, if an operator knows of a specific danger and fails to address it, they could be responsible for resulting injuries.

## **Use of Liability Waivers**

Operators may use written waivers to inform participants of inherent risks and limit liability. These waivers should:

- Clearly state the known inherent risks
- It's important to note that such waivers can still be challenged in court on legal grounds

## **Practical Steps for Operators**

- **Signage:** Clearly mark areas with potential hazards and provide safety instructions. Members of the Montana Agritourism Association receive one free outdoor-appropriate liability sign for use on their property, with additional signs available at a discounted price.
- **Education:** Help visitors understand the risks involved in your activities.
- **Maintenance:** Regularly inspect and maintain equipment and facilities.
- **Documentation:** Keep simple records of safety measures and any incidents.
- **Incident Response:** Make sure staff and volunteers are trained to answer guest questions, assist visitors, and respond in an emergency.

By understanding and following these guidelines, agritourism operators can reduce risk and help ensure compliance with Montana law.

**Tip:** Consider including a bold statement noting that by signing, participants may waive their right to a jury trial and agree not to hold you legally responsible for injuries resulting from inherent risks or ordinary negligence. Consult an attorney to ensure your waiver is appropriately worded.

## 4.4 Questions for Your Insurance Agent

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Not all insurance policies cover public events or agritourism. Before launching anything, even a one-day event, **talk to your agent**. Bring this list of questions to help guide the conversation:

- Does my current policy cover or exclude agritourism activities?
- Are there specific exclusions I should know about (e.g., events, animals, food service, alcohol)?
- What liability limits are typical for operations like mine?
- If I add lodging or overnight guests, do I need additional coverage?
- Can I add special event coverage for just a few occurrences per year?
- What documentation should I provide to protect my liability?
- Do I need current certificates of insurance from my vendors or partners? Do they need to list us as additional insureds on their policy?
- Are there discounts for having risk management procedures in place?

**Tip:** When starting your agritourism operation, focus your insurance on the specific activities you're offering this season. You don't need to cover everything you might add in future. Review your policy regularly and update it as your operation grows.

## 4.5 Create an Emergency Response Plan

---

An Emergency Response Plan (ERP) is a simple but important tool. It provides clear instructions to help your team and local emergency responders respond quickly in the event of an accident, fire, or natural disaster on your property.

Every operation is different, but your ERP should generally include:

- Emergency contact numbers (fire, sheriff, EMT, etc.)
- Property location and access points for emergency services (physical address, GPS coordinates, gate codes if applicable)
- Natural disaster response plan (storms, tornadoes, floods, wildfires)
- Clear procedures for staff or volunteers when responding to incidents

Consider reviewing your plan with your local fire department or first responders. They'll help ensure you're providing the right access and information in case of an emergency.

Keep a printed copy of your ERP in a clearly marked, accessible location on your property, where staff, volunteers, and emergency responders can easily find it if needed.

Review and update your plan regularly, especially if you make changes to your site or activities.

## 4.6 Assessing Risks for Your Agritourism Enterprise

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Every farm and ranch is different. Use this informal assessment to identify the key risks on your property.

### Visitor Safety

- Are walkways and gathering areas free of tripping hazards?
- Are animals fenced or managed during visits?
- Do I provide shade, water, or seating for guests?

### Food Safety

- Do I serve or sell pre-prepared food items or make the food myself?
- Do I follow proper food handling and storage practices?
- Do I need a permit from the health department to make and serve food?

### Operational Risk

- Do I have enough help during events?
- Do I have backup plans for rain, illness, or other unforeseen events?
- Do I have an emergency response plan and have all my employees been trained on how to respond to an emergency?
- Are all helpers trained in guest communication and basic safety?

### Legal & Financial

- Have I posted required signage?
- Do I collect and file any necessary permits or taxes?
- Is my insurance up to date?

## 4.7 Strategies to Avoid, Reduce, Transfer, and Adapt to Agritourism Business Risks

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Here are four practical strategies you can use, individually or combined, to manage risks in your agritourism venture.

### 1. Avoid

Skip activities that are too high-risk or poorly suited to your site. It's okay to say no.

- **Example:** Skip offering trail rides unless you have trained horses and handlers.

### 2. Reduce

Look for ways to make activities safer with small adjustments, like adding signage, fencing, or staff support.

- **Example:** Allow petting but not feeding animals; limit group size.

