PURDUE EXTENSION

AGRITOURISM FINAL REPORT

Orange County, Indiana

The Agri-Enthusiasts

Kate Alt, Kate Cherundolo, Sofia Godinez, Ella Hunt, CJ Kuzdal, Deyshia Lofton, Anna Mellas and Mikaela Yoder

Submitted To: Purdue Extension
As Part Of: MSCH-R348 Public Relations Planning and Research
Indiana University

EXECUTIVE SUMMARY

The Purdue Extension is a cooperative extension service that has offices in all 92 counties within the state of Indiana. The organization provides the link between Land Grant research and Indiana citizens. They strive to provide practical solutions to local issues.

The Orange County Purdue Extension branch serves three main communities French Lick, Orleans and Paoli. Their main goal is to use the research conducted to understand how to expand agritourism and how to market and benchmark existing agritourism opportunities in Orange County.

The mission of the organization is to deliver practical, research-based information that transforms lives and livelihoods. Keeping this at the forefront of our research, we identified themes and recommendations based on the takeaways from our findings:

- There is an overall lack of education or knowledge about agritourism.
- There is a lack of farming, tourism professional and Purdue Extension staff that can fully take on a new agritourism venture.
- Many research subjects expressed interest in farm-to-table dining.

Our team found that most people generally feel like agritourism is important, once given more context. Throughout this research report, our group provides Purdue Extension with recommendations to increase awareness about agritourism.

We also provide the tools to help the client expand agritourism in Orange County and give them suggestions on how to develop resources for both farmers and tourism professionals. Through our conversations with the client it was clear that Purdue Extension had a lack of staff, and we leveraged this knowledge. Leading us to propose working with Paoli High School to create an internship program that assists the Purdue Extension staff with their needs.

The following pages detail the strategic research we conducted, highlight benchmark communities and provide recommendations and lessons learned about agritourism in Orange County.

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INTRODUCTION

Our report begins with the situation analysis section, where the client can get details on the internal and external environments, benchmark communities and the SWOT analysis. Following the situation analysis, the qualitative and quantitative research goals, questions, methods and key findings are laid out. Based on the key findings, the reports then follows with our recommendations based on both qualitative and quantitative research. The report concludes with lessons learns from qualitative and quantitative research, the appendix and references.

SITUATION ANALYSIS

Internal Environment

Vision

"We will be a leader in providing relevant, high-impact educational programs that transform the lives and livelihoods of individuals and communities in Indiana and the world."

Mission

"We deliver practical, research-based information that transforms lives and livelihoods."

Values

"We provide the link between Land Grant research and Indiana citizens. In doing that we provide practical solutions to local issues. We provide information and expertise that's available in the form you want, when you want it. That's Purdue Extension, Indiana's home team advantage."

History

The Purdue Extension is a cooperative extension service, and is one of the nation's largest providers of scientific research-based information and education that has been around for more than 100 years. It's a network of colleges, universities, the U.S. Department of Agriculture, communities and counties across America. The organization has offices in all 92 counties within the state of Indiana. Their educators, specialists and volunteers live and operate within all the counties. The organization is also part of a larger network, the Land Grant System, that connects large universities across the country and their research-based data to help communities improve.

Program Areas

The Agriculture and Natural Resources Program is a network of specialty educators that offer programs and information on agricultural production and financial management for farmers, processors, manufacturers and consumers. It also provides expertise in environmental issues, conservation and land use.

The Health and Human Sciences Program is a group of specialty educators that provide education by helping communities analyze and identify the needs of families. It then collaborates with agencies and organizations to meet the needs of families. They train volunteers and paraprofessionals to assist in areas of concern to families. Finally, they motivate community members to become leaders.

The Economic and Community Development Program was built to strengthen the capacity of local leaders, residents and organizations to build strong communities by using resources based on research. They also provide local support and resources for leadership and civic engagement, community and organizational planning, economic and business development, local government education and creating quality places.

The 4-H Youth Development Program is one of Indiana's most valued youth programs. These youth educators develop individual talents, life skills and leadership abilities among young people in the community. This is done through clubs and county fairs, school enrichment materials and community programs.

The Purdue Extension and Agritourism Efforts
Not many steps have been taken toward agritourism in the past. This campaign will be the first real program in support of agritourism. This issue is extremely relevant because the client wants to understand how to expand agritourism and how to market existing agritourism opportunities in the area. Orange County is an area rich in agriculture, and if they can begin to understand tourists' motivations, they can promote agritourism that already exists and help farms create new opportunities as well. By doing so, they will also call more attention to other areas of Orange County in addition to the French Lick Resort or West Baden areas.

Some of the actions that the Purdue Extension has taken in regards to tourism is minimal, but it is a start. Their website provides agritourism resources from other states and what they have done in the past. They serve as educational pieces to help farmers who are interested, but the Purdue Extension does not have their own documents. They also have general education on their website about what agritourism is and its benefits. Recently, they began to offer a farm-to-table experience for guests who are interested, but have not had any interest thus far. These efforts were not easily-accessible from the website's homepage, so it is evident that more effort could be put into this.

Media Reports
The Purdue Extension - Orange County Facebook page has 1,150 likes. They post regularly but have little engagement with their posts. Since November 2018, their posts with the most engagements had 70 likes, 19 shares and 6 comments. Many of their posts include shared content, and their original posts are not consistent with graphics. The Orange County Purdue Extension does not have a Twitter page. There is an overarching Purdue Extension twitter page and the last time the Orange County branch was mentioned is, Jan. 30, 2015. Other branches of the Purdue Extension have Twitter pages including Clark County, Monroe County and Knox County but are rarely utilized. The Purdue Extension Orange County Instagram page has 27 followers and 7 total posts. Their last post was May 17, 2017 and it did not have any likes or comments.

There are no easily accessible public sentiments about the Orange County Purdue Extension. There are no Google Reviews and there are not any reviews on their Facebook page either. The generic Purdue Extension Facebook page has 6 reviews and is rated five stars. Reviewers commend the organization for the opportunities they provide for the public and the education they offer.

External Environment
Competitors
Orange Country is an area known for tourism, thereby creating competitors for agritourism and the Purdue Extension. The county is split up into three towns, French Lick/West Baden, Paoli and Orleans. The biggest competition stems from the French Lick/West Baden area. When tourists are looking to travel to these areas, they can refer to the "Visit French Lick West Baden" website. This is a comprehensive visitor's guide for anyone traveling to Orange County that helps tourists find places to visit, stay and learn about upcoming events in the area, the majority being in French Lick. Their website features a "Play" and "Dine" tab listing activities and restaurants with descriptions of each place and website links. Although this visitor's guide is very informative, they do not mention anywhere that Orange County is populated with an abundance of agricultural land, which can be a useful piece for information for those who want more information on the county. It is important to highlight all that agriculture has done for the country because the more people are reminded of it, the more they possibly want to get involved.

Some of the tourist destinations that are direct competitors for agritourism are the French Lick Winery, Animal Encounters at Wilstem Ranch, French Lick Scenic Railway, French Lick Zip Lines, Hiking at French Lick Resort, Shotz Lazer Tag and Miniature Golf, French Lick Resort and French Lick Casino, among others. The

Paoli area offers a large amount of activities as well including the Paoli Peaks, Patoka Lake, Patoka Lake Nature Center, Paoli Rock-N-Bowl, Orange County Museum and Paoli Country Club. Lastly, Orleans offers the least amount of tourist destinations and some of them include Orangeville Rise & Wesley Chapel Gulf of the Lost River.

Supporters

Agritourism in Orange County, Ind. has very strong supporters. There are several places within the county that are dedicated to supporting farming and spreading agritourism education within the community. Orange County Homegrown is one of the organizations that promotes small-town values and all the farms that make Orange County a better place to work, live and visit. The organization brings two different farmers markets to the county including the Orleans and Valley Market. They developed these markets in hopes to expand the local food options for residents. Their website also has a vendor directory with a description of all the farms and other vendors that the markets have to offer.

The Living Roots Farm and Sustainable Living Center, located in French Lick, has several farming projects that continue to develop agritourism by developing community gardens, planting orchards and expanding animal farming. They also provide lectures and workshop for those who are looking to expanding their knowledge about farming and sustainable living. The farm also offers tours followed by a potluck meal with all the produce the farm has to offer. Living Roots also operates as a Community Supported Agriculture (CSA) and market farm, these organizations allow people to order their produce from the farm throughout their main season.

There is also a co-op within the county, the Lost River Community Co-op, which provides the community with a grocery store in Paoli. The store features natural foods and many local, seasonal products. The co-op is owned by over 1,100 member-owners and is always open to adding new members.

External Community

Outside of Orange County, statistics indicate that agritourism is consistently growing. The U.S. Census of Agriculture estimates that from 2007 to 2012, approximately 3,085 more farms across the United States decided to participate in some form of agritourism. The census also demonstrates the profitably of agritourism. For example, 4,345 farms spent from $5,000 to $9,999 on agritourism making approximately $28,619 in profits.

In Indiana, agricultural destinations are very accessible for tourists. Wineries are one of the most popular destinations for agritourism in Indiana. There are approximately 75 wineries throughout the state, and that number is estimated to grow by five each year. Many wineries are even adopting kid-friendly accommodations to make the visit a family affair. For example, Huber's Orchard, Winery & Vineyards in Starlight, Ind. has created a children's farm park, a farm market, cheese shop, ice cream factory, gift shop and banquet facility to accommodate more guests. Another popular Indiana agritourism trend is, corn mazes. Corn mazes have been supplementing farmers income for years, but recently they have been adopting new technologies to enhance their guests experience. Designers are using GPS technology and software to create paths in the corn which also reduces the time it takes to strategically plan where the maze will be. Many mazes are incorporated with games, trivial questions and clues to help guide visitors along, and serve as educational tools about agriculture.

Ongoing Campaigns

The Orange County Purdue Extension is just beginning the process of an agritourism movement. They have made small efforts in the past, but this is the first time they are starting to initiate a full agritourism campaign. Their website is extremely outdated with the information they are providing so it is difficult to determine what they are currently doing.

On of their education programs/clubs that the organization is dedicated to is, the 4-H Project for youth development. The county currently holds 14 clubs that educate children on topics ranging from agriculture to robotics. Their programs are also there to promote life skills including, leadership and responsibility. The Orange County Purdue Extension website has a dedicated tab for their youth development program but very little information about what the club does, how to join or upcoming activities.

Benchmark Communities

Some benchmark communities to study are those in Brown County, Liberty Hill Farm and Inn, and Tuttle Orchards. Brown County, Ind. features a farmhouse cafe where locally grown food is served in a restored barn. The cafe offers farm-to-table dining and has their guests seated next to a flower and plant nursery. They market their services on Facebook, Instagram, YouTube and Twitter and offer a newsletter. Another Indiana benchmark, Tuttle Orchards, features a year-round farm that offers activities and produce all year round. They offer pumpkin and apple picking, farm tours and a sunflower maze in the fall. In addition, they have a cafe and farmer's store, similar to a farmer's market and a greenhouse.

The Liberty Hill Farm and Inn in Vermont heavily involves their farmers in the area's tourism. Their website presents the farmers' creed, highlighting their importance and involvement with the guests. The farm offers many in-barn activities such as milking cows, bottle-feeding calves and berry and vegetable picking. Guests can pick the food they will later eat for the ultimate farm-to-table experience. They market themselves on Facebook, Twitter, Instagram and TripAdvisor. Another community that serves well as a benchmark is an area in Pennsylvania known as Dutch County Roads. This area includes cities like Lancaster and Hershey. There are farms in the Dutch County Roads, like Old Fogie Farm, that offer farm stays where you help out with farm chores and enjoy homemade meals straight from the farm. You also have the opportunity to tour these working farms. Many of the agritourism offerings in this area of Pennsylvania are centered around the Amish but there is also festivals and farmers markets.

Orange County can adopt some of these benchmark communities' practices to attract more people to their agritourism business. One thing in particular to take away from these communities is their farmer involvement. Much of their success is dependent on the farmer's involvement and support for agritourism. They stress their farm-to-table dining and in-barn or field experiences. With Orange Country's agriculture business, they can benefit from using more of these techniques and getting farmers more involved in agritourism to see their business thrive.

Publics Analysis

Farmers

Farmers are the key public in this campaign because Purdue Extension wants to incorporate agritourism into the community through the farmers, specifically within Orleans and Paoli. The last Census of Agriculture that has available data to the public was in 2012, other data and information about Orange County's farmers is scarce. According to the 2012 census there were 478 farms in Orange County, which was four more than reported in the 2007 census, and the average size per farm is 206 acres. According to the 2012 census, the crop sales market value of products sold (22 percent) was $14,362,000; the livestock sales market value of products sold (78 percent) was $49,643,000; and the government payments were $6,981 per farm, which was a 16 percent increase from 2007. The annual farm proprietor earnings has more recent data available, were -$1,965 (Earnings per job: -$4,765), with farm earnings of $1,963 (Earnings per job: $2,478) as of 2017.

Orange County Residents

The residents of Orange County have varied demographics. When it comes to income, the household income is $41, 438; median income per capita for males is $30,689; the median income per capita for males and females

$26,536; and median income per capita for females is $23,536. When it comes to the internet only 55.7 percent of Orange County residents have high speed connectivity (25 MBPS or higher). Only 83.3 percent of orange county residents have a high school diploma, and the percent of adults employed in the county is 96.1 percent. The average rent payment per month is $578. The ages of Orange County residents are distributed as such; under 18: 24 percent; 18-65 years old: 59 percent; 65+: 17 percent. The race breaks down to be 96.6 percent white (18,757), 1.7 percent hispanic or latino (321), 1.4 percent black (265), 1.2 percent two or more race groups (236), 0.4 percent asian (79), and 0.4 percent American Indian (86). There are a total of 7,830 households in Orange County, where 16.9 percent (1,325) are married with children, 32.6 percent (2,552) are married without children, and 9.8 percent (769) are single parents, 28.6 percent (2,241) are people living alone. Having a low unemployment rate of 3.5 percent, the county has 8,406 employed residents and 344 unemployed residents for a total working population of 8,750 as of 2017.

SWOT Summary

Strengths

- The Orange County Purdue Extension has a strong relationship built with the farmers in the area resulting in the farmers trust of the organization
- They provide research expertise for anyone who wants to learn more about agriculture, community, environment, family and food
- The organization has a strong network of supporters who are also dedicated to promoting agritourism and making Orange County a better place to work and live, as mentioned above in the supporters sections
- The Purdue Extension has well established programs that people are well versed in and have responded to
- They are part of the Land Grant System which connects them to other large universities across the country
- Many people are involved with their 4-H Youth Development programming, making it one of the strongest youth programs in Indiana

Weaknesses

- The Purdue Extension website is difficult to navigate therefore information about agritourism and other programs are very difficult to find
- A lot of the resources and information on the website appears to be outdated
- The website has inconsistencies throughout with where to find information which can be misleading, and they have little information explaining who they are/what they do
- They do not utilize their social media accounts regularly and have minimal engagements with their followers
- The organization does not have many public sentiments promoting their organization and the good they have been doing for the community
- Most of the organization's communication with farmers is through a mailed newsletter, with only occasional meetings, therefore it is not very personal
- The Orange County Purdue Extension branch has a limited staff that will work on the agritourism initiative to help maintain the program

Opportunities

- Agritourism across the U.S. is continually growing. In 2007 nearly 23,000 farms offered agritourism activities and that number has grown by approximately 3,085 farms over the course of five years
- Farms that participate in agritourism can gain an extra source of income to help balance funds on their offseason
- The Visit French Lick/West Baden website - developing a agritourism section and/or a farm to table restaurant section to highlight the agritourism opportunities for visitors
- Visitors that participate in agritourism can learn more about farming, the agricultural business and the daily struggles of farmers

- There are farmers in Orange County that already have developed agritourism ventures for themselves and are open to progressive farming ideas
- There are several counties within Indiana that have developed well established agritourism ventures that Orange County can use as a guide for their own ventures

Threats

- The French Lick/West Baden area has a large amount of well-established tourist sites that people have been visiting for years, which can take away business from agritourism ventures
- When tourists visit the French Lick/West Baden area they are unlikely to venture away from that area to experience other parts of Orange County
- Orleans and Paoli are often overlooked by the tourists when visiting Orange County
- Residents in Orange County are less likely to have access to high-speed internet than the average Hoosier, or knowledge about how to use the internet
- There are many traditional farmers in Orange County who are not interested in letting people on their farm or open to any other progressive ideas
- Tracking tourists and their wants/needs can be difficult and there is little data to benchmark the amount of tourists Orange County attracts thus far. Without understanding wants and needs of tourists they can't fully reach the tourists they are trying to target

Opportunity Statement

Orange County is made up of three towns: French Lick/West Baden, Paoli and Orleans. The area is rich in tourism, however, many of the tourists don't venture out of the French Lick/West Baden area. As the tourism and agritourism industries grow, there is an opportunity to increase agritourism in the county and involve farmers in these ventures. This will provide local farmers with additional revenue, exposure and attract more tourists in exploring the other areas of Orange County, such as Paoli and Orleans, when they visit.

Next Steps

Even with all of this information the secondary research provides, to further understand the situation and have more insight, we must conduct primary research. Through surveys and interviews we can get insight into the locals first-hand experiences and the struggles they face in expanding agritourism. We would like to create surveys and conduct in-depth interviews with the farmers in order to get accurate and detailed information on their personal beliefs. We also want to get feedback from tourists who stay at the French Lick/West Baden resorts and see what parts of agritourism would encourage them to venture into other parts of the county. We must also understand the motivations and desires of the tourists and why they choose Orange County over other destinations. Going off of this, we must see what their views of Orange County as a whole are in order to see what Purdue Extension needs to work on to either change or reinforce these perceptions.

QUALITATIVE RESEARCH

Research Goals and Questions

1. To understand what farmers and tourism professionals think and know about agritourism.
   Research Question: What are their perceptions about agritourism? (Code: Perceptions)
   Research Question: What prevents farmers/tourism professionals from wanting to participate in agritourism? (Code: Barriers to Entry)
2. To understand how to involve agriculture with existing tourism ventures.
   Research Question: How can farmers and tourism professionals benefit from each other? (Code: Beneficial Relationships)
   Research Question: If provided with agritourism ventures ideas would farmers/tourism professionals be interested in implementing them? (Code: Motivation)

3. To understand what forms of communication farmers and tourism professionals have among one another as well as with the public.
   Research Question: Is there communication between tourism professionals and farmers? (Code: Comunication)
   Research Question: What forms of advertising do tourism professionals/farmers use to promote their business? (Social media? Paper ads?) (Code: Advertising)

Research Logistics

Our research was conducted through phone interviews. Famer A's interview was conducted in Franklin Hall on Indiana University's campus. It took place on Wednesday, February 20 at 10 a.m. and the interview length was 18 minutes. Farmer B's interview was conducted in Franklin Hall on Indiana University's campus. It took place on Thursday, February 21 at 3:30 p.m. and the interview length was 20 minutes. amer C's interview was conducted in Franklin Hall on Indiana University's campus. It took place on Tuesday, February 26 at 8 a.m. and it lasted about 35 minutes. Tourism professional A's interview was conducted in two part both in Franklin Hall on Indiana University's campus. The first part of the interview took place on Friday, February 22 and the other Monday, March 4 at 11 a.m, they lasted 19 minutes. Tourism professional B's interview was conducted in Franklin Hall on Indiana University's campus. It took place on Friday, March 1 at 2:30 p.m. and it lasted around 26 minutes. Tourism professional C's interview was conducted in Franklin Hall on Indiana University's campus. It took place on Monday, March 4 at 2:30 p.m. and it lasted around 17 minutes.

Research Method: Interviews

Our group decided interviews were the best avenue to collect our research in a timely and cheap manner, rather than a focus group. Interviews were more conducive to our two-week time period, and created a comfortable environment for participants to freely express their opinions. They also allowed us to be more flexible with everyone's schedule because we anticipated that finding a meeting time that worked for everyone would be difficult.

Analysis Process

The analysis process began by transcribing all of our interviews after they were completed. Our group read the transcriptions together and started to identify trends that were repeated throughout the seven interviews. We developed the codes perceptions, barriers to entry, beneficial relationships, motivation, communication and advertising. We chose these words because they were all distinct and accurately represented the research questions we were asking.

After developing a clear understanding of our codes, the group started with the first research question and the corresponding code, perceptions. We combed through the transcriptions, first identifying when the interview subjects talked about their perceptions of agritourism, then breaking them into seven subcodes. We chose this many subcodes because five of them were mentioned in every interview and the other two were different, but were beneficial in answering our research question.

We repeated that process for the other five research questions. Starting with identifying when each code was mentioned and then examining and developing subcodes for each. The area where we had the most subcodes was in the barriers to entry section. Although there were a lot of different barriers mentioned, we thought it was important to address each one because it can be one of the biggest issues for Purdue Extension when trying to increase agritourism in the community.

After all the codes and subcodes were complete we started seeing themes that were consistent throughout the interviews. If almost all of the subjects mentioned an idea we used the words "many" or "most" to refer to our findings. If only two or three subjects mentioned the concept we used the words "some" or "a few"

for our key findings. Finally, if only one subject mentioned an idea, but we thought it was worth sharing we used the words "subject" or "interviewee." We developed our key findings based on the most recurring codes to answer our research questions. We then compiled all of the findings together in order to make suggestions for the Purdue Extension that we felt would be most beneficial and favorable for them.

Beyond our main codes, we developed four additional codes that we felt would be useful in our analysis. These four ideas appeared repeatedly in most of the interviews and they are, opportunities, recommendations, operations and resources. Many of our interview subjects had prior experience with agritourism which presented a lot of recommendations that they felt would help the community. Some were also aware of other resources that would be helpful and many saw opportunities for agritourism within Orange County. We thought this information was important because they are the professionals most familiar with the agriculture and tourism industries within the county, and we wanted to take all of their input as serious as possible.

Key Findings

Perceptions

Our group wanted to better understand famers' and tourism professionals' perceptions of agritourism. Some were familiar with the term and some of the interviewees were not, but understood the idea. We found that those who knew about agritourism or were familiar with the concept, typically had positive perceptions and were open to the idea. It was brought up by several interviewees that agritourism is important because it gives someone a better understanding of the farming industry and the work that is put into it.

Farmer A said, "When they (the public) understand where it's coming from and the care that is taken, they are more willing to support local produce individually." Another interviewee spoke about his past agritourism experiences and how it can lead to a better appreciation for the everyday farmer. Farmer D said, "I think when people like the experience of going to a farm, they tend to value the local much more and value the farmer as a person much more."

Our group found that although there was knowledge about agritourism among most interviewees, the word was not always familiar. After receiving an explanation of the concept with examples, interviewees were more aware of what we were talking about. Beyond just knowing about the agritourism concept, all of our interviewees thought that Orange County had plenty of opportunities to expand the industry and most of the subjects had an interest in getting involved.

Barriers to Entry

Through our research, we found that the barriers to entry varied depending on each interviewees' situation. Farmer D explained they were newer to the area and did not feel that they had the authority to make suggestions for agritourism. Some other barriers that were mentioned are the liability that arises when people go on farms, that they were focused on their farming and did not have interest in taking on an agritourism venture, and the idea that farmers are stubborn in nature. These were only mentioned by some of the subjects, but there are still obstacles that the Purdue Extension will have to consider.

One of the most common barriers that was mentioned multiple times by interviewees was that they had limited farming staff. They explained that it is difficult to take on another venture without adding new staff members. Tourism professional A explained "Most areas in the region are experiencing a lack of workforce." It was also mentioned several times that our subjects felt like they were too old to take on another project, but if they could find someone young to take it over they would be willing. Tourism professional B said, "I want to find somebody that's young that wants to learn how to take care of grapes and a vineyard and I'd be more than happy then to capitalize it. But I just can't do it, I'm getting old." Farmers also mentioned that they wouldn't

know how to start a new venture. Not only do they not have adequate staff but they also don't have the knowledge to start a new venture or the resources to began education on agritourism. Farmer C said, "You're in a very closed minded, narrow thinking part of the world. I think there's a huge disadvantage to just that situation. Why do I think that's there? Lack of education. Do I think that that could be handled? Yes. I mean, is that a challenge? Absolutely."

