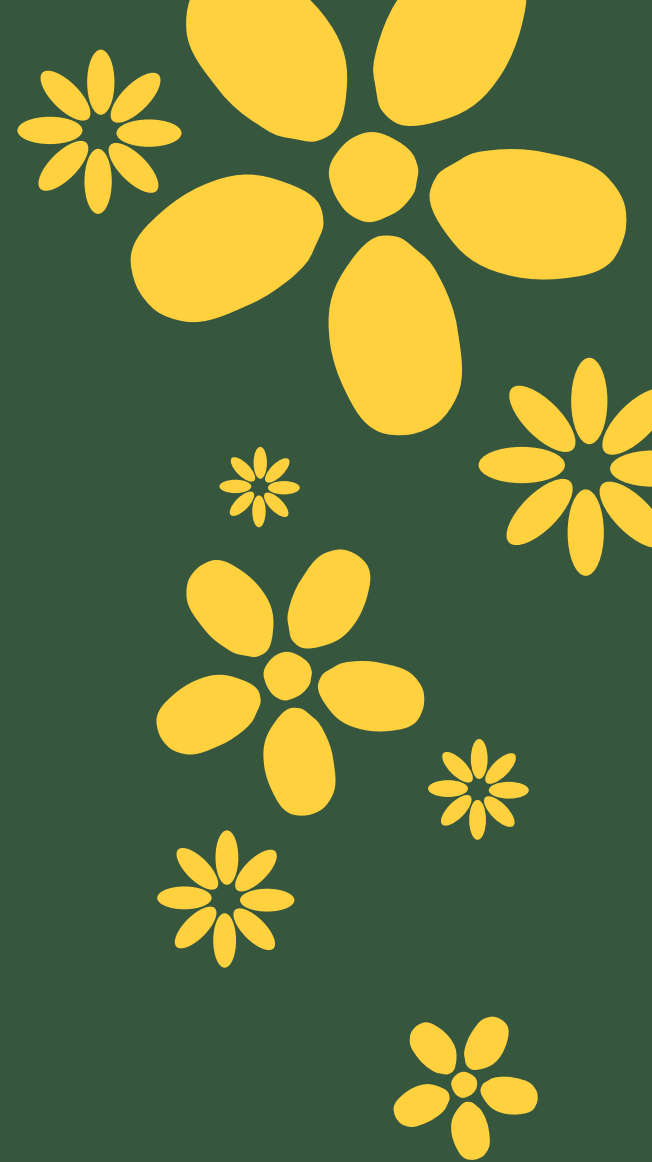




FY26 Q4 NCOT Meeting:

AGRITOURISM FEASIBILITY STUDY

June 10, 2026



AGRITOURISM...

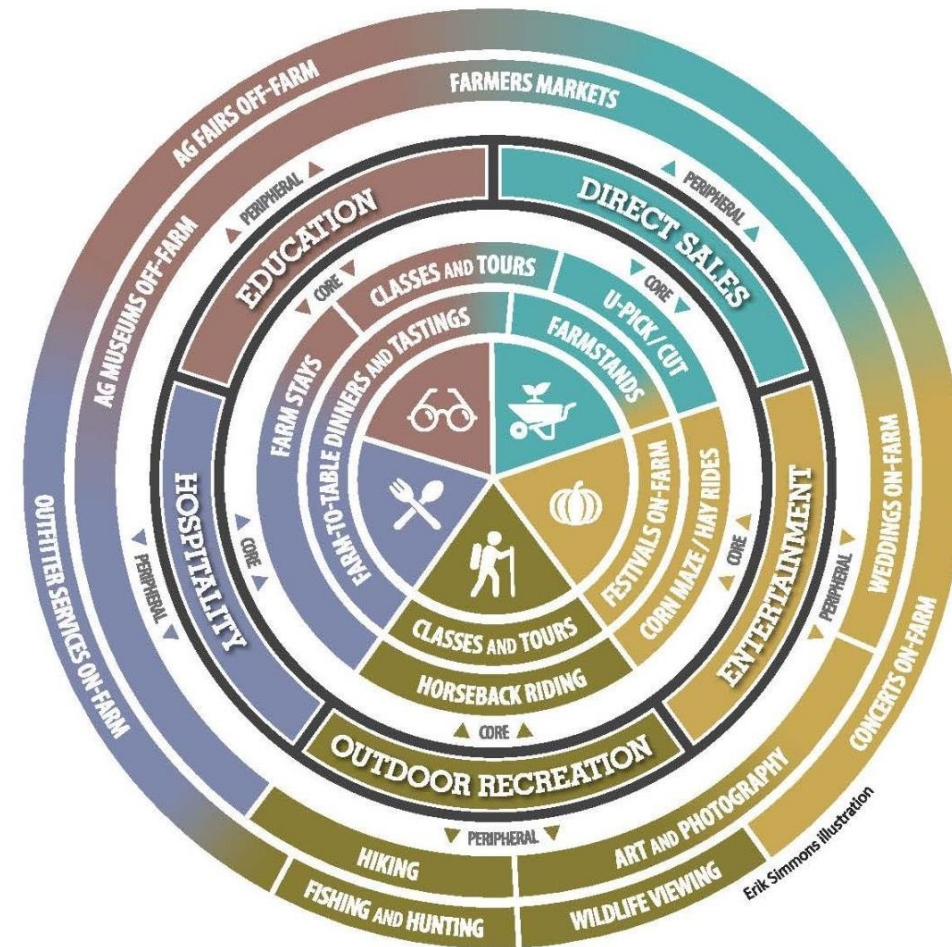
...is a form of commercial enterprise that links **agricultural production and/or processing with tourism** to attract visitors onto a farm, ranch, or other agricultural business for the **purposes of entertaining or educating** the visitors while **generating income** for the farm, ranch, or business owner.

