





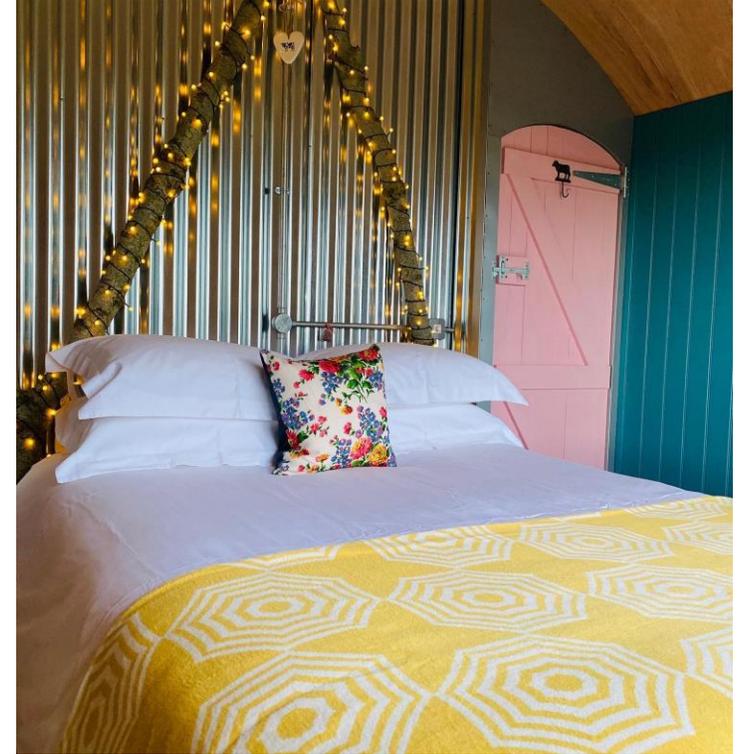
# Agritourism in Scotland



**Selling farm food & drink direct**



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



**Short Breaks and Holidays**

# Scottish Definition

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

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



Real farmers

Real farms

Rearing livestock

Growing crops

Are the core of Scottish Agritourism

No fakes!

Go Rural brand is guarantee

# Agritourism Sector Growth Strategy Launched Nov 2021

New Growth Strategy for Agritourism in Scotland

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



**Currently**

**Agritourism £60 Million**

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

**Total £170 Million**

**2030 Target £250 Million**

# KPI's Wider Scotland's Agritourism Action Plan

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

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

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

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

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

# KPI's Wider Scotland's Agritourism Action Plan

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

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

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

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

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

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

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

<b>October 2023</b>	
Benbecula	1
Harris	1
Lewis	11
North Uist	2
South Uist	3
<b>Total</b>	<b>18</b>
<b>Increase by</b>	<b>3 on 2022</b>

Only 1 Travel Trade Ready  
Agritourism Business  
Long Island Retreats

# Agritourism Sector Growth Strategy Launched Nov 2021

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

## **Significant increase in**

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

# Who is doing what to grow Agritourism in Scotland?

## Implementation Board Agencies

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

PLUS other agencies named in strategy delivery

## International Global Agritourism Network

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

## Regional Level Agencies

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





Destination Leaders



Scottish Agritourism Conference  
Tuesday 21<sup>st</sup> and Wednesday 22<sup>nd</sup>  
November 2023

# Go Rural Map



**Go Rural Responsibly**

Go Rural farmers and crafters welcome you to the Scottish countryside. For your own safety and for the safety of people living and working in the countryside, farm livestock and wildlife, please:

1. Keep dogs on leads to protect livestock, wildlife and your dog.
2. Ring and lead all dog poo. Bio your litter or use a bin.
3. Avoid walking through fields of livestock. Livestock can be very dangerous.
4. Release your dog if threatened by cattle.
5. Many fields are powered fences. Avoid walking through growing crops.
6. Don't park over field gates - access is always required.
7. Look out for moving farm machinery, avoid walking through farm yards and stay out of farm buildings.