Other common barriers were the lack of time and the financial commitment that subjects didn't have to put into agritourism. Through our research we learned that times are tight in terms of finances for not only farmers, but the workforce in Orange County in general. Some of our subjects expressed concerns about the money that they would have to dedicate to it. Beyond the financial commitment of starting a new venture, several farmers explained that there is financial commitment with existing ventures, like the farmers market that they are moving away from. They explained that the cost is too high and they are more successful in selling their produce on their own. For example, Farmer A said, "You gotta pay a fee to get into the farmer's market." "You sit there and you don't know how much to take. So you take what you think you might be able to sell today and if you don't get it sold at the farmer's market then you're trying to find someplace to get rid of the rest of it." Time was also a barrier that came up repeatedly. It was explained that farmers and tourism professionals have a lot of other responsibility, and they might not have time to take on something else. In some cases, interviewees had a day job and farming or working in tourism was a secondary job.

Another interesting barrier that was mentioned was the lack of support from the community. We found this interesting because for the most part, our research found that they felt like the community would support agritourism. However, an interview subject made a large investment to bring agritourism into Orange County, and after having the initial success he could not get the community to back him up to stay in business. Tourism professional C explained that he felt the resorts in French Lick were very territorial about their business, and feel threatened when other people try to bring tourism to different parts of Orange County. He said, "I just think they've got tunnel vision over there. I think it would behoove them to try to let other areas within their community to develop because we would have brought a lot of people into the area." We think this is an important factor that Purdue Extension must consider when trying to expand agritourism. With this past of French Lick's past opposition to other Orange County tourism ventures, especially wedding venues, Purdue Extension should that past in mind when trying to forge new ventures. Without the support of one of the biggest tourist destinations in the county, future ventures won't be able to expand or reach a wide audience.

Beneficial Relationships

Through our research, we learned that relationships were a key aspect in the agritourism industry and that for the most part, these relationships were beneficial. One of the farmers explained that the reason he is able to sell his produce to the French Lick Resort is because of his personal connections. Farmer A said, "I mean I don't really communicate with anybody else in tourism. I know some of the people and they know what I do… My relationship is strictly with the hotel there. There are individuals that I know in there. That's how that came about." Farmer C mentioned that if he ever has a question there is always someone he can call to help him find the answer. Farmer D said that he hopes to create/implement another FFA/agriculture education program like the one Paoli High School currently has.

Tourism professional B mentioned that it was a huge advantage for the state to have the Purdue Extension in each of the counties. He explained that the more local businesses that can cultivate relationships with farmers and tourism professionals, the more they can benefit financially. He said, "As a winery, we all help each other, which is an odd thing to be competitors, but the wine industry recognizes that if we had wineries closer together, if I could get other wineries to move in close to me, we'd both make more money."

Our research did indicate some contradictions regarding beneficial relationships. Tourism professional C explained that he really wanted to benefit from relationships in the community, so he reached out to multiple sources but they did not reciprocate. He explained that, "If you do not have local support, if they're not willing, if they could not see how we could contribute to the community, then why would we want to pursue it?" Purdue Extension will have to consider this to make sure those that want to pursue agritourism feel like they are supported.

Motivation

Through our research, we discovered that one of the biggest motivating factors for farmers to look into agritourism ventures is the opportunity to provide a platform to help the public understand where their food comes from. Farmer B described how the public's perception of farming has become a negative one in regards to the term "factory farming," and he said that he worries "about people's negative perception. But yet the only way to maybe change that is to see how you do things differently." Farmer C emphasized the importance in knowing the story of where your food comes from. "It's becoming increasingly important," he said, "to tell our story about where our product comes from, what we have to offer, how it was raised and how it was produced."

Several farmers also commented on Purdue Extension's involvement in implementing agritourism. "Well we currently have a pretty good staff in our extension system in Orange County. If they started pushing it more I think farmers would listen to it," Farmer B said. Likewise, local and national land developer also said Purdue Extension's support may encourage him to look into agritourism again. "I think a lot would have to do with [Purdue Extension's] input and willingness to participate in moving us forward. If they brought something to the table that made sense to us, then I would probably be willing to take another look at it."

While a lack of manpower and staffing seemed to be a barrier for some farmers to get involved in agritourism, the possibility of new staffing opportunities is a motivation for some. Many farmers think that agritourism involvement could bring new job opportunities to hire more people on their farm. Farmer B said that, "If my grandson has a desire to come back and farm. If he comes back, then that might be something that would help him be a part of the operation, and you know that would open up new opportunity for him." Farmer B went on to talk about the benefits a dedicated agritourism professional would have within the county. He said, "if we really want to get excited about this in Orange County, we need to find some younger people maybe that really want to take it and run with it because it would take some commitment."

Communication

Our research uncovered that there does not seem to be a lot, if any, communication between farmers and tourism professionals. This is both within the groups and between the two groups. Many of the farmers were in communication with each other only because of other businesses they were apart of. Farmer C said, "I have a lot of communication with other farmers. That's because it's my other job." Other farmers, like farmer D are in communication with other farmers in Orange County because of a mutual business they were apart of. Communication with tourism professionals was almost nonexistent but in some cases very limited. Farmer B and farmer A had contact with a tourism business since they sold some produce to the French Lick Hotel. Apart from them, there was virtually no communication between the two groups. The lack of communication between and within the communities limits the amount of work that these two groups can do together, and also limits their knowledge about what is happening with the other.

Advertising

We wanted to better understand the methods of advertising our interviewees were most comfortable with. Farmer A mentioned that he uses Facebook and word of mouth to advertise their business/produce. He also said that they haven't tried any other forms of advertising but that he is open to new ideas.

Farmer B also uses word of mouth to sell his produce. He said, "Just people that we know they come to us or in the course of discussions they discover that we have a good quality product or they talk to a neighbor that has purchased beef." He also mentioned that he does not trust much of what he sees online, "So if I don't have some sort of a reference or a personal contact, I'm going to have to investigate before I just jump into something because it was on a website."

Many other subjects, especially farmers, agreed that word of mouth is the best way to promote their business. This is important to understand for Purdue Extension because they can help farmers and tourism professionals expand their messaging and adapt new ways to promote and expand their current and new ventures.

QUANTITATIVE RESEARCH

Survey Methodology

Surveys provide an easy and quick way to collect information across a diverse group of people. The gathered information can be compared and analyzed through many different techniques. The data can also be used, if the sampling is representative, to describe a large population across a wide array of variables. Although surveys are quick and provide a platform to reach a wide range of participants, there is no opportunity to follow up with the participants. In addition, the responses to the survey items can lack context and the set choices may not always fit what the participants feel. While surveys usually produce accurate information quickly, it is important to remember that this may not always be the case.

Research Goals and Questions

1. To understand the level of knowledge tourists have about agritourism.
   Research Question: Do tourists have an understanding of what agritourism is?
   Research Question: Are tourists aware of agritourism opportunities in Orange County?
2. To understand the level of motivation agriculture has on tourists.
   Research Question: Are tourists interested in agriculture?
   Research Question: How important is it to tourists to have agriculture incorporated into tourists ventures?
3. To understand how tourists' find destinations to visit.
   Research Question: What do tourists look for when choosing a destination to visit?
   Research Question: Where do tourists get their information about travel ventures/destinations?

Questionnaire Design: Motivations/Expectations/Aspirations

The Subject Items included:

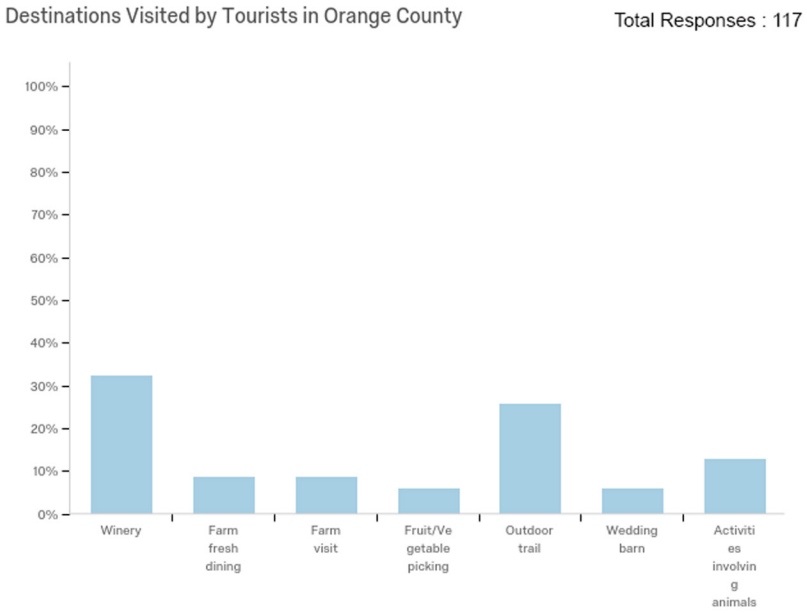
- What would you hope to get out of participating in agritourism? Choose all that apply.
  This item's level of measurement is a discrete-nominal level with a check all.
- What would you hope to gain from an agritourism experience?
  This item's level of measurement is a continuous-interval and a Likert Scale.
- Reasons why I might consider engaging in Agritourism (select all that apply).
  This item's level of measurement is discrete-nominal level with a check all.
- What type of activity are you looking for when traveling?
  This item's measurement is discrete-categorical level with a checklist.
- What kind of activity or services would you like to find in agritourism?
  This item's measurement is discrete-nominal with a checklist scale.
- Which of the following ventures are you aware of in Orange County, Indiana?
  This item's measurement is discrete-nominal with a checklist scale
- Which of the following activities/destination have you visited in Orange County, Indiana?
  This item's measurement is discrete-nominal with a checklist scale.

• What emotion do you best associate with agritourism?
This item's measurement is discrete-nominal with a checklist scale.
• What would motivate you to engage in agritourism?
This item's measurement is continuous-interval level with a Likert Scale.

Subject Items that could be improved:
The subject item "Which of the following activities/destinations have you visited in Orange County, Indiana?" could be improved by adding an "other" option or adding more activities to the answer options. This way, the responses are not limited. Without having an "other" category, the respondent is forced to pick an option that might not be fitting for them.

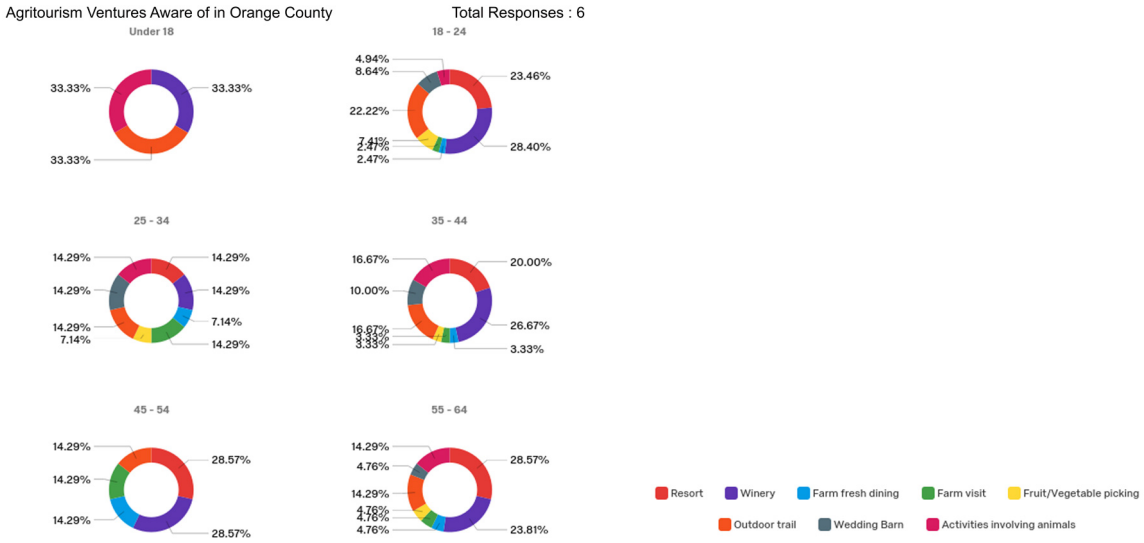
We felt like the subject item, "What do you hope to gain from an agritourism experience?" could be improved the most in the section. The question was a little repetitive and was intended to measure respondents' emotions on certain statements which was unclear made that unclear. Beyond being unclear, the question asked about respondents emotions rather than measuring their emotions. The options also seemed unattached and did not really answer the question well. If we reworded the question to, "Please rank the following statements based on what you are looking for in an agritourism experience," it would have made more sense.

Key Findings
1. To understand the level of knowledge tourists have about agritourism.
• Q15 - Which of the following activities/destinations have you visited in Orange County?



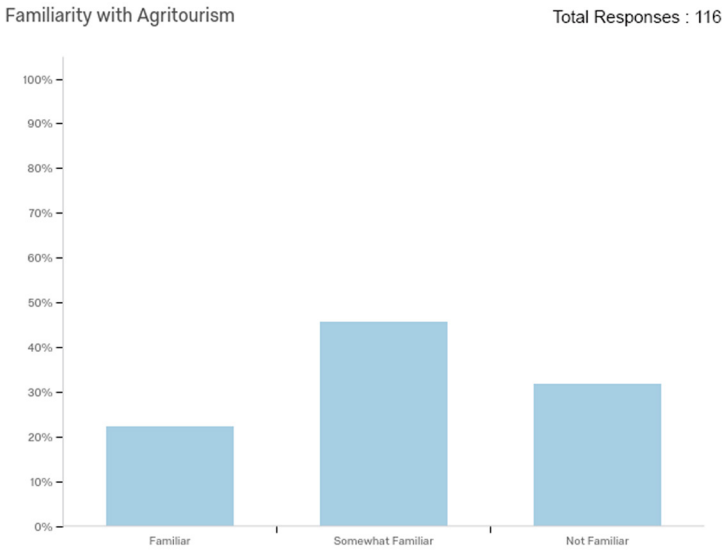
When asked which activities and/or destinations tourists have visited in Orange County, the responses revealed that 32% have visited the winery, 26% have visited an outdoor trail, 13% have visited activities involving animals, and less than 20% have visited the other destinations. There were 84 responses, but 117 answers because it was a check all that apply question. The winery was the most established option for agritourism in Orange County with activities involving animals being pretty high as well. Knowing this information, Purdue Extension needs to consider that the winery and activities involving animals are attracting the most amount of tourists so, by promoting other ventures at these ventures has the potential to reach the most amount of people.

• Q14 - Which of the following ventures are you aware of in Orange County?



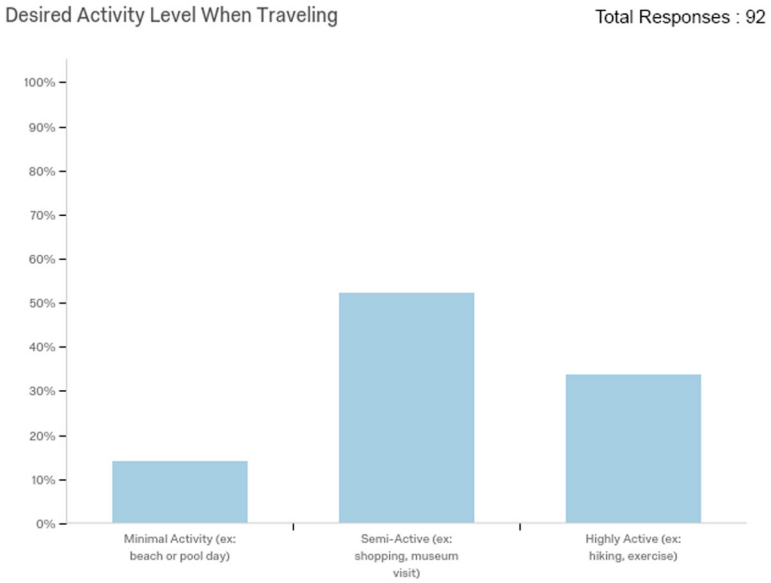
Of the 66 respondents (p=0.12), 18-24-year-olds (22.22%) and 35-44-year-olds (16.67%) were more likely to know about outdoor trails in Orange County. Further, 25-34-year-olds were more likely to know about all ventures mentioned in question 14 than the majority of the other age groups. The group that was least aware of the ventures mentioned was the age group 18-24. This age group represented the majority of the respondents. They were most aware of the resort (23.46%) and the winery (28.40%). Overall, all the age groups were the most aware of the winery and the resort. Farm fresh dining and fruit/vegetable picking are the least known among all the age groups. The highest being farm fresh dining in 45-54-year-olds (14.29%) but this age group is least aware of fruit/vegetable picking (0%). By using the winery and the resort as ways to promote the ventures that aren't as well known, like farm fresh dining and fruit/vegetable picking.

- Q5 - I am familiar with agritourism.



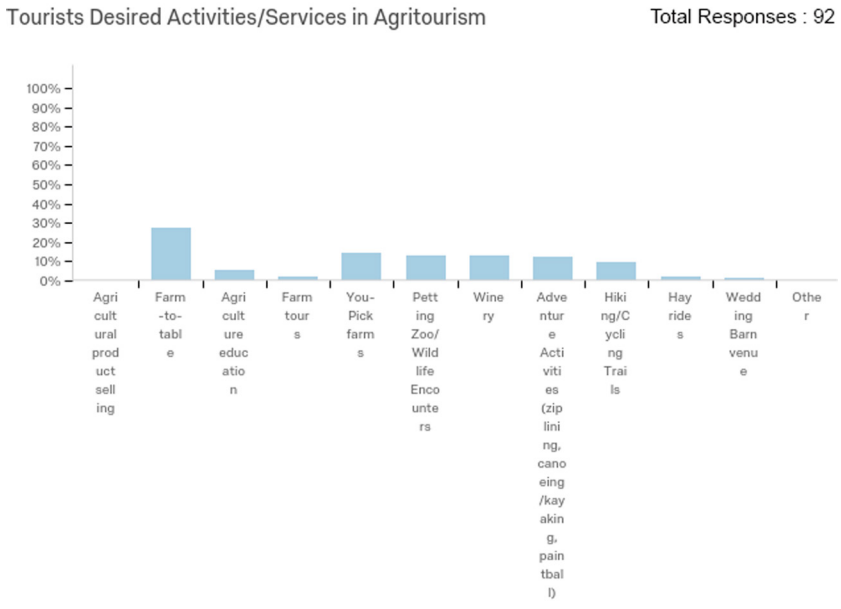
Respondents were asked if they were familiar with agritourism and 22% revealed that they were familiar and 32% revealed they were unfamiliar. The rest of the respondents categorized themselves as "somewhat familiar." There were 116 total responses to the question (measured on a 3-point scale from "familiar" to "not familiar" M=2 SD=1). This chart reveals that the majority of the respondents did not have extensive knowledge about agritourism. This means that if Purdue Extension wants to get more people involved/participating in agritourism, one of the first steps should be general education about agritourism and explaining the positive impact it has.

• Q12 - What type of activity are you looking for when traveling?



Respondents were asked about their desired activity level when traveling and the majority of the respondents indicated that they preferred some active level of activity when traveling. 52% of respondents said they wanted to be semi-active when traveling and 34% of respondents indicated that they wanted to be highly active. Agri-tourism can range from semi-active to highly active activities, which means the data found in the measurement of tourists desired activity levels matches up with the activity required to take part in agritourism. This means, that Purdue Extension can promote agritourism opportunities with the knowledge that tourists will not be turned off by the level of activity that comes with agritourism.

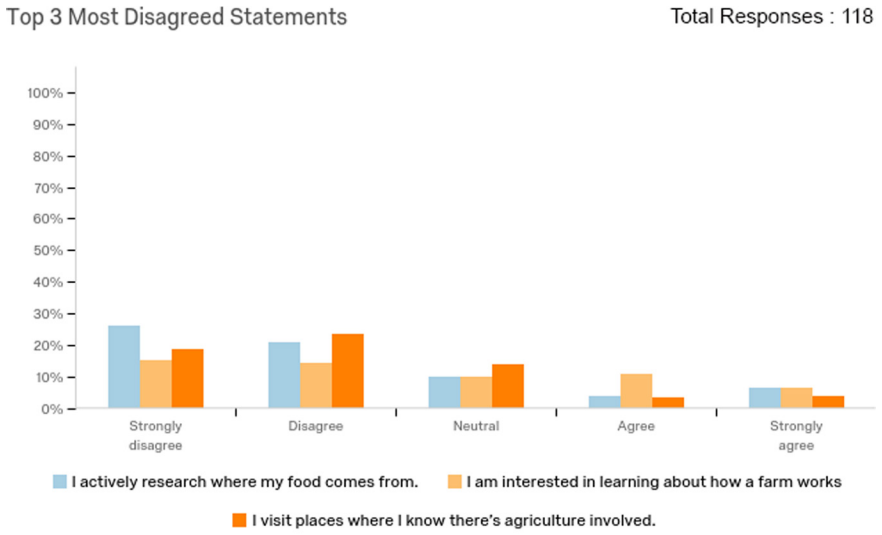
2. To understand the level of motivation agriculture has on tourists.
   • Q13 - What kind of activity or services would you like to find in agritourism?

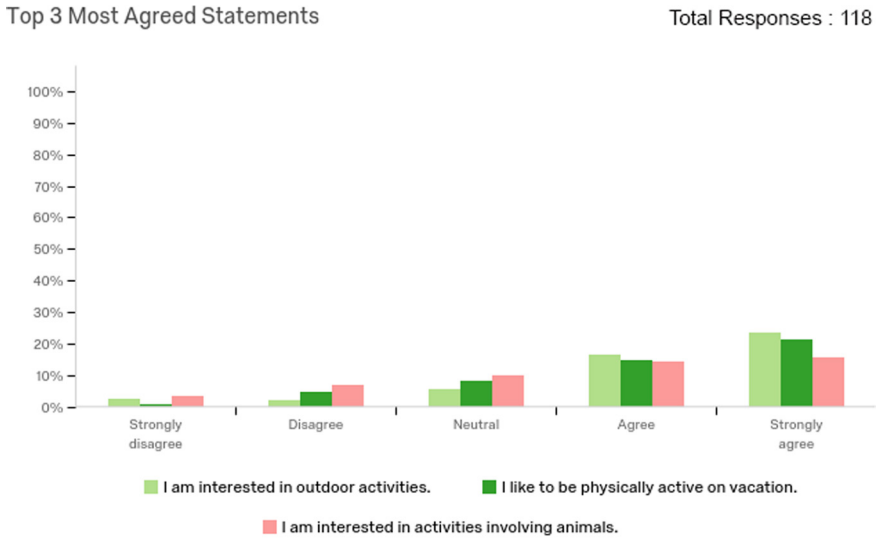


To understand respondents motivations when choosing tourists destinations, we wanted to know what kind of agritourism activities they would like to find. The response that stuck out the most was the farm-to-table dining option, with 27%. The most unpopular responses included farm tours (2%), hay rides (2%) and wedding barns (1%). This finding validates that the farm-to-table movement still has a large impact on people, and they are

most interested in participating in farm-to-table dining over other options. This means Purdue Extension should look into further developing farm-to-table opportunities at either existing restaurants or developing something new.

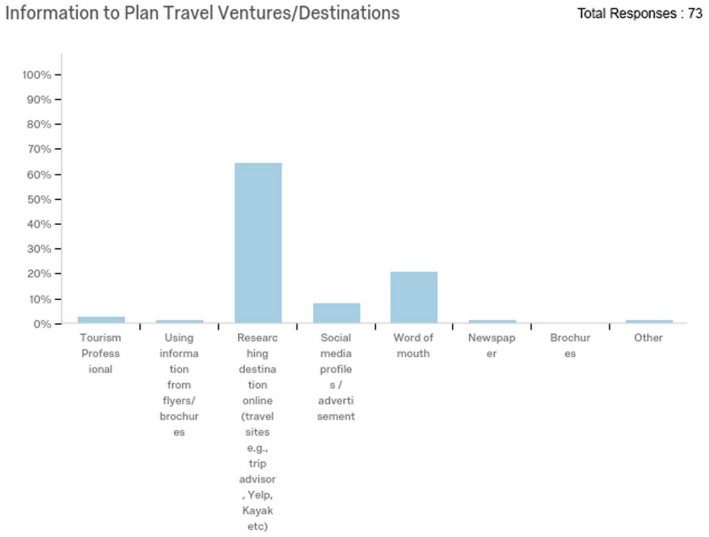
- Q2 - For the next set of questions, indicate your level of agreement with the statements on a scale of 1-5 with 1 being strongly disagree and 5 being strongly agree.





