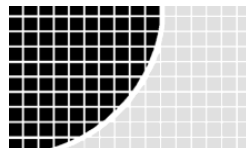


Appendix II
Market Readiness Assessment Tool:
Agri-Tourism



THE ECONOMIC PLANNING GROUP of Canada
Tourism Consultants

Agri-Tourism and Fisheries Tourism Market Readiness Planning Tool

Introduction

This assessment form is being used as part of a project in Nova Scotia focused on agri-tourism. Agri-tourism is defined as:

Visitor experiences of quality that are associated with a farm or fishery, and/or with the growing, harvesting, processing or sale of Nova Scotia agriculture or fisheries products

The tool has two uses:

- Agri-tourism businesses (or those agricultural/fisheries producers thinking of getting into agri-tourism) can use the form as a self-assessment tool to help determine the extent to which their business is ready to accept visitors and provide a quality visitor experience.
- Those agri-tourism businesses that decide they would like to participate in the agri-tourism collaborative marketing programs and other initiatives available, would submit their completed form for review and consideration. The business would then agree to participate in a mystery shopper program; the mystery shoppers would complete their assessment to determine whether these businesses met the minimum requirements for participation in the program.

Throughout the form, there are website references to provide more in-depth information on a particular item. Text in italics provides more information on a specific topic or criteria.

Notes about the Assessment Form

1. The information in Part 1 would be used for listings in various guides, web sites, etc., in other words, this information would be made public.
2. Information from the balance of the form would be kept strictly confidential.
3. The form is designed to be used as both a self-assessment tool as well as by the mystery shop inspector. Shaded areas are for the use of the inspector.

Agri-Tourism Market Readiness Planning Tool

Name of Person Doing the Self Assessment:

Position: _____

Date: _____

Inspector's Name _____

Date of Inspection: _____

Part 1: Details on the Business and its Operation

1.1.1 Registered name of the business	
1.1.2 Operating name of the business <i>(This is the name that would be used in marketing materials such as guidebooks, web sites, etc.)</i>	
1.1.3 Full name of the business owner or manager	
1.1.4 Contact Person for more information	Name: Phone: Email:
1.1.5 Mailing Address	Street Address/PO Box: Community: Postal Code: <u>Off-Season Address if Applicable:</u> Street Address/PO Box: Community: Postal Code:
1.1.6 Business Phone, Fax and Email	Phone Number: Toll Free Number if available: Email: Fax:
1.1.7 Location/ Street Address if different than mailing address	Street Address Community:
1.1.8 Web site address	

1.2 Complete the following to indicate the dates and days/hours of operation. If you have several different operating seasons and/or different seasons for different elements of your business, please note them below.

Element of Operation	Period of Operation	Days of the Week Open	Hours of Operation	Notes
<i>Example: Blueberry U-Pick</i>	<i>August 1 – Sept 15</i>	<i>Closed Mondays</i>	<i>9 AM – 5 PM</i>	<i>Call to confirm season start date</i>

1.3 Are the following services provided at the business? (Use the last column to add any notes, e.g. which credit cards you accept)

	Yes	No	Notes/Comments
a) Credit cards accepted			
b) Debit cards accepted			
c) Bus tours welcome			
d) Property is accessible to people with disabilities; Please provide a description if there are limitations			
e) Facilities available for group bookings			
f) Educational tours available			
g) Children welcome			
h) Pets welcome			
i) Food service is available			Describe:

1.4 Business Description

Provide a brief description of the agri-tourism experiences you provide for visitors. This text would be used in a marketing guide or on a website, therefore it should characterize the experience you offer and what makes it special for visitors. A maximum of 75 words is suggested. *(Please print; Your text should include things such as: Description of the visitor experience – what visitors can see or do; Who the experience appeals to - e.g. Great outing for families; What makes it special – unique selling propositions (USPs); Any specific directions about how to find the property, Need to call ahead, etc.)*

PLEASE SIGN HERE TO AUTHORIZE THE PUBLICATION OF THE FOREGOING INFORMATION

.....
Signature

.....
Date

DO NOT WRITE IN THE SHADED AREAS ON THE PAGES TO FOLLOW – THEY ARE INTENDED FOR USE BY THE MYSTERY SHOP INSPECTOR

Part 2: Essential Requirements

2.1 Does the business meet all necessary legal requirements and have all necessary licenses and permits? Please indicate whether or not you have each of the following, or indicate Not Applicable (N/A) if the license/approval is not relevant to your business.