### 3. Transfer

Use tools like waivers and insurance to share or transfer some of the risk.

- **Example:** Rent portable toilets from a company that carries its own liability coverage.

### 4. Adapt

Stay flexible. If something isn't working, adjust your layout, signage, or approach.

- **Example:** If guests keep ignoring posted rules, rethink the space or try new signage.



# 5.0 BUILDING A SIMPLE BUSINESS PLAN

A good business plan doesn't need to be long or complicated. A simple 1-page plan is often a great starting point. It should simply reflect your vision, help guide your decisions, and serve as a reference point as your agritourism business grows. Whether you're planning a pumpkin patch, seasonal dinners, or a year-round farm stay, creating a plan can help clarify your goals, budget, and next steps.

If you've never written a business plan before, you don't have to do it alone. Montana's Food and Agriculture Development Centers (FADCs) provide free support for developing agritourism and value-added business plans. They can help with everything from enterprise budgeting to market research and feasibility.

## 5.1 Why Create a Business Plan?

---

A business plan isn't just paperwork, it's a practical tool. Writing down your ideas helps you:

- Clarify your goals
- Understand your customers
- Identify realistic costs, income, and timelines
- Make decisions with confidence
- Communicate clearly with partners, funders, and family

Your plan can also help with:

- Applying for grants or loans
- Discussing insurance or zoning with officials
- Training staff or volunteers
- Planning for future growth

**Tip:** You don't need a formal five-year plan. Focus on creating a simple, practical plan you'll actually use.

## 5.2 What Goes into a Basic Business Plan?

---

Here are the key sections of a beginner-friendly business plan. Remember: this plan is for you. Even a few quick notes in each of these sections will help guide your thinking. We've included an example of a business plan for a Flower Farm in the appendix to help you get started ([page 68](#)).

### 1. Business Description

- What you're offering (e.g., harvest dinners, U-pick, tours)
- Where and when it will happen
- What makes it unique or needed in your region

### 2. Goals and Mission

- What you hope to achieve — income, education, visibility
- How this fits with your farm's long-term vision

### 3. Market Research

- Who your customers are
- What else is offered nearby
- What price points make sense

### 4. Operations Plan

- Who will do what (family, staff, contractors)
- Scheduling and seasonality
- Tools, equipment, and infrastructure needs

## 5. Financials

- Start-up costs and ongoing expenses
- Pricing and potential income
- When you expect to break even

## 6. Risk Management & Legal

- Your insurance plan
- Any required permits
- Key safety measures

**Tip:** Keep notes during your season — what worked, what didn't, what guests asked for — and use those to update your plan for next year.

## 5.3 Using FADCs and Other Support

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Montana's network of Food and Agriculture Development Centers (FADCs) are located around the state and specialize in:

- Business planning
- Market development
- State and Federal Grant Program Support
- Technical support

Each FADC has a multi-county service region. To connect with your regional FADC, visit [their website](#).

Many agritourism operators also work with SBDCs (Small Business Development Centers), Extension agents, or their local tourism office.

## 5.4 Planning for Growth and Change

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A good plan is a living document. As you try new things, learn from your guests, and adapt to the season or market, your plan can change with you. Set a reminder to revisit it each winter or after your season wraps up.

# 6.0 SHARING YOUR STORY: MARKETING YOUR AGRITOURISM VENTURE

Marketing your agritourism venture isn't about slick ads or flashy slogans. It's about helping the right people find you and understand what you offer, clearly and honestly. In agritourism, people aren't just buying an activity. They're choosing a story, a memory, a real connection to your place.

This section will help you think through your audience, message, and methods and includes a Montana-specific strategy template to guide your efforts.

## 6.1 What Makes Agritourism Marketing Different

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Good agritourism marketing:

- Focuses on the experience, not just the logistics
- Reflects your real story, not a polished version
- Helps visitors know what to expect (and what not to!)
- Builds trust, so guests feel welcome before they even arrive

**Tip:** Marketing doesn't have to mean social media. It can be as simple as a sign on the highway, a flyer at the feed store, or a partner link from a local food trail.



Organic  
Homestead Organics Farm



The sign is a light-colored wooden plank with two lines of text. The top line reads 'Organic' in orange, stylized letters. The bottom line reads 'Homestead Organics Farm' in dark red, stylized letters. Between the lines of text are green leafy branches. On the right side of the sign, there are two hand-drawn carrots, one orange and one green.