These set of questions were intended to get a thorough idea of what people value in their lives. It was meant to be more general and to get an idea of their likes and dislikes. The two charts above show the top three statements that were most agreed with and most disagreed with. There were 118 respondents to the statements. The three most agreed statements were, I am interested in outdoor activities (35%), I like to be physically active on vacation (31%) and I am interested in activities involving animals (23%). The three most disagreed statements were, I actively research where my food comes from (26%), I am interested in learning how a farm works (15%) and I visit places where I know agriculture is involved (19%). This shows that most people enjoy being physical and outdoors, but may not necessarily value agricultural ventures as much. This means that Purdue Extension will have to continually push on the importance of agriculture to gain more people's interest. By bringing more light to agriculture and educating the population, it is likely that more people will be inclined to participate in activities involving agriculture once they truly know what it is and what it means.

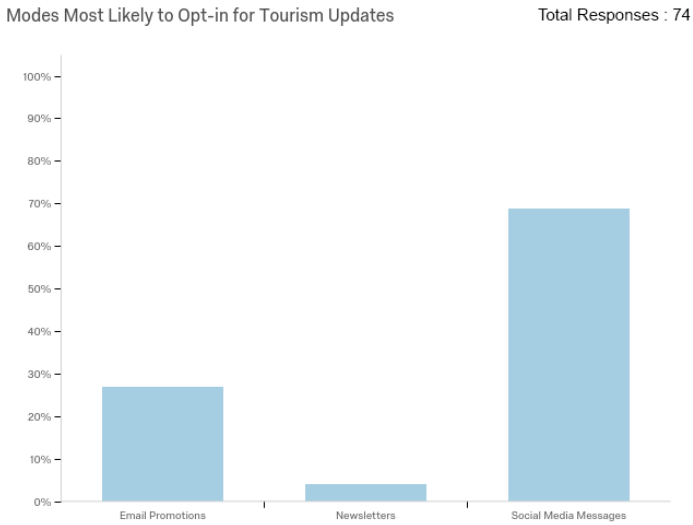
3. To understand how tourists' find destinations to visit.
   - Q21- When considering a trip, where do you typically get information to plan your travel ventures/ destinations?



We wanted to know where potential Orange County tourists find their information to help plan their visit to possible destinations on upcoming trips. 64% of the 73 total respondents indicated that they find information about destinations by researching the destinations online using travel sites such as Yelp or TripAdvisor. The second most popular answer at 21% of the respondents said they find information about destinations using word of mouth. The least popular responses were using information from flyers/brochures and newspapers both at 1% of the respondents. By seeing that many people prefer to use travel sites and word of mouth, we can more effectively use those two channels to get the word out and advertise Orange County's tourist destinations more.

   - Q22- Which are you most likely to opt-in to for tourism updates?

This question sought to find out what types of platforms potential tourists would be interested in using to stay in touch and be up to date with tourism ventures. The majority of the 74 total respondents, at 69%, said they would prefer social media messages. Next, 27% of respondents said they would like email promotions. Newsletters were the least preferred out of the tourism update platforms at 4%. Knowing that most respondents would prefer social media or email promotions helps Purdue Extension know how to reach potential tourists and update them on events and future ventures.



RECOMMENDATIONS

Qualitative

Internship Program

Through our research, it became evident that there is a lack of farming and tourism professional staff that can fully take on a new agritourism venture. Through our conversations with the client, we realized they also have a lack of staff to take on other projects outside of their existing ventures. With this in mind, we suggest that a student internship program is developed in partnership with Paoli High School's Future Farmers of America program. The program would include a group of 7-10 high school students that are interested in agriculture and further developing the Orange County Community. The internship would be unpaid and the requirements are that the students must have a driver license and they must work 10-15 hours a week. Although they won't be getting any financial compensation for the internship, they will have work experience that they can use on a resume and when applying for colleges. For students who are going to study agritourism or agriculture in college, this program would help them learn about the field and give them a leg up when looking for future jobs or internships in college.

The position duties would include acting as a liaison between farming and tourism. By doing this they can start fostering lasting relationships with those interested in agritourism and bettering the community. Part of this duty would include initiating new technologies to help channel communication such as using the "Next Door" app. This app is a social networking app that allows someone to communicate with those in their immediate/ nearby location. By doing this, agritourism can become a common conversation topic and people can easily share their thoughts and ideas. Another duty would include assisting famers who have interest in marketing and agritourism ventures. Many of these professionals have interest in developing more agritourism, but are not sure how to go about it either because of lack of knowledge or lack of labor. This internship program can help with that problem. The final job duty would be serving as a communication assistant to Purdue Extension staff. This can help alleviate some pressure on the extension staff, as it is very limited, and communicate faster with the farmers.

To carry out this program, communication with Paoli High School would be the first step. Once they are informed, the Purdue Extension would have to develop an application to send out to those that are interested and post on their website. Promotion of the opportunity can include Paoli High School educators and through the extension. Students would get hands on experience and farmers would get help in starting up agritourism and marketing. It would also create an incentive for students to help Orange County continue to flourish, and create satisfaction knowing they had a part in doing that.

Manual

We also found that there is a lack of education and available resources for those who are interested in developing an agritourism program. Many liked the idea, but did not know how to approach a new venture or knew what would be successful. Keeping this in mind, the next recommendation our group has is to develop an all-inclusive information manual. This manual would be broken up into two different parts. The first is an information guide about agritourism venture ideas with different price ranges so it can apply to anyone. It would also include resources about successful agritourism ventures in other communities and links that have additional information if they are interested. The second part of the manual would include social media how to's and marketing do's and don'ts. Many of the interview subjects expressed that word of mouth is their main form of advertising. This manual would help them expand their advertising efforts with minimal effort by giving instructions and do's and don'ts on marketing and advertising that would allow the farmers to get the most out of their advertising.

Farm to Table

Some of our interview subjects mentioned that they sell some of their products to the French Lick resorts. With this interest from farmers, there is an opportunity to expand the farm to table options that the French Lick restaurants offer. Due to the size of the farms compared to the amount of food the French Lick resort requires, we propose a weekly farm-to-table special that can be offered for guests. This would benefit both the surrounding farms and the French Lick resort by allowing more unique dining options for tourists. Sample messaging can include: "Tonight we have a farm-to-table special that features local green beans, corn, and pork chops." Farm-to-table dining weekly specials could be advertised within the resort rooms as a unique dining option. As well, this dining option could be advertised on the resorts social media pages a special. The farmer's that provided the produce would be showcased at the restaurant to help those farmers in their growth efforts as well.

Fundraising for Farmer's Market Entry Fee

Some of our interview subjects mentioned a barrier to entry for the farmer's market was due to the entry fee and risk of losing unsold products. If farmers have a limited or minimized entry fee, they may be more willing to bring products to the market without the fear of losing too much money. An easy way to raise the money would be distributing donation boxes to local stores, restaurants and churches. These boxes would help raise money for the Farmer's Market that would lower or eliminate the entry fee. This can help farmers to expand their business within the local community and build connections. Sample messaging to advertise the cause of the box can include: "Help your farmers help your pantry by donating to lower the farmer's market annual entry fee. Check out our local farmers market Saturday mornings from May - October." These messages can also be posted on social medias of the Farmer's Market or the stores/restaurants that are taking donations.

Quantitative

Agritourism Education

One of the most common themes throughout the survey was that respondents were either somewhat familiar with agritourism or did not understand the concept to the fullest. If Purdue Extension wants to get more people involved with agritourism in Orange County, the first step needs to be general education. If the Purdue Extension can provide pamphlets, dedicate a space on their website and/or host information sessions about agritourism, and take people on farm tours, people can start grasping onto the concept and seeing the benefits of participating. To carry this out, Purdue Extension would have to make a new copy either for their website, make a pamphlet, or host an information session to teach the public about agritourism. In addition, they would need to include a list, on their website and on the pamphlet, of the benefits as a call to action for those reading the information. Finally, Purdue Extension could add an "agritourism in Orange County" section with some of the destinations that they want to promote, description about the business and how they benefit Orange County. If people were also able to visit farms, they would have a greater appreciation for the farmers' work and where their food comes from as well as outdoor activities.

Farm-to-Table

The survey revealed there is an interest in outdoor activities while on vacation and a large portion of the respondents said they would be interested in farm-to-table dining. This is a perfect opportunity to share existing outdoor agritourism venture the Purdue Extension wants to promote while also promoting their farm-to-table option in their tourism package. The client mentioned in their presentation to the class that Purdue Extension has not gotten a lot of interest in farm-to-table, but there is. It just needs to be promoted and more visible to the public. If Purdue Extension wanted to take further steps on farm-to-table, they can start working closely with restaurants in planning a weekend farm-to-table special. This would not be a great deal of extra work, but it could help benefit restaurants, farmers and the tourists. To pursue this idea, Purdue Extension would have to work with a farmer or multiple farmers to see if they can provide enough produce to a restaurant for a special

over the weekend. If they agree, then Purdue Extension would have to get a restaurant on board to use all farm-fresh food for specials on Friday and Saturday, for example. The Purdue Extension, farmers and restaurants involved can then promote the special on social media so it is reaching a wider audience. In addition, the waiters would give a brief description to each of their tables, such as, "Tonight's special is a farm-to-table vegetables and chicken in a tomato sauce. All of the ingredients used to prepare this meal come directly from local farms here in Orange County."

Promotions via French Lick Winery

Purdue Extension also needs to keep in mind that from the analysis, the French Lick Winery has the biggest audience. Moving forward, we feel Purdue Extension should use this as way to build upon the winery as an instrument in spreading more awareness about other agritourism ventures within Orange County. For example, Purdue Extension can host one of the information sessions (as suggested above) at the winery, where people can enjoy wine tasting and lunch while learning about other agritourism opportunities in Orange County. This would put people in an environment they are comfortable with, doing something they enjoy, while also learning about new things to do. There could also be a promotion (like $5 off), for whatever they are trying to promote, whether that be a farm tour or orchard picking. This would offer even more of an incentive for people to participate. Additionally, the Purdue Extension could display a variety of agritourism pamphlets/brochures at the winery so that tourists who visit the winery can take a look at them while they are at the winery and find other activities to participate in during their visit in Orange County.

Expand Demographics

The respondents that were least aware of agritourism opportunities were in the age range of 18-24. While this can be because many of the respondents were not from Indiana, the lack of knowledge in this age range presents an opportunity for the Purdue Extension. There are 60 four-year colleges and universities in the state of Indiana that Purdue Extension has the opportunity to connect with. The Purdue Extension can make college visits to educate the students about the agritourism opportunities in Orange County and why students should consider taking a day or weekend to visit. College students are open to learning about new things, and sharing Orange County's story with them can draw many students to visit. Even if they decide not to visit, they will have a general knowledge about agritourism and be more aware of how to get involved. Due to the fact that they will already be partially educated about agritourism from the visits that Purdue Extension will make, the visits can inspire them to do their own research to gain more knowledge about the possible opportunities available in Orange County.

LESSONS LEARNED

Qualitative

In conducting one-on-one interviews for the qualitative research, the group learned how willing and open the participants were about sharing their experiences and perspectives on agritourism. By conducting phone interviews, flexibility with interview times and more open communication between the interviewers and the interviewees was available. Through the phone interviews we received a lot of beneficial information that helped us figure out where farmers and tourism professionals stood on the issue.

After conducting all the interviews, we learned a lot of information that we would not otherwise have known. In talking with the interviewees, we saw a lot of them had positive perceptions of agritourism and many of them were interested in it in some way. We learned, however, that there are a lot of barriers to implementation like lack of farm workers as well as time and finances to pour into a completely new venture. We were able to hear about people's personal experiences and learned that for one tourism professional who was pursuing agritourism, French Lick Springs Hotel was curbing the professional's business by not allowing wedding guests

to stay at the hotel. This tourism professional further stated that there was not great support, if not pushback, from the people in French Lick who saw him as a competitor. Without that support, the business could not continue and they shut down.

Next time we conduct interviews, we need to block out more time than just two weeks to get our interviews done. There were a lot of interviewees who did not pick up and we had to call them multiple times in order to set up an interview. There were also a lot of interviews that fell through because the person was unwilling to speak about the topic or unwilling to expand on ideas. Because of the time constraint, it was hard to get other people to replace those subjects. In the future when we conduct more interviews, it would be more beneficial to ask more probing questions. This will allow the interviews to go on longer and for more information to be uncovered that wouldn't otherwise come out of the starting questions.

Quantitative

After conducting this survey, our group feels more confident in our ability to use Qualtrics, especially after utilizing Qualtrics analytics, reports, and data and analysis. Within the survey itself, we learned two main takeaways: wording and order matter. Phrasing questions and answers in a neutral, unbiased way proved slightly harder than what we originally anticipated because we realized some questions and answers had the potential for guiding respondents to a particular answer. Similar to this, we made sure that the order our questions were presented in did not affect respondents from giving their authentic answers, rather than using previous questions to change their personal opinions. The last skill we improved on is our ability to read and analyze data. This was crucial for us to develop during the last phases of this report and utilizing Qualtrics to do so was extremely helpful.

Our group found it difficult to find people to take our survey, so if we were to do this process again, we would give more time for the survey to be conducted. Our goal was to receive 100 responses, however due to time restraints we were unable to achieve this, which may have altered our finding if we had more responses like we intended. A way to minimize this issue would be to also have people with the tablets to further encourage people to take the survey. It is easy to turn a blind eye to a link and to walk past something that does not have someone there to help get the word out. If there were people working the "booth" where the tablets were, more people could be drawn to the idea of taking a survey. Finally, when dealing with longer surveys such as the one that our class created, extra time would have been very valuable to ensure we received the most amount of responses possible to better encapsulate agritourism views within Orange County.

MEET OUR TEAM

Kate Alt

Kate Alt is a sophomore from Fishers, IN majoring in Public Relations and Strategic Communications with two minors in Spanish and Marketing. Kate is currently the social media intern for IU Corps, a new office under the Office of the Provost. IU Corps' mission is to connect Students, Faculty, Staff, and Community Partners with volunteer experiences to spark change on a local, regional, and global level. While IU Corps has taught Kate many things, her favorite is the change she has witnessed amongst the students at IU who expressed interest in doing a small part to make a big change, and she is excited to use social media as a tool to help them do so. When Kate is not at school or in the office she is probably with her brothers of Delta Sigma Pi, a professional fraternity on campus, or golfing with her friends and family.

Kate Cherundolo

Kate Cherundolo is a senior at Indiana University Bloomington where she is majoring in Sports Communication with a concentration in Public Relations. She is also pursuing a minor in Creative Media and Advertising. Kate is currently a Sports Writer for isportweb.com. In her role, she covers Indiana Men's Basketball, the Indianapolis Colts and the New York Yankees. Before her role as a Sports Writer, Kate served as an Indiana Sports Corp intern where she supported media relations, social media management and on-site media ops for several Indiana Sports Corp events. Kate began her career at WBRE/WYOU TV as a Sports Reporter Intern where she assisted in writing, reporting, editing and producing. In her free time she enjoys traveling, running and spending time with family.

Sofia Godinez

Sofia Godinez is a sophomore from Naperville, IL majoring in Public Relations with a minor in French and a business certificate from the Liberal Arts Management Program. This summer she will be traveling to London to intern for a UK shoe company called Yull, where she will be working for their PR and marketing team. Her dream job is to work in the fashion industry, whether it may be as a PR specialist for a fashion company or at a fashion magazine. She is currently the VP of communications for her sorority and the director of membership for the Public Relations Student Society of America. Outside of work she enjoys spending time with friends and family, going to the gym and hammocking around campus.

Ella Hunt

Ella Hunt is a sophomore majoring in PR with creative writing and arts management minors. She's from Green Bay, WI, but is headed to London this summer to intern for a music broadcasting channel. She currently holds the position of marketing director for her a cappella group on campus. Her dream job would be doing PR work in the music industry.

CJ Kudzal

CJ Kudzal is a sophomore majoring in journalism with a concentration in public relations, and minoring in germanic studies and east Asian language. CJ is from Jennings County, IN. CJ is a part of WIUX, Indiana University's student radio station, where he is a member of the web content committee. CJ is also a member of German club.

Deyshia Lofton
Deyshia Lofton is a junior from Chicago, Illinois. Studying media advertising and public relations. When she is not in the classroom, Deyshia is on the volleyball court. She has in internship back home in Chicago this summer for a small PR firm. Her dream is to work as an image consultant for up and coming influencers.

Anna Mellas
Anna Mellas is a junior studying media advertising and public relation. She is from St. Louis, MO and plans to live there this summer. Anna is studying PR planning and research in hopes of working in influencer marketing as a career.

Mikaela Yoder
Mikaela Yoder is a junior from Goshen, Ind. studying journalism with a concentration in public relations at Indiana University. Throughout her time at Indiana University she has gained hands on experience conducting interviews, writing articles and press releases, fact checking and editing. Throughout all of her studies and courses Mikaela fostered her passion for people and storytelling. This passion has been the pulse and center of everything she does. This summer, Mikaela plans to intern at the Language Conservancy in Bloomington, Ind. in the public relations department. In her free time, Mikaela enjoys hiking, reading and playing guitar.

APPENDIX

Codes

- Perceptions = Blue
  - Perceptions - Positive
  - Perceptions - Advantages
  - Perceptions - Lack of knowledge
  - Perceptions - Open
  - Perceptions - Knowledgeable
  - Perceptions - Value of Farmer
- Barriers to Entry = Green
  - Barriers to entry - Limited farming staff *
  - Barriers to entry - Financial *
  - Barriers to entry - Liability
  - Barriers to entry - Cautious
  - Barriers to entry - Unaware of resources *
  - Barriers to entry - Lack of experience
  - Barriers to entry - Education *
  - Barriers to entry - Time *
  - Barriers to entry - Lack of interest
  - Barriers to entry - Unprepared
  - Barriers to entry - Stubborn
  - Barriers to entry - Rural Area
  - Barriers to entry- Competition
  - Barriers to entry - Struggling workforce
  - Barriers to entry - Eyesores
  - Barriers to entry - Infrastructure
  - Barriers to entry - Lack of support*
- Beneficial Relationships = Yellow
  - Beneficial Relationships - Positive
  - Beneficial Relationships - Personal Connections
  - Beneficial Relationships - Paoli High School
  - Beneficial Relationships - Cooperation
  - Beneficial Relationships - Open to idea
  - Beneficial Relationships - Agricultural Professionals
  - Beneficial Relationships - Bettering Community
  - Beneficial Relationships - Increasing Economy
  - Beneficial Relationships - Negative
- Motivations = Purple
  - Motivation- Open
  - Motivation - Understanding *
  - Motivation - Opportunities for new staff
  - Motivation - Purdue Extension
  - Motivation - Dedicated agritourism professional *
  - Motivation - Education*
  - Motivation - Following market trends
  - Motivation - Prep work/manpower
  - Motivation - End of career

Motivation - Commitment
Motivation - Interested*
Motivation - Financial*
Motivation - Potential
Motivation - Paoli High School
Motivation- Caution
Motivation - Better the community*

- Communication = Pink
  - Communication- None
  - Communication- Tourism professionals
  - Communication- Farmers
  - Communication- In-touch
  - Communication- Paoli High School
  - Communication- Limited
- Advertising = Orange
  - Advertising- Social media
  - Advertising- Open to new ideas
  - Advertising- Word of mouth
  - Advertising- Trust
  - Advertising- Newspaper
  - Advertising- Website

** = Indicates most recurring codes*

Farmer A Interview - Wednesday, Feb. 20 10:00 (18 minutes)

[00:00:17] Stacy: Thank you for calling Springer Springer Insurance, this is Stacy.
[00:00:20] MOD: Hi. I have a scheduled interview with Mark.
[00:00:28] Stacy: Okay.
[00:00:28] MOD: It was at 10. Yeah. He told me to call his office, this is Sofia.
[00:00:33] Stacy: OK. Alright, that's fine. Hold on a second, let me see if he is available, alright.
[00:00:37] MOD: Yeah Sure. No problem.
[00:00:38] Stacy: Okay, I'm going to transfer you to Mark, okay hun.
[00:00:38] MOD: Perfect, thank you so much.
[00:01:53] MOD: Hi Mark. This is Sofia. We talked on the phone yesterday.
[00:01:56] Farmer A: Yes, hi. How are you.
[00:01:56] MOD: I'm great. How are you.
[00:02:04] Farmer A: Good. Now, you are at IU is that correct?
[00:02:04] MOD: Yes I am a sophomore at IU.
[00:02:14] MOD: And yes I can explain to you I have a little write up here it's a little formal but I'll just read it off to you so you can know everything that we're gonna be doing. So thank you so much for agreeing to participate in this interview to help understand the barriers and motivations behind having an agritourism program in place. Like I said I'm a sophomore and I am studying journalism. Our hope is that through this research we can help the Purdue Extension better serve the Orange County community. I want to assure you that this conversation will stay within my research team. Your name will not be associated with any reports that are prepared. I also want to remind you that there are no right or wrong answers and we appreciate all of your feedback. I have a couple of my teammates here with me and they will be taking notes and chiming in if they feel necessary. We'll also be okay if we record this conversation?
[00:03:01] Farmer A: Yes.
[00:03:01] MOD: Perfect. Do you have any questions before we begin?
[00:03:02] Farmer A: No, just let me close my door quick so I can hear you.

[00:03:08] MOD: Okay. No problem.
[00:03:23] MOD: No problem.
[00:03:25] MOD: All right. So we can just start off. Tell me a little bit about your farm. How many years have you been in business? What are the main products that you produce? Do you offer those products to people in Orange County to buy or how does that work?
[00:03:37] Farmer A: I went to college and came home on the farm in 1978. So I have been farming ever since 1978. I grew up on the farm and my dad has always farmed for all of his life.
[00:04:01] Farmer A: Then as far as what we produce. When I came home from college, we were all corn, beans, wheat and some hay. We had a few cattle. But we are also were raising pork. We were selling probably somewhere between three and four thousand head of fat hogs a year.
[00:04:34] Farmer A: In 1987 we got out of the cattle business.
[00:04:41] Farmer A: Return on your investment was very low, and so we converted the beef production ground to corn and bean. In 1978 we increased our root production went from sixty or seventy thousand to two hundred and fifty thousand. We were in the pork business then until 1995.
[00:05:13] Farmer A: In 1995, we were going to get out of the pork business because again the markets were turning very sour.
[00:05:29] Farmer A: Well I say sour but the markets for just very low. Yeah. And the return on your investment was very low. My dad was becoming of an age where he didn't really want to fight the marketing.
[00:05:43] Farmer A: And he didn't need it. He offered it to me and then when I looked at it, I just didn't like that it made sense for me to have that kind of investment when I couldn't see a return. So we are now today just a grain farm raising corn and beans.
[00:06:12] Farmer A: We are no longer raising wheat. Again, we can raise corn for about the same price we raised wheat so, and we got a better return and more chances of a good crop. With wheat it's highly managed and very volatile with diseases and weather so that's where we are today. Corn and beans, and we have a decent return on those.
[00:06:40] MOD: Yeah.
[00:06:42] MOD: That's great. So do you guys sell that in Orange County. Do you Sell it in like the farmer's market or, where do you guys really ship your produce to?
[00:06:53] Farmer A: There is a large livestock operation here in Orange County. So, a majority of the corn we do sell to DuBois county to another operation that's feeding turkeys and chickens. And then any that is not sold in one of those two places usually goes down to consolidated down on the river where it is sold to them, and then they load a barge and it can go overseas or wherever. That's the only thing that we sell as a cash crop right here in the county is to a farmer's market. And we don't even use farmer's market much anymore but, is sweet corn. I've raised as much as 4 acres of sweet corn that we usually raise somewhere between a half acre to an acre anymore. That's just my wife and I and we sell it all through Facebook. (Code: Barrier to entry - Limited farming staff)
(Code: Advertising - Facebook)
[00:07:55] MOD: On Facebook you said?
[00:07:57] Farmer A: Yes. People know that we're raising it, we let them know when it's ready. And they will start messaging my wife. And we will go out each morning and pull what we have sold and they come to the house and pick it up.
[00:08:17] MOD: Oh that's great. So you guys found that that was better than selling it at the farmer's market then?
[00:08:23] Farmer A: Yes. Go to the Farmer's Market and with the farmers markets, you gotta pay a fee to get into the farmer's market. (Code: Barriers to Entry - Financial)
[00:08:32] Farmer A: You sit there and you don't know how much to take. So you take what you think you might be able to sell today and if you don't get it sold at the farmer's market then you're trying to find someplace to get rid of the rest of it because you've only got a day or two and that is no longer that fresh.