—*National Agricultural Law Center*

AGRITOURISM ECOSYSTEM

Oregon State University's recent study of the economic impact of agricultural tourism in the Willamette Valley, categorizes agricultural tourism into five categories:

- Hospitality
- Education
- Direct Sales
- Entertainment
- Outdoor Recreation



EXAMPLES OF AGRITOURISM IN NV



Farm Stays

*Tarantula Ranch,
Amargosa Valley*



Seasonal Attractions

Lotspeich Farm, Deeth



You Pick

Lattin Farms, Fallon

...AND MORE!

- **Products & Experiences:** Produce stands, value-added products, cut-your-own Christmas trees, B&Bs, on-farm camping, guest ranches, farm tours, cooking or food craft classes, sheep shearing demos, artisan workshops, ranch experiences, gardening workshops, photography sessions, exhibits.
- **Recreation & Entertainment:** Corn mazes, hayrides, goat yoga, haunted trails, petting zoos, horseback riding.
- **Special Events:** Farm weddings, corporate events, farm to table dinners, farm holidays, races and competitions, concerts and harvest festivals.



WHY AGRITOURISM?



Agritourism strengthens **rural economies**. By adding income streams, agritourism helps family farms **diversify income** and supports livelihoods in rural communities.

Hands-on experiences connect visitors to meaningful experiences, **preserving culture** and **deepening understanding** and appreciation of food systems and farm life.



Agritourism highlights **local traditions**, heritage and **sustainable** farming practices while encouraging authentic engagement and community development.



STUDY PURPOSE

- **Identify opportunities** for growth of agritourism as a tourism asset, visitation driver, and economic development tool in rural Nevada
- **Identify practical, economic, and legal barriers** that currently constrain the development of agritourism in Nevada
- **Set the stage for partnerships** with private and public entities who may be able to accelerate the growth of agritourism in Nevada



INPUTS TO THE RESEARCH

INDUSTRY ENGAGEMENT

Interviewed participants included farmers, ranchers, academics, government agencies, and legislators.

DATA & DOCUMENT REVIEW

- Existing Nevada programs and reports
- Academic studies and reports
- Past agritourism surveys
- National and international resources

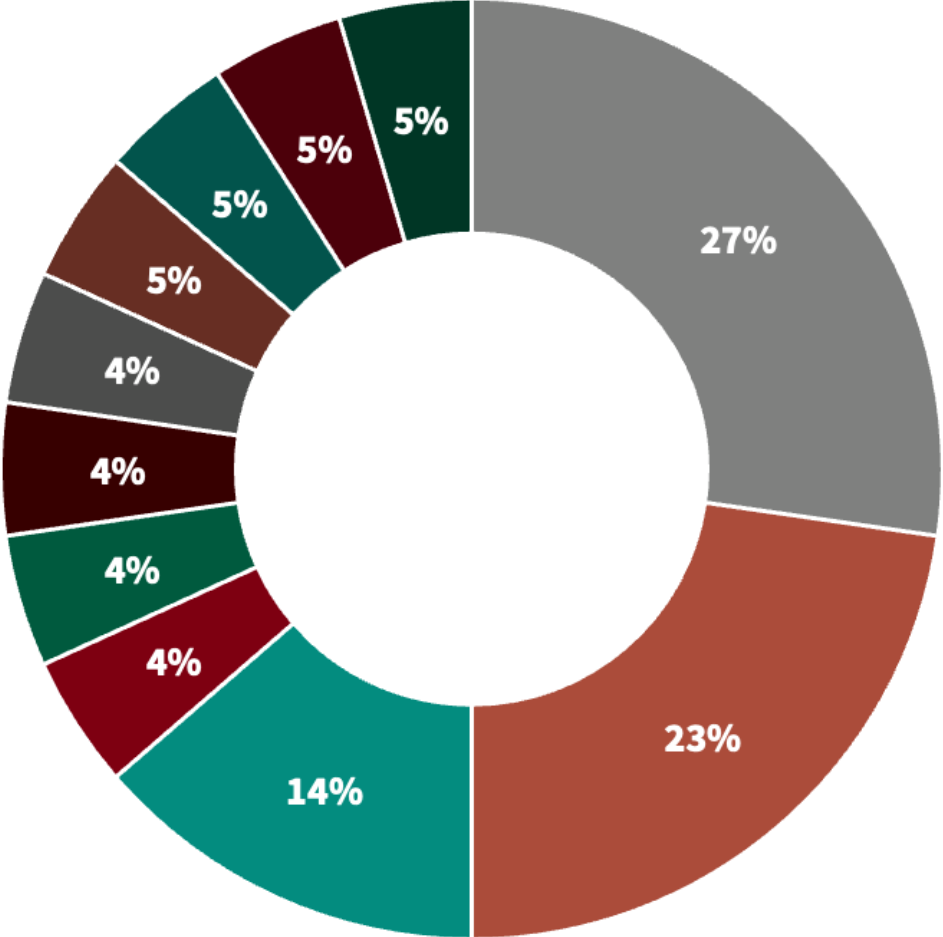
BENCHMARKING

- Asset inventory
- Benchmarking against competitor states
- Audience alignment
- Market potential