## 6.2 Knowing Your Audience

---

Knowing your audience is the heart of effective marketing. It's not about reaching everyone, it's about reaching the people who will appreciate what you offer. Take time to think about who your visitors are and what would draw them to your farm or ranch.

### **Ask yourself:**

- Are you trying to reach locals, tourists, or a mix of both?
- Are your ideal visitors families, school groups, or adults?
- Do they care about food? Nature? Relaxation? Learning?
- How far will they travel to visit you?
- What questions, concerns, or barriers might they have?

Understanding your audience will help shape everything from your tone of voice to your prices. It influences:

- The words and images you use
- How you price and schedule your activities
- Whether you use social media, printed flyers, or word of mouth

**Tip:** If you're not sure who your audience is yet, start with the people already asking about your products or visiting your farm stand. They're likely your easiest first customers.



## 6.3 Choosing Your Marketing Channels

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You don't need to be everywhere or do everything. Focus on 2 or 3 marketing tools that feel manageable, then grow from there as you gain confidence.

Start with simple, practical channels:

- **Google Business Profile** – free and powerful for helping people find you locally
- **Your website or a simple landing page** – doesn't need to be fancy
- **Social media (Instagram or Facebook)** – useful if you enjoy using it, but not essential
- **Partner listings** – such as Visit Montana, Abundant Montana, local food trails, or your Chamber of Commerce
- **Printed flyers or roadside signage** – old-school, but it works
- **Local radio or community calendars** – especially in rural areas
- **Email newsletters** – helpful for building regular connections

Whatever way you choose to promote your agritourism venture, always include:

- Your address
- Contact details
- Open hours or appointment policy
- At least one photo, if possible

**Tip:** Think about how visitors already discover places like yours. A local food trail map or café bulletin board might reach more people than a Facebook post.

## 6.4 Crafting Your Message

---

A clear, friendly message helps people understand what you offer and whether it's right for them. Visitors want to know three things:

### 1. What is it?

### 2. Is it for me?

### 3. Why should I trust you?

Your message doesn't have to be complicated. Keep it warm, simple, and specific. Think of it like introducing your farm to a new neighbor.

#### **Example:**

*"Visit our working sheep ranch just outside Livingston. We host small-group lambing tours each spring – perfect for families, photographers, and animal lovers. Space is limited, and advance booking is required."*

In your own message, include:

- What you grow, raise, or offer
- What visitors can expect (e.g., tours, events, farm stand)
- When and how they can visit
- Anything important they need to know (muddy paths, no pets, etc.)

**Tip:** You don't need to sound formal. A friendly, real tone builds trust faster than fancy words.

## 6.5 Montana Agritourism Marketing Strategy Template

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A simple strategy can help you focus your marketing without feeling overwhelmed. This doesn't need to be complicated; just a basic plan to guide your efforts, especially during busy seasons.

Use the Montana Agritourism Marketing Strategy Template ([page 69](#)) included in the appendix to outline:

- Your top 1–3 goals (e.g., increase visitors, sell more products, raise local awareness)
- Who your ideal visitors are (families, locals, tourists, school groups)
- The key messages or stories you want to share
- The marketing tools you'll use (website, social media, flyers, etc.)
- A simple seasonal calendar or posting plan
- What you'll track to see if it's working (visits, sales, bookings, etc.)

**Tip:** Keep it visible. Post your plan on your office wall or keep it handy on your phone. A simple guide can help you stay focused when things get busy.

If marketing your business still seems overwhelming, don't worry! Abundant Montana is a statewide nonprofit that provides [affordable marketing services to food and farm businesses](#).



# 7.0 CREATING A GREAT VISITOR EXPERIENCE

What matters most is how people feel when they're on your farm or ranch, and how well your space, story, and hospitality support that.

This section helps you think through what a "great experience" really means and how to build it with what you already have. It's grounded in simple principles of welcome, safety, clarity, and care, plus a few added insights from visitor experience professionals.