Because we're not putting any chemicals on it try to keep it fresh and we are not keeping it refrigerated. So this way we pull what's sold and then they come to us. They come up to the house and pick it up, so we don't have any transportation cost in it either.
[00:09:06] MOD: Yeah that makes sense, for sure.
[00:09:07] Farmer A: And I do... also sell, I take it. There's one other place I do sell some to. I do sell some to the hotel in French Lick. They like to buy Orange County products to run through their facility. So I do sell corn, sweet corn to them while it is in season and they will sell a lot of it through the restaurants either on the cob or they'll blanch it. (Code: Relationships - Positive)
[00:09:44] Farmer A: Cut it off the cob and freeze it and then be able to serve it later on in the year.
[00:09:50] MOD: Okay that's great. Yeah.
[00:09:55] MOD: You mentioned Facebook. Would you be interested in using any other sort of social media to promote your products as well.
[00:10:06] Farmer A: It's not anything that we've ever tried. I'm not saying that we would be opposed to it, but we've never tried that. (Code: Advertising - Open to new ideas)
[00:10:12] MOD: OK, yeah that makes sense. All right. Kind of switching gears a little bit towards agritourism. Do you know anything about tourism? Do you know what that means or what have you heard?
[00:10:24] Farmer A: Well just the education to the people, is what you're saying. Right? (Code: Perceptions - Positive)
[00:10:36] MOD: Yes. Yes. Kind of that and it's more it's like sharing agritourism with the visitors like people who visit for example there is the French Lick winery. Like how you mentioned in the farmer's markets and all that where tourists will visit those like ventures that have to do with agritourism. Where like farmers will sell their products or the winery and stuff like that.
[00:11:07] MOD: So based on that, what are your thoughts on agritourism?
[00:11:12] Farmer A: Well I think it's very important. Agritourism is very important for the people to understand why we have to have, the price we have. They never do really see all of it. But I think the more education we can get to these people the better they will understand it. When they understand where it's coming from and the care that is taken, they are more willing to support local produce individually. (Code: Perceptions - Positive)
[00:11:51] MOD: Yes.
[00:11:54] MOD: What type of advantages or disadvantages do you think agritourism could provide for your business?
[00:12:20] Farmer A: Well, the advantages would be again, would be getting them to understand. (Code: Perceptions - Advantages)
[00:12:20] Farmer A: They don't fully understand what is taking place sometimes to get the wrong perspective.
[00:12:30] Farmer A: You've got that side to worry about also. They don't understand everything that they are seeing on the operation. They may have the wrong perspective as to why we're doing something. (Code: Perceptions - Lack of Knowledge)
[00:12:41] MOD: Right. Yeah.
[00:12:44] MOD: Oh yeah. And I know you mentioned like when you guys sell your product they come to your house to get them. But do you allow visitors to just like visit your farm and see what you guys have. Or is it just once they have bought something.
[00:13:02] Farmer A: We don't really have anything, we don't have anybody asking to come out to the farm to see what we are doing throughout the growing season.
[00:13:12] Farmer A: We don't ever do any of that. I would be I would be a little cautious because of the liability side of it. To have someone out there if someone was to get hurt. (Code: Barriers to Entry - Liability)
[00:13:25] Farmer A: So I would be cautious of that. When I was in the livestock business and we had all the hogs, we never did allow anyone other than employees in the buildings because of disease threat.
[00:13:41] MOD: Right.
[00:13:42] Farmer A: Even though they may be coming from town there just too many chances for bringing in

disease into that operation. (Code: Barriers - Liability)
[00:13:53] Farmer A: I'm not opposed to it but I think it's something that has to be taken with caution. (Code: Barriers to Entry - Cautious)
[00:13:58] MOD: Right. Yeah definitely. All right. So what are your goals for the upcoming farming season?
[00:14:15] Farmer A: I don't have anything any different this year. I'm going to be raising. We're raising about 50 percent corn and 50 percent beans. Really, nothing has changed. We are still going to be raising the sweet corn.
[00:14:34] Farmer A: We are just constantly trying to improve. We're always trying to stay up with the modern technology. Possible and try to improve our productivity. Which we have done over the years too. When I came home from college to start farming, we would think of a 120 bushel corn being an average yield. Today we're going to be looking at ranges from a hundred and eighty bushels to two hundred and fifty bushels. We are going to average 250, but we may average 200 to 220. The constant technology improvements that we have and the biotechnologies that's going on keeps increasing our productivity. Which we have to have in order to keep up with the demand for food.
[00:15:31] MOD: Yes for sure. All right so, kind of a little bit about agritourism as well. How do you feel about the current resources that are provided to you? Are you aware of them? Or if you are, do you find them helpful?
[00:15:46] Farmer A: The current lead sources?
[00:15:49] MOD: Agritourism resources.
[00:15:55] Farmer A: To be honest with you I guess I'm not aware of them. (Code: Barriers - Unaware of resources)
[00:15:59] MOD: OK. That's definitely fair. I know that's something that, why we are trying to help them is to make that more aware to farmers and help you guys you know if you interested. So ok, yes. So I know you mentioned that you sell some of your products to French Lick. Do you have any other communication with tourism professionals? And can you describe the communication that you have of it's not with anybody else but just like with French Lick, how that works between you guys.
[00:16:37] Farmer A: I don't have, I mean I don't really communicate with anybody else in tourism. (Code: Communication - None) I know some of the people and they know what I do. As far as opening things to them, I have never done that.
[00:17:00] Farmer A: My relationship is strictly with the hotel there. There are individuals that I know in there. That's how that came about. (Code: Beneficial Relationships - Personal Connections)
[00:17:09] MOD: And then it's sort of like moving on towards the end right now. I know like you said again Facebook is what you guys use the most, but do you have any other form of advertising that you trust? Or is it mostly just Facebook?
[00:17:23] Farmer A: Well Facebook and word of mouth. We have a lot of people that call us, just because they talk to someone that has bought the products off of us in the past. It has reached out to other customers that are actually coming from other counties as well and just because of word of mouth. (Code: Advertising - Word of Mouth, Social Media)
[00:17:44] MOD: Great. That's awesome.
[00:17:50] MOD: All right. And the final question what information about agritourism will be most useful to you? Since you said you aren't really aware of what resources are available.
[00:18:01] Farmer A: Well I guess. I guess the first thing would be for me to know what is available and what it is they are looking for. You know, understanding how they work.
[00:18:18]Farmer A: I'd Iike to see if it would be something that we could incorporate with our operation.
[00:18:26] MOD: Definitely. All right before we wrap up is there anything that we didn't talk about that you would like to add or any questions for me?
[00:18:33] Farmer A: I don't think that I really have anything.
[00:18:33] MOD: OK, well thank you so much for your feedback and taking the time to talk to me today. Like I said this information stays within our group and if you have any questions you can always call me. You have my

number. Well yeah that's it. Thank you so much.
[00:18:54] Farmer A: Okay, thank you.
[00:18:54] MOD: Have a great day, Mark. Thank you. You too.

Farmer B Interview: Thursday, Feb. 21 3:30 (20 minutes)
[00:00:00] Farmer B: I was in a grain bin and I lost track of time.
[00:00:02] MOD: Oh no you're completely fine. We can either do it now or if you have time or we can reschedule it for another time. Just whatever works out for you.
[00:00:11] Farmer B: I think I'd be glad to do it now.
[00:00:15] Farmer B: We don't have real good cell phone service here.
[00:00:18] Farmer B: I wonder I wonder if I should go and get on the landline and call you back.
[00:00:24] MOD: Whatever works best for you.
[00:00:28] Farmer B: I'll tell you what. Let's go ahead and start. And if you happen to lose me. I will. I will go and do the landline. OK.
[00:00:38] Farmer B: OK. Sounds like let's go and start if you'd like.
[00:00:41] MOD: OK. We will go ahead and start then. So I just have a it's like introductory thing that I'll read to you. Just you know it's going on and then we'll get into the questions.
[00:00:52] Farmer B: OK.
[00:00:53] MOD: All right. So thank you for agreeing to participate in this interview to help understand the barriers and motivations behind having an agritourism program in place. I'm a junior at IU studying journalism and public relations. Our hope is that through this research we can help the Purdue Extension better serve the Orange County community. I want to assure you that this conversation will stay within my research team. Your name will not be associated with any reports that are prepared. I also want to remind you that there are no right or wrong answers and we appreciate all of your feedback. I have my teammate Kate here with me and she will be taking notes and chiming in if she feels necessary. So would it also be okay if we record this conversation?
[00:01:33] Farmer B: Yes.
[00:01:34] MOD: Okay. So so you have any questions for me before we begin?
[00:01:39] Farmer B: No. Go ahead.
[00:01:41] MOD: All right. So tell me a little bit about your farm. How many years have you been in the business.
[00:01:50] Farmer B: Well I started actually before I got out of high school.
[00:01:54] MOD: OK.
[00:01:55] Farmer B: So let's see. I've been farming for forty five years plus.
[00:02:06] MOD: Okay.
[00:02:08] MOD: All right.
[00:02:09] MOD: So what are the main products that you guys produce on your farm?
[00:02:13] Farmer B: Corn and soybeans and beef cattle.
[00:02:17] MOD: OK. And so do you offer those products for the people in Orange County to buy or do you ship those at the county or how do you guys do that.
[00:02:27] Farmer B: Well the corn and soybeans are sold mostly to end users.
[00:02:36] Farmer B: To the big livestock operations here locally by a lot of our corn.
[00:02:44] MOD: OK.
[00:02:46] Farmer B: Now through my family we do sell some freezer beef so we are we are selling some beef locally.
[00:02:54] MOD: OK. So that's where you guys sell that locally at a farmer's market. Or you guys just do that by word of mouth?
[00:03:00] Farmer B: Word of mouth. (Code: Advertising - Word of Mouth)

[00:03:00] MOD: OK. So what are kind of like the values of your farm like what you guys try to keep at the center of your business. I guess.
[00:03:15] Farmer B: You'll have to forgive me, you talk so fast I lost you on that.
[00:03:17] MOD: I'm sorry.
[00:03:18] MOD: So what are the values of your guys this business. What do you try to keep at the center of your business.
[00:03:27] Farmer B: You mean as far as our philosophy about how we do things.
[00:03:29] MOD: Yeah exactly.
[00:03:33] Farmer B: Well of course the bottom line is to is to make a living and keep the farm viable for the future. But we also we like to work with neighbors. We like to treat people the way we want to be treated. I hope the people that deal with us feel like they're treated well and treated fairly. OK.
[00:03:58] MOD: Yeah.
[00:03:59] MOD: So have you heard about agritourism or do you know what it is.
[00:04:05] Farmer B: Well. I have some knowledge of it. I don't pretend to be an expert. (Code: Perceptions - Lack of Knowledge)
[00:04:10] MOD: Yeah. So what kind of the things that you know about agritourism, your perception on it now.
[00:04:17] Farmer B: I know not far from here some of the wineries and orchards tend to incorporate people visiting their places and such.
[00:04:29] Farmer B: I know up in northern Indiana there's a dairy that invites families into to see how things are done there. We have we have some field days and so on here for beef cattle. So that's probably that's the extent at this point what I know.
[00:04:50] MOD: OK. So I field days. Who, are you inviting the community to who those or like what do those entail.
[00:04:57] Farmer B: No. The field days that I've been part of have basically been production-oriented. So I don't have a lot of experience in that regard. (Code: Barriers to Entry - Lack of Experience)
[00:05:09] MOD: Yeah definitely. What you said about agritourism like I think you've got a pretty good grasp on it and about what it is. So what are your thoughts on agritourism. Like what types of advantages or disadvantages do you think about tourism can provide for your business or the community.
[00:05:28] Farmer B: Well I would love to see people from even the small towns be able to visit some of the farms and understand what we do. (Code: Motivation - Understanding) Absolutely.
[00:05:39] Farmer B: But the flipside of that is there are so many people now that sometimes TV and newspapers they want to use the term factory farming and sometimes that puts a negative spin on what we do here. (Code: Barriers - People's Perceptions) The folks in town really need to come out and see what we actually do because for one thing we we wouldn't do anything that harms the animals because the animals are part of our livelihood. So you know I worry about people's negative perception. But yet the only way to to maybe change that is to see how you do things differently. (Code: Motivations - Understanding)
[00:06:21] MOD: So just allowing people to see what the farming is really like instead of...
[00:06:25] Farmer B: Yeah Yeah wouldn't bother me at all.
[00:06:29] MOD: Absolutely, yeah and so what are your upcoming goals for the farming season or how are you looking to better your business, I guess in this upcoming year.
[00:06:41] Farmer B: Most of the grain farmers that you would talk to in the Midwest right now are experiencing low prices below break even. Okay so so right now the goal of most farming operations is just to keep everything together.
[00:06:57] MOD: Okay so you guys aren't making much more profit. You said you guys like breaking even on that.
[00:07:02] Farmer B: Well let's just say that margins are very tight right now.
[00:07:07] MOD: Okay that makes sense. Yeah.

[00:07:11] MOD: So you mentioned earlier that you'd be interested in doing agritourism. So what is keeping, like why have you chosen not to put agritourism more into your business if you've thought about it or.
[00:07:27] Farmer B: Well for one thing I am basically it's me and my wife. (Code: Barriers - Limited Farming Staff)
[00:07:30] MOD: Okay.
[00:07:31] Farmer B: We don't have a huge library block. And curiously I don't know for sure how one would go about it in our setting. I don't know how much we have to offer. (Code: Barriers - Education)
[00:07:44] MOD: Okay.
[00:07:49] MOD: And so do you feel like there aren't that many resources available for you in Orange County to go about doing that if you would want to or.
[00:07:58] Farmer B: Well I think partly it would take a commitment of time and money for me. (Code: Barriers to Entry - Financial)
[00:08:07] Farmer B: And I've not always been in a position that I felt like I want to put my resources into that type of a venture. (Code: Barriers to Entry - Unaware of resources) It definitely would demand some time and with our labor situation, I'm not sure I have the time to devote to doing it properly. (Code: Barriers to Entry - Time, Limited Farming Staff)
[00:08:27] MOD: Okay that makes sense. Yeah.
[00:08:30] MOD: So, one second sorry.
[00:08:41] MOD: So do you have any communication with the tourism professional tourism professionals or businesses in Orange County or any type of relationship with them.
[00:08:52] Farmer B: No.
[00:08:52] MOD: OK. So there isn't any. Is it just that you feel. Like there doesn't need to be or like a lack of it or.
[00:09:00] Farmer B: Well it's it's not that I don't think there should be it's just that I haven't taken any initiative to do so (Code: Communication - None) and to be honest with you I don't know really what kind of, right now, probably the only the only resource of help would be the Purdue Extension or maybe like the cattlemen's association.
[00:09:21] MOD: OK.
[00:09:22] Farmer B: Yeah I guess. Really and truly it would be something that all of those groups wouldn't, including me and people like me would have to get more interested in. Right now it's just not something. It's not been on the front burner, I guess. (Code: Barriers - Lack of Interest)
[00:09:37] MOD: Definitely, yes. You just have other things within your own farm that...
[00:09:40] Farmer B: I guess that's true.
[00:09:42] MOD: Yes. OK. That's completely understandable. You said you would be open to having tours come to your farm if that was something that would be viable for you guys.
[00:09:55] Farmer B: Well I would be. I would be open to that thought. There would have to be some prep and some accommodations that we currently don't have but (Code: Barriers to Entry - Unprepared) I'm not I'm not at all opposed to showing people what we do. (Code: Perceptions - Open)
[00:10:13] MOD: Definitely has to be more for you. It would be more like farm tours or things like that or were there other agritourism ventures that you'd be willing to.
[00:10:22] Farmer B: Well at this stage in my career I probably wouldn't want start a new venture. (Code: Barriers to Entry - Lack of interest)
[00:10:26] MOD: OK. That Makes sense. Yeah. So. Do you guys advertise your farm and all. Or do you mostly do word of mouth and things like that.
[00:10:39] Farmer B: Mostly word of mouth. (Code: Advertising - Word of Mouth)
[00:10:41] MOD: OK. And so when your kind of like doing you like freezer beef and things like that you guys put it out there and you just offer it to the people that come to you.
[00:10:55] Farmer B: Just people that you know they come to us or in the course of discussions they discover

that we either discover that we have a good quality product or they talk to a neighbor that has purchased beef. And usually I will tell this, if you can sell freezer beef somebody once they'll come back because it's so much better than what they get in the grocery store. (Code: Advertising- Word of Mouth)
[00:11:22] MOD: Definitely. Yeah. And so do you guys have a website for your farm or use social media or any of that.
[00:11:29] Farmer B: No, we don't.
[00:11:32] MOD: And then have you considered selling to like any of the hotels are restaurants in the area or do you guys just mostly sell to just family and individuals.
[00:11:41] Farmer B: We have not considered that I am aware of a couple of families that are starting to dabble into that. (Code: Communication - Tourism Professionals)
[00:11:49] Farmer B: But we have not.
[00:11:50] MOD: OK.
[00:11:50] MOD: Would you would that be something you guys would be interested in. Or is it kind of one of those things where it's like another venture that like at this point you're not feeling.
[00:11:59] Farmer B: If...my Grandson has a desire to come back and farm. If he comes back then that might be something that would help him be a part of the operation and you know that would open up new opportunity for him. (Code: Motivation - Opportunities for new staff) But right now with my other obligations on the crop side of this farm I really don't have time to do justice to any kind of a commercial sales operation on the beef side. (Code: Barriers to Entry - Time)
[00:12:32] MOD: So kind of like it sounds like maybe are you not wanting to do something if you can do it like 100 percent and do it well.
[00:12:42] Farmer B: Well the crop operation here is significant enough that I don't have time to commit anything definite. (Code: Barriers to Entry - Time)
[00:12:50] MOD: Yeah that's understandable. And so what forms of advertising do you in like your own personal life trust the most or what forms of like things like that.
[00:13:02] Farmer B: We don't do any advertising. (Code: Advertising - None)
[00:13:04] MOD: OK.
[00:13:06] MOD: And as for like you personally like when you're looking towards other like businesses and things like that, what do you trust the most like. Is it like through newspapers or websites or things like that.
[00:13:19] Farmer B: Well. I mean I have a significant interest in what I see on the Internet and so on. But to be honest with you a lot of that stuff I don't trust. So if if I don't have some sort of a reference or a personal contact, I'm going to have to investigate before I just jump into something because it was on a website. (Code: Advertising - Trust)
[00:13:43] MOD: Definitely yes not just taking things for what they are but kind of like going into it yourself.
[00:13:55] MOD: And so what information you mentioned that there aren't many resources about agritourism. What do you believe would be most useful for you in like getting that information.
[00:14:08] Farmer B: Well we currently have a pretty good staff in our in our extension system in Orange County. If they started pushing it more I think farmers would listen to it. (Code: Motivation - Purdue Extension)
[00:14:19] MOD: Okay. So you're pretty connected with the Purdue Extension. Do you use their resources a lot.
[00:14:25] Farmer B: I'm a volunteer in the 4-H program and so on.
[00:14:30] MOD: OK. So how would it I guess. What type of information would be the. Like would it be like like paper resources on it or like maybe a website. You guys could go to some like that. Or what do you think would be the best for you in getting that information.
[00:14:50] Farmer B: Well like shared between me and my wife and my daughters we we certainly would look at website information. (Code: Advertising - Trust) I guess the thing you need to understand with me, it's not like that I'm really anxious to start a new project because I don't have the manpower to do it is my problem. (Code: Barriers to Entry - Limited farming staff)

[00:15:10] MOD: Yeah. We're Just trying to figure out kind of what farmers like know about agritourism and I'm not necessarily like having you guys start something but just kind of like seeing and help you guys understand it more and things like that. So but we completely understand that you guys are like like have the things that you already have. That takes up a lot of time and that you guys probably are looking to expand on those things.
[00:15:39] Farmer B: One of the things I guess I'll throw back at you. It would almost take, to really offer an agritourism experience to non-farm people. It would almost take ventures that that was dedicated to that. (Code: Motivations - Dedicated Agritourism Professional)
[00:15:59] MOD: OK. So like a farm that would be almost solely agritourism and of a farm that also has their like crops and things like that.
[00:16:06] Farmer B: Well let me put it this way it would need to be. OK, here's an example let's say a grain farm a large grain farm had a couple or three young men involved in the operation.
[00:16:20] Farmer B: If one of those men was interested he could branch out become the coordinator of that agritourism program and make it go (Code: Motivations - Dedicated Agritourism Professional) OK. To make it a destination that people want to come to, you're going to have to have more than just one thing and you're talking about a significant commitment there. (Code: Barriers - Time)
[00:16:43] MOD: Definitely. Yeah.
[00:16:45] Farmer B: And I think. I think it's I think it's a good thing. But I don't think everyone can do that. But I think if you were willing to put your heart and soul in it and commit a portion of your manpower to it then you're going to have to you're going to have a multiple facet thing to really make it a destination that people will come to. (Code: Motivations - Dedicated Agritourism Professional)
[00:17:07] MOD: OK. Yeah. That helps us out a lot.
[00:17:12] MOD: So I think. Is there anything else that I think we've. You've helped us out a lot in all the information you've given us was really useful and helpful. So I just want to thank you. Well I guess before we wrap up is there anything that we didn't talk about that you'd like to add or something else that you think would be beneficial to our research.
[00:17:32] Farmer B: Well I'm an older guy and I know the older guys don't want to change or do anything new. (Code: Barriers to Entry - Stubborn) I'm not. I'm willing to change. I'm not trying to be progressive but I guess what I'm telling you is if if we really want to get excited about this in Orange County, we need to find some younger people maybe that really want to take it and run with it because it would take some commitment. (Code: Motivations - Dedicated Agritourism Professional) I'll give you an example Huber's Orchard and Winery in Clark County are well-known names and those families have worked for decades to build that. They started with orchards but then they turned it into restaurants and so much more. Significant financial commitments. (Code: Barriers to Entry - Financial) And I think extension could help by having some discussion either on websites or in personal meetings. I got to say hey you know like we've got the casino in French Lick we've got the hotels we would like for you farmers and the community to consider tourism. But. I I think I think extension could probably be a leader in stirring interest to see if there was interest. Yeah.
[00:18:56] MOD: Yeah. That makes sense.
[00:18:58] Farmer B: Yeah. And you know you guys. Your participation is if you have after you walk through this process and you have comments that you could feedback through a Purdue user website or a live meeting maybe there would be ideas come out of that.
[00:19:17] MOD: Definitely. Yeah that makes sense. Yeah. So thank you so much for your feedback and taking the time to chat today and information provided us provided us with what really benefit the Purdue extension.
[00:19:29] Farmer B: So I apologize for missing the appointment time.
[00:19:31] MOD: Oh no. It's completely OK.
[00:19:33] MOD: Yeah. We had some time in between our classes that we were just hanging out. So it's completely OK.

[00:19:42] Farmer B: Thank you you've been very pleasant to talk to.
[00:19:44] MOD: I'm glad. Yeah. So do you have any other questions for me.
[00:19:48] Farmer B: No I'm good I just I appreciate you taking time.
[00:19:51] MOD: Yeah. And so if we have any like in case of a follow up question arises from that could we call back this number or would you rather call it have us call you back on your landline.
[00:20:01] Farmer B: No. You're welcome to call me back if you need to. All right. Awesome. Thank you so much.
[00:20:05] MOD: OK but you have a good day. You too. Bye.