For more information and the full Scottish Outdoor Access Code please visit [www.outdooraccess.scotland.scot](http://www.outdooraccess.scotland.scot)

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

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

For more details of all of the farm agritourism businesses on the Go Rural map, plus hints and tips on how to best enjoy them, visit [www.goruralscotland.com](http://www.goruralscotland.com)

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



**Stay**

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

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



**Play**

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

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



**Shop**

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

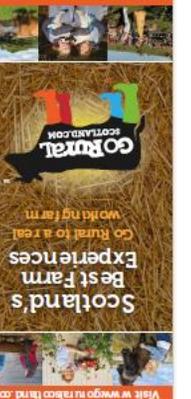
And remember, farm shops are not just for food and drink - they might sell wool or wool products from their own or neighbouring farms or crafts from local artists.



**Eat**

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

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



Check out our website [www.goruralscotland.com](http://www.goruralscotland.com) for full details on Scotland's best agritourism experiences and to subscribe to our newsletter for offers and ideas of places to visit.

Like Go Rural on Facebook [@goruralscotland](https://www.facebook.com/goruralscotland) for information, updates, events, news, offers and competitions - straight to your newsfeed.

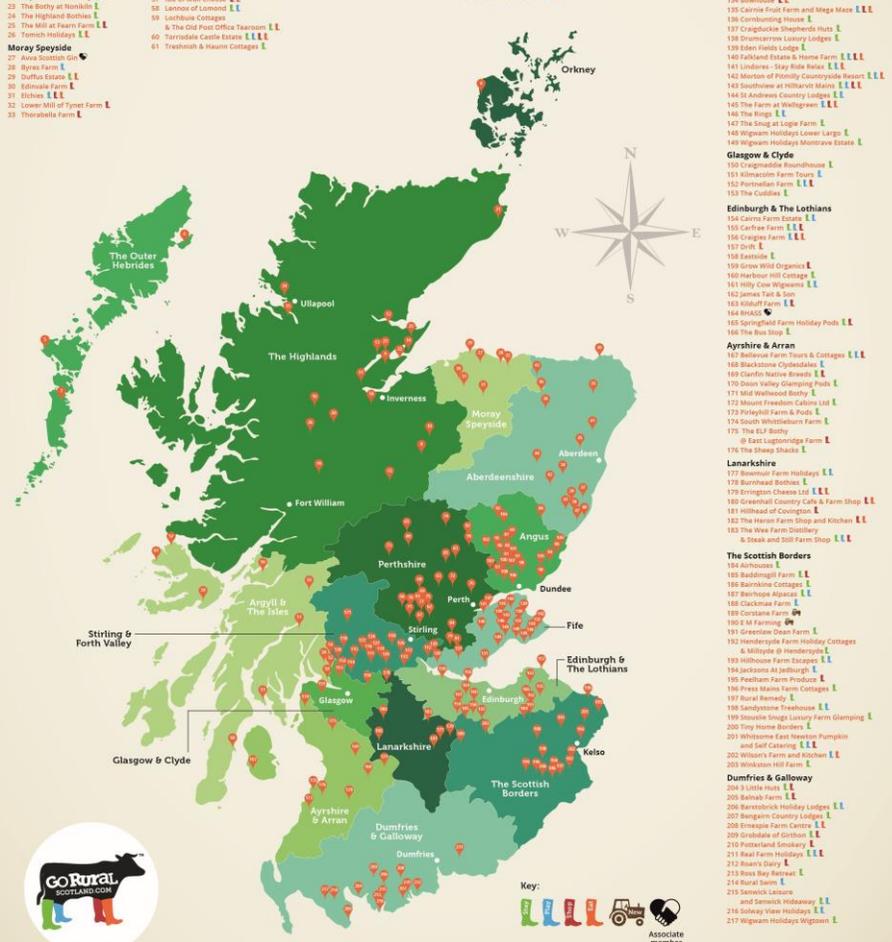
Follow us: [Twitter @goruralscotland](https://twitter.com/goruralscotland) and [Instagram & TikTok @goruralscotland](https://www.instagram.com/goruralscotland)

Let us know about your rural adventures using #GoRural

Join us if you want to find out more about joining Scottish Agritourism, visit [www.goruralscotland.com/join-us](http://www.goruralscotland.com/join-us)