STUDY FINDINGS

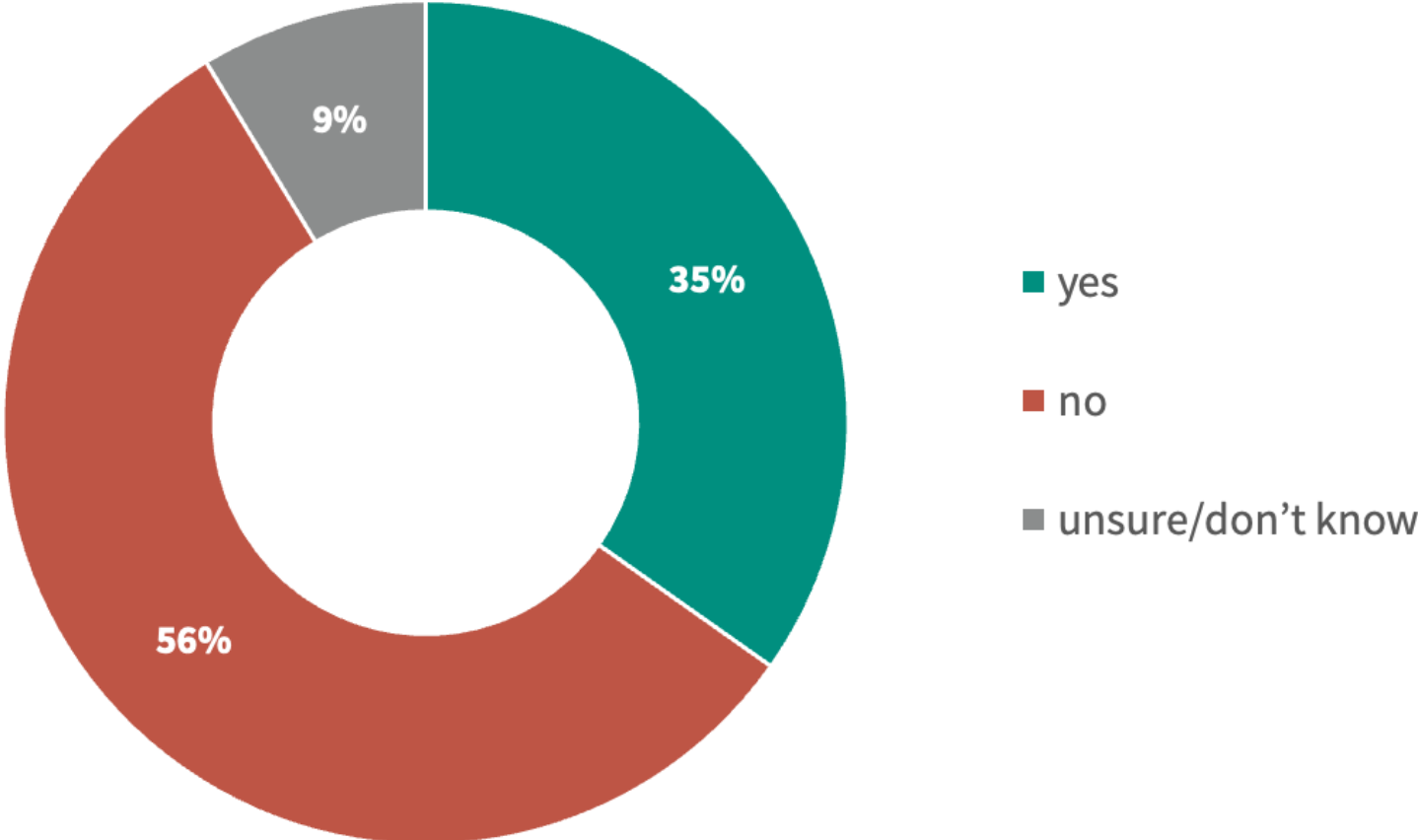


WHAT TYPE OF OPERATION DO YOU RUN?

