

The Working Definition of “Agtourism” sub-
committee met at the Kona Extn. Office on Wed., 14
Feb. 2007

1. Purpose of definition: Who is it for? This definition is for:

- An agtourism association
- The Hawaii Department of Agriculture
- Political and/or legislative purposes
- Visitors
- Reporters and other media
- The Planning Department
- Other business people in the community

2. Criteria. What should the definition be or do?

- Describe who, what, why and where
- Describe what the ag component is
- Describe what can and cannot be sold
- Be concise (about 50 words)
- Be comprehensive
- Include educational component
- Include the experiential component
- Include the cultural value of local *agriculture*.

3. Suggested definition :

“Agtourism” is the intersection of agriculture and tourism, combining education about agricultural products and the experience of connecting with the land and grower. This activity enhances the visitor experience and increases the economic viability of working farms and ranches. It includes farmers’ markets, living-history farms, roadside farmstands, farm stays and restaurants featuring regionally-grown foods.