Sign up to the Go Rural newsletter

- Shetland**
  - 1 A & K Ridge
  - 2 Shetland Rural Experience Ltd
  - 3 The Lily Sheep Fibre Company
- Orkney**
  - 4 The Orkney Dairy
  - 5 Balfour Macdonald Holidays
  - 6 Experience Lewis Ltd
  - 7 Long Island Retreats
- The Highlands**
  - 8 Avonshire Cottages
  - 9 Ballycherry Farm
  - 10 Balnassard Farm
  - 11 Big Sky Lodges
  - 12 Bropure Farm
  - 13 Cairngorm Alpines
  - 14 Castleside Farm
  - 15 Craik & Loggie
  - 16 Cullinan Cottages & Estate
  - 17 Dalriada Farm
  - 18 Farm Ness
  - 19 Glen Muir
  - 20 Loch Ness Pumpkins & The Wild Acres
  - 21 Mill Farm Cottages
  - 22 Royal Hotel Cromarty
  - 23 The Bony at Bonaville
  - 24 The Highland Borthies
  - 25 The Mill at Farm Farm
  - 26 Tomich Lodges
- Moray Speyside**
  - 27 Auld Scottish Dist
  - 28 Byles Farm
  - 29 Duffus Estate
  - 30 Edinvalley Farm
  - 31 Elches
  - 32 Lower Mill of Tyne Farm
  - 33 Thorabell Farm
- Aberdeenshire**
  - 34 Aberdeenshire Highland Cattle
  - 35 Auchinclossie Mains Beef
  - 36 Boudry Farm Borthies
  - 37 Carron Valley Lodges
  - 38 Castlebank Farm Shop
  - 39 Cavendish Farm Holidays & Studio
  - 40 Down on the Farm
  - 41 Farm to Table
  - 42 Fossan Estate Partnership
  - 43 Lurie House
  - 44 Lauker's Farm Kitchen
  - 45 Marshall's Farm Shop
  - 46 Mayers Estate
  - 47 Meams Chilly Farm
  - 48 Silliphart Farm
  - 49 Silliphart Farm Flowers & Gatherings
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- Perthshire**
  - 62 Abernethy & Forvie Farm
  - 63 Duffin Estate
  - 64 Active Kids Adventure Park
  - 65 Bachelton Farm Holidays
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  - 82 The Old Farm Borthies
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- Angus**
  - 86 Arbroath Distillery Experience
  - 87 Auchinclossie Borthies
  - 88 Brownhill Whisky Company
  - 89 Carron Valley Lodges
  - 90 East Sycrope Farm
  - 91 Glamis Castle
  - 92 Glen Clova House
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- Dumfries & Galloway**
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A key consumer focus to drive sales  
Christmas Campaign 2023 –  
Work has started now. Get involved.





Scotland's Agritourism Monitor Farms Programme 2023-2026

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

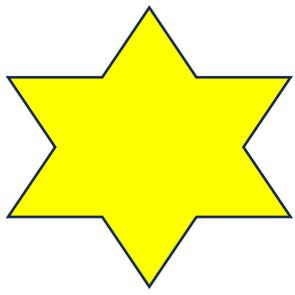




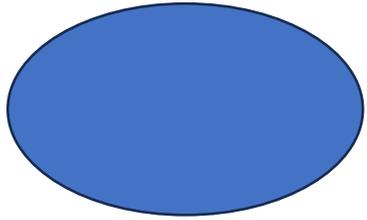
2014/15 18-month Agritourism Monitor Farms Programme



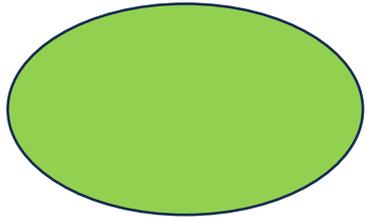
2019-2022 3 Year Agritourism Monitor Farms Programme