	Yes	No	N/A	Inspector's Comments
2.1.2 Fixed Roof Accommodation License <i>For any fixed roof accommodation in the province that is rented to visitors. See the Department of Tourism, Culture & Heritage website:</i> http://www.gov.ns.ca/dtc/tourism/tourism_inspections.asp				
2.1.2 Campground License <i>See the Department of Tourism, Culture & Heritage website:</i> http://www.gov.ns.ca/dtc/tourism/tourism_inspections.asp				
2.1.3 Food Establishment Permit – <i>“Required by anyone in Nova Scotia who wants to operate a foodservice facility such as: restaurant, food take-out, mobile canteen, temporary food establishment, or a grocery store or push carts or any facility from which foods are sold, whether on a permanent basis or only occasionally.”</i> <i>See the Department of Agriculture & Fisheries website:</i> http://www.gov.ns.ca/snsmr/paal/agric/paal006.asp				
2.1.4 Food Handler Certification for all staff handling prepared food <i>See the Department of Agriculture & Fisheries website:</i> http://www.gov.ns.ca/snsmr/paal/agric/paal365.asp				
2.1.5 Occupancy Permit for the facilities – <i>Usually provided by the local town/municipal government; requires Fire Marshal approval of facilities</i>				
2.1.6 Appropriate municipal or federal regulations. Please list any that are applicable to your business.				

	Yes	No	N/A	Inspector's Comments
<p>2.1.6 Other necessary licenses from Nova Scotia Agriculture and Fisheries, depending on the nature of the business, e.g.</p> <ul style="list-style-type: none"> Meat Slaughtering & Processing License Dairy Processor License Beekeeper and Apiary Registration Aquaculture License (<i>Also required for U-Fish Operations; See http://www.gov.ns.ca/snsmr/paal/fish/paal186.asp for details</i>) Fish Buyers License Other Provincial Licenses: <p>_____</p> <p>_____</p> <p>_____</p> <p><i>For information on licenses required for various types of agricultural businesses, see http://www.gov.ns.ca/snsmr/paal/ndxagfish.asp</i></p>				

Inspector's Overall Comments on 2.1

2.2 Is the business following accepted health and safety standards, as described below?

	Yes	No	N/A	Inspector's Comments
<p>2.2.1 Is a first aid kit available on-site? <i>See the NS Occupational Health and Safety guidelines on first aid kits at the following web site:</i> http://www.gov.ns.ca/enla/healthandsafety/docs/FirstAidGuide.pdf</p>				
<p>2.2.2 Is there at least one staff person on site at all times who has First Aid training, including CPR training? <i>See the St. John's Ambulance website for information on First Aid training courses</i> http://www.sja.ca/english/</p>				
<p>2.2.3 Are hand washing facilities with soap and paper towels provided for the public? (Where there is handling of produce and/or farm animals)</p>				
<p>2.2.4 Are Fire Extinguishers provided, clearly marked and accessible?</p>				
<p>2.2.5 Is there a risk management plan in place, including an emergency response plan? <i>The risk management plan should include:</i></p> <ul style="list-style-type: none"> • <i>Identification of risks and potential hazards</i> • <i>Evaluation of all risks and hazards</i> • <i>Development and implementation of plans to control each risk/hazard, either by eliminating it, reducing the consequences or developing response and contingency plans to deal with it.</i> 				
<p>2.2.6 Is the business is in compliance with the regulations that apply to Public Water Systems under the Nova Scotia Environment Act. <i>These apply to businesses that are not on municipal water systems, i.e. those that have their own wells. See a discussion of requirements in the publication at:</i> http://www.gov.ns.ca/enla/water/docs/DrinkingWaterDueDiligenceOverview.pdf</p>				

2.3 Does the business have liability insurance? Yes No
(Please provide a photocopy of your liability insurance certificate for your business)

2.4 Is the visitor experience you provide an authentically Nova Scotian example of agriculture, fishery, or food processing (refers to processing of raw goods on site, including their packaging and sale)?

Yes No

If yes, please describe how this is achieved. _____

Inspector's Comments

2.5 Where is the visitor experience is located?: *(Select one of the following that best describes your situation)*

- On a farm In a rural setting Please describe _____
In a harbour In a coastal setting Please describe _____
None of the above Proceed to 2.5.1

2.5.1 If none of the above, is the operation an agricultural or fisheries related facility or program that is intended to provide a visitor experience, such as interpretation or entertainment, OR is it another visitor experience linked to agriculture or fisheries endeavours, e.g. a museum or interpretive centre?

Yes No

If yes, please describe _____

Inspector's Comments

2.6 Are clean washroom facilities available to visitors, with hand washing facilities? (Only expected where the normal length of stay is 15 minutes or more) Yes No N/A

2.7 Cleanliness and State of Repair of Public Areas. Please rate each of the following on a scale of 0 – 5, where 0 is not at all satisfactory and 5 is very satisfactory.

2.7.1 Cleanliness of washrooms

Not at all satisfactory

0

1

2

Satisfactory

3

4

Very Satisfactory

5

Not Applicable

Inspector's Comments and Rating

2.7.2 State of repair of washrooms

Not at all satisfactory

0

1

2

Satisfactory

3

4

Very Satisfactory

5

Not Applicable

Inspector's Comments and Rating

2.7.3 Cleanliness of site and other public areas

Not at all satisfactory

0

1

2

Satisfactory

3

4

Very Satisfactory

5

Inspector's Comments and Rating

2.7.4 State of repair of site and other public areas

Not at all satisfactory

0

1

2

Satisfactory

3

4

Very Satisfactory

5

Inspector's Comments and Rating

2.8 Are visitors provided with an orientation to the site either through signage, a brochure or pamphlet, or verbally?

Yes

No

If yes, please describe the orientation that is provided.

Inspector's Comments and Rating

Part 3: Preferred Practices

3.1 Is the property readily accessible to visitors? Please respond to the following specific questions and note any areas of concern.

3.1.1 Are signs provided on the highway/roads leading to the site, and are they well maintained, legible, and sufficient for visitors to find their way to the site? Yes No

3.1.2 Are signs provided at the entrance to the site and to direct visitors to areas of the site, such as parking and are they well maintained and legible? Yes No

3.1.3 Is information on the days and hours of operation clearly posted? Yes No

3.1.3.1 Are the posted hours of operation adhered to? Yes No

3.1.4 Is the access road and parking area of reasonable quality? (e.g. graded, free of large potholes)
Yes No

3.1.5 Is adequate parking provided? Yes No

Inspector's Comments on 3.1

3.2 Does the establishment have marketing materials that generally describe the facilities, services and/or programs available? *(Please provide copies of the printed material.)*

Brochure/Pamphlet Yes No
Web site Yes No If yes, is it regularly updated? Yes No
Other, please describe & provide copies

3.3. Are all visitors greeted with a friendly welcome? Yes No

Inspector's Comments

3.4 Is on-the-job, customer service training provided to all staff who interact with the public?

Yes No

Please describe the type of training that is provided.

Inspector's Comments

3.5 Do you track/evaluate guest satisfaction in any of the following ways? Select the response(s) that best apply to your operation.

- Visitor Comment Cards
- Visitor Surveys
- Informal chats with visitors by owners, managers or staff
- Other, please describe _____
- None of the above

Do you follow up on guest comments on a regular/timely basis? Yes No

Inspector's Comments

3.6 Is information (e.g. brochures, guide books) available to visitors on things to see and do in the area and on other agri-tourism experiences available in the region? Yes No

Inspector's Comments

3.7 Does the business have a listing and/or advertisement in the provincial Doer's and Dreamer's Travel Guide or in the regional travel guide.

Yes No

Please describe which tourism-related publications your business is listed in or advertises in.

3.8 Is the establishment a member of one or more Nova Scotia tourism industry organizations (e.g. TIANS (Tourism Industry Association of NS, regional tourism association, sector tourism association).

Yes No

Please indicate to which tourism associations the business belong:

3.9 Does the establishment have an Environmental Farm Plan? *This is a program offered by the Nova Scotia Federation of Agriculture. See their website <http://www.nsfa-fane.ca/content/environment/efp/brochure.pdf> for more information on the program.*

Yes No

Inspector's Comments

Part 4: Other Quality of Experience Features

4.1: Are there programs offered at the site that provide an enhanced understanding and appreciation of Nova Scotia's agriculture, fishery and/or food processing activities? Please respond to each of the following.

4.1.1 Is there a structured learning program connected to the agricultural or fisheries activity that is offered to visitors?

Yes No

(By structured, we mean a program that is organized, with a leader and offered on a regularly scheduled basis during the prime operating season). Please describe (key elements, length, frequency) the programs you offer.

4.1.2 Are there one or more demonstrations offered on a regularly scheduled basis related to the agricultural, fisheries or food processing activity, during the prime operating season? *(Ideally this would be daily during the prime season, when the establishment is open)*

Yes No

Please describe (key elements, length, frequency) the programs you offer.

4.1.3 Is interpretive information (verbal, brochure or pamphlet, interpretive signage, etc.) provided to visitors?

Yes No

Briefly describe the interpretive information that is provided

4.1.4 Do visitors have any other opportunities to learn about Nova Scotia's agriculture, fishery and/or food processing activities at the site?

Yes No

Briefly describe any other learning opportunities that are provided

Inspector's Comments on 4.1

4.2 Does the visitor have the opportunity to become personally engaged in the functions of the operation? Please respond to the following:

4.2.1 Do visitors have the opportunity to participate directly in the agricultural or fishery activity of the enterprise, with the producer or their staff, in a structured experience? Yes No

Please describe

4.2.2 Do visitors have the opportunity to personally talk to/interact with the producer or their staff who are engaged in the agricultural or fishery activity, and are staff knowledgeable and able to answer questions about the operation and its products, as well as about Nova Scotia's agriculture/fisheries more generally?

Yes No

Please describe how this happens _____

4.2.3 Do visitors have the opportunity to participate in an agricultural/fishery experience on their own, e.g. U-pick, U-fish?

Yes No

Please describe how this happens _____

Inspector's Comments on 4.2

5.6 Does the overall experience provide value to the visitor? Are the establishment's prices/charges generally in line with the scope and standard of the agri-tourism experience and service provided?

Yes No

Inspector's Comments on 5