## 7.1 Why the Experience Matters

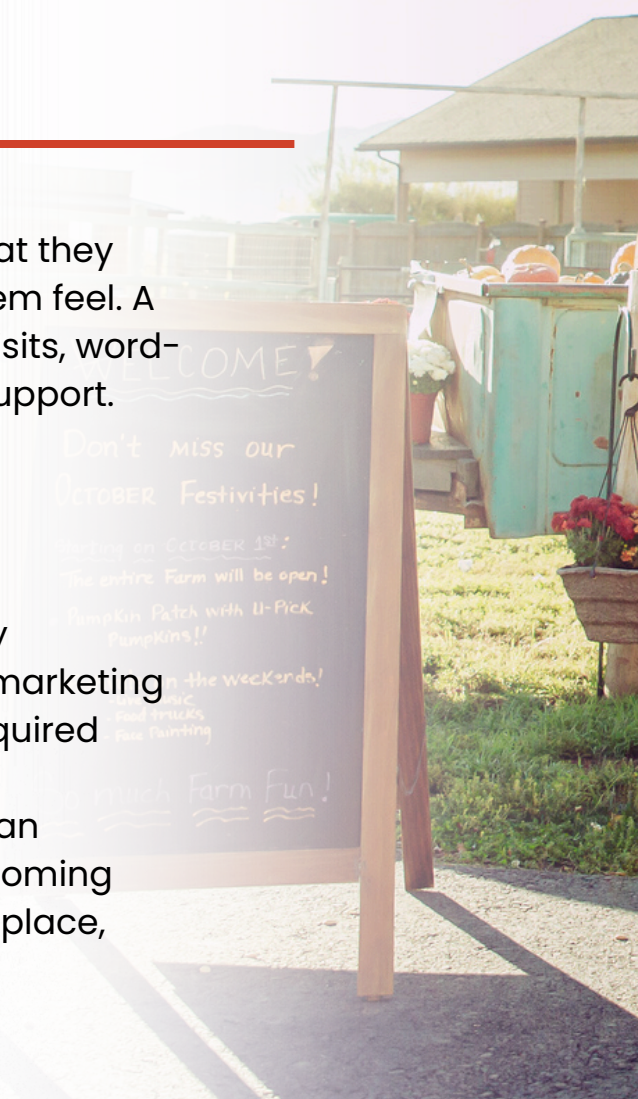
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Visitors might forget what they paid, or even what they bought, but they'll remember how you made them feel. A good experience lingers. It encourages repeat visits, word-of-mouth recommendations, and community support.

A great visitor experience can:

- Turn a first-time guest into a regular
- Build trust and loyalty within your community
- Lead to positive reviews and simple, honest marketing
- Increase sales naturally — no hard selling required

Agritourism isn't just a business transaction. It's an invitation into your world. Creating a warm, welcoming experience helps visitors feel connected to your place, your story, and your work.





## 7.2 What Makes an Experience “Great”?

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You don't need fancy facilities to create a great experience. Visitors are looking for something real, and what they'll remember most is how your place made them feel. Across all types of agritourism, a few simple things consistently stand out:

- **Clarity** – Guests know what to expect and feel confident from the start
- **Comfort** – People feel welcome, safe, and not like they're “in the way”
- **Connection** – There's a personal touch: a story, a conversation, or a moment of insight
- **Care** – Small details make a difference, like clear signage, clean bathrooms, or a shady spot to sit
- **Consistency** – What visitors experience matches what they were promised

**Focus on these basics, and you're already offering something special.**

## 7.3 Mapping the Guest Journey

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To create a great visitor experience, start by seeing your farm the way a guest would. Literally walk your property as if you're a first-time visitor. What feels clear? What's confusing? Where might people hesitate or feel unsure?

Think through each stage of a guest's experience:

**Before the visit:** What will they see online? Will they know how to book, what to bring, and what to expect?

**Arrival:** Is parking obvious? Are they welcomed – with a sign, a wave, or a hello – or left unsure?

**Tip:** Small, thoughtful improvements, like adding a simple sign, a seating area, or clearer directions, can transform the experience without major investment.

## **Sample Visitor Journey**

### **1. Before the Visit:**

- Learns about your business through the website, social media, word of mouth, etc.
- Gets details (hours, pricing, what to expect)
- Makes a booking or decides to visit

### **2. Arrival and Welcome:**

- Finds parking easily
- Greets staff or signs in
- Receives orientation/info

### **3. During the Visit:**

- Moves through activities (tour demonstrations, shopping, tasting)
- Interacts with staff/hosts
- Uses amenities (restrooms, seating, refreshment areas)

### **4. Departure:**

- Wraps up visit (final activity, farm stand purchase)
- Says goodbye/thanks
- Leaves property

### **5. After the Visit:**

- Shares feedback/review
- Posts on social media
- Considers a repeat visit or tells friends

**During the visit:** Can they relax and enjoy themselves, or are they wondering where to go or what's allowed?

**Departure:** Is there a natural way to say goodbye? Can they leave a review, make a purchase, or plan a return visit?

**After the visit:** Do they feel connected? Could they easily recommend you to a friend or return next season?

## 7.4 Interpretation – Telling YOUR Story

---

Interpretation is simply the art of helping visitors understand and appreciate what they're seeing. It's not about lectures or signs (though those can help). It's about sharing stories that reveal why your place – and your work – matter.

