



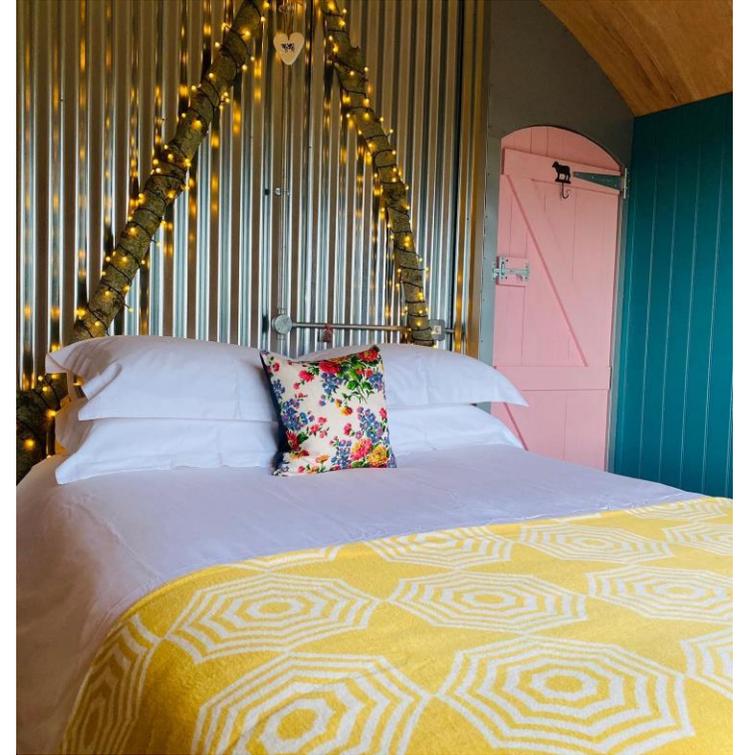
Agritourism in Scotland



Selling farm food & drink direct



Days out & Experiences
Meals in a farm cafe
Sports/Activities
Farm Tours/Other Tours
Events & Event Hire



Short Breaks and Holidays

Scottish Definition

“Tourism or leisure on a **working** farm, croft or estate which produces **food**.”

Sector also includes Farm Retail – Direct sale of food and drink



Real farmers

Real farms

Rearing livestock

Growing crops

Are the core of Scottish Agritourism

No fakes!

Go Rural brand is guarantee

Agritourism Sector Growth Strategy Launched Nov 2021

New Growth Strategy for Agritourism in Scotland

<https://www.visitscotland.org/news/2021/agritourism-strategy>



Currently

Agritourism £60 Million

**Farm Retail £110 Million (up by
£50 Million during year 1 of covid)**

Total £170 Million

2030 Target £250 Million

KPI's Wider Scotland's Agritourism Action Plan

The following are some of the key growth targets in the strategy

1. Increase sector value to £250 million by 2030 from £170 million (agritourism is currently estimated at £60 million and farm retail at £110 million). Potential to set a target for each

2. 1000 farms or crofts actively in agritourism (including farm retail) by 2030 including specifically 50 crofts in agritourism (currently 531 officially in total)

3. Visitor numbers to farms and crofts from estimated 1,598,948 to increase to 2 million by 2030

4. 50% of the 1000 farms and crofts will offer their own food or drink to visitors as part of an experience or a stay

KPI's Wider Scotland's Agritourism Action Plan

The following are some of the key growth targets in the strategy

5. Increased employment from 4000 FTE to 9,447 by 2030 (both family employment to sustain the family farm/croft and external employment)

6. Increase participation in Visit Scotland QA scheme from 34% to 70% by 2030

7. Increase participation in Green Tourism Business Scheme to 60% by 2030

8. Increase participation in being Travel Trade ready from 15 to 40 by 2030

Council Area	Count of Local Authority Individual businesses as at 23 June 2022	Count of Local Authority Individual businesses as at 31 October 2022
Aberdeenshire	22	24
Angus	17	18
Argyll and Bute	50	52
City of Edinburgh	4	2
Clackmannanshire	4	4
Dumfries and Galloway	60	60
East Ayrshire	7	7
East Dunbartonshire	1	1
East Lothian	18	16
Falkirk	5	5
Fife	32	35
Highland	83	84
Inverclyde	1	1



