

Agritourism: Extreme Farm Makeover

If a local farmer cannot speak to your class, this farm prompt may be used to introduce the situation to students. After presenting the situation to students, guide students to come up with a driving question similar to, “What agritourism experience can we design to increase agricultural literacy and profits on a family-owned farm?”

“I am a fourth-generation farmer located in Utah. My family currently owns and operates 76 acres of irrigated farmland. We also manage 26 acres of pasture used for livestock. We have harvested a variety of crops in the past including grain corn, hay, wheat, onions, and pumpkins. I have found that maintaining and operating a successful farm is becoming more challenging because of increased operating costs and fluctuating commodity prices. I have also noticed that with the increase of urbanization in my community, many people are unfamiliar with agriculture and the production of their food. Is there a way I can increase profits on my farm while improving agricultural literacy?”