Whether it's a five-minute chat, a photo board, or a guided walk, good interpretation helps visitors connect with your land, animals, crops, and culture.

You don't need to overthink it. Your visitors don't expect a formal lesson – just a glimpse into your world. Try starting with these prompts:

- **What do you wish more people understood about your work?**
- **What makes your landscape, animals, or crops special?**
- **Are there stories about your family, land, or community you want to share?**
- **Is there a local tradition or farming practice you're proud to explain?**

**Tip:** Interpretation is about clarity, not oversimplifying. Focus on making your work easy to understand, without losing what makes it meaningful. Keep it honest, respectful, and real.



## 7.5 Creating a Sense of Welcome

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Creating a sense of welcome doesn't require fancy landscaping or matching furniture. What matters is how people feel when they arrive: expected, comfortable, and cared for.

Simple details often make the biggest difference:

- Clear directions and signage (parking, restrooms, where to gather)
- A personal touch, like a hello at the gate or a hand-written chalkboard sign
- Friendly, respectful communication throughout the visit
- A place to sit, drink water, and feel at ease

People remember how they were welcomed far more than what your farm looked like. Small things — a smile, a clear sign, a shady spot — help visitors relax and enjoy themselves.

**Tip:** Think of your farm as your home. What would make a guest feel comfortable as soon as they step through the gate?

## 7.6 Accessibility and Inclusion

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Welcoming visitors means thinking about a range of needs, not just what's required by law. Small changes can help more people feel comfortable and included.

Simple ways to improve accessibility:

- **Seating:** A bench here and there makes a big difference for older visitors or those with mobility challenges.
- **Pathways:** Keep main routes firm, level, and as short as possible.
- **Signs and communication:** Use clear fonts, large print, and simple language.
- **Facilities:** Think about families with strollers, visitors using mobility aids, and older adults.

Inclusion also means being mindful of:

- Offering shade or rest areas
- Avoiding jargon when you talk about your work
- Providing quiet spaces for visitors who might feel overwhelmed

**Tip:** Good accessibility is just good hospitality. Small improvements help everyone feel more at home.

## 7.7 Training Family, Staff, or Volunteers

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Whether it's family, staff, or volunteers helping on your farm, their interactions shape your visitors' experience. Investing just 30 minutes in preparing your team can make a big difference for your guests and for your helpers' confidence.

Cover the basics:

- **Welcoming guests:** How to greet visitors and help them feel at ease.
- **Safety zones:** Which areas are off-limits and how to explain this politely.
- **What to do if someone gets lost, confused, or needs help.**
- **Your story:** Simple key messages or talking points about your farm or ranch.

Consider making a simple handout or quick cheat sheet to help everyone feel confident.

**Tip:** Remember — your team are your ambassadors. A warm welcome from them will leave a lasting impression.

## 7.8 Troubleshooting Common Issues

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Even the best-planned agritourism experiences have hiccups now and then. Don't worry! Challenges are an inherent part of hosting, and most issues can be resolved with simple, practical fixes. Here are common problems and easy ways to address them:

### **Lost guests?**

Add a clear sign or simple hand-drawn map at key points.

### **Visitors in off-limits areas?**

Use rope, clear signage, or polite staff guidance to set boundaries.

### **Negative reviews?**

Respond kindly, reflect on the feedback, and adjust if needed.

### **No-shows or late arrivals?**

Use clear booking policies and automated reminder messages.

### **Feeling overwhelmed?**

Simplify. Reduce group sizes, scale back activities, or get extra help for busy days.

**Tip:** Most issues are fixable. Take notes after each event. Patterns will emerge and help you spot where to adjust next time.

## 7.9 Gathering Feedback

---

Don't just guess how your visitors felt — ask them. Feedback doesn't need to be formal or complicated, but it's one of the best tools you have to improve your offerings and build loyalty.