Midlothian	5	6
Moray	7	8
Na h-Eileanan Siar	15	15
North Ayrshire	11	11
North Lanarkshire	2	2
Orkney Islands	17	17
Perth and Kinross	47	49
Renfrewshire	1	1
Scottish Borders	45	46
Shetland Islands	8	8
South Ayrshire	10	10
South Lanarkshire	10	9
Stirling	27	28
West Dunbartonshire	8	8
West Lothian	3	4
Grand Total	520	531

Agritourism Sector Growth Strategy Launched Nov 2021

50% of Scottish farms and crofts to offer their own food or drink

Significant increase in

- Farm cafes/restaurants
- Restaurants with rooms
- Pop up food events on farm
- Farm tours/experiences + lunch/afternoon tea/dinner
- Visit numbers, green tourism/sustainability accreditation, profit/turnover, investment

Who is doing what to grow Agritourism in Scotland?

Implementation Board Agencies

Scottish Government
Visit Scotland
Scotland Food and Drink
Local Authorities via SLAED
HIE
Scottish Enterprise
SOSE
Crofting Commission
NFU Scotland
Scottish Agritourism (private sector)

PLUS other agencies named in strategy delivery

International Global Agritourism Network

Caroline Millar
Sector Lead Strategy
Implementation Co-ordination
Role – Working with others

Regional Level Agencies

Local Authorities
Tourism DMOS
Local Food Groups
Scottish Agritourism Destination Leaders
Crofting Commission
Others?? – vary by region?





Destination Leaders





Scottish Agritourism Conference
Tuesday 21st and Wednesday 22nd
November 2023

Go Rural Map



Go Rural Responsibly

- Go Rural farmers and crafters welcome you to the Scottish countryside. For your own safety and for the safety of people living and working in the countryside, farm livestock and wildlife, please:
1. Keep dogs on leads to protect livestock, wildlife and your dog.
 2. Ring and lead all dog poo. Bio your litter or take it home.
 3. Avoid walking through fields of livestock. Livestock can be very dangerous.
 4. Release your dog if threatened by cattle.
 5. Many fields are powered fences. Avoid walking through growing crops.
 6. Don't park over field gates - access is always required.
 7. Look out for moving farm machinery, avoid walking through farm yards and stay out of farm buildings.

For more information and the full Scottish Outdoor Access Code please visit www.outdooraccess.scotland.scot

The Go Rural community is passionate about producing the highest quality food and drink, and is committed to caring for the environment and protecting Scotland's landscapes for everyone to enjoy responsibly.

When you do Rural, you will be visiting a quality agritourism business in the Scottish countryside offering locals and visitors alike, high quality farm produce, accommodation and memorable experiences.

For more details of all of the farm agritourism businesses on the Go Rural map, plus hints and tips on how to best enjoy them, visit goruralscotland.com

When you Go Rural to your local farm businesses, you'll be boosting Scotland's rural economy, sustaining employment and supporting a family business for future generations.



Stay

There is a huge range of farm accommodation to choose from when you stay on a real working farm, from self-catering, one-day cottages, to 5 star luxury lodges, glamping pods, tents, tents, cottages, houses and B&Bs.

Staying on a farm usually means you'll get to meet the farmer or the family and find out a bit about where you're staying. Many will welcome you joining them for a unique experience such as a tour on the tractor, collecting your own eggs for breakfast or bottle feeding a lamb and of course there is stunning scenery. A range of walks and activities on the countryside and farm produce to eat and enjoy during your stay. Staying on a farm will make memories you just can't make elsewhere.



Play

There are so many things to do when you do Rural. There are farms that have farm tours, letting you meet the animals, take a glimpse into a day in the life of a farmer and explore the farm on foot or on a specially adapted trailer or buggy.

Some farms hold public events such as lambing, sheeps, exhibitions or markets or they offer an event venue on their farms for business events or for your special occasions, including weddings. Farms right across Scotland also offer a variety of leisure experiences and activities from yoga, to paddle boarding, to paddle board page - you might be surprised what you find!