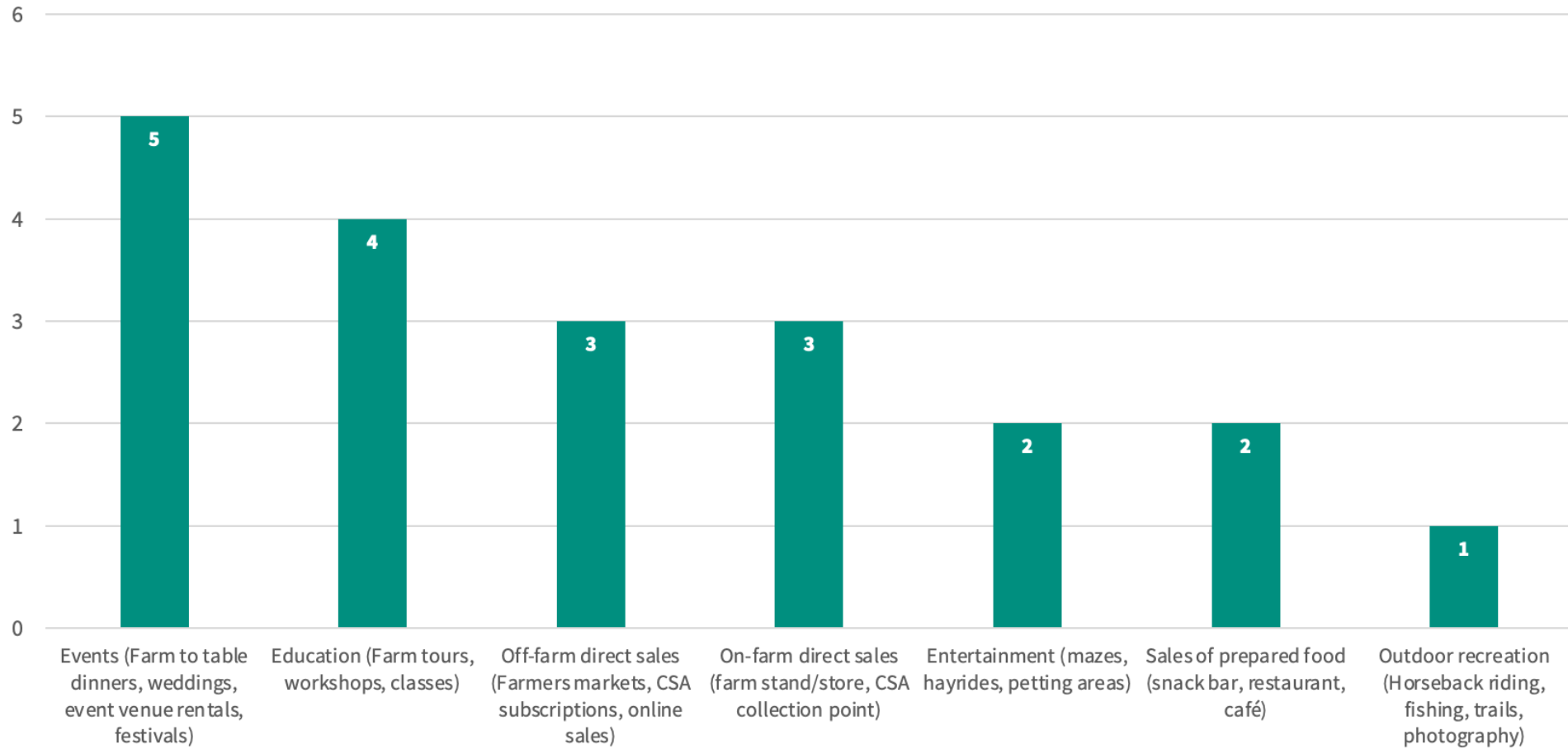


- crop farm
- value-added
- ranch
- agritourism consultant
- agritourism festival
- apiary
- historic former ranch
- nursery
- seed farm
- therapeutic garden
- vineyard

DO YOU CURRENTLY HAVE AGRITOURISM OFFERINGS AT YOUR AGRICULTURAL OPERATION?



WHAT AGRITOURISM ACTIVITIES DO YOU CURRENTLY OFFER?



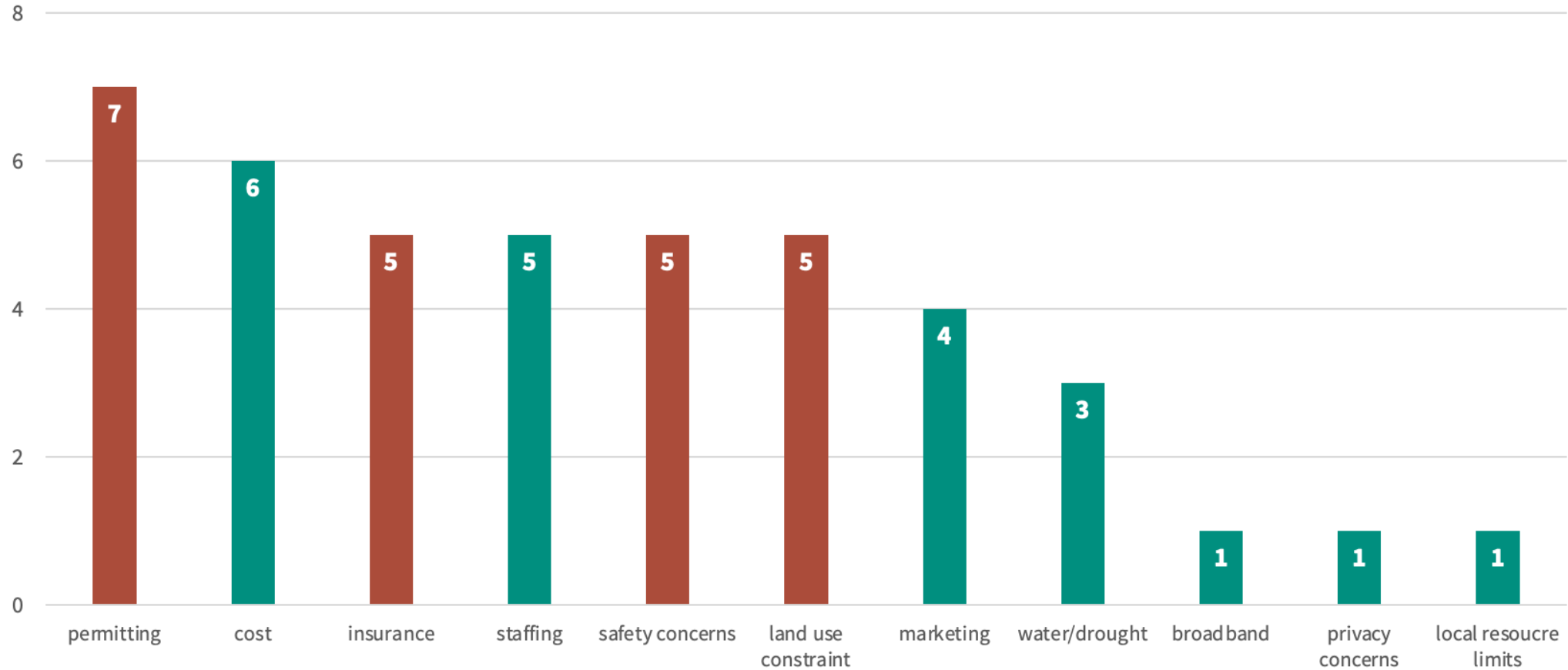
N=6

BARRIERS RELATED TO RISK AND REGULATION

There is a need for state-level **liability protections, affordable and accessible insurance,** and **regulatory clarity** between state agencies.