Simple ways to gather feedback:

- A comment card or guestbook near your farm stand
- A printed or QR code survey at checkout
- A follow-up email asking for a quick review
- Simply asking: "What did you enjoy most? Anything we could do better?"

**Tip:** Keep a small notebook (or notes app on your phone) to jot down comments you hear, especially if you notice the same things coming up again and again. Listening to your visitors shows you care and helps you grow.



# 8.0 BUILDING PRODUCTIVE PARTNERSHIPS

No one builds a successful agritourism venture alone. Partnerships with neighbors, local organizations, tourism professionals, and even other farms can help amplify your efforts, reach new audiences, and lighten the load.

In this section, we'll explore how to build and maintain strong partnerships that benefit everyone involved.

## 8.1 Why Partnerships Matter

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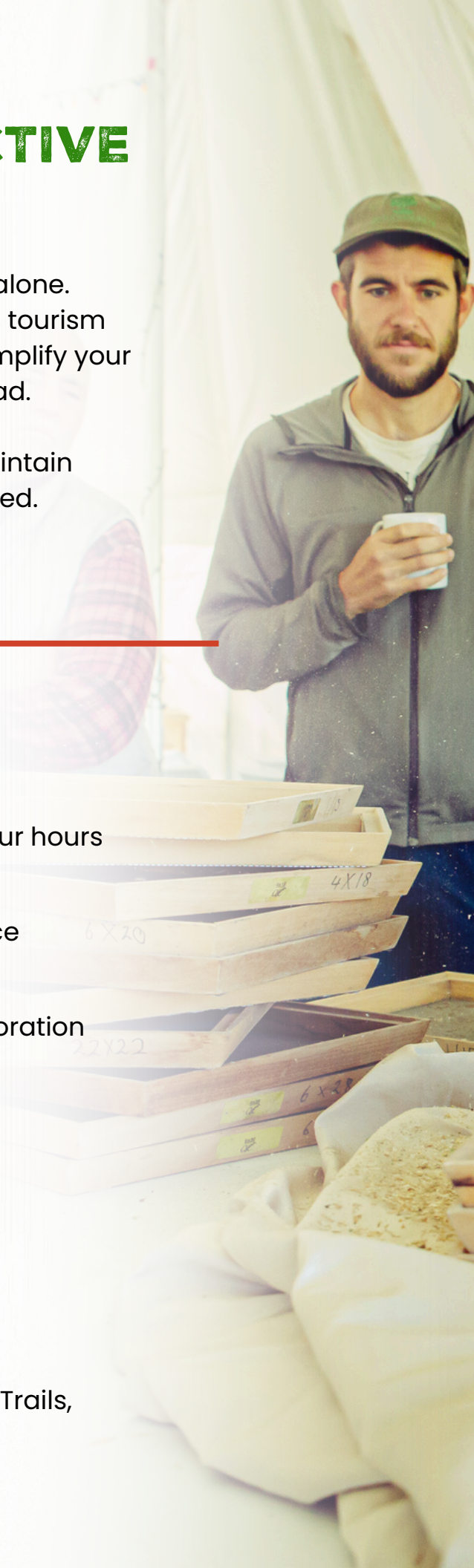
**Agritourism thrives in community.**

Working together can help you:

- Expand your audience without expanding your hours
- Share marketing costs or responsibilities
- Offer visitors a richer, more diverse experience
- Strengthen your local economy
- Access grants or support that require collaboration

Common partners include:

- Nearby farms or producers
- Tourism offices and chambers of commerce
- Local lodging and hospitality businesses
- School groups or Extension agents
- Artists, chefs, or educators
- Trail or route organizers (e.g., Montana Farm Trails, local food tours)





## 8.2 Tips for Building Marketing and Community Partnerships

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### **1. Start with Shared Values**

Choose partners who care about quality, authenticity, and mutual support – even if your offerings are different.

### **2. Communicate clearly and early**

Talk early about expectations. Are you cross-promoting? Co-hosting? Referring guests? Trading services?

### **3. Make It Easy to Say Yes**

Provide photos, text, or simple flyers they can use to promote you and offer to do the same for them.

### **4. Think in Clusters**

Visitors love having multiple things to do in a day. Build mini-itineraries with others nearby:

- Morning tour at your farm
- Lunch at a local café
- Afternoon hike or another farm visit

### **5. Show Up and Stay Involved**

Join community groups, attend tourism meetings, and support local events. These networks build trust, and often open doors.

