Agtourism Association Drivers
Kona CES Office
April 9, 2007

People were asked to write down two drivers for the Agtourism Association:

• Legal protection.
• Economic and development for Ag. Producers.

• Lobby for changes to the zoning code to specifically allow Ag. Tourism activities
• Adopt County Ordinances to all the State Ag. Tourism Bill to take effect.

• Agriculture is the heart of the experience.
• Offering farmers the opportunity to educate and manifest increased income through sales of farm products.
• Define and oversee the acceptance of Agri-Tourism Farms.

• Signage.
• Agi/Tourism Dev.

• Formulate public policy to ensure permissive regulations.
• Ensure economic viability of farming through agritourism.

• Education
• Mission

• Legal/Bonifide Enterprises

• Feeling of the island (HI) “island feel.” You’re in HI and feeling something different!
• Get in touch with the people living here.

• Zoning and Planning issues are key to Agri tourism success in Hawaii.
• Define Mission and Organization Structure.

• Ag Development (promote ag experience)
• Economic Development (providing additional farm income via tourism)

• Educational opportunity.
• Financial support to farmers.

• Educational.
• Ag Development.

• Legality of farmer’s legislation.
• Farm as a bus.
• Coordination with other groups.
• Legal issues/public policy.
• Develop ag-clusters.

• Education information sharing, technical assistance and training.
• Legal research.

• Changing the laws as to what should be allowed on our farm.
• Marketing our farm experience.