The Go Rural community includes farmers, crafters and estate owners who have opened up their farms and invited members of the public to come and enjoy what they have to offer. You can stay, play, shop or eat when you visit a Go Rural farm.



Some members of the Go Rural community are farmers who are just beginning their agritourism journey. You'll find them on our map and we hope you'll look out for their agritourism businesses in the future!

Go Rural Associates are quality rural businesses that showcase Scottish farm produce, support the agritourism sector and work closely with our working farm community.



Many farms simply offer their own produce direct to the consumer from the farm through pop up shops and online ordering but you can pick up a bit more than just produce. When you shop for food in a farm shop, you're guaranteed low food miles, unpreserved, perfectly ripe and freshly harvested vegetables and meat that has been reared and cared for to the highest possible standards. Look out for farm produced drinks. Aside from creating small batch beers and spirits, Scottish farms are producing their own soft drinks too.



A farm cafe or restaurant is often the closest and most convenient agritourism experience for city dwellers and many can be found close to city boundaries - you don't have to go far to Go Rural.

On the Go Rural map, you'll find eating experiences, all based on real working farms, to suit all tastes. If you want cake in a cafe, large farm cafes that can accommodate all the family for a special occasion, restaurants with plenty of space for bars and out or a private, gourmet dining experience, you can find it on a farm near you.



Shop

Many farms simply offer their own produce direct to the consumer from the farm through pop up shops and online ordering but you can pick up a bit more than just produce. When you shop for food in a farm shop, you're guaranteed low food miles, unpreserved, perfectly ripe and freshly harvested vegetables and meat that has been reared and cared for to the highest possible standards. Look out for farm produced drinks. Aside from creating small batch beers and spirits, Scottish farms are producing their own soft drinks too.

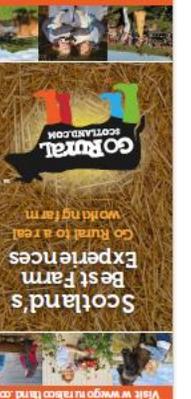
And remember, farm shops are not just for food and drink - they might sell wool or wool products from their own or neighbouring farms or crafts from local artists.



Eat

A farm cafe or restaurant is often the closest and most convenient agritourism experience for city dwellers and many can be found close to city boundaries - you don't have to go far to Go Rural.

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Check out our website

For full details on Scotland's best agritourism experiences and to subscribe to our newsletter for offers and ideas of places to visit.

Like Go Rural on Facebook
@goruralscotland for information, updates, events, news, offers and competitions - straight to your newsfeed.

Follow us:
Twitter @goruralscotland and Instagram & TikTok @gorural
Let us know about your rural adventures using #gorural

Join us
If you want to find out more about joining Scottish Agritourism, visit goruralscotland.com/joinus



Shetland

- 1 A & K Ridge
- 2 Shetland Rural Experience Ltd
- 3 The Lily Sheep Free Company

Orkney

- 4 The Orkney Dairy

The Outer Hebrides

- 5 Balfour Macdonald Holidays
- 6 Experience Lewis Ltd
- 7 Long Island Retreats

The Highlands

- 8 Avonloch Cottages
- 9 Ballycherry Farm
- 10 Bannisdale Farm
- 11 Big Sky Lodges
- 12 Bropair Farm
- 13 Cairngorm Alpines
- 14 Castlegang Farm
- 15 Craik & Loggie
- 16 Cullgan Cottages & Estate
- 17 Dalriada Farm Shop
- 18 Farm Ness
- 19 Glen Muir
- 20 Loch Ness Pumpkins & The Wild Acres
- 21 Mill Farm Cottages
- 22 Royal Hotel Cromarty
- 23 The Bony at Boninville
- 24 The Highland Borthies
- 25 The Mill at Farm Farm
- 26 Tomich Lodges

Moray Speyside

- 27 Auld Scottish Dist
- 28 Byles Farm
- 29 Duffus Farm
- 30 Edinvalley Farm
- 31 Elches
- 32 Lower Mill of Tyne Farm
- 33 Thorabail Farm

