

## **Assessment of the Agritourism and Direct Agricultural Marketing (A.D.A.M.) Industry in Washington State**

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### ***Problem addressed***

To fill the knowledge gap about the overall structure and underlying motivations for agritourism and direct agricultural marketing business in Washington

### ***Goal***

The goal of this project is to document the activities, motivations, impacts and challenges faced by farms involved in agritourism and direct agricultural marketing in Washington.

### ***Expected Results***

This is the *first* in-depth study of agritourism and direct agricultural marketing (A.D.A.M.) industry in *Washington* and in the *Pacific Northwest region* that measures the extent of the industry and its sub-sectors in the State. It is a pioneering work since available media about the industry in the State are in the form of conferences and publications geared mostly towards assisting and educating farmers who want to get into agritourism or direct agricultural marketing. *Our expected contribution is significant because it fills a gap in our understanding of the overall scope and scale as well as the underlying motivations for agritourism and direct marketing business in Washington.* This understanding supports the supply side of agritourism and direct agricultural marketing. Furthermore, understanding the motivations of farmers will help local planners and policy makers in implementing programs and policies geared to benefit local farms. From this study, we intend to present what activities are growing and what factors contribute to success; provide an understanding of the nature and significance of the industry; and identify programs that will support a healthy A.D.A.M. industry in Washington State.