WHAT ARE THE TOP BARRIERS PREVENTING YOU FROM STARTING OR EXPANDING AGRITOURISM?



// I think we're one of six states that does not have that **law to protect farmers for Agritourism...**
We could have lost our whole farm over an incident. So that's a big risk right there.

// We were ... **dropped by our insurance company** ... simply because we were getting into having people on our ranch and tourism on there.

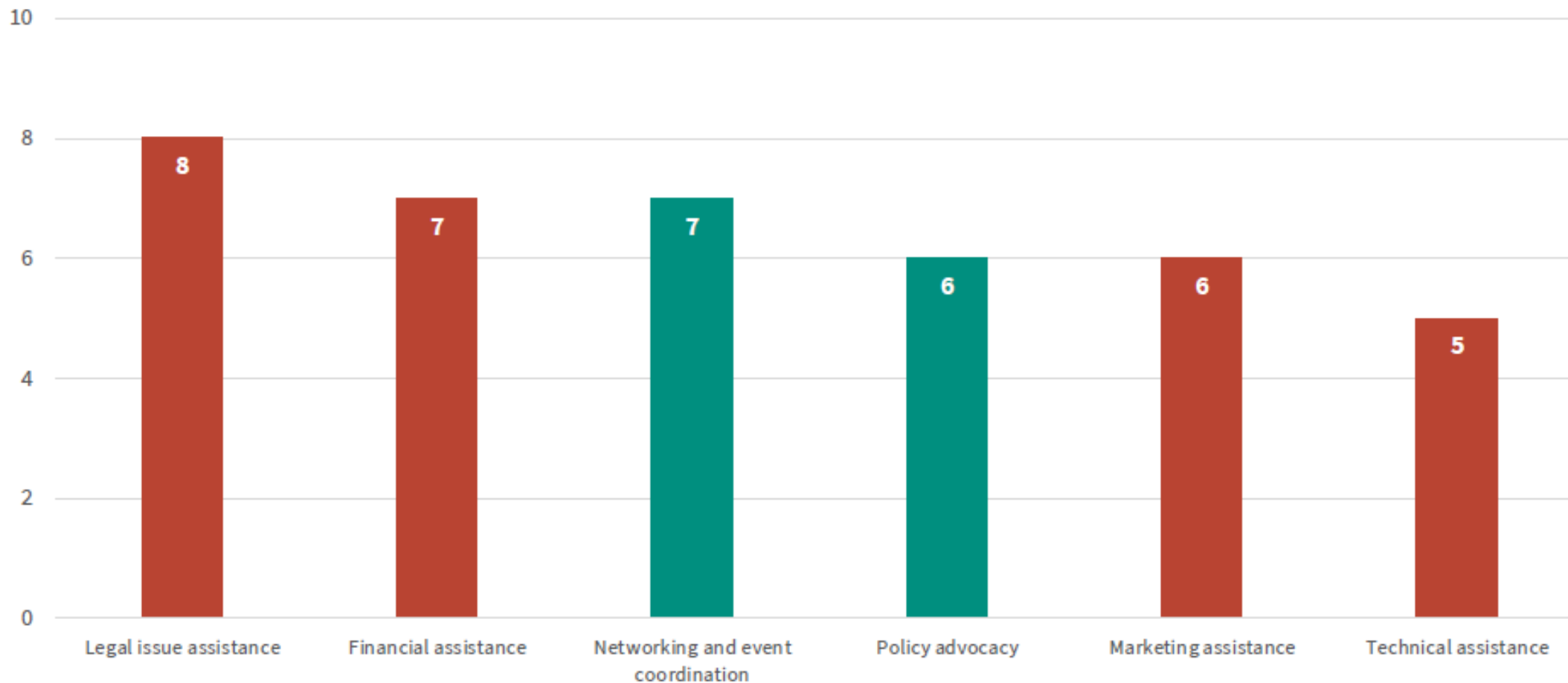
// **Insurance is big and it's very expensive,** and we still carry all of our insurance... And actually, [we] were just talking the other day, going, **'Man, do we do enough business to warrant \$18,000 worth of insurance?**

OPPORTUNITIES FOR TECHNICAL ASSISTANCE AND CAPACITY BUILDING

A **centralized resource** to farmers and ranchers **to support business planning, liability management, and visitor experience** design could accelerate the development of new assets.



WHAT SUPPORT(S) OR ASSISTIVE PROGRAMMING WOULD BE MOST VALUABLE IN ENABLING YOUR PARTICIPATION IN AGRITOURISM?



// We've had to pioneer a lot of things ourselves... But like, if you **have somebody to help you with those resources and to match you up**—whether it's the insurance or the permits or the marketing—that would be really nice.