Aberdeenshire

- 34 Aberdeenshire Highland Cattle
- 35 Auchinclossie Mains Beef
- 36 Boudry Farm Borthies
- 37 Carron Valley Lodges
- 38 Castlebank Farm Shop
- 39 Cavendish Farm Holidays & Studio
- 40 Down on the Farm
- 41 Farm to Table
- 42 Fossan Estate Partnership
- 43 Lurie House
- 44 Lauker's Farm Kitchen
- 45 Marshall's Farm Shop
- 46 Mayers Estate
- 47 Meams Hill Farm
- 48 Mill Farm
- 49 Myrre Pumpkins
- 50 Park Farm
- 51 Park Farm
- 52 Auchinclossie Farm Shop
- 53 Carry Farm
- 54 Fairlie Tyle Farm
- 55 Glenmoriston Farm Day
- 56 Highland Field Ice Cream
- 57 Isle of Mull Cheese
- 58 Luncarty Cottages
- 59 Louthouse Cottages
- 60 The Old Post Office, Transition
- 61 Trochair & Haum Cottages

Perthshire

- 62 Abernethy & Forvie Farm
- 63 Duppian Estate
- 64 Active Kids Adventure Park
- 65 Bachelton Farm Holidays
- 66 Bachelton Distillery
- 67 Blairmore Farm & Holiday Cottages
- 68 Breadalby Fruit Farm
- 69 Burnmore Farm & Dunning
- 70 Clagg Farm
- 71 Corrie Croft
- 72 Dundee Holiday Cottages
- 73 Dundurman Farm
- 74 Burnmore Farm, Thane Dell Bistros
- 75 Glasgow Farm Shop
- 76 Glendaloch Farm
- 77 Hugh Glenmore Organic
- 78 Inchroch Farm Holiday
- 79 Loch Leven Lodges
- 80 Newton of Loggan
- 81 Springfield Farm Borthies
- 82 The Old Farm Borthies
- 83 Thane Thomson Berry Farm
- 84 West Newton Of Balmacphail Farm
- 85 Wester Looney Holiday Cottages Ltd

Angus

- 86 Arbroath Distillery Experience
- 87 Auchinclossie Borthies
- 88 Brownhill Whisky Company
- 89 Carron Cottage
- 90 East Sycrope Farm
- 91 Glamis Castle
- 92 Glen Clova House
- 93 Glenmore Cottages
- 94 Kinloch House and Holiday Cottages
- 95 Kinloch House & Organic Farm
- 96 Lindisfarne Farms Ltd
- 97 Mill of Invermay Farm Shop
- 98 Newton Farm Holidays & Tours
- 99 Newton of Invermay Farm
- 100 Ogby Distillery
- 101 Pathhead Farm Education Centre & Garden Cafe
- 102 Peat Farm
- 103 Railway Cottages
- 104 Rottal Estate
- 105 Sir James Scottish Holiday Cottages
- 106 South Point Free Range
- 107 The Gin Borthies
- 108 The Highland Experience
- 109 Upper Duffell Estate

Shetland

Stirling & Forth Valley

- 110 Argary and Eden
- 111 Arnprior Farm
- 112 Auchinclossie Farm
- 113 Carr's Hill
- 114 Duncan Family Farm
- 115 Gartloch Farm
- 116 Garth 5000 Farm
- 117 Galloway Cottages
- 118 Great Tine Scotland - Laidard Farm
- 119 Glams Farm Wiggins
- 120 Old Manse Farm
- 121 Monachyle Mhor
- 122 Newby Farm
- 123 Old Leslie Farm
- 124 Sandhill Farm
- 125 Salter's Home Farm
- 126 The Arns Glamping Pods
- 127 West Moor side Organic Farm/ Treasurie Turfs Ltd

Fife

- 128 Andrew Farm Shop
- 129 Balgownie Larder
- 130 Balgownie Mains
- 131 Banochry Farm Holiday Cottages
- 132 Boreto Farm, Coastal Retreats
- 133 Bowbridge House and Garden
- 134 Bowhouse
- 135 Carnie Park Farm and Mega Maze
- 136 Connington House
- 137 Craigcuckker Shepherds Hut
- 138 Drumcarren Luxury Lodges
- 139 Eden Fields Lodge
- 140 Glendaloch Estate & Home Farm
- 141 Lindores - Stay Hole Bunkie
- 142 Newton of Proudy Countryside Retreat
- 143 Southside at Hillgrove Farm
- 144 54 Andrews Country Lodges
- 145 The Farm at Hillgrove
- 146 The Birgs
- 147 The Swan at Logie Farm
- 148 Wigwam Holiday Lower Largo
- 149 Wigwam Holiday's Moorview Estate