Farmer C: Tuesday, Feb. 26 8:00 (35:30)
[00:00:0] Farmer C: Good morning this is CJ.
[00:00:02] MOD: Hi CJ. Thank you for agreeing to participate in this interview. This is Deja, I don't know if you remember.
[00:00:10: MOD: So I'm a junior at IU studying media advertising, and our hope that is through this research we can help Purdue Extension better serve Orange County, the Orange County community. And I want to assure you that this conversation will stay within my research team. Your name will not be associated with any reports that are prepared. I also want to remind you that there are no right or wrong answers and we appreciate all of your feedback. I have my teammate Mikaela with me. And she will be taking notes and chiming in if she feels necessary. Um, would it be okay if we record this conversation?
[00:00:46] Farmer C: That is fine. Now, I'm going to give you a quick fair warning. I was a little bit erroneous whenever I chose this time to schedule, uh, we can go ahead with it right now and there may be some background noise coming from my seven, seven month old son as I'm taking care of him. Or we can reschedule for sometime like 30 minutes to an hour from now. Your choice.
[00:01:20] MOD: I'm good with going right now. We don't mind a little noise.
[00:01:23] Farmer C: All right. I just thought, you know, so, uh, I found it out that last night but didn't know for sure who to contact. So here we are. That'd be fine.
[00:01:30] MOD: No problem at all.
[00:01:33] Farmer C: Proceed
[00:01:35] MOD: Um, before we begin, do you have any questions for me?
[00:01:39] Farmer C: Uh, no.
[00:01:42] MOD: Okay. Um, so can you tell me a little bit about your farm and how many years you've been in business? What are the main products that you produce?
[00:01:54] Farmer C: Sure. So I personally been in business that would be like 12. I started farming on my own in 2007. And, yeah, this will be 2019, so this is my 12th season farming on my own. Corn, soybeans, occasional wheat, some hay. That's pretty well the scope of my operation. I'm a typical Midwest cash grain farm. I do occasionally finish out some freezer beef, so that would be like a fatten beef cattle then turn around and market them direct to consumers as whole beef, not retail cuts or anything like that. But I do finish out a few of those per year. I'm not doing any of this winter, which is unusual, but typically I do. So that's another scope of the visit enterprise. Um, farm about 350 acres of row crops. And I'm like I said, an additional 50 acres of hay plus my pasture and things like that. Um, as far as length, like I said, I have been doing it for 12 years, but my grandparents had a dairy farm it's no longer dairy it's still on the ground. They moved here in 1972. Both of them had been farmers their entire lives. And the farm that I actually live on is 157 years old, in the same family.
[00:03:37] MOD: Okay. And then I'm assuming you offer those products for people in Orange County to buy?
[00:03:44] Farmer C: Absolutely.
[00:03:45] MOD: All right. So what do you consider to be the values of your farm?
[00:03:54] Farmer C: The biggest value would be, um, you know, it is locally grown products that is available locally to local resellers. And you know, there's a push right now for people to want to know the story.

They want to know the story on where their food comes from. (Code: Motivation - Education) I mean, all right. I know the one of you is from Illinois. I'm guessing the Chicago-ish area.
[00:04:20] MOD: Yep that's me.
[00:04:21] Farmer C: All right. So you know, you're an excellent person to be doing an interview like this. All right. You're from Chicago. Have you ever wondered about your food, this is barring the fact that you've could be, you know, in the Stream Vegan or something along those lines?
[00:04:38] MOD: Of course. Yeah, I think everyone has.
[00:04:41] Farmer C: Um, so you know that that's one of the positive attributes is that, you know, this is a locally grown products, that people know where it's coming from (Code: Perceptions - Postive) and I'm extremely involved in Indiana Farm Bureau. As well, they have me actually, you know, we've talked a lot about telling your story. That's an important movement right now that's going on in agriculture is, and it really does matter. (Code: Perceptions - Postive) You know, I'm more of a traditional farmer, not necessarily raising the niche product, but I'm trying to fish hard to consumers and take the freezer beefs out and I'm mostly selling, you know, I'm an open market situation, but, it's becoming increasingly important, I feel like for all of us to tell our story about where our product comes from, what do we have to offer and how was it raised, house produced and showing that it doesn't really matter whether you farm a hundred acres or are you farming 10,000 acres? That's still somebody's family operations. You know, there's a huge negative connotation in this quote on quote factory farming incident. But at the end of the day, Somebody's family still owns that operation. They just chose to get larger and instead of stay small, and there's nothing wrong with that. I'm not saying that one answer is right or wrong, but, the right here, regardless of your size, shape, or scope of your operation, there's still a family at the end of the day, the owns that operation.
[00:06:06] MOD: So where do you, where in Orange County do you sell? Like farmer's markets or?
[00:06:15] Farmer C: I have not. I mostly use social media to sell my beef product. (Code: Advertising - Social Media) Um, my grain is, all my corn is marketed to Riverview, for Riverview Farms in Orleans. Soybeans is a little more tricky, most of it is export market. We don't have any in users for soybeans here locally. So
[00:06:43] MOD: Then can I ask you what you know about agritourism already, if anything?
[00:06:52] Farmer C: A lot. (Code: Perceptions - Knowledgeable) Uh, the Kelsay's used to have Kelsay's Dairy is closed, but he had a huge agritourism business. It's right on the south side of Indy on I-65. He had everything from pumpkin patch to farm tours to dairy tours. I'm very good, close friends with him. So I've learned a lot about the agritourism industry.
[00:07:15] MOD: So what are your thoughts on-
[00:07:17] Farmer C: A little bit of background, so you guys know about me. I'm 33, graduated from Purdue in 2007. Did a year of master's work in ruminant production and up to 2008. I'm focused in agriculture. A grounding major with an animal sciences minor, I spent quite a bit of time doing research and evaluation on value added markets as well as agritourism. So yes, I very much so understand agritourism. (Code: Perceptions - Knowledgeable)
[00:07:52] MOD: So what are your thoughts on agritourism? What kind of disadvantages or advantages do you see, agritourism providing for your business or Orange County as a whole?
[00:08:04] Farmer C:Well, I think there's a lot of opportunities with agritourism in Orange County. So we are a rural area that currently has a blossoming tourism industry, I guess you would say. Coming to the county, especially when you factoring, the draw that is there for French Lick. So I think that we're a prime location for capitalizing upon some sort of, oh, I guess you could say the agritourism push. (Code: Perceptions - Postive) I hesitate to call it a fad because people are wanting to know where their food comes from. So it's not much of a fad as much as it's just a market shift. And I think that we have really, we're in a great opportunity to try to promote that sort of an industry in this area. (Code: Perceptions - Postive)
[00:08:59] MOD: Okay. Any disadvantages that you seen?
[00:09:04] Farmer C: Yes. So we're also in a rural southern Indiana where people don't fully understand what this market push is. They don't understand the movement on people wanting to know where their food comes

from. They don't understand why somebody would feel that way. (Code: Barriers to Entry - Education) And I don't know how else to put this, other than the fact that I know this will stay and our, I know this is going to stay in our interviews. You're in a very closed minded, narrow thinking part of the world. I think there's a huge disadvantage to just that situation. (Code: Barriers to Entry - Lack of interest) Why do I think that's there? Lack of education. Do I think that that could be handled? Yes. I mean, is that a challenge? Absolutely. Is it a challenge that is a complete roadblock? No, I think you have to find the right people and you would have to find the right explanation.(Code: Barriers to Entry - Education)

[00:10:14] Farmer C: You know? We do have somewhat of an agritourism business. It's in the county already with the Wilson Guest Ranch. I don't know if you guys are familiar with it or not. It used to be kind of a dude ranch. It's now migrated into still working cattle farm, but now they've got safari tours and elephants and giraffes and monkeys. And it's kind of a weird hybrid agritourism tourism trap. The guy is a very wealthy, very wealthy individual who understands the big picture and also knows what it takes to it and get people in. He owns several hotels. He owns the waterpark from French Lick He's no dummy. So, you know, it's going to take some people like that. Uh, we do have a fairly active industry here in Southern Indiana or in Orange County. Dealing with hunting. We have a lot of people that are selling hunting rights or setting up cabins and providing guided tours and stuff like that. I'll tell you, really that's just another arm of the agritourism industry. A lot of people don't make that connection, but at the end of the day that is just another facet of agriculture.

[00:11:32] MOD: Completely understand. And then so what are your goals for this upcoming farming season?

[00:11:41] Farmer C: Well, to get the cross play that didn't raise it. I laughed because we're coming out of the wettest year ever. And so far we're off to a pretty soggy start of the next year. So, historically the wettest year that ever happened in this area, was 2011, 2012 we had the drought century. Now 2018 is the new wettest year. So there's a little apprehension about if 2019, the drought of the century or not. But my primary goal is just to be able to raise a good crop. The farmer side of me had a, has a mentor that has always said this and he said, you know, the average person really only has about 50 crops to raise in his life. It's not like a typical job where you know, you may do 50 tasks in a day, you really only raise up 50 crops in your life. If you think about if you started at age 20, 50 crops would be 70, that's a good retirement age.

[00:12:45] Farmer C: So you only have about 50 crops to raise. If you stub your toe or make a major mistake on one of those 50 crops, that's one 50th of your life has been wasted. So every crop you raised is important because you really only have 50 times to do it. It's not something you can just go do tomorrow or you can try it again tomorrow. So that's why, you know, and I think it's important, but my goal every year is to be successful and raise a good crop. I guess I did need to add in another side note on this whole conversation. You know, we were talking about agritourism and I'm a little bit of your non traditionalist. I don't farm full time. I own a crop insurance agency. So I work with a lot of the local farmers and I travel the state actually, I have customers from literally from Chicago to Fort Wayne to Evansville to Cincinnati and everywhere in between.

[00:13:40] Farmer C: And my wife and I had this crazy idea about a year, year and a half ago, we decided to buy a flower shop. So we owned in the flower shop in Paoli, it's right on the square, in Paoli. 14,000 square foot historic building. That's over a hundred years old. And we have a flower shop and six apartments and a full line of gifts. Some of the recent rental spaces we're not doing anything with but you know, let's, we have discussed this idea of how far do we want to deal with this agritourism. So I have a large farm shop that I built and that was actually where we had our wedding reception and, and we've had a lot of push from people that we should take our 150 year old family farm and we should be, I've done a lot of nice blackboard fence, things like that, you know, the kind of things people want to see.(Code: Motivations - Interested)

[00:14:36] Farmer C: So charmed farm wedding, I guess you would say. So red barns, you few roofs, blackboard fence for miles, blah, blah, blah. And people have said that, you know, they really think we should be taking our five farm shop and turning it into a wedding reception building, which is what you know is kind of a popular idea right now. (Code: Motivations - Interested) So, you know, is it something where we take it a step farther and we take the flower shop, which we already do wedding decor rental and you know, do we start doing canned weddings where we've got, you know, I've got a building I could provide for you. I can do your flowers,

, I can do all your wedding decor. You know that is another arm of agritourism. How far do you want to deal with it? Which is really why this study has interested me is cause we're kind of in that discussion I guess you could say right now of how far do we want to take this? Is it worth it? Do I want to give it up? My $120,000 farm ship, farm shops, and turned it into a wedding pavilion. (Code: Barriers to Entry - Cautious)
[00:15:50] MOD: You're a jack of all trades.
[00:15:52] Farmer C: Uh, yeah. That's uh, yeah. My family use to tell people that. I'll do anything to make a buck. Unfortunately that's turned into a little more true than I ever, but it would be because I, yes. Farm, sell crop insurance. Also a licensed auctioneer. Bring some cattle, own a flower shops. Eight rental properties. Apartments. Yeah. What else you want to know?
[00:16:24] MOD: What agritourism ventures would you be willing to offer? Like what other ones besides going into wedding business? If any?
[00:16:35] Farmer C: I think don't quote me on this, I don't know how to put this. This you've already heard that I'm a slut for whatever somebody wants me to do. So if the market, if the market asks for it, I'd say, okay, we'll do that. To answer your question, what would I look to offer, what would I offer? Do whenever the hell somebody said they wanted to do and they wanted to go slop some hogs I can sure as heck add some hogs if they wanted to ride a bull. Then, I don't know, we can ride a bull. I mean, I'm not opposed to things like that, whatever it takes, I guess to make the industry grow. (Code: Motivations- Following market trends) And you know, I, that's where I'm interested in learning a little bit more about how this research goes because I don't really know what the potential is and I don't really know what the opportunities are that people are considering. And I don't know how many interviewees you guys are going to be talking to.
[00:17:35] Farmer C: Um, I know that had, Abby had asked me for some names and I threw some out there and then I know she mentioned a couple of names that if you guys call them, they will be negative Nancys. And that is all there is to it. (Barriers to Entry - Lack of interest) She had one name she mentioned and I said, look, I don't know how to put this and this is not a political discussion, but he is a stereotypical left wing Democrat that's upset at the world. He's never been happy. Whoa is me. I'm only sitting down. And I said he's not going to be pro agritourism just like he's not pro living. I mean he is just-that's not a pro life discussion. I mean like himself every day is like, oh, I should just die. I mean he's a negative Nancy. So you're going to have an interesting variety of responses as you guys do this research. That's what I'm trying to say.
[00:18:27] MOD: How do you feel about current agritourism resources that are provided in Orange County for local farmers?
[00:18:40] Farmer C: That's a tough question. There's not a lot of agritourism here. So because there's not a lot of agritourism here, I would argue there's not a lot of resources, but I don't feel that the resources aren't here because I know that if I had a question, I can pick up the phone and call somebody who can find the answer. So I mentioned Abby our extension educator. If I had questions, Abby will find me the answer. Now, would the average person think to do that? (Code: Beneficial Relationship - Positive) Probably not, but she would. That's another interesting facet to this county. As we such a, we have such a large Amish population and the Amish are, our Amish is old order. They don't do cameras for sure. They don't do lights on their buggies. They don't do, really any sort of modern living. Um, you know, they're not Pennsylvania Amish, what that embrace the agritourism.
[00:19:44] Farmer C: They're not northern Indiana Amish that have secret parties every weekend. Our Amish are the old order Amish. So I see a large opportunity for agritourism in the county with our local Amish, but I don't know, that they see that same opportunity, you know, they're happy making some jelly, making some jams raising a few hogs and living a good life. (Code: Barriers to Entry - Lack of Interest) So and, would they reach out to get those resources? I don't know. Would they, could somebody had that discussion with them to explain the potential that's there. I don't know. But I mean, I really think that's something to take into consideration as you guys are doing your research, I don't know if we're talking about doing independent agritourism of if we're taking it a step farther and maybe looking at doing something along the lines of a widespread county initiative.
[00:20:43] MOD: Can you describe the amount of communication you have with other farmers, if you guys have any?

[00:20:52] Farmer C: Yeah, I have a lot of communication with other farmers. That's because my other job. (Code: Communication - Farmers) So my job is providing crop insurance to most of the local farmers, so I talk to people on a daily basis, my customers or, uh, or other farmers, are customers. So, um, you know, I'm kind of the exception to the rule here. A lot of the farmers may or may not be just like, hey, let's get together everyday, but I'm talking to somebody literally every hour. It's a new customer I'm talking to every day.
[00:21:24] MOD: And then have you found that to be beneficial in your own farm?
[00:21:28] Farmer C: Oh, absolutely. Yeah. I mean I'm a huge fan, or huge believer in the power of a mentor and)I believe strongly in the importance and having a good mentor, networking you know is important. (Code: Communication - Farmers) I feel like it's a ever selling, increasing, important to have access to, you know, have some sort of friends you can lean on, have people you can communicate with, have neighbors you can ask questions. Maybe they're older, maybe they're younger, maybe they have a different education than you maybe they have a different experience when you, you know, I think it's important to have that sort of resource so you can reach out to, to help you, as you go about your day to day, just to help you not make those mistakes that maybe they've made. Angle, bring a different perspective to something you're considering.
[00:22:15] MOD: And then do you have any communication with tourism professionals?
[00:22:21] Farmer C: Yes, professionally because I'm their crop insurance agency. Right. I'll, you guys may or may not be familiar with what crop insurance is. So I'll try to break it down real quick. Um, crop insurance, you have insurance on your car, correct?
[00:22:44] MOD: Yes.
[00:22:44] Farmer C: You have insurance on your house, correct?
[00:22:48] MOD: Yeah.
[00:22:49] Farmer C: Crop insurance is a government subsidized program of which you are allowed to take insurance on your crop that you are raising. The reason why that is important is one, a guarantee, there's a reliable steady food source available to the United States people because they have done away with any of the grain subsidies, farm subsidies, blah Blah Blah all that has gone so in favor of crop insurance. So the idea is that by utilizing a government backed insurance program, it can make sure to provide a readily available food source for the American people and two you don't collect every year. It is exactly what it sounds like. It's insurance. So most people use like a revenue insurance that is based off of that historical yield average and then market averages and in order to guarantee some sort of a revenue. So anyways, long story short, that's my professional connection I guess with a lot of local farmers. I insure approximately 50,000 acres across the state of Indiana. Um, 60 I got closer to 60,000 now. But so yeah, I have a lot of professional interaction with a wide variety of farmers across the state.
[00:24:11] MOD: So, what do you think is the best way to connect your business to people who don't know about it?
[00:24:18] Farmer C: The best way to what? I'm sorry.
[00:24:19] MOD: Connect your business to people who may not know about it.
[00:24:25] MOD: I know you mentioned that you use social media earlier, but did you use any other platforms to get the word of business out there?
[00:24:33] Farmer C: Social media is a good way, I don't know that it's the best way in agriculture because there's a large portion of agriculture that doesn't utilize social media. At the same time. The large portion of the in-consumers do use social media. (Code: Advertising - Social Media) And I know that a lot of my friends that are in agritourism business, that's their primary driver is utilizing social media. Word of mouth. There's still no replacement for word of mouth. (Code: Advertising - Word of Mouth) And your websites are good, social media is good. But telling your story, whether it be in print advertising and whether it be, and really, I guess, yeah, word of mouth is what it would be in my opinion, one of the best ways because there's no replacement for so-and-so went and toured something or did something or visited with somebody or learned from somebody and then, you know, they really had a positive experience and so they were able to turn around and, and tell their friends and neighbors about the outcome. (Code: Advertising - Word of Mouth)

[00:25:44] MOD: Why fix what's broken, right.
[00:25:46] Farmer C: Pardon?
[00:25:47] MOD: Why fix what's broken?
[00:25:50] Farmer C: Exactly.
[00:15:52] MOD: Before we wrap up, is there anything that we didn't talk about that you would like to add?
[00:25:56] Farmer C: Huh?
[00:25:58] MOD: Something that you think might be beneficial to our research?
[00:26:03] Farmer C: Well, I did have that question. This would probably help me. What is the goal here with this research?
[00:26:13] MOD: I'd say our biggest goal is just to educate about agritourism and help Orange County. Maybe get some more, tourists and availability. Yeah. So we're just kind of figure out like the perceptions of agritourism as well, in Orange County and like, what farmers and tourism professionals think about it now and then how we can help Orange County and kind of like grow that market in their county.
[00:26:48] Farmer C: All right. I'm glad we got hook up because I mean the agritourism thing is something that I have a serious interest in. (Code: Motivations - Interested) You know, I'm sitting on one of the oldest farms in the county right now as we speak. I own another farm that I just bought a couple of years ago, part of the same family. And really, I mean, I bought it from family. It's a little more loosely connected. This family, or this farm here was my direct grandparents, great grandparents, great great grandparents. I mean, it was all direct descendant and on this one, the other one has a little more watered down. It was a cousin, but that's why I have the land grant behind it. I mean it's pushing 200 years in the same family. So, um, there's got to be some tourism related things that you can do with a, you know, 200 year old family farm in southern Indiana.(Code; Motivations - Owning already)
[00:27:46] Farmer C: I guess that's my point. So, I've always had an interest in the agritourism thing though, just because I've seen what it can do. I've got a lot of friends that've got wineries, I've got friends that have, you know, pumpkin patches, the dairy farm. I mean, you name it. I know dozens of agritourism related businesses across the state. Um, I've got some friends that did from the interesting thing is after college, you know, there's a lot of potential there. I looked into everything from raising wine grapes to, you know, doing some sort of miniature cattle to petting zoos. I mentioned the wedding barn. I mean, I've had a lot of ideas. (Code: Motivations - Interested) You know, what do I think would help this industry in our area, more than anything would, one be education. To help ensure it has a positive perception in the community. But two, finances. There's no such thing as a free lunch.(Code: Barriers to Entry - Education, Financial)
[00:28:53] Farmer C: And I'm not saying that people would like to have it given to them, but you know, helping with knowing where any government grant assistance could be available. If there was any, I think that would be important. You know, would it make a difference? I don't know. But if I found out there was a $10,000 grant for me to plant a pumpkin patch or something, I don't know, probably a poor excuse. I would probably be a little more apt to want to add something to my operation if I, if I had a little help to try it. (Code: Motivations - Financial) Otherwise, that's that's a lot risks to take, not knowing the end result. (Code: Barriers to Entry - Cautious, Limited Farming Staff) Now I'm a little more of a risk taker than the average person, I'm thinking outside the box here, you know what I think your average person in the county would say and you know, that's where you're going to run into this. I'm going to say, well that's a lot of risk to take just on a whim
[00:30:00] MOD: Thank you so much. Oh, go ahead.
[00:30:03] Farmer C: Is this study connected to The Orange County program. I don't know what they call that. I'm sorry. Shoot, there's a program that is a partnership with IU that we got a community cooperative grant. Is this connected with that?
[00:30:22] MOD: There's like Purdue Extension and then I think there's like a rural engagement office here. I know that like we're working with both of them. Like, uh, we're working pretty closely with Purdue extension, like we're in contact with Abby, um, and talking to her about some things as well. If that makes sense.

[00:30:43] Farmer C: The reason I'm ask is, I don't know if you guys are aware of this program or not. So there, um, there's a rural community project that is strictly, IU that basically the leaders of that program, take I'm going to say 150 students from like 10 different program areas and it's an application process. A community fills out the application and applies to be adopted by Indiana University for this rural engagements or rural community development program. Bedford, Indiana got It last year or two years ago, whichever it was, went through this big thing and then Paoli, Indiana slash Orange County got the rural community program for this year and it's really just now getting started. I know right now they're working on doing a community kitchens. That's part of that program. Agritourism was something that was mentioned as part of that program. Um, I don't know, there was several other key areas they were going to try to work on you, they're building a park or afterschool youth programs or drugs sort of programs. I mean, I know there were several areas they were trying to focus on, so I didn't know if maybe this is tied to that or it was completely separate.
[00:32:11] MOD: Oh. But that's something that we would be interested in looking into. So thank you for that.
[00:32:17] Farmer C: Yeah, I thought maybe it would be interested so I'd thought I'd let you know, google it, ask around. I'm sorry. Right now I can't remember the name of it. Whenever they, they had a couple of community meetings to discuss it. I went to the first meeting. Um, and then helped write some of those, the material for the grants, I would hate to call it a grant, it's not really a grant It's more of a collaborative initiative is what it is, but not that, that's what they call it. They call it like the rural community collaborative initiative or something like that. Um, but yeah, I've been seeing an IU van pull students somewhere around the town literally every two days for the last six months. Um, they, yeah, they're doing a lot of work done here and so I just assumed this was tied to that. But I really think you probably need to reach out to them. There's a good [inaudible] be willing to help your research.
[00:33:12] MOD: Yeah, that's definitely something that we'll look into.
[00:33:17] Farmer C: So this for a master's degree for somebody or is what's, what's the purpose on this?
[00:33:21] MOD: It's for a class. Um, so we're both public relations majors and so this was like, we're taking a class right now on like public relations planning and research and so we're partnered with Purdue Extension in Orange County so that we can get more of like a feel for working with like real clients and like doing it on the field instead of just having a made up kind of thing.
[00:33:49] Farmer C: So are you guys only working with Orange County are there other counties involved?
[00:33:51] MOD: It's just Orange County I think pass classes have done other counties, but,
[00:33:56] Farmer C: Okay. That's what I was thinking. Cause I didn't know if maybe like your group was doing Orange County and another was doing Lawrence and another group was doing Wayne County who knows. That's neat. That's awesome. So yeah, I just was curious, I guess a little bit more about what was going on. Wish you guys the best of luck I mean, don't hesitate to reach back out if you have any questions or need any more information. I'm always happy to talk.
[00:34:23] MOD: All the information you provided us today will be very useful. So we thank you for taking the time out of your day again to chat with us.
[00:34:31] Farmer C: No, you're very welcome. And I guess I have to preface this with I'm some point of your non traditional southern Indiana person. My mother is from Chapel Hill. Um, I was born in North Carolina and lived there for [inaudible] my dad was a military brat, a military guy. So, that's how I ended up there. But because of that, I've got a little more worldly experience than a lot of your southern people just by virtue of my grandfather was a business owner in Chapel Hill. UNC is a college town, so I kind of grew up with that mantra and mindset and then I went to Purdue and did Grad school and lived there and worked for a couple of years and embrace that sort of culture. And I travel a lot with national young farmers and farm bureau and so I have a little bit different perspectives than I guess some individuals will have in this area just because I know that the world is bigger than right here.
[00:35:30] MOD: Then this phone number is the best way to reach you other than email. All right. We'll call if we have any other questions for you. Thank you again. Have a good day.