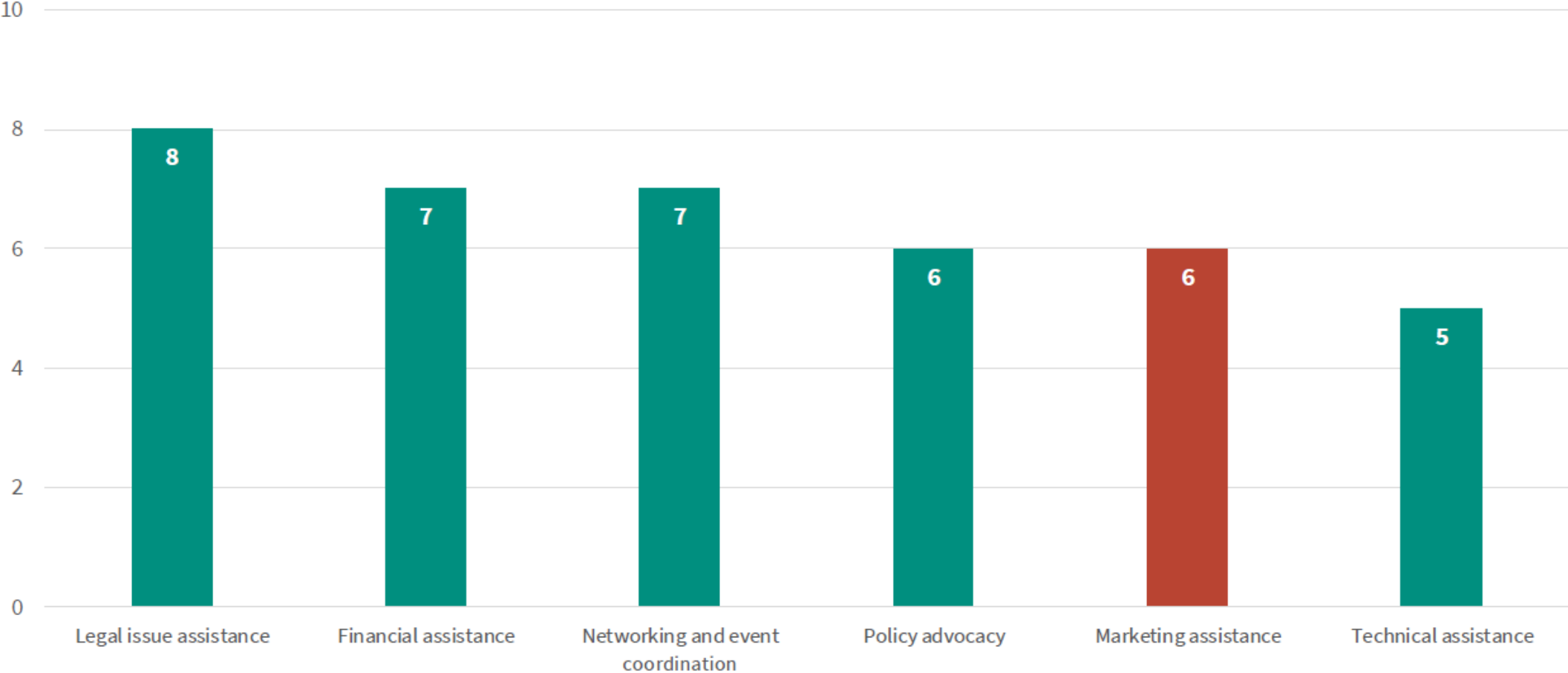
// Some kind of **mentorship** would be helpful for someone getting started. **There's a lot to learn.** If there were some kind of group, with people who had time, they could mentor other farms—that would be useful.

MARKETING, STORYTELLING, AND CONSUMER AWARENESS GAPS

There is broad support for state-level marketing of **agritourism assets**, but also a recognition that individual operations could use **education** and **training** to **bolster their own marketing**.



WHAT SUPPORT(S) OR ASSISTIVE PROGRAMMING WOULD BE MOST VALUABLE IN ENABLING YOUR PARTICIPATION IN AGRITOURISM?



// Marketing is very expensive and not knowing how to do it—if somebody really wants to do this, that would probably be the biggest thing you could do, is help them with marketing.