Glasgow & Clyde

- 150 Glasgow & Clyde
- 151 Kinloch Farm Tours
- 152 Kilmorie Farm
- 153 The Cullin

Edinburgh & The Lothians

- 154 Carron Farm Estate
- 155 Carron Farm
- 156 Craigs Farm
- 157 Eastside
- 158 Eastside
- 159 Grove Wild Organic
- 160 Howden Hill Cottages
- 161 Holly Cow Wiggins
- 162 James Tait & Son
- 163 Kilpatrick Farm
- 164 Kinloch
- 165 Springfield Farm Holiday Pods
- 166 The Bus Stop

Ayrshire & Arran

- 167 Ayrshire Farm Tours & Cottages
- 168 Braconstone Clydesdale
- 169 Clarrie North Borthies
- 170 Dean Valley Glamping Pods
- 171 Mac Willoughby Borthies
- 172 Macmillan Farm
- 173 Playhill Farm & Pods
- 174 South Ayrshire Farm
- 175 The EJ Borthies
- 176 The Sheep Shack

Lanarkshire

- 177 Broomfield Farm Holidays
- 178 Burnhead Borthies
- 179 Erington Cheese Ltd
- 180 Greenhall Country Cafe & Farm Shop
- 181 Millhead of Couparang
- 182 The Heaton Farm Shop and Kitchen
- 183 The Weir Farm Distillery
- 184 Deaks and Soil Farm Shop

The Scottish Borders

- 185 Airdrie
- 186 Baidingill Farm
- 187 Balmuir Cottages
- 188 Balmuir House
- 189 Blackstone Farm
- 190 M Farming
- 191 Greenlee Dean Farm
- 192 Hendryville Farm Holiday Cottages & Millside @ Hendryville
- 193 Hillhouse Farm Cottages
- 194 Jacksons at Jedburgh
- 195 Peffermill Farm Produce
- 196 Peffermill Farm Cottages
- 197 Rural Retreat
- 198 Sandstone Freshness
- 199 Shouille Shugs Luxury Farm Glamping
- 200 Tiny Home Borders
- 201 Whinney East Whinney Pumpkins and Self Catering
- 202 Wilton Farm and Kitchen
- 203 Winkburn Hill Farm

Dumfries & Galloway

- 204 Little Huts
- 205 Balnab Farm
- 206 Borebrink Holiday Lodges
- 207 Borebrink Country Lodges
- 208 Erievale Farm Centre
- 209 Glendaloch at Galloway
- 210 Potterfield Smokery
- 211 Peat Farm Holidays
- 212 Peat Farm
- 213 Peat Farm Retreat
- 214 Peat Farm
- 215 Sennock Leisure and Sennock Holiday
- 216 Sennock View Holidays
- 217 Wigwam Holiday's Wiggins

Key:

- Stay
- Shop
- Eat
- Play
- Go Rural Associate member

Some of the Aberdeenshire Businesses we are working with

- Aberdeenshire Highland Cattle
- Auchmaliddie Mains Beef
- Boutique Farm Bothies
- Carmont Valley Livestock
- Castleton Farm Shop
- Cowden Farm Holidays
- Down on the Farm
- Farm To Table/Westerton Farmers

Aberdeenshire Agritourism Businesses cont.

- Finzean Estate
- Little Rowater
- Louise's Farm Kitchen
- Marshall's Farm Shop
- Mayen Estate
- Mearns Chilli Farm
- Sillyflat Fare, Flowers and Gatherings
- Udney Pumpkins
- Forest Farm Dairy
- Aberdeenshire Sheepdogs



A key consumer focus to drive sales
Christmas Campaign 2023 –
Work has started now. Get involved.





Scotland's Agritourism Monitor Farms Programme 2023-2026

Scotland's Agritourism Monitor Farms Programme & Scottish Agritourism – what's the difference?