Farmer D Interview - Friday, March 1 2:30 (25:40)

[00:00:14] Farmer D: Hello, this is Gabriel.
[00:00:15] MOD: Hi Gabriel. It's Anna. How are you?
[00:00:17] Farmer D: Fine. How bout yourself?
[00:00:19] MOD: I'm good. Um, I actually have met you in person before. You probably don't remember me, but I came about a month ago with my class and we visited the market, gave us a little tour.
[00:00:30] Farmer D: Yeah Yeah
[00:00:31] MOD: I'm also from Saint Louis. I have noticed you have a Saint Louis number.
[00:00:34] Farmer D: I saw that.
[00:00:34] MOD: Yeah
[00:00:35] Farmer D: Yeah. I was like, uh? You're okay. Yeah, you're the one - we we talked like by in back by the deli you and I there.
[00:00:41] MOD: Yeah, yeah, exactly. Yeah. Okay, great. So hopefully you know me a little bit now. Um, thank you so much for participating. I just have a quick introduction for you. I'll read to you.
[00:00:54] Farmer D: Okay.
[00:00:54] MOD: Um, thank you for agreeing to participate in this interview to help us understand the barriers and motivations behind having an agritourism program in place. I'm a junior at IU, you studying advertising and public relations. Our hope is that through this research we can help the Purdue extension better serve the Orange County community. I want to share you that this conversation will stay within my research team. Your name will not be associated with any reports are prepared. I also want to remind you that there are no right or wrong answers and we appreciate all of your feedback. I have my teammate here with me, Kate, and she's taking notes and if she can chime in if she feels necessary. Uh, would it be okay with you if we recorded the conversation just for our research?
[00:01:34] Farmer D: Oh yeah, for sure.
[00:01:35] MOD: Okay, great. And do you have any questions for me before we begin?
[00:01:40] Farmer D: No.
[00:01:41] MOD: Okay, then we'll get into it. Um, so tell me a little bit about your farm, like how many years you've been in business and main products you produce.
[00:01:50] Farmer D: Um, okay. Um, that's what's kind of weird with me and I haven't really been much of a farmer, um, since I've been here. I do produce it very low volumes, mostly for the low or the co-op. Um, I produce vegetables primarily. Loose leaf greens, like salad mixes and that sort of thing. Um, Yeah, I would just go with the vegetables for that answer.
[00:02:15] MOD: Okay.
[00:02:15] Farmer D: Um, and yeah, but specializes in, um, loose leaf greens. Um, and yeah, I've worked at a couple of farms in the area. Um, like Bramble Barry being one and you all were going to talk to them, right?
[00:02:30] MOD: Yes.
[00:02:31] Farmer D: Were they on your list?
[00:02:32] MOD: Yeah, we maybe another group is probably talking to them. We're split up into a few groups out of the class.
[00:02:38] Farmer D: Right on.
[00:02:39] MOD: So some of us are talking to them. Yes.
[00:02:41] Farmer D: Okay.
[00:02:42] MOD: Um, so then you have a lot of communication with farmers I would assume if you've worked with multiple of them.
[00:02:48] Farmer D: Yeah. Um, yeah. So between that and being the produce manager at the co-op I'm in touch with a lot of local growers. Yeah. (Code: Communication - In-Touch)
[00:02:56] MOD: Okay. So with, um, the local grown, do you offer a lot of those products to people in Orange County? Like your vegetables and the salad mixings.

[00:03:05] Farmer D: Um, what I produce your saying?
[00:03:08] MOD: Yeah.
[00:03:09] Farmer D: Um, yeah, I only distribute through the market and just through friends and you know, that's really all I do. Okay. Um, yeah, that's going to be scaling up in the next couple of years. Um, yeah, that's what it's been to this point.
[00:03:26] MOD: Okay. So why will it be scaling up the next couple of years?
[00:03:29] Farmer D: Um, I'd like to be, I'm fairly new to the area and I wanted, before I invested in any ground, I wanted to have a pretty solid base of where that would be and now that is in place. So I'm willing to make that investment. (Code: Motivations - Education, Financial) Um, I also wanted to learn the market, the local market, you know, learn what niches need to be filled, um, and check out, you know, some population centers like Bloomington and Louisville to see you where um, uh, what niches might still be available there.
[00:04:00] MOD: Okay. That's great. Um, so moving on a little bit. So what do you, do you know anything about agritourism now?
[00:04:08] Farmer D: Oh a slight bit. Cause I was part of my gig and Saint Louis.(Code: Barriers to Entry - Rural Area)
[00:04:12] MOD: Oh really? What did you do?
[00:04:14] Farmer D: So we have that, we hosted a lot of tourists and stuff at our farm because we were part of the educational.
[00:04:20] MOD: Okay.
[00:04:20] Farmer D: So we even have like a teen, a teen internship program and we'd have various school, God, like the corps fellows group would come out. We'd have like corporate volunteer days, all that kind of stuff happened on our farm. Pretty regular.
[00:04:36] MOD: That's very interesting. So you learned a lot of, um, a lot of this stuff from Saint Louis. Are you trying to move that into Orange County now?
[00:04:46] Farmer D: Um, to some degree, like a lot of that, it's just such a different ballgame because we're so rural here, you know where they are. It was an urban farm. (Code: Barriers to Entry - Rural Area) Um, so it was just a totally different setting. But yeah, what I could bring from there to here, I'd really like to, and I'd like to focus, more here on like as far as the agritourism, like part of it being for farmers. Because I think there's a lot of skills and things that are, and things that can be produced here that aren't being produced or things dthat can be produced better. (Code: Motivations - Potential)
[00:05:21] MOD: Um, like what?
[00:05:22] Farmer D: Well, um, like for example, like I mean, just perennial crops in general. Um, like all these specialty edible things like jujube berries, aronia, service berries, stuff like that. I think need to become popularized because they work well in our climate. They're perennial. (Code: Motivations - Potential) Um, I also think things like, um, loose leaf greens, like, no, we've got this massive market in French Lick. Nobody's fulfilling it. And so that's something that I am looking to do, you know. So this year I'm just going to play with scaling a little bit before I enter any contracts.
[00:05:57] MOD: Okay. So you sound very ambitious in wanting to bring that more into Orange County.
[00:06:03] Farmer D: Yeah, for sure.
[00:06:04] MOD: Uh, would you be interested in helping with an internship program if that did start in Orange County sort of bringing your expertise from Saint Louis?
[00:06:13] Farmer D: Oh yeah. Yeah, that's my thing too. It's like, I'm more interested in being an educator than being a farmer. (Code: Motivation - Education) Okay. That part's cool. But we do like WWOOFing and HelpX here, if you're familiar with those.
[00:06:26] MOD: I'm not.
[00:06:27] Farmer D: Okay. WWOOF is like world wide opportunities on organic farms. So people come and stay on your place and learn a little bit about farming and by giving like 25 hours or whatever the agreed time is, in exchange for room and board.

[00:06:42] MOD: Okay.
[00:06:42] Farmer D: And that's kinda how I got my start in farming and um, or expanded some of my farming stuff. And then, um, so we do that here on this property currently. And I'd like to bump that up and you know, see how else I could expand it like, you know, the high, I'd love to see it become like a part of something that Paoli High School Ag Program. (Code: Beneficial Relationships - Paoli High School)
[00:07:02] MOD: Yeah. We uh, we did visit them, um, right after we met you and we saw that they were very involved. The students were very involved in that, in the school and how they raised their own money.
[00:07:15] Farmer D: Yeah.
[00:07:15] MOD: So do you have a lot of contact with them? Is it, is that where you get your pork?
[00:07:21] Farmer D: Um, yeah. That's where we get like some of our pork for the co-op comes from them. It's just limited supply. Um, so yeah, that is one source of it. Um, and yeah, I have ties there like with primarily with Cory Scott and the food service coordinators. (Code: Communication - Paoli High School)
[00:07:38] MOD: Okay.
[00:07:38] Farmer D: As I said, we're trying to bump up the farm to school thing. (Code: Motivations - Paoli High School) And one thing I would love to see is like them expand and their student like on the production end for the students, cause like right now they just do the hydroponics, which is great, but it's a few lettuce leaves every couple of months. Yeah. You know, whereas like, you know, that's just a whole different ball game and all these kids around here have access to, well many of them I should say, have access to land and people with farming skills and I think as a much more viable enterprise.
[00:08:06] MOD: Okay. And that's a fairly, correct me if I'm wrong. It's a fairly new thing that they're doing growing their own lettuce.
[00:08:12] Farmer D: Yeah. It is. I think it's only been like gosh two or three years and they haven't had success with any other crops to my knowledge.
[00:08:19] MOD: Okay. So, um, so you've answered a lot of my questions. Um, so I'm sorry, I'm spanning through them, making sure I'm not repeating anything too much. Um, you're a great resource. Um, so are, how would you try, would you try to get more farmers involved in some of the things that you'd like to see grow your business, um, with, you know, the internship program or were you talking the people stay on the farms? How would you try to get other farmers involved in that?
[00:08:53] Farmer D: Uh, involve like with what I'm doing specifically or just in agritourism in general?
[00:08:58] MOD: Um, agritourism in general.
[00:09:00] Farmer D: Agritourism in general, gosh, show people the benefits of it because I think when people like experience going to a farm, they tend to value the local much more and value the farmer, um, as a person much more. (Code: Perceptions - Value of Farmer) Um, I think another way to go about it is through cooperation among farmers were like, I don't know how to illustrate this quickly, but like in Saint Louis, like I did a lot, I acted as a bulk buying coordinator often. So like I would create a Google form and send it out to like 30 or 40, 50 farmers and whoever wanted to buy from so and so company, whether it was for cover crop seed or potatoes or whatever, I would coordinate the bulk order and set up a receiving and you get a set of receiving place and all that kind of thing. And so what it did is it afforded farmers more convenient, less travel time and less cash outlay to get seeds in potatoes and whatnot. And I think that would be one way of leveraging that and leveraging interest in agritourism here. Showing the benefits of cooperation. (Code: Beneficial Relationships - Cooperation)
[00:10:09] MOD: Yeah. The mutually beneficial, um, aspects of it.
[00:10:14] Farmer D: Yeah.
[00:10:14] MOD: So do you feel like there's resistance from farmers now to do anything like that? Or do you think that maybe it's just it just needs to get started maybe?
[00:10:23] Farmer D: Yeah, I think it just needs to get started. You know, I'm so new here that I don't feel like I have to be the, hey, here's what we should do guy, you know? (Code: Barriers to Entry - Unprepared)

[00:10:32] MOD: Yeah.
[00:10:32] Farmer D: And there's also, it's just very different here. I mean being that it's so rural and there's no like center so to speak. (Code: Barriers to Entry - Rural Area) Right? Like Saint Louis, it was kind of a different deal because you got a city that is the center of all things. And um, I'm sure there would be, if I were to approach this, there would be resistance from farmers just because farmers by nature are stubborn. (Code: Barriers to Entry - Stubborn) Um, but there's also like, and the newness thing.
[00:11:01] MOD: Yeah.
[00:11:02] Farmer D: But most of it is just a matter of time. Farmers are extremely busy all the time. (Code: Barriers to Entry - Time)
[00:11:07] MOD: Especially in season.
[00:11:07] Farmer D: So like, like putting up that up for, even though if it's time saving in the end, that initial energy and time outlay is usually forbidding. (Code: Barriers to Entry - Time)
[00:11:16] MOD: Okay. So though you are very new, do you feel like there is sort of a network of farmers where they do interact with each other? I mean, you know, you said, you know, some of them just from working on different farms, but do you feel that they interacted with each other often?
[00:11:32] Farmer D: There's some degree and I, you know, I think it depends on what kind of farmers were talking about too. I mean, you know, if you're talking about like, like myself, Michael Hicks at Living Roots and Bramble Barry, yes. (Code: Beneficial Relationships - Positive) When you get into like grain farms and animal producers it's probably less so until you get like, oh, and I always throw Pat Hall on that list. But then when you get onto, um, like grain farmers yeah, and animal producers, I really don't know because that's just a whole, um, gosh, what's the word? Like arena of people that I'm not at all familiar with, so I couldn't say.
[00:12:13] MOD: Okay. Um, so just moving on a little bit, I guess. So how do you feel about the current agritourism resources that are provided for farmers now in Orange County?
[00:12:23] Farmer D: Um, I don't know that there are, or, aren't. (Code: Barriers to Entry - Unaware of resources) I know, IU this, IU rural program is working on some things, outside of that? I don't know that there's anything in place for it. Um, I know every once in a while there'll be like a big farm visit day at one particular place or another. Um, but it's really limited but I might be out of the loop.
[00:12:47] MOD: Okay. Who visits the farms? When you say there's a farm visit, is that right?
[00:12:52] Farmer D: I just remember seeing advertisements for things for like who was like Huber or Hoover Farms something like that.
[00:12:58] MOD: Gotcha.
[00:13:00] Farmer D: Like field visits, yeah, that's and that's all I know of.
[00:13:02] MOD: So do you think there are ways that Purdue Extension can help with, um, bringing more agritourism resources?
[00:13:10] Farmer D: I think so. Yeah. I think there are a number of ways. Um, am I supposed to go into those now?
[00:13:18] MOD: Yeah if you could, that would be great.
[00:13:20] Farmer D: Um, I think it's acting as a coordinator to kind of like do some of that set up that backend set up. Like, you know, I'm saying like, okay, we're looking for an agritourism thing. Cause like, you know, we're so rural and there's so few people here, the people are going to come from Louisville or Bloomington, there needs to be probably more than one site to visit in a given day.
[00:13:44] MOD: Right.
[00:13:44] Farmer D: Um, and there definitely needs to be something to experience just, Oh, hey, look at the farm, but like, go to Bramble Barry and taste these unusual fruits.
[00:13:54] MOD: Okay.
[00:13:54] Farmer D: You know, look at how they're looking at how their, um, buildings are designed that sort of thing. So you get much more out of that and just, oh, there's fields with food growing, you know, um,

I think that's one way, and I think acting as a coordinator and, and um, kind of like the Middle Communications.
[00:14:15] MOD: Like a liaison?
[00:14:17] Farmer D: Liaison. Yeah, that's the word I want.
[00:14:19] MOD: Okay.
[00:14:19] Farmer D: Yeah, acting as a liaison between farmers and other groups and you know, and organizations like the co-op and as being like the marketer and advertiser for these sort of things because farmers probably aren't skilled at it and aren't going to do it.
[00:14:37] MOD: Okay. Well that's very helpful. Thank you for going into it. And moving a little bit more to tourism. Um, do you, can you describe like the amount of communication you have with tourism professionals? If you have any.
[00:14:52] Farmer D: Oh God, next to zero. (Code: Communication - None)
[00:14:54] MOD: Okay. Um, so nothing with, so you pretty much stay within the market as far as, I guess if you count that as tourism.
[00:15:03] Farmer D: Yeah.
[00:15:04] MOD: That's, that would be the extent for you.
[00:15:07] Farmer D: Yeah, that's it, current anyway.
[00:15:10] MOD: Is there a certain reason? Is it just because you haven't built a network yet because you're so new or any barriers?
[00:15:16] Farmer D: Network and I don't know like, you know, because my like basically like I'm growing in a high tunnel, in a small outdoor space. So it's like, I don't know that like there's nothing I can really offer people at current. Right. That's a worthwhile experience.
[00:15:31] MOD: Okay. Um, do you feel that with some of the ideas that you have that in the future you would have a relationship with tourism professionals?
[00:15:40] Farmer D: I would very much like to, yeah. I think that's something that needs to happen to give people, like we were talking about in the store. I think we talked about it just like giving people a truly local experience. I think. Yeah, there's a way to do that, you know? (Code: Beneficial Relationships - Open to idea)
[00:15:52] MOD: And it seems like you do in the, in the market you have a little bit of a local or a pretty big local, uh, community who come for the coffee and don't you play music too?
[00:16:03] Farmer D: Yeah, there's like a lot of stuff going on. There's like, there's music there every Wednesday night and then, um, just all local people who sit in a circle and play and then, um, yeah, they have a music events from time to time.
[00:16:17] MOD: Okay.
[00:16:18] Farmer D: They fill up as well.
[00:16:19] MOD: Great. And so do you, um, what kind of ways do you advertise, um, that sort of thing? What do you use social media, word of mouth. Um,
[00:16:30] Farmer D: Um, the, it's separate. So like the Wednesday night thing has just been going on for like 10 years, so it's just kind of takes care of itself. But people who know about come and when people come to the store, maybe we'll tell them, but we don't like promote that online or anything. And but the events, um, yeah, that's very much through word of mouth. It's through, um, all your typical social media outlets, uh, perhaps in the newspaper if it were something of merit. (Code: Advertising - Word of Mouth, Facebook, Newspaper)
[00:16:59] MOD: Okay. Um, do you think a lot of people in Orange County look to those sites or social media or even connect with farmers on those kinds of sites? Or do you think that that is something that could be improved as well?
[00:17:15] Farmer D: I think that can really be improved. Um, you know, that's one thing we've kind of looked at doing it. What actually is kind of happening now as I'm doing like a farmer profile, you know, like every a grower profile like every month.
[00:17:32] MOD: Okay.

[00:17:34] Farmer D: Or producer spotlight I think is what we call it. And that's kind of been come and go. But I think that's going to become more steady, um, this coming year. And do people visit those alleys? No, we don't. We don't have that big of a local outreach through our, you know, through like we just don't have that big of a social media following at the co-op. It's just people who come to the co-op already know these things and people outside of it. If you don't come to the co-op just I don't get the perception that they follow our social media all too much.
[00:18:09] MOD: Okay. Um, I think unless my partner has any more questions she wants to add. Do you have any Kate?
[00:18:18] Kate: No, I think, I think that's it.
[00:18:21] MOD: You answered our questions, um, beyond excellently with all of your detail. Very, very helpful. I'm very happy that we ended up getting a chance to talk
[00:18:32] Farmer D: Yeah, thanks for calling me back. I'm, I'm so sorry. I did not realize I had your voicemails last week.
[00:18:37] MOD: No, its totally okay.
[00:18:37] Farmer D: I never checked them.
[00:18:39] MOD: It's okay. You know what, sometimes the text is all you need, so I'm glad I decided to try that. We as on our side we're students, so this is the first time some of us have, have done any of these interviews, so we don't know when we're being too pushy, too passive, you know, we're learning as we're going. So, um, yeah, I appreciate it.
[00:19:00] Farmer D: I think you did well, you waited a week. That's good. Totally.
[00:19:02] MOD: Thank you. Thank you.
[00:19:04] Farmer D: From my perception. Anyway. It's great.
[00:19:06] MOD: Thank you. Um, so before we wrap up, is there anything that we didn't talk about that you'd want to add or any questions for me or anything like that?
[00:19:14] Farmer D: Um, gosh, I don't know. Um, I nothing outside of like, I'm really excited at the possibility of agritourism, like being developed in Orange County because I think there is some really cool stuff going on here and um, it would be great to kind of show case that to a broader audience, (Code: Motivation - Interested) um, or even to the people who live here and just aren't aware, you know? And I think it helps with that whole thing of like moving us back to the place that we live and uh, with the people who support us. Right. And then that comes back to food and it's so critical. And I think the more we can gather around that, the better off our local communities will be. (Code: Motivations - Better the Community) Um, yeah, I guess yes, that's all I got. And I would really love to see it tied with tourism in that like, okay, you've got these people coming to French Lick and doing gambling or whatever they do also check out these couple farms while you're here. That would be just really awesome because it gets beyond like the passive tourist thing of you go somewhere, you look at something and you leave. Right?
[00:20:28] MOD: Right.
[00:20:28] Farmer D: Where the farm thing is going to be most likely a little more interactive. And I think that's what really connects people to a place and it will keep them coming back as well.
[00:20:38] MOD: Well that's our goal is to help you in the long run. And you know, we've all, my whole group has been and seen all of the land of Orange County. So if we didn't think that there was potential we wouldn't be, uh, this wouldn't be our project for the semester. So we are very invested in it. I actually thought of one more question. So you're from St Louis from an urban farming background, what, what made you choose to move to Orange county to more rural areas?
[00:21:07] Farmer D: Yeah, exactly. So I took my permaculture design course here. Just south of Paoli and I just met some really wonderful people and um, I was interested in some of the projects going on here in town, like a tomato products company for example. I don't know if that's come up on your radar, but that isn't something very promising for the tourism thing as well. Not so much in agritourism, but it could be because anyway, um, I think the permaculture design and help them renovate that space. And the other thing that you know is on my

list of dream projects is to go back there and kind of food scape that property. Um, so that when people are coming for a concert or, um, artist workshops, whatnot, um, they get the food thing tied in with that as well. And I mean, I did establish a couple gardens there and everything, but it's going to be expanded on greatly in future years. So yeah, that, that's what brought me here was awesome people and the sense of community in Orange County. Yeah, that's probably number one. The sense of community here.
[00:22:10] MOD: Very good. Great. That's very cool. Okay, well, um,
[00:22:16] Farmer D: One more question if you have a second
[00:22:17] MOD: Oh yeah, of course.
[00:22:18] Farmer D: Do you all just, just curious. I mean, I'm not expecting anything, but I was just curious, do you all see the agritourism thing as being like a monetary driver for these farmers and if so, what, how does that, what does that look like or how you got into that point?
[00:22:39] Kate: Um, I, I can chime in here from our research, we have seen, um, that other areas can really financially benefit because we've been seeing a lot of farms can't, keep or sustain themselves just based on the crops that they produce. So that is one of the reasons why, um, we're working with Abby because she does think it can, financially impact all the farmers and anyone who wants to be involved very positively. It's, um, you have to be willing to kind of invest time it and a little extra money into it to get the benefits. But there are a lot of areas that do you see like such huge financial, such huge financial impact that, they say it's well worth the investment of the time, the extra resources that you have to, take to pursue it. So.
[00:23:37] Farmer D: Okay. All right. Cool. Cause, I was just thinking like, you know, to get people on board that's a major or the most critical selling point. (Code: Motivations - Financial)
[00:23:45] MOD: Yeah, yeah. We did some research prior to that, um, and studied some other communities in different parts of the country and that was usually their results, so.
[00:23:55] Farmer D: Okay. And when you're looking at agritourism, are you guys finding things like farm to table to be a thing or is it just visiting the farms is, is enough of itself?
[00:24:05] MOD: I think that farm to table actually might be the most popular. Um, well in, in the communities that we've looked at, some benchmark communities, farm to table, things like pumpkin patches, um, fruit and vegetable picking. Um, just being able to do activities on the land. And a lot of places have like restored barns and things like that. You eat next to a flower nursery. Um, we've seen a lot of those sorts of things.
[00:24:38] Farmer D: Okay. Right on.
[00:24:40] MOD: So it just depends on the community what you have to offer. But we're, we think that Orange County has a lot to offer, so we're just trying to help all of you. Um, kind of put it all together.
[00:24:54] Farmer D: Okay. Yeah awesome.
[00:24:56] MOD: So that's our goal.
[00:24:58] Farmer D: That's super cool.
[00:24:58] MOD: So do you have any other questions before?
[00:25:01] Farmer D: No, I think that its. I've taken up a lot of your time, so thank you.
[00:25:05] MOD: Oh no, not at all. Thank you for giving us this time. We really appreciate it.
[00:25:11] Farmer D: Yeah. And if you don't have future questions or whatever, and need to refer for back to folks, go ahead and, yeah, seeing I'm, I'm on your list you can feel free to call me whenever.
[00:25:18] MOD: Great, thank you. So, um, would, uh, calling this number or texting this number be the best way to reach you?
[00:25:23] Farmer D: Yeah calling and text is fast because my voicemail is weird and I never know I have them.
[00:25:30] MOD: Okay. Okay. Wonderful. Great. Okay, well thank you so much. Have a good rest of your day and thank you so much for your time.
[00:25:38] Farmer D: All right. Thank you. You too as well. I appreciate it.
[00:25:40] MOD: Bye. Bye.