### **6. Celebrate the Wins Together**

When something works, let your partners know. Thank them, tag them online, and keep the momentum going.

## 8.3 Agritourism Partnership Self-Assessment

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No one succeeds alone. Strong partnerships can help lighten your load, expand your reach, and create richer visitor experiences. Use this space to reflect on who you know, and who you might connect with next.

This short self-assessment will help you reflect on:

- Who you already know and trust
- Who could be a new or stronger partner
- What you might offer in a partnership
- What you need or hope to gain
- Where you might start

**Tip:** Even a simple conversation can open the door to collaboration. Start small and build from there.



**Who's already in your network?** Think about people or organizations you know, trust, or could collaborate with.

- Existing partners (other farms, tourism offices, local businesses, or organizations):

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- Neighbors or friends with useful skills (websites, events, marketing):

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- Groups you belong to (Chamber of Commerce, farmer's market, etc.):

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**Who could be a new or stronger partner?** Think about potential connections in your area:

- Local food trails or farm directories (such as Abundant Montana):

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- Tourism organizations or visitor bureaus:

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- Schools, chefs, artists, or event venues:

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**What can you offer in a partnership?** Partnerships work best when both sides contribute.

- I could promote others through (referrals, flyers, social media):

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- I could co-host or cross-market activities like:

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**What support would help you right now?** It's okay to ask for help.

- What would make your work easier?

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- Who could help solve a current challenge?

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**Next Step.** Pick one person or organization to reach out to this month.

- Who?

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- What will you offer?

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# APPENDIX: AGRITOURISM RESOURCES AND INDUSTRY ORGANIZATIONS IN MONTANA

Whether you're just starting out or ready to grow your agritourism enterprise, there are organizations across Montana ready to support you. This list includes groups focused on agriculture, tourism, business planning, and community development, all of which can play a role in helping you succeed.

*Note: This list will be updated regularly in digital versions. Be sure to check with your local Extension office, county government, or tourism district for additional support near you.*

## Montana Agritourism Support

- **Montana Agritourism Association (MAA)**  
The statewide nonprofit supporting farms, ranches, and rural communities through agritourism.  
Website: [montanaagritourism.com](http://montanaagritourism.com)
- **Montana Department of Agriculture – Agritourism Resources**  
Information on regulations, insurance, and promotional tools.  
Website: [agr.mt.gov/Topics/A-D/Agritourism](http://agr.mt.gov/Topics/A-D/Agritourism)
- **Montana Office of Tourism and Business Development**  
Programs and funding opportunities to support tourism and rural development.  
Website: [commerce.mt.gov/Business/Programs-and-Services/Tourism-Marketing/Office-of-Tourism](http://commerce.mt.gov/Business/Programs-and-Services/Tourism-Marketing/Office-of-Tourism)

## Education & Technical Assistance

- **Montana State University Extension**

Farm business management, education programs, and local agents in every county.

Website: [montana.edu/extension](http://montana.edu/extension)

- **Food and Ag Development Centers (FADCs)**

Free or low-cost support for business planning, product development, and feasibility studies.

Website: [agr.mt.gov/Food-and-Ag-Development-Centers](http://agr.mt.gov/Food-and-Ag-Development-Centers)

- **Small Business Development Centers (SBDCs)**

Help with marketing plans, business setup, and financial forecasting.

Website: [sba.gov/local-assistance/resource-partners/small-business-development-centers-sbdc](http://sba.gov/local-assistance/resource-partners/small-business-development-centers-sbdc)

- **Montana Farmers Union**

A grassroots, non-profit organization dedicated to preserving the agricultural way of life.

Website: [montanafarmersunion.com](http://montanafarmersunion.com)

- **Institute for Tourism and Recreation Research (ITRR)**

conducts travel and recreation research in Montana, with a primary focus on the nonresident travel survey conducted throughout the state.

Website: [umt.edu/tourism-recreation-research](http://umt.edu/tourism-recreation-research)

## Marketing & Promotion Networks

- **Abundant Montana**

Statewide marketing and technical assistance services for food and farm businesses.

Website: [abundantmontana.com](http://abundantmontana.com)

- **Visit Montana / Montana Office of Tourism**

Statewide marketing channels and seasonal campaign opportunities.