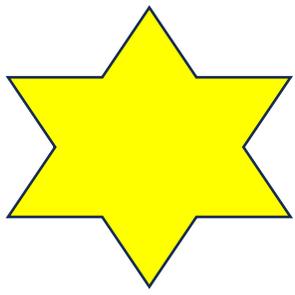




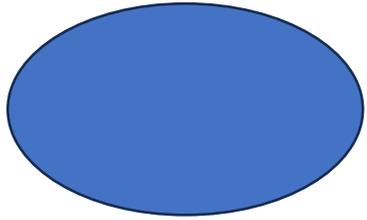
2014/15 18-month Agritourism Monitor Farms Programme



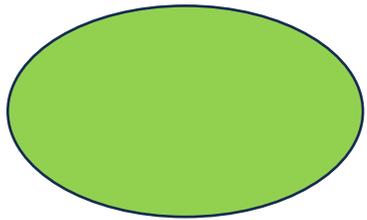
2019-2022 3 Year Agritourism Monitor Farms Programme



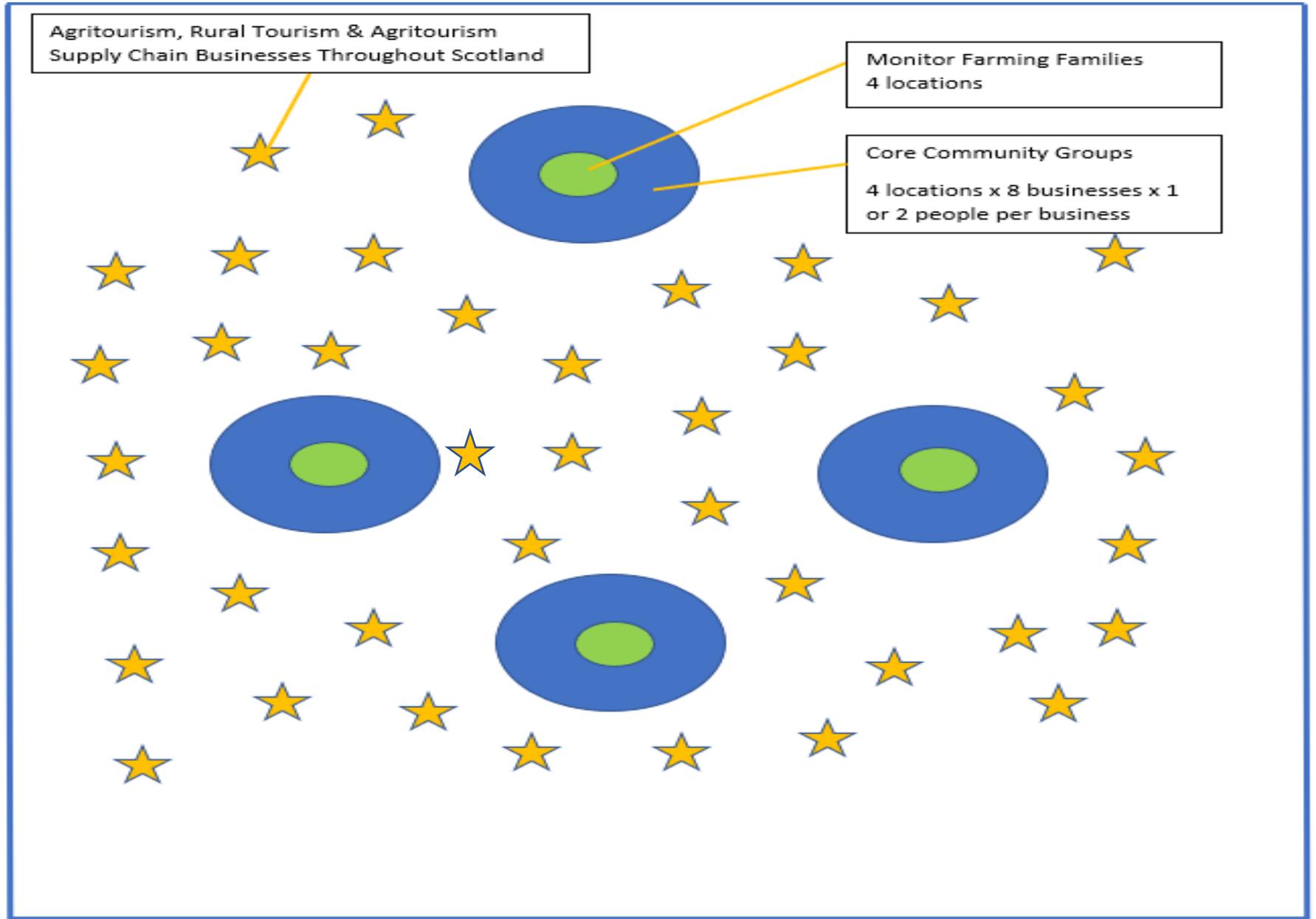
400 Businesses
throughout Scotland

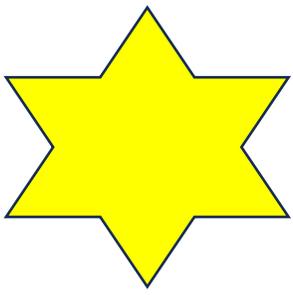


32 Core Community
Group Businesses, 8
per monitor farm



4 Monitor Farm
Businesses



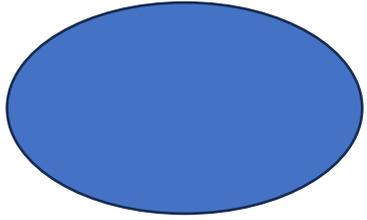


Pre agritourism
Current
agritourism/farm retail
Other Rural businesses

400 Businesses throughout Scotland

- 16 in person monitor farm meetings per year, 4 per monitor farm (you can attend as many as you wish)
- Regular online programme for one-to-many webinars on key topics
- New entrant business start-up programme online over 12 months for farmers and crofters starting out
- International knowledge exchange with Tasmanian agritourism businesses online

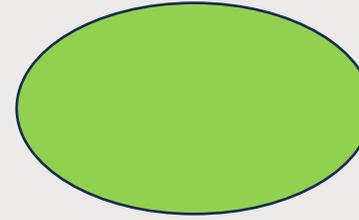




32 Agritourism or Farm Retail Businesses, 8 per monitor farm

- Increased one to one and group support from facilitator and experts
- Up to 3 people per business can take part e.g. multiple generations, key employee
- Visit to your business by the group to your business, with focus on improving your business performance
- Two-day community group away days per annum where all 36 businesses come together and work through benchmarking in “types” as well as on wider shared issues/opportunities





One in the HIE area