Tourism Professional A- Friday Feb. 22 and Monday March 4 11:00 (19:03)

[00:00:02] MOD: OK so just to start can you tell me a little bit about your business and how many years you guys have been open.

[00:00:11] Tourism Professional A: I can't answer that but I am with the Orange County Economic Development Partnership and community project manager here. Our main focus is improving the quality of life in Orange County Indiana through our business retention and expansion by Development Community Engagement quality of place, talent development.

[00:00:36] Tourism Professional A: So I am not sure how long we've been in existence.

[00:00:42] MOD: That's okay. So we're focusing on agritourism in Orange County so just to give you a little bit of background. Agritourism is anything that's like agricultural based and it attracts visitors so like a pumpkin patch or a winery and things like that.

[00:01:02] MOD: So what do you know about agritourism?

[00:01:09] Tourism Professional A: Yeah I know of agritourism and I know that's been mentioned before as a good opportunity for Orange County because we have a vast amount of tourism in the area due to the French and West Baden Resort. (Code: Perceptions - Knowledgeable) And we still have a lot of agriculture and beautiful farmland. So yeah it was a great possibility here and it's definitely been explored and something that people are excited about.

[00:01:38] MOD: Okay do you know what advantages or disadvantages agritourism could provide to your business.

[00:01:48] Tourism Professional A: I think it could add an economic impact here in Orange County. We would increase and the tourism industry out of these and it would spread tourism out of the resort, out of the French Lick and West Baden specifically. Out into the county. (Code: Motivations - Financial) Monetarily, no I don't know if this but I can imagine.

[00:02:19] MOD: So how are you looking to better your business.

[00:02:25] Tourism Professional A: We yeah we need to. Well I would say first of all we are a non-profit organization so bettering our businesses comes through bettering the community and the economic vitality of our communities. (Code: Beneficial Relationships - Bettering Community, Increasing Economy)

[00:02:42] MOD: Awesome. Do you have any plans yourself to increase tourism in here.

[00:02:49] Kate: Or to help increase it.

[00:02:51] Tourism Professional A: Of course. Yeah. That's that's one of our biggest industries in indeed in the county. And so yeah we're definitely always looking to increase that.

[00:03:01] Kate: Could you tell us about what you're doing within that. Like what the project is.

[00:03:09] Tourism Professional A: No we don't have any specific tourism project. (Code; Barriers to Entry - Lack of Experience)

[00:03:15] MOD: And do you have any idea of how many tourists visit Orange County.

[00:03:19] Tourism Professional A: I know for the French Lick resort it's about one point five million a year.

[00:03:26] Kate: Okay. Awesome.

[00:03:29] MOD: And then so you mentioned the French Lick. Is there any other like commonly visited tourist attractions there besides that.

[00:03:42] Tourism Professional A: Yeah, I don't know what to call it. Like an adventure setting where they have an animal exotic animals. Very popular place to go. Finding things like that. There are a lot of outdoor activities a lot of people come for that. (Code: Barriers to Entry - Competition)

[00:04:04] MOD: That's awesome. So what types of challenges do you think tourism has or benefits on the Orange County community being received.

[00:04:18] Tourism Professional A: Can you repeat that sorry

[00:04:19] MOD: Yeah, So what kind of challenges or benefits do you think tourism has on the Orange County community?

[00:04:35] Tourism Professional A: There are abundant benefits. I mean we have everything the French Lick

resorts were renovated. The increased population is in many other areas of our community have this revitalized and I think a lot of energy and grown it brings many people into the area so other businesses can profit from it. (Code: Motivations - Better the Community)
[00:05:04] Kate: Are there any specific obstacles that you can think of that may prevent the community from really embracing agritourism.
[00:05:22] Tourism Professional A: [unknown] in every regard.
[00:05:28] MOD: Can you describe the amount of communication that you or your business has with farmers.
[00:05:38] Tourism Professional A: We don't have much that being said there is a meeting going on right now. (Code: Communication - Limited)
[00:05:46] Kate: Cool. Cool.
[00:05:47] Kate: You said you're a non-profit. So then who are you specifically working with within Orange County.
[00:05:53] Kate: What relationships that I guess what other businesses and people.
[00:05:58] Tourism Professional A: Yeah.
[00:05:59] Tourism Professional A: So we are funded by the town and town governments and the county government as well as we. We have memberships thankfully that give us that funding for projects we work with the major industry businesses in the area in partnership.
[00:06:22] Kate: Cool and then can you give us an idea of the types of projects that you are working on right now.
[00:06:31] Tourism Professional A: We are one of our biggest projects at the moment is developing a positive place of workforce attraction plan work with the resort and all the tourism in the area. It's really important that we extend the quality of place to the other towns. (Code: Motivation - Improving Workforce)
[00:06:46] Kate: Ok awesome. Is there anything else?
[00:06:51] Tourism Professional A: Yeah yeah. Then there's also the struggle with the workforce. (Barriers to Entry - Struggling Workforce) We have to have the capacity for a larger portion of.
[00:07:05] MOD: So as far as advertising goes I know you said your non-profit.
[00:07:09] MOD: But do you advertise your business in any way. Like do you guys have a facebook or anything like that.
[00:07:15] Tourism Professional A: And we have a website, facebook, twitter. (Code: Advertising - Facebook, Twitter, Website)
[00:07:20] Kate: And how active are you on the social media platforms that you have.
[00:07:26] Tourism Professional A: A couple of posts a week.
[00:07:37] Kate: So would you say that you are interested in helping farmers include agritourism within their businesses to help bring more money into the community.
[00:07:52] Tourism Professional A: You would have to do your research on the viability of that but what I know of now I think would be interesting. Once again I'm not the I'm not the executive director right.
[00:08:02] Tourism Professional A: I'm sure I am making a big decision for our organization but I my yes I have a hunch that it would be well received.
[00:08:13] Kate: Okay cool thank you. Well I think for now that is all our questions do you have any information that may be able to help us with our project that we did.
[00:08:27] Tourism Professional A: What was that. Sorry.
[00:08:29] Tourism Professional A: I'm just asking what your project is specifically. Can I have a little background.
[00:08:33] Kate: Yeah.
[00:08:33] Kate: So we are students at Indiana University setting public relations and we are working with Purdue Extension to kind of help give them more resources and ideas as to how to bring agritourism into the community so French Lick and West Baden and the isn't the only town that's directly receiving the main benefits from all the tourism there we kind of want to bring it to Paoli and Orleans as well. And so we're just

trying to talk to and businesses within Orange County to kind of see what they know about agritourism and gauge their interest and kind of working with agritourism in the future.
[00:09:18] Tourism Professional A: And I think it helped them really well go over well and in pretty much any area.
[00:09:22] Tourism Professional A: That would've been awesome.
[00:09:26] Kate: Well I think that that is all of the questions we have for today. Do you mind if we get your e-mail in case you have any follow up questions. So can we get an e-mail for them?
[00:09:39] Tourism Professional A: Yeah that's fine. It is SBrown@OECD.com.
[00:09:43] Kate: Oh at what.
[00:09:46] Kate: Sorry.
[00:09:47] Tourism Professional A: It is the acronym for Orange County Economic Development Corporation.
[00:09:51] Kate: No. okay so S brown at OECD.com
[00:09:59] Kate: Yes. Okay. Awesome thank you so much Shelby and thank you for your time today.
[00:10:05] Tourism Professional A: Good luck. Thank you. And have a nice day.

- Follow Up Interview -
[00:00:02] Tourism Professional A: Orange County Economic Development, this is Shelby.
[00:00:19] MOD: Hi Shelby this is Ella Hunt from the IU PR class working with Purdue Extension. Do have a few minutes to answer some follow up questions from your interview last week.
[00:00:33] Tourism Professional A: Yeah. I'll do my best.
[00:00:33] MOD: OK. Perfect. Amazing. So thank you so much for agreeing to answer some follow up questions. CJ and Kate filled us in on your last interview and we just saw some questions that we wanted to get some more information on. So we just have a couple of questions for you. It's OK if we record this right?
[00:00:50] Tourism Professional A: Yeah.
[00:00:50] MOD: OK. Perfect. So the first thing was like with our agritourism project we're really interested in the relationship with your economics office and with the farmers and I know that last week you mentioned that there was a meeting with the farmers in the office and you know like what happened and what was discussed there and you like new developments with that?
[00:01:16] Tourism Professional A: It wasn't actually farmers that were in the office it groups that work with the farmers market and in local foods.
[00:01:22] MOD: OK cool. So do you know what kind of stuff they talked about or did you get kind of a rundown about that at all.
[00:01:31] Tourism Professional A: They were discussing possible grant opportunities and scholarship opportunities for developing a local food system. Thinking about a community kitchen. And also there's one thing let me think, oh it was about getting government aid at the farmers market. (Code: Beneficial Relationships - Agriculture Professionals)
[00:01:49] MOD: OK that's really cool. Do you know. Can you tell me a little bit more about the grant and scholarship opportunities like who would those be like going toward and where does the money come from and stuff like that.
[00:02:01] Tourism Professional A: I'm not sure. I really don't know too much because you know I wasn't in the meeting, I was actually on the phone with you. They were just using out space so, you know we are in support of those activities although we haven't had a direct hand in helping them develop.
[00:02:16] MOD: OK yeah. So what's the main thing that your guys' office takes care of?
[00:02:24] Tourism Professional A: Increasing our economic development opportunities in the county. Looking at sites and developing sites, taking leads whenever they come in, those sorts of things.
[00:02:33] MOD: OK. I know that you said you work with the Orange County community to improve the economy. Do you know like what kind of specific projects you guys have been working on like recently.
[00:02:47] Tourism Professional A: Yeah. Not too much at the moment. We are working on our quality of play

and workforce subtraction plan at the moment. That's something coming.
[00:02:55] MOD: OK. Could you tell me a little bit...
[00:02:57] Tourism Professional A: Really no big project.
[00:02:58] MOD: OK. What's the quality of workforce project. I guess I don't really know what that means. Could you explain that a little bit more.
[00:03:05] Tourism Professional A: Yeah it's a grant that is run by the regional opportunities initiative for the Indiana uplands region which is eleven counties and they are encouraging all the counties to develop a quality of place which is to increase the quality of living and also then help to attract workforce to the area which most regions in most areas in the region are experiencing a lack of workforce.
[00:03:35] MOD: OK I know. Yeah. That's really cool. I know that you said you are a little bit familiar with agritourism which is like the blending of agriculture with tourism which I know you said it's a big thing in the Orange County region. And you work in that economic development office. What kind of economic impact do you think that agritourism and like expanding that could have on Orange County.
[00:04:04] Tourism Professional A: You know honestly I'm not sure at the moment I think I would have to do some more research to really understand the impact that it could have. (Code; Barriers to Entry - Education) I think there's great possibilities here because there is a lot of agriculture and there's a lot of small farmers and of course they have a large tourism industry as well. So I think they would mesh together really well. (Code: Perceptions - Advantages) Although I don't have any clear understanding.
[00:04:26] MOD: OK. Yeah. And from your perspective where do you think that most of the tourism is geared towards where have you seen that in the county?
[00:04:35] Tourism Professional A: Where the greatest tourist go in the county?
[00:04:37] MOD: Yeah. Like if tourists do come in where are the biggest places they like to go.
[00:04:43] Tourism Professional A: Yeah definitely the French Lick resort those two properties, they bring in about one point five million people a year.
[00:04:50] MOD: Yeah. Do you think that expanding because from what we've seen that we visited and everything like that and there is some like agriculture integrated into that it seems to be more of like a the big like tourist resorts like you said. Do you think that expanding like the agriculture into the tourism is something that people would be interested in. From what you've seen or what would you say about that.
[00:05:15] Tourism Professional A: I'm not sure how the people. I'm not sure exactly how the tourists would think about that but I think that there is a big local community here who are separate from the resorts who are interested in that sort of thing. (Code: Motivations - Local Community)
[00:05:28] MOD: In becoming more integrated into that?
[00:05:31] Tourism Professional A: Yes. Yeah. Yes. OK. I mean yeah I think looking at bringing in a tourism into other parts of the county is a big goal for us.
[00:05:38] MOD: Yeah. What kind of like obstacles I guess like challenges do you think would stand in the way of that perhaps so far.
[00:05:51] Tourism Professional A: Would stand in the way of agritourism?
[00:05:51] MOD: Yeah like integrating that agriculture into the big tourism sites and stuff.
[00:05:58] Tourism Professional A: I don't know that there are really any, too many barriers. (Code: Barriers to Entry - Education)
[00:06:01] MOD: Mm hmm.
[00:06:02] Tourism Professional A: I think it is great, like the CVB does a great job in connecting the local community events with the tourists.
[00:06:10] MOD: With the CVB. What does that stand for.
[00:06:15] Tourism Professional A: Oh what does it stand for, let me think. The Convention and Visitors Bureau.
[00:06:23] MOD: Ok Convention and Visitors Bureau. Yeah that makes a lot of sense.
[00:06:26] Tourism Professional A: It's Visit French Lick. Visit French Lick West Baden.

[00:06:26] MOD: So it's something that you think everyone would be more interested in expanding.
[00:06:37] Tourism Professional A: Yeah yeah most definitely.
[00:06:39] MOD: Is that something. Yeah. Sorry. Go ahead.
[00:06:43] Tourism Professional A: Yeah I don't see it being an issue in anyway. I know that the resort has encouraged all local people to you know they encourage entrepreneurship, they encourage ancillary industry, everything. They really encouraged it and so they would be totally welcoming.
[00:07:00] MOD: Yeah. And with expanding the agritourism what kind of hand do you think that you guys could have and in doing that.
[00:07:10] Tourism Professional A: Honestly I'm not sure. I don't know. I think that they would if it was brought to us we could come up with something. Yeah I don't know maybe hosting seminars and things of that nature. Yeah. (Code: Motivations - Seminars)
[00:07:22] MOD: Yeah. Is that something you guys would be interested in.
[00:07:27] Tourism Professional A: Possibly.
[00:07:27] MOD: Yeah. OK. I think that those were the main questions that I had for you. Does anybody else. I have my group here with me. I'm just gonna ask and see if they have me meeting. Oh do you. Do you see any obstacles in the Orange County community that can prevent agritourism? Do you see that the community experiences any obstacles in expanding that agritourism at all or do you think it's kind of an open field?
[00:08:10] Tourism Professional A: I don't think that there are too many obstacles. The only thing I can think of is you know with agritourism you want a clean and nice environment to like you're going to be driving out into the country to see these nice places and you know along the way there could be some eyesores. That's the only thing I could think of. Honestly no I don't think there is going to be a struggle. (Code: Barriers to Entry - Eyesores)
[00:08:35] MOD: Oh yeah. That makes a lot of sense. I think that's all we have for you. Do you have any questions for me at all.
[00:08:42] Tourism Professional A: No I don't think so.
[00:08:43] MOD: OK. Thank you so much for your time and for doing these follow up questions.
[00:08:49] Tourism Professional A: No problem.
[00:08:49] MOD: Yeah. Have a good day.
[00:08:52] Tourism Professional A: Alright thanks, you too. Bye.

Tourism Professional B - Friday, March 1 2:30 (25:40)
[00:00:08] Heather: This is Heather.
[00:00:09] MOD: Hi Heather. This is Ella Hunt from IU.
[00:00:11] Heather: Hi, Ella.
[00:00:14] MOD: Yeah, thanks for for answering. Are you guys ready to do the interview?
[00:00:18] Heather: Yes, he is ready.
[00:00:19] MOD: Okay perfect. So who will I be speaking to again?
[00:00:21] Heather: You're going to be speaking to Stephen Bartels
[00:00:25] MOD: OK. Perfect.
[00:00:30] Heather: B A R T E L S. S T E P H E N.
[00:00:31] MOD: Yep. Sounds good. Is he here?
[00:00:32] Heather: Yeah, he's right here.
[00:00:43] MOD: Hi Stephen.
[00:00:44] Heather: Oh, hang on.
[00:00:51] Tourism Professional B: Hey, Ella, how are you?
[00:00:51] MOD: I'm Good. How are you.
[00:00:54] Tourism Professional B: Doing well.
[00:00:54] MOD: Good. Are You ready to get into it?

[00:01:01] Tourism Professional B: Sure! You're not going to ask anything hard are you?
[00:01:01] MOD: Shouldn't be. And I have a little spiel to explain everything at first. So thank you for agreeing to participate in this interview. To help understand the barriers and motivations behind having an agri tourism program in place. My name's Ella. I'm a sophomore IU. I'm studying journalism with a PR concentration. And so for my class, our hope is that through this research we can help the Purdue Extension better serve the Orange County community. I want to assure you that this conversation will stay within my research team. Your name will not be associated with any reports that I've prepared. I also want to remind you that there are no right or wrong answers and we appreciate any and all feedback that you give us. I have my teammate C.J. here with me. He's taking notes and chiming in if he feels necessary. And is it okay if we record this conversation?
[00:01:47] Tourism Professional B: Sure.
[00:01:48] MOD: OK. Perfect. Do you have any questions before we get started.
[00:01:51] Tourism Professional B: No
[00:01:53] MOD: OK sounds good. So you're at the marina right.
[00:01:57] Tourism Professional B: Well, marina and Patoka winery
[00:02:01] MOD: Marina and winery. So could you tell me a little bit about your business. How many years you guys have been open.
[00:02:07] Tourism Professional B: Saw the the winery's been opened three years going into our fourth year. The marina is going into the 20th year.
[00:02:15] MOD: Ok wow. Do you attract more locals or like outside tourists would you say?
[00:02:21] Tourism Professional B: Outside tourists.
[00:02:23] MOD: Ok.
[00:02:25] Tourism Professional B: Our demographic from geographical location is about a three hour drive. So we'll see people from Cincinnati, St. Louis, Louisville. We don't quite reach that we don't typically get anybody too far south more than Louisville. People just don't think about going north for vacation. And then we'll get a few from Fort Wayne.
[00:02:47] MOD: OK. That's really interesting. What can you tell me a little bit about the types of services that you do offer at the marina the winery.
[00:02:56] Tourism Professional B: Sure. So our core business in all of our businesses is lodging. So at the marina, you know our floating cabins are our most popular. We're the first and only in the state to have floating cabins.
[00:03:09] MOD: OK.
[00:03:10] Tourism Professional B: We were in a race with Green River Marina in Kentucky to get them in the water in the two states. We got them by a week. By the way I just want to throw that out there. So that part, you know, that's kind of a big draw. And then houseboats or not the marina draw from the core business of lodging and then we have a bunkhouse down that overlooks the water. When you come up on top of the hill which we consider the winery we also have Patoka lodging. We have land-based cabins and hotel rooms and sleep rooms and then of course the winery does our, we have winery suites. Two of them are in silos. We took two grain silos and made two-story suites. And then above the taste room, there's three one-story suites that are above the, above the winery, so that the marina the big thing is beside those is boat rentals and of course renting slips just private customers rent a slip and they get the boat down there, and then of course the winery kind of self-explanatory talked about the core business and then our convenience store has both storage and we're a marine maintenance center. So we do those also.
[00:04:19] MOD: OK cool. Remind me again what is the body of water that your guys is marina's on?
[00:04:25] Tourism Professional B: Patoka Lake. It is the largest lake in the state of Indiana.
[00:04:31] MOD: OK. Cool. And then can you tell me a little bit more about your wineries so you guys like grow your own grapes and make your own wine?
[00:04:39] Tourism Professional B: Yeah. So I'm a fairly decent winemaker, but I truly am a horrible gardener.

Most of my products when I buy product comes from California, Washington state or the northern California. So my dry, red grapes come from Lodi California. The dry whites comes from Northern California and Washington state. Most of the fruits come from New York or Michigan.
[00:05:08] MOD: OK so you guys just do that actual wine making and products-making at Patoka lake.
[00:05:16] Tourism Professional B: Correct. Yeah, buy a product, bring it in, and make the product.
[00:05:17] MOD: Yeah that that sounds good. So could you tell me a little bit more about like the values of your business.
[00:05:30] Tourism Professional B: I don't know what you mean by that.
[00:05:30] MOD: Just like the values like what you guys value. Like I don't if you guys have a core mission statement or kind of like what motivates you guys to do what you guys do.
[00:05:40] Tourism Professional B: Oh yeah. I tell you, our core mission statement today that our employees know is, and this is goes for the employees too, is that we treat customers and employees as volunteers. They don't have to be here. They don't have to spend their money here, so everything we are geared to is recognizing the fact that they don't they don't have to it's a choice, so we value that choice and we make sure that we provide a service that recognizes that that they're willingly doing this and there are other opportunities and options for vacation.
[00:06:12] MOD: Yeah. And then how does that play out like with your employees? How do you think that affects the work environment for them?
[00:06:21] Tourism Professional B: Well we don't have turnover, you know generally, the only time we have turnover which is unfortunate is they go off to college which we really hate. So, you know, a lot of our kids as soon as they get their license and even some before that start working for us here or they go off to college, they come back and work for us through college until they get a job. So, we've had employees have been with us 10, 15 years as kids. And then eventually, they get married and do something else. But we really, once somebody's here, they're kind of here long term.
[00:06:58] MOD: Okay. Yeah. That's really cool. So switching gears a little bit to talk about agri tourism which is kind of what our study is about. What do you know about involving agriculture with tourism or agritourism. And do you know anything about that? How familiar do you feel with that?
[00:07:21] Tourism Professional B: Absolutely. So, you know that I'm State represented right.
[00:07:23] MOD: I do yes. Heather did tell me that.
[00:07:25] Tourism Professional B: Yes. And so I'm actually vice chair of AG in rural development. So yeah so I've got a little bit of experience with that. So here's here's what it means to me. (Code: Perceptions - Knowledgeable) You know, obviously the winery in the state of Indiana. Wineries, a lot of them do grow their own product and then that was part of that reasoning is to be on wine trails, you had to have at least an acre of grapes. So that was kind of starting of that. You know, you're seeing a lot of distilleries now looking at locally grown grains and products for distillation. When we look at these farmer's markets you're seeing at least in southern Indiana, because I don't know a lot about the marketplace north of Indianapolis. You're seeing a lot of people going after " well no like hey this is where you go get these products, obviously the events (?) And various grapes or melons based on all the sandy soil down there. So, from a tourism standpoint, some of the people come to visit, some of it is we're known for this kind of stuff. I think you see a lot of homegrown products in restaurants and that's kind of a catch of the agri tourism people go to the restaurants specifically because those products are grown either at the restaurant or locally. You've got some chains in Indiana that are now actually publicizing that they buy products from the state that the chain is in. McCormick and Schmick is one of them that actually on the menu publicizes that. So you know those kind of things.
[00:09:01] MOD: Yeah. So you're pretty familiar with agri tourism. How do you feel like you've always known a lot of agri tourism have you always been familiar? Or like where would you say you learned kind of what that means?
[00:09:15] Tourism Professional B: I would say probably 18 years ago, when I first became a member of the