Website: [commerce.mt.gov/Business/Programs-and-Services/Tourism-Marketing/Office-of-Tourism](http://commerce.mt.gov/Business/Programs-and-Services/Tourism-Marketing/Office-of-Tourism)

- **Local Chambers of Commerce and CVBs (Convention & Visitor Bureaus)**

Partnering for events, co-promotion, and visitor traffic.  
Contact: Search by county or city

## **Legal, Insurance & Risk Management**

- **Montana Farm Bureau Federation**

Resources on agritourism liability, signage, and state policy.  
Website: [mfbf.org/Montana-Farm-Bureau](http://mfbf.org/Montana-Farm-Bureau)

- **Montana Department of Public Health and Human Services (DPHHS)**

Guidance on food service, event permits, and temporary setups.  
Website: [dphhs.mt.gov](http://dphhs.mt.gov)

- **County Planning and/or Montana Department of Public Health and Human Services**

The best first call for zoning, land use, and health regulations. Varies by county.  
Website: [dphhs.mt.gov](http://dphhs.mt.gov)

- **Agritourism Liability in Montana**

Guidance on Montana law and the specific protections and responsibilities for both agritourism operators and their guests  
Website: [montanaagritourism.com/montanaresources](http://montanaagritourism.com/montanaresources)

## **Agritourism & Rural Tourism Inspiration (National)**

- **Farm Stay USA**

A national network of working farms and ranches that host guests.  
Website: [farmstayusa.com](http://farmstayusa.com)

- **North American Farmers' Direct Marketing Association (NAFDMA)**

*Workshops, conferences, and resources for farm-based enterprises.*  
Website: [nafdma.com](http://nafdma.com)

- **ATTRA / National Center for Appropriate Technology (NCAT)**  
*Agritourism case studies, marketing, and risk tools.*  
Website: [attra.ncat.org](http://attra.ncat.org)

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- **Section 3.1**
  - Page 26: Montana State Statute 27-1-752 (House Bill 342)  
[MCA://archive.legmt.gov/bills/mca/title\\_0270/chapter\\_0010/part\\_0070/section\\_0520/0270-0010-0070-0520.html](http://MCA://archive.legmt.gov/bills/mca/title_0270/chapter_0010/part_0070/section_0520/0270-0010-0070-0520.html)
- **Section 4.2**
  - Page 33: Oregon State University Extension liability planning guides, signage checklists, and more
    - <https://extension.oregonstate.edu/topic/community-vitality/agritourism/resources?keyword=agritourism>
  - Page 33: Vermont Agency of Agriculture Agritourism Risk Worksheets
    - [agriculture.vermont.gov/ensuring-visitor-safety-your-far](http://agriculture.vermont.gov/ensuring-visitor-safety-your-far)
- **Section 5.3**
  - Page 41: Montana Specific Business Plan Template
    - [static1.squarespace.com/static/5fc5617824b06a7eb31d71fd/t/68cab9ae8326354b92e10d33/1758116270558/BusinessPlanTemplate.docx.pdf](http://static1.squarespace.com/static/5fc5617824b06a7eb31d71fd/t/68cab9ae8326354b92e10d33/1758116270558/BusinessPlanTemplate.docx.pdf)

- **Section 5.3**

- Page 42: Montana Food & Ag Development Centers
  - [agr.mt.gov/Food-and-Ag-Development-Centers](http://agr.mt.gov/Food-and-Ag-Development-Centers)

- **Section 6.5**

- Page 48: Montana Agritourism Marketing Strategy and Business Plan Templates
  - [static1.squarespace.com/static/5fc5617824b06a7eb31d71fd/t/68cab9eb195c5d134eccalcb/1758116331725/Montana\\_Agritourism\\_Marketing\\_Strategy\\_Template.docx.pdf](https://static1.squarespace.com/static/5fc5617824b06a7eb31d71fd/t/68cab9eb195c5d134eccalcb/1758116331725/Montana_Agritourism_Marketing_Strategy_Template.docx.pdf)
- Page 48: Abundant Montana's Affordable Marketing Services
  - [abundantmontana.com/workwithus](http://abundantmontana.com/workwithus)

# DISCLAIMER

The information included in this document should not be construed or treated as legal advice or counsel on matters of legal, tax, land-use, or other policy.

The Montana Agritourism Manual is strictly written to provide information and resources to individuals interested in pursuing an agritourism business. This information is intended as a guide and resource hub. It is the responsibility of the individual to determine and understand all applicable laws, rules, and regulations for each specific business and location. This manual only offers information on where and how to connect with those resources.

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