One in SOSE area
Two in SE area

4 Monitor Farming Businesses

- “On call” support/advice from Facilitator and team for 3 years
- One to one support from relevant programme expert/s
- Focused support from peers, particularly core community group
- Succession Plan in first 6 months
- Regular business reviews
- Increased profile for your business in the media, media training



CORE PROGRAMME METHODOLOGY – INNOVATION CORE EXPERTS

Mentoring & Supporting throughout the programme
Restaurant, Farm Retail, Tours, Accommodation & Communication

CORE PROGRAMME METHODOLOGY – INTERNATIONAL LEARNING, TASMANIA



- More regular engagement with international group of agritourism businesses to share learnings, exchange ideas and bring outward focus
- Two open online sessions with Tasmanian agritourism/rural businesses per annum
- Two closed CCG & MF sessions with small group on more confidential basis
- Tim Parsons (pictured) is coming to Scotland in November 2023. Millie and Tim will lead on the Tasmanian knowledge exchange programme.

What types of businesses will be supported?



- All businesses must wish to improve their performance in some way e.g. profit levels, customer service, work/life balance, employee retention
- Not everyone wants to grow, but a commitment to improving performance, sharing knowledge with others, adopting fair work practices, adopting green tourism practices is essential and fits the ethos of the programme
- Staff CPD opportunity for businesses e.g. supervisor, manager

