Northeast farmers are relying increasingly on agritourism to expand farm income, create employment for family members and strengthen relationships in the local community. But agritourism also increases a farm’s liability, as farm visitors may be exposed to risks they are not familiar with. Some farmers also lack the experience to market their operation to visitors, make the transition to a retail and hospitality enterprise, and manage the associated risks and liabilities.

In response to these issues, a multistate team of Cooperative Extension faculty, led by Brian Schilling from Rutgers University, used SARE funding to develop a train-the-trainer curriculum on agritourism. Its aim was to equip farm service providers with the knowledge, skills and tools needed to help Northeast farmers minimize risk and liability associated with farm visits, mitigate financial risk, and improve marketing strategies.

The project goal was to train 60 Extension educators and other agricultural service professionals, with at least 30 going on to share information with 200 farmers. But in fact, more than 690 educators and 760 farmers came to this project’s workshops, classroom-style training, webinars and small-group farm assessments throughout New Jersey, Vermont, Delaware, and Maine, surpassing the expected level of participation several times over.

For more information on this project, see www.sare.org/projects, and search for project number ENE11-121.
SARE has awarded a total of 102 grants in New Jersey since 1988.

**SARE’s Impact**

- 53 percent of producers report using a new production technique after reading a SARE publication.
- 79 percent of producers said they improved soil quality through their SARE project.
- 64 percent of producers said their SARE project helped them achieve higher sales.

**Contact Your SARE State Coordinator**

SARE sustainable ag coordinators run state-level educational programs for Extension and other ag professionals, and many help grant applicants and recipients with planning and outreach. Visit www.nesare.org/new-jersey to learn more.

Michelle Infante-Casella
Rutgers Cooperative Extension, NJAES
(856) 307-6450 ext. 1
minfante@aaesop.rutgers.edu

For detailed information on SARE projects, go to www.SARE.org