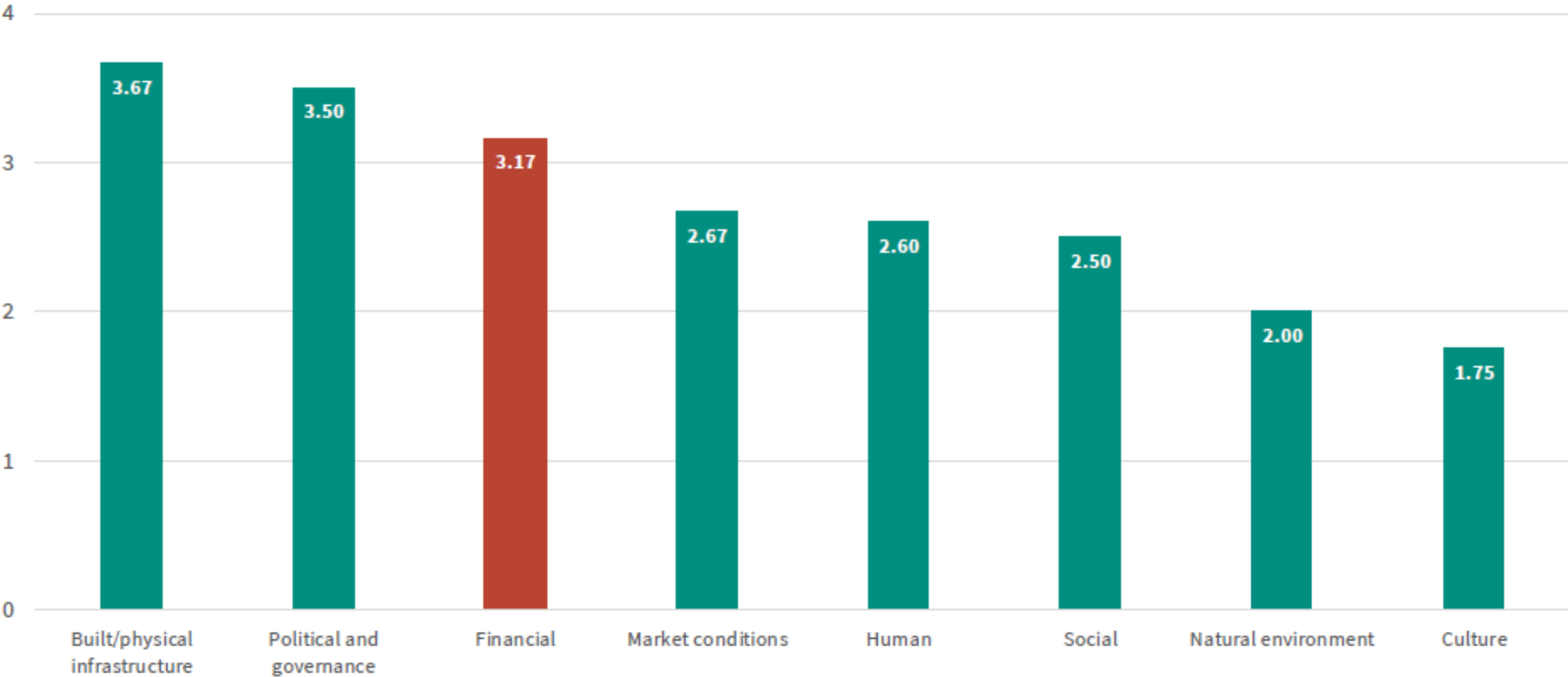
// Marketing and helping with the marketing side—a lot of farmers don't understand it because they're so caught up in the **process and the growing that they don't have that creative aspect.**

FINANCE AND ACCESS TO CAPITAL

Agritourism is seen as a way to stabilize farm/ranch income and reduce dependence on commodity prices, but access to capital is a significant constraint for some.



HOW CHALLENGING HAVE EACH OF THE FOLLOWING BEEN TO YOU IN DEVELOPING YOUR AGRITOURISM OFFERINGS?



“ I think there's some role there for the private farm and agricultural lending institutions—can we build capacity within them so that their **lending officers know how to work with Agritourism operations?**

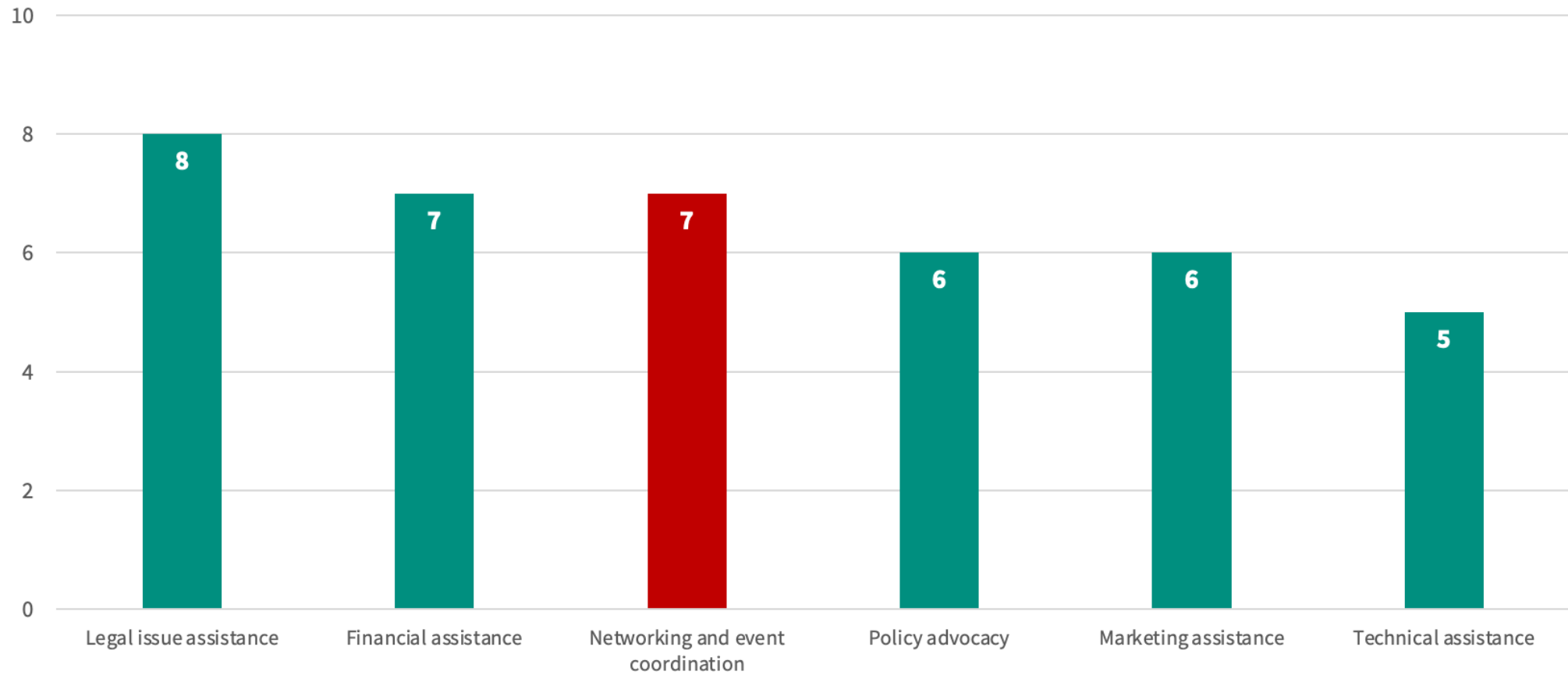
“ Access to **low-cost capital** would be super helpful. We're fortunate to have a bit of money, but we have to contribute our own savings to build it up.