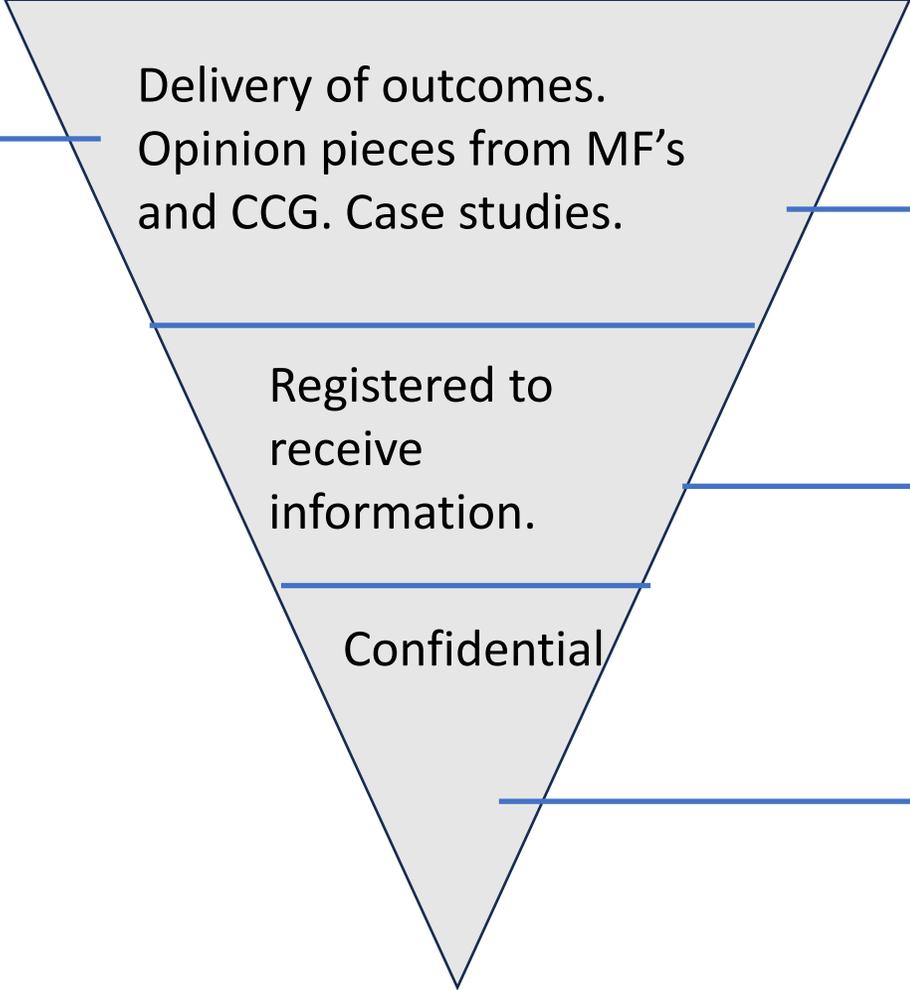
Monitor Farm and Core Community Group

- Taking business to next level
- Capital and other investment
- Growing turnover and profits
- Securing family employment, growing the pie
- Taking on more employees
- Committed to fair work principles or learning what they are and adopting
- Committed to net zero, sustainable businesses and green tourism
- Contributing to Scotland's Agritourism Strategy



PROGRAMME COMMUNICATIONS

Innovation -
Training &
empowering Monitor
Farmers & CCG to be
proactive
communicators and
ambassadors for the
sector and
programme



Delivery of outcomes.
Opinion pieces from MF's
and CCG. Case studies.

Shared to all

Registered to
receive
information.

To registered participants.
Fact sheets, reports, expert
notes.

Confidential

Shared within CCG
for example, or one
to one with MF
family.

Level	SUPPORTING BUSINESSES AT DIFFERENT STAGES OF DEVELOPMENT
1	Farmers considering agritourism. Other potential rural entrepreneurs interested in starting own business.
2	Start-up phase. In planning/build but not yet open.
3	Start-ups opened in past 2 years.
4	2 years old + A) Ready to scale up/add a different venture B) Operational but will stay micro
5	Mature businesses. Succession. Exit strategy.



Application Process

- Opens Friday 25th August
- Closes Monday 11th September
- Interview dates 3rd and 4th weeks October
- Monitor Farmers announced at the Agritourism conference 21st/22nd November
- Community group applications end of March 2024





Thank you

Caroline Millar, Sector Lead

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