County Tourism Board. I kind of started seeing agritourism and what it what it means and you know. For example, back then there wasn't so many laws about getting raw milk from some of our milk farmers around here so you know people come in they would go out did they go pick up their products and they want. (Code: Perceptions - Knowledgeable) When I became president of the tourism board, you saw more of these products being made at home and sold and people were doing, taking old antique shop and you know there's a lot of sawmills down here and woodworking, so you see a lot of that kind of stuff where people are actually growing hardwoods specifically to make products for sale down in southern Indiana so those kind of things.
[00:10:07] MOD: Okay. Yeah. So do you think the agritourism is important like for the state of Indiana?
[00:10:16] Tourism Professional B: Extremely. (Code: Perceptions - Positive)
[00:10:17] MOD: Yeah cool. So for your business specifically, what types of advantages or disadvantages do you think that agri tourism can bring to Patoka Lake-- the marina and winery.
[00:10:30] Tourism Professional B: Yeah. So here's the disadvantages. The Disadvantages. I know. I know how to grow grapes. I know what it takes. I don't want to do it. Because it's not with a passion. I want help somebody that's their passion to do this, so it's a disadvantage because they can't make what would be considered a state-grown wine. I'd like to do that. So, if you find some major passion to be involved in winemaking and starting it from vines, I have the property, I have the capital, I just don't have the passion to prune grapes yearly. So if you know of anybody.
[00:11:08] MOD: OK so the disadvantage may be that the grape-growing itself isn't your passion so you're not fully into the to the winemaking?
[00:11:17] Tourism Professional B: Correct. Yeah it's a disadvantage because a 1. Marketing myself as an estate grown grape or wine disadvantaged because people have visual expectations of going to winery and seeing the vine. So these other wineries that it's extremely important and I want to do it. I want to find somebody that's young that wants to learn how to take care of grapes and a vineyard and I'd be more than happy that to capitalize it. But I just don't I just can't do it, I'm getting old. (Code: Barriers to Entry - Limited staff) (Motivations - Dedicated Agritourism Professional)
[00:11:54] MOD: Sure, yeah. So then what would you say the advantages of agritourism are for your business.
[00:12:05] Tourism Professional B: From my business, I think knowing that the product is made here. I'm part of Indiana grown, and it's kind of a it was a misconception to me at first, that Indiana grown means " hey, you do everything." That's not true. It can be as if something like what we're doing we're purchasing products throughout the United States only now and making something here in Indiana. So, I think that the advantage would be if we would start growing products they can start using in my business. (Code: Perceptions - Advantages) And we're also looking at doing other things with other, you know, there's a couple of places that we're looking at doing something with milk products since there's a lot of dairy farms out here. And we'll probably end up building a distillery, but it will not be, it'll be pot (?) still, so, at that point you'll see me buy local grains for sure. (Code: Motivations - Hopes of expanding) I have no intentions of purchasing grains from anywhere else and we'll probably have enough acreage that I would probably grow some specialty grains to distill just for to nothing other than have a unique flavour. I learned today that I can grow it and distill it and bottle it, it's just more of a distinct flavor.
[00:13:25] MOD: Okay, so those are some of the directions that agri tourism could maybe go in. Just kind of piggybacking off of what you said about possibly using the dairy from local dairy farms, have you, in your business now or do you guys use any other sort of local agriculture in your business? Not even grow from you guys but just like locally?
[00:13:53] Tourism Professional B: The only thing that right now that we do, are you there?
[00:13:56] MOD: Yes.
[00:13:57] Tourism Professional B: OK. I'm making sure. There's A dairy farm or in Dubois County that make their own cheese. And so we do buy their product and sell it here in the store.
[00:14:07] MOD: OK. Yeah.
[00:14:09] Tourism Professional B: So that there's, and people like that. You know where they can only get these

cheeses locally-made.
[00:14:15] MOD: Yeah I think that's a little bit of the appeal of agri tourism. Do you guys have like a restaurant in the marina at all or anything like that?
[00:14:24] Tourism Professional B: So there's a restaurant next door to us that we lease out. It's a barbecue place and they do everything there locally.
[00:14:31] MOD: They do everything locally? Cool. So would you say that kind of involves local agriculture? Do they use like local meats or like vegetables or do you know what that all entails?
[00:14:42] Yes. So we own the building and the license and everything, but we don't run it anymore and they buy meats locally meat over in Jasper, and so they've got a good connection and so it's a locally-processed. Some of its actual local beef. I'm sure some of it's not. But, you know, quite a bit Dubois County sends a lot of their beef there. And there is one other place, Sanders catering, they'll buy things from every now and then which also is in Dubois County.
[00:15:12] MOD: OK. So Dubois counties are big. Yeah. A big part of that. Back to your business more generally, does the winery attract more tourists or would you say that Marina does?
[00:15:31] Tourism Professional B: At this point I would say that Marina because we've got a customer base of, you know, 20 years. And we're running about thirty six thousand followers on Facebook. So obviously that's a big draw. So the winery is obviously a huge draw also, and it's becoming more and more. But, as of right now the marina still draws more people.
[00:15:58] MOD: Okay. Yeah. And do you guys provide any recreational activities or like what kind of stuff do people do when they're at the marina?
[00:16:07] Tourism Professional B: So, the biggest thing for us is what we promote is obviously boating, tubing, skiing. And then in the park you know there's bike trails, some really nice paved bike trails. There's a disc golf course it's now an 18-hold disc golf course which is really nice.
[00:16:28] MOD: Yeah.
[00:16:29] Tourism Professional B: So it's kind of like camping, boating, just relaxing and of course, hopefully drinking wine
[00:16:36] MOD: Yeah exactly. That's the plus side of having the winery right there. And so how many people would you say...let's just say like yearly. How many people would you say your business attracts like every year?
[00:16:53] Tourism Professional B: Well I can tell you exactly that according to the Corps of Engineers we have the population numbers. A little over a million people cross our front doors and go in the park to see them and us and pass by the winery and our other businesses.
[00:17:07] MOD: Oh wow.
[00:17:08] Tourism Professional B: How many actually stop and see it, I couldn't tell you, but we know we see a million people go by our doors.
[00:17:15] MOD: Wow. A million every year. That's crazy. Cool.
[00:17:19] Tourism Professional B: I'm just asking for ten dollars per person.
[00:17:19] MOD: Yeah. Then, do you have any sort of sense of how many tourists Orange County as a whole attracts? Do You have any sort of gauge of like that number?
[00:17:38] Tourism Professional B: No I don't. Obviously the hotel is a huge draw for each county and probably you know obviously it's one of the number one in the state. So I don't know what those numbers are. I do know from a tourism standpoint, it was in the top five draws to Indiana. Along with (?), so the dome hotel and the springs were both in the top five.
[00:18:04] MOD: Yeah. So in Orange County what would you say are the most commonly visited tourist ventures?
[00:18:13] Tourism Professional B: I would say in the entire county, the dome hotels the springs hotel are the biggest ones for people to see.
[00:18:19] MOD: OK cool. And then for orange county as a whole, what types of challenges do you think that

tourism has experienced? What are the challenges you guys face?
[00:18:36] Tourism Professional B: The infrastructure of roads is a huge disadvantage to the county. (Code: Barriers to Entry - Infrastructure) And we're hoping to try and fix that with this new interstate I-67 that'll hopefully come by Orange County to bring tourists there. I think there is a housing issue. It's a disadvantage to the county. And so and I know French Lick/West Baden are trying to work on that, but I'd say that those are probably some of the big ones.
[00:19:05] MOD: Okay. And then aside from like your business providing the agri tourism with the marina and with the winery, what other agri tourism opportunities do you think that Orange County has?
[00:19:25] Tourism Professional B: Well, this was more not just Orange County, but the state. I think this industrial hemp, we just passed that. And you know that that's a big passion of mine is getting industrial hemp into the state of Indiana. So the Senate has passed that. I hope we pass in the House. I think that's going to be a huge advantage for pretty much southern Indiana. Northern Indiana not so much but southern Indiana can sure benefit off of this industrial hemp.
[00:19:48] MOD: Yeah. OK. That's really interesting. I didn't even think about that. So you guys are pretty involved I would say with agritourism with your marina with your winery. How do you feel about the current agritourism resources that are provided for tourism professionals? Like obviously you're pretty knowledgeable about it, but do you feel like if you weren't in. Your position like working with the tourism part, you know, 18 years ago, how do you feel about the resources available to tourism professionals in general about agriculture?
[00:20:27] Tourism Professional B: Yeah, I think it's getting better. We're so lucky to have Purdue. There's legislation with Purdue in each of the counties, Purdue extension offices, and a lot of farmers have depended on them for years mostly for information on just crops and that kind of stuff. But with Purdue extension now educating all the communities about other opportunities and agri tourism and just agricultural products, that they can make some money off of, and bring people in. So it's a huge advantage for the state to have Purdue in each of the counties. (Code: Beneficial Relationships - Positive) I see that but I think with Google and more young people being involved, taking over the family farms and more crafty and that kind of stuff, I think you're seeing it increase. I think Agri tourism Is definitely increasing.
[00:21:19] MOD: Cool. Yeah it seems like it's headed in a good direction. We're trying to definitely help with that too. I just have a few final questions. What do you think is the best way to connect your business to people who may not know about it like what resources from you guys use to get the word out?
[00:21:42] Tourism Professional B: Here's something that's kind of unique our business. As a winery, we all help each other, which is an odd thing to be competitors, but the wine industry recognizes that if we had wineries closer together, if I could get other wineries to move in close to me, we'd both make more money. (Code: Beneficial Relationships - Positive) Wineries tend to help each other which maybe other competitive businesses do not. And we want to see each other become better winemakers with better products. That's one thing. I think that the next big thing to notify people is social media. It's huge now. (Code: Advertising - Social Media)
[00:22:28] Tourism Professional B: We used to see wine trails where had to have a little stamp on a little brochure. That's all gone away. Everybody's got a smartphone, so when somebody goes to a winery, we pop up and they go from winery to winery and even Marinas. So, social media is a huge one.
[00:22:45] MOD: Okay, yeah. So, although you're pretty knowledgeable about agritourism already, Is there any more information, like what types of information do you still wish you had or do you feel like you pretty much have a handle on that.
[00:23:03] Tourism Professional B: I would say that I don't know what I don't know.
[00:23:09] MOD: Okay.
[00:23:09] Tourism Professional B: I'm still learning. I think I'm spending more time with Lieutenant Governor as you know she's kind of charges the whole tourism and agritourism and learning more things that we can do as a state. Which means even here locally in Orange County all around us. What can we do to promote ourselves outside our state? You know, when we talk to agritourism it's generally at the farmer's market.

Most people in making crafty things. It's really, you've got to draw people from somewhere else. You know, the locals generally drive by the same thing all the time and never stop. So we as a state have to help market all these communities outside the state. You know, "come here for these products, this reason, so." (Code: Motivations - Locals)
[00:23:59] MOD: Yeah that definitely makes sense. OK, so before we wrap up, is there anything else we didn't talk about that you'd like to add? Is there anything else you think would be beneficial to our research at all?
[00:24:15] Tourism Professional B: I'm trying to think. You're kind of focusing on Orange county specifically, right?
[00:24:25] MOD: Yeah yeah we're just doing research in Orange County for now.
[00:24:34] Tourism Professional B: Interesting. I'm trying to think a couple of things. I think that, now they've kind of got out of that, but there used to be, the wood business in Orange County in southern Indiana. Where you'd have people specifically growing trees to make products is something that know is there, I just don't know and it's kind of decreased in Orange County, but I think that's about it.
[00:25:02] MOD: That's interesting. I could look into that a little more too. OK well thank you so much for your feedback and taking some time out of your day to talk with us. So the information you provided us will definitely really benefit the Purdue extension, which was so happy you guys have a good relationship and appreciate that. Do you have any other questions for me at all?
[00:25:25] Tourism Professional B: I don't think so, I appreciate it.
[00:25:27] MOD: Can you provide me with a contact information if we have any follow up questions. Is this a good number to call again?
[00:25:34] Tourism Professional B: Yeah, this is the best number to get ahold of me.
[00:25:37] MOD: Perfect. Thank you so much.
[00:25:40] Tourism Professional B: Thank you.
[00:25:40] MOD: Have a great day. Bye.

Tourism Professional C - Monday, March 4 2:30 (17 minutes)
[00:00:00] MOD: Hi Tom, this is Kate. How are you today?
[00:00:18] Tourism Professional C: Great. Kate, how are you?
[00:00:20] MOD: I'm good, thank you. Um, before we get, I just kind of want to run over a few things with you so you're caught up to speed. Um, so first and foremost, I want to tell you that this interview is confidential and your name will remain anonymous in our final report. Um, is it okay with you if we record the interview so we can refer back to the information you provide us?
[00:00:31] Tourism Professional C: Certainly
[00:00:32] MOD: Awesome. Thank you so much. Um, my friend Anna is here with me and she may chime in, um, whenever she feels necessary and ask questions along the way.
[00:00:50] Anna: Hi, Tom.
[00:00:52] Tourism Professional C: Hi Anna
[00:00:54] MOD: Um, um, so before we start, do you have any questions for us?
[00:00:58] Tourism Professional C: No, I just want to try to be helpful, if i can.
[00:01:01] MOD: Awesome. Thank you. Yeah. So just for reference, we're trying to understand the perceptions and attitudes of Orange County residents and business owners in both positive and negative, um, ways. So please feel free to be as open and honest with us as possible so we can be the most prepared for our analysis.
[00:01:19] Tourism Professional C: Okay.
[00:01:20] MOD: So I know we talked about your business and relating to agritourism. Uhm, so I'm hoping to focus more on what specifically happened with you and the estate in the community. So to start, can you tell us a little bit about the property and like how you found it and why you decided to purchase it?
[00:01:35] Tourism Professional C: Well I retired in 81 and moved here in 82 and it was advertised in the Wall Street Journal. At the same time I was looking at deploying a golf and tennis resort, which was in bankruptcy

and for sale. And I was in Chicago at the time. I came down to look at the golf and tennis resort and I stopped in Bloomington and ended up coming by this property and making the owner an offer and bought it. And then moved here in 82 and was in active between 82 and 90. And then in 1990 I was contacted by a church up in Chicago and, uh, so I ended up helping them build their church. Actually built it for them and saved them about $3 million. And next thing you know, we were building churches all over the place. It was called IDC churchdesign.com. And then, uh, about 10 years ago, uh, after we finished the development here in Bloomington called the Hampton Townhomes. Um, I decided to develop that property and the income producing property and the attorney there locally that I was working with had a contact of the people in French Lick and they said if I would make the initial investment into developing the property once I proved I was serious that they would participate. And so I ended up putting in about four and a half million into the property in a additional development work. And then when I approached them and they said it's through CDC.
[00:03:07] MOD: MMM.
[00:03:09] Tourism Professional C: Or OCD...OCDC, Orange County Development Committee, uh, applied for 800,000. And they had agreed to that. But then once the powers got word of it, they whittled that down to about 10 percent of that. It didn't make any sense for us to accept it and then they did a couple of other things. (Code: Beneficial Relationships - Negative) And whenever our people would come to the weddings, I mean we had large weddings there. We just had a very unique property, very steady. We didn't set out to do weddings. It just took off on his own because we had such a unique setting, beautiful view, beautiful hilltop, and we had a lot of two, three, 400 person weddings that we would send a French Lick because it needed accommodations for their people and each time they would tell us that the only way they can get the rooms is that they had their wedding, there at French Lick. So we ended up losing a lot of business and we just realized that it wasn't worth pursuing and trying to continue if French Lick was feeling that they needed to have all the business just localized in French Lick. I personally don't agree with that. I think that it takes business to create business. If you want to bring tourism into the area you need. (Code: Perceptions - Knowledgeable)
[00:04:21] MOD: MMM.
[00:04:23] Tourism Professional C: You need a variety of things for people to do, not just gambling, putt putt and a waterslide, you need a lot more than that. And so I just think that the, you know, there's an old saying, small things occupy small minds. I just think they've got tunnel vision over there. And I think it would behoove them to try to let other areas within their community to develop because we would have brought a lot of people into the area. (Code: Barriers to Entry - Lack of Support) And 90% of the people that came to our weddings wanted to stay in French Lick, or go over to French Lick for the casino. So I don't think they realize how much we were benefiting them and they just had a piggish attitude. So we backed off. We closed down about a year and a half ago. (Code: Barriers to Entry - Lack of Support) And, um, uh, you know, tourism is a great way to bring people into the area. It puts very little stress on your schools, fire departments, police departments, hospitals or infrastructure. (Code: Perceptions - Positive)
[00:05:19] Tourism Professional C: It's great for the area. If you could bring tourism in. But to do it, you have to have something to offer, you can't with just casinos. If anybody does any research at all knows that casinos have a limited amount of draw, an opportunity for the community? (Code: Perceptions - Knowledgeable) Um, I don't know exactly what Purdue is wanting to do. I know one of the things, we have pretty good size business plan, which included a wellness center, a day spa, kind of like Glen Ivy in California and near Corona. And they would, they would do about 1200 people that day through that place. Um, and then we were going to develop some wineries right there in that real tight area of ours. Uh, we were looking at three to four wineries with different names because people, tell it to the area, they like to turn to the little wineries. So to sip on wine of course they need to have a place to stay. (Code: Motivations - Interested)
[00:06:11] Tourism Professional C: Of course we were going to build accommodations too. We were looking to build around 150 to 200 rooms, both in a motel style as well as cottages that we were building. And then being in the church development business, I designed and built churches over 30 years. So I have this building, a little blueberry hill chapel on the hilltop. It would be open from seven in the morning to seven at night. It was

electronic, uh, the services, there was a new service every half hour. The services only last about 20 minutes. Uh, part of the biblical was part of the health and wellness because we had a wellness center there. And then we're going to promote farmers markets as well because we believe that the organic produce had an opportunity to develop and be shipped direct as you see a lot of that going on now. So we have pretty big overall business plan for ourselves, but uh, and it just didn't make sense for us to pursue it.
[00:07:04] MOD: Yeah. So would you say that the Orange County Economic Development Office prevented you from moving forward or was it more of the French Lick Resort, and not being willing to open up their business and like collaborate with you?
[00:07:19] Tourism Professional C: I think they were in control of economic development and stopped them from cooperating with us. Is what I think. I don't know that to be certain, but I believe it. I believe it to be the case. (Code: Barriers to Entry - Lack of Support)
[00:07:29] MOD: Okay.
[00:07:31] Tourism Professional C: And had we had... if you do not have local support, I lived in an area since 82. The people that live there, it's more their community than it is mine. They've lived there all their lives. If they're not willing. If they could not see how we could contribute to the community, then what, why, why would we want to pursue it? (Code: Barriers to Entry - Lack of Support)
[00:07:52] MOD: Sure. That makes complete sense. Um, what would you say your relationship is with Purdue extension, if any at all? Do, are you in any communication?
[00:08:05] Tourism Professional C: No, not at all, I have not spoken to them. Um, I have heard that they've been very cooperative with the wineries around the area and that's good. (Code: Communication - None) But you know, they're too far apart, they're too scattered. You need them in a tighter, condensed area. Uh, kind of like Niagara Falls or, or, uh, uh, California, uh, areas. And if you do that, people don't want to come and sip on wine and drive another 20 or 30 miles to get to another one. They just don't. They prefer to have them in a close proximity and then a combinations of which you stay, which is what we were developing. And on the east side of Paoli, I don't know if you're familiar with it, it's a beautiful little area.
[00:08:45] MOD: Yeah.
[00:08:46] Tourism Professional C: Yeah, it's in Indiana, but it's a nice little courthouse, a nice little square. And even though it's southern Indiana, people like to get away.
[00:08:53] MOD: Yeah.
[00:08:55] Tourism Professional C: It had a lot to offer, but for some reason French Lick didn't want Paoli to be successful, which was going to help them as well. There's two primary assets to French Lick. One is Paoli and one is the lake down there. And they should be working towards developing those two areas involving tourism for the benefit of the community.
[00:09:18] MOD: Sure. Yep. That makes complete sense. Um, so I know you said you stopped doing the weddings about a year and a half ago. Are you doing anything now with the property and the business or what are your plans with that?
[00:09:32] Tourism Professional C: We're not doing any right now. I had designed this little chapel that I've tried and really like to build on a hilltop and I may still do it anyway. And I still would like to do the wellness center, but I think that it would be very difficult to do that with French Lick attitude the way it is. (Code: Barriers to Entry - Lack of Support) They see us as impeding on what they're doing and if they had any real sense to be honest with you, they would realize that that whole area, used to be a wellness area back in the 20s.Yeah, I mean everything was based on the, uh, wells, I mean there's files that, it started in French Lick. It started with, with the magnesium in the water that they have there. And of course that got closed down, but it was all a wellness center. The same in Paoli, the mineral springs right there in the, the square in Paoli, the Mineral Springs Hotel.
[00:10:34] Tourism Professional C: The water used to be piped to that hotel. It was a, it was a, it was a big mineral spring area. And I'm not suggesting mineral springs but on the same token. These are how popular mineral baths are, there's actually several different types of mineral baths. And that's what we were putting

in. We didn't want just a mineral bath we wanted several different types of mineral baths that they could have. Along with the play bathing, all the detox thing along with the healthy nutritional aspect of it. You know medical field is very concerned about and have tried to keep a cap on the naturopathic side of things. But with technology and social media, they can't do it any longer. It's getting out. People are interested in their health and they really need to just take the approach, they need to merge naturopathic with commercial medicine. That's what they need to do. And that's where we were headed. Oh, tried to do that. So anyway, I'm digressing.
[00:11:39] MOD: Yeah, that, that's great. Um, so just to clarify for us, do you know who runs French Lick? Is it, a lot of the community will work there, but it's technically run by an outside source and that's why they might not necessarily care as much about community involvement in, or do you have any idea what's going on there?
[00:11:57] Tourism Professional C: I don't really...my assumptions would be that local businesses, that have tunnel vision, in my opinion, have an influence on the financial side of it. The people that actually had the money that actually are developing the area, you know Bill Cook, had a uh, a big heart and Billy wanted to do something for Indiana. And I think that from what I've heard, his wife, so it was an instrumental part of that as well. I think they had the area's best interest at heart. I just think that what we were doing, they were unaware of. And I just think the local businesses we're too concerned about us, uh, taking visit from them, which is just not the case.
[00:12:47] MOD: Right.
[00:12:48] Tourism Professional C: And I think that, that they affected what happened with the Orange County Development Commission, economic side of it, and basically just didn't make it worth my effort to continue. I've been in a number of different types of businesses over my years.Been a pipeline business, I'm a developer design and build churches. I've done a variety of things and I'm not the average run of the mill business person. So I had a lot to offer to the community. And they just didn't see it. (Code: Perception - Knowledgeable)
[00:13:17] MOD: Yeah. Um, I know you haven't been in communication with Purdue Extension, but just a little bit of background on them. They basically serve as a resource for the community to help out farmers but also businesses to try and make sure that they're operating, um, the best way as possible. So if Purdue Extension could have been able to help you while you were, I'm trying to um, run the weddings and everything, do you think they could have even done anything to help you with your business? Could they have, like are there any resources that would have been helpful in the past to maybe get past the obstacle of French Lick or
[00:13:54] Tourism Professional C: The could have very possibly. I never reached out to them, nor do I have a contact. I do not have any contacts at Purdue. (Code: Communication - None)
[00:14:03] MOD: Okay. Um, so when the weddings were going on, how did you market and advertise it to them? Or You said it took off? So was it just kind of word of mouth or,
[00:14:16] Tourism Professional C: We started out, the original business plan was more of a day spa, wine tasting and the combinations going towards more accommodations and, and, and developing the business and the people that came there when they would go to the hilltop, it, it really has a breathtaking view up there. And they started telling her friends and it just took off on his own. (Code: Advertising - Word of Mouth) I mean we didn't market it, it just took off. Now, initially we did do some advertising through wedding wire, I think it was. Um, but, uh, a lot of it was just word of mouth. We didn't really pursue it, it just took off. That's all there was to it. But then when the OCDC, backed out on us. Um, I just, uh, I just didn't feel it was worth my time and effort to keep pumping money into it.
[00:15:11] MOD: Sure.
[00:15:11] Tourism Professional C: Yeah. So I ended up sending a refund to all the brides and we just closed it down.
[00:15:16] MOD: Gotcha. So we are trying to do kind of what you said and build up local businesses to help bring tourists outside of French Lick into the community. Um, if hypothetically the plan we present with Purdue Extension does take off, would you be interested in kind of trying to incorporate some type of agritourism with the spa or the um, the winery and all of those things? Or do you think you've just moved past it from the experiences you've had with them?

[00:15:47] Tourism Professional C: Okay. I think a lot would have to do with their input and willingness to participate in moving us forward. Um, if there was, if they brought something to the table that made sense to us, then I would probably be willing to take another look at it. (Code: Motivations - Potential)
[00:16:08] MOD: Okay. Okay. Cool. Um, I think that has a lot of my questions answered. Is there anything else you want to add that may be helpful to us moving forward when we come up with a plan of action?
[00:16:23] Tourism Professional C: Not really. I just wanted to try to reach out, be helpful to you in any way I could. I've been here a long time so I do have an interest in, in leaving something for the community.
[00:16:31] MOD: Yeah. This has been so helpful. We, it actually is really beneficial just to know the obstacles that you encountered because hopefully we can try and sidestep French Lick in some way or get them to understand what we're trying to do and how local businesses could benefit the entire community, including French Lick as well. So thank you for your time. Do you have any questions?
[00:16:55] Tourism Professional C: Oh you're welcome. It was good talking to you and Anna.
[00:16:57] MOD: Yeah yeah, thank you. I think this has been awesome. Thank you so much for the information. Um, and have a nice day.
[00:17:04] Tourism Professional C: Oh, you too. Bye. Bye.

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