CONNECTING A NETWORK OF FARMS

Because of Nevada's vast and varied geography, finding opportunities to connect and cross-promote agritourism operations is an important need—this may include such strategies as **festivals, trails, and passports.**



WHAT SUPPORT(S) OR ASSISTIVE PROGRAMMING WOULD BE MOST VALUABLE IN ENABLING YOUR PARTICIPATION IN AGRITOURISM?



// Our ultimate goal would be to **create a map... and have a couple weekends a year** where everyone agrees to be open and we really promote those weekends, because that's one of the hardest parts: **not knowing when people are open.**

// I do think there are a couple of pockets where geography makes sense—the Carson Valley, Yerington–Fallon, maybe Pahrump Valley where visitors are leaving Las Vegas for a day or two. Statewide trails don't make much sense, but there could be **regional clusters.**

“

We've partnered with the Department of Agriculture to create this fun little passport. It's got some 72 breweries, distilleries, tap houses, all throughout the state. So you can kind of see the map. And then every establishment gets its stamp. **Every year, by April, we get somebody turning in the whole state, which just blows my mind. Every year.** That's a lot of miles, and we have them in every corner of the state.



COMPETITOR BENCHMARKING: NEVADA VS PEER STATES



Summary Scorecard

Tier values for scoring: Leading = 4, Active = 3, Emerging = 2, Nascent = 1. Averages are illustrative and should be read alongside the narrative detail above. No weighting is applied across categories.

Category	Nevada 1.6/4.0	Oregon 3.0/4.0	New Mexico 2.0/4.0	Arizona 2.1/4.0	Utah 3.2/4.0	Colorado 3.2/4.0
1. Statutory & Regulatory Framework	Nascent	Active	Emerging	Emerging	Active	Active
2. State Agency Roles & Coordination	Emerging	Active	Emerging	Emerging	Leading	Active
3. Insurance Availability & Accessibility	Nascent	Active	Emerging	Emerging	Active	Active
4. Technical Assistance & Capacity Building	Emerging	Active	Emerging	Emerging	Leading	Active
5. Marketing & Promotion Infrastructure	Emerging	Active	Emerging	Emerging	Active	Leading
6. Enabling Legislation (Beyond Liability)	Emerging	Active	Emerging	Active	Active	Active
7. Financing & Incentives	Nascent	Active	Emerging	Emerging	Active	Active
8. Industry Organization & Network Development	Emerging	Active	Emerging	Emerging	Active	Leading
9. Scale & Economic Impact	Nascent	Active	Emerging	Emerging	Active	Active
Overall Average	1.6 / 4.0	3.0 / 4.0	2.0 / 4.0	2.1 / 4.0	3.2 / 4.0	3.2 / 4.0

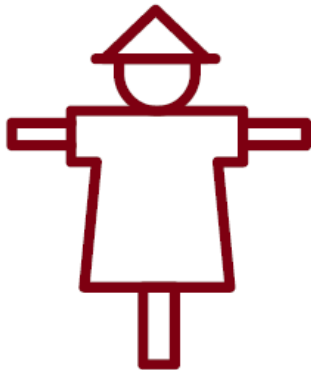
AGRITOURISM FRAMEWORK



PROPOSED FRAMEWORK FOR SUPPORTIVE AGRITOURISM INFRASTRUCTURE



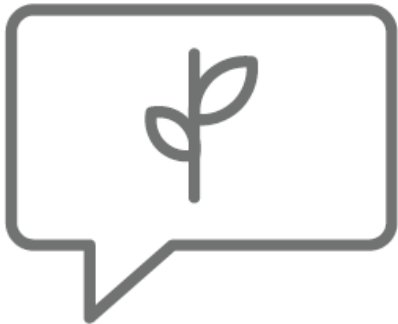
**Enabling
Legislation**



**Risk Assessment
& Mitigation**



**Technical
Assistance**



**Educational
Resources**



**Product
Development**



**Marketing
Support**



**Operator
Networks**

NEVADA AGRITOURISM PLAN



PHASE ONE

Creation of a NV Agritourism Working Group (AWG)*

AWG define state agency roles and coordination

AWG work through agriculture framework barriers

Travel Nevada asset audit, relationship building, and incorporation into existing marketing/promotional programming

Travel Nevada existing programs available

PHASE TWO

AWG address framework barriers to close gaps identified in study

AWG build educational programming that guides agricultural businesses on how to diversify into agritourism

AWG Create educational programming assets (i.e. handbook and/or toolkit) which Travel Nevada designs and publishes

PHASE THREE

Launch Nevada Agritourism Development programming



THANK YOU!