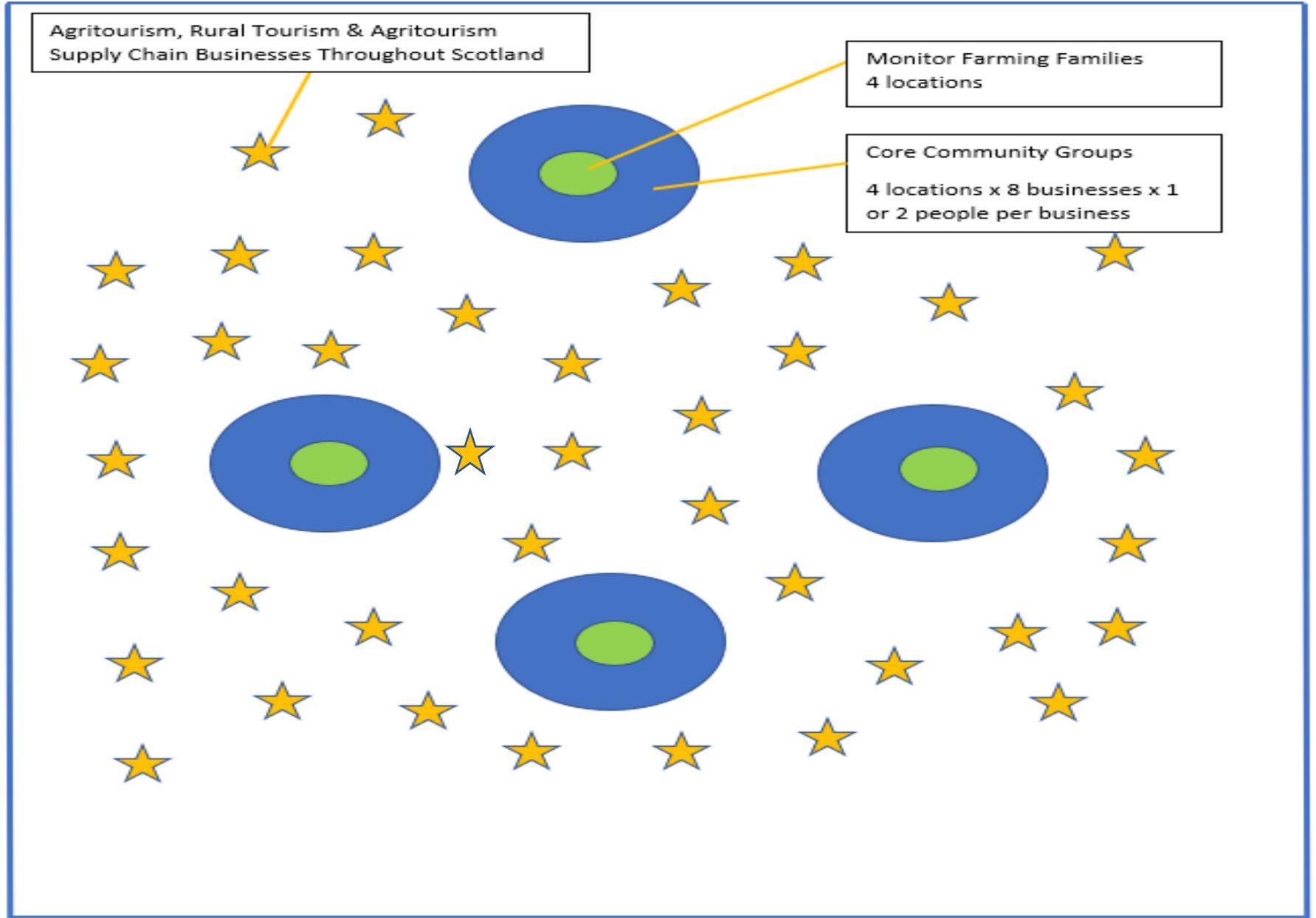
400 Businesses  
throughout Scotland

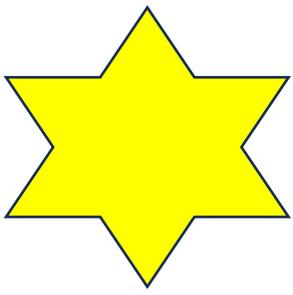


32 Core Community  
Group Businesses, 8  
per monitor farm



4 Monitor Farm  
Businesses



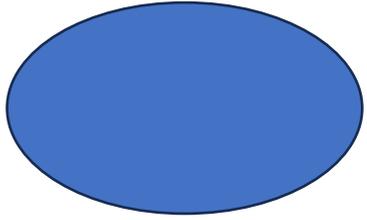


Pre agritourism  
Current  
agritourism/farm retail  
Other Rural businesses

## 400 Businesses throughout Scotland

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





## 32 Agritourism or Farm Retail Businesses, 8 per monitor farm

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





## CORE PROGRAMME METHODOLOGY – INNOVATION CORE EXPERTS

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

# What types of businesses will be supported?



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



Thank you

Caroline Millar, Sector Lead

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