

Covid times
are Hard!
Ag Tourism
helped!

Will Lydgate
Lydgate Farms
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Vision

The right
fit?

Agriculture +
Tourism

Lydgate
Farms

Value-
added

Agriculture + Tourism

HI Agriculture \$604 Million (2015)
HI Visitor Industry \$16.7 Billion (2017)

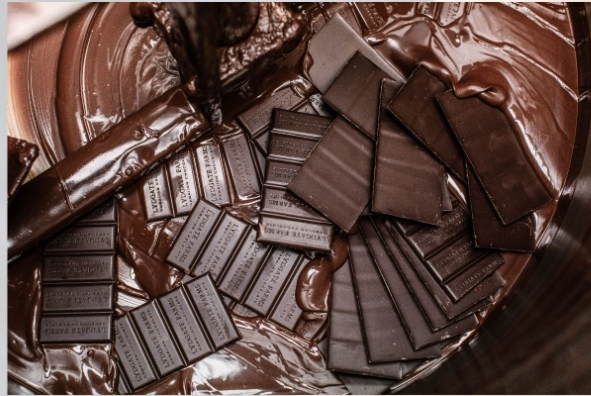


We are
calling it...

We are calling it...

Agritourism
or
Ag-Tourism

Solid Foundation



Deep
Roots

Put forth
Branches

Bear
Fruits

5 generations of Ag Tourism in HI (sort of)

Lydgates in Hawaii since 1865



JM Lydgate



Helen Lydgate
at Malumalu
school 1896



Lydgate boys in
Cane field 1907



Hesperromanna Lydgatei

Kalakaua



Hillebrand



Theobroma Cacao

Lydgate State Park



Put forth Branches

Fifth- Generation moving forward

Lydgate Farms
Largest Cacao farm on Kaua'i

Farm tours and ag-tourism

Focus on making agriculture work in
modern Hawaii



LYDGATE FARMS
HAWAIIAN CHOCOLATE



LYDGATE FARMS
HAWAIIAN CHOCOLATE

Bear Fruits

5 days a week
sold out tours
b4 covid

On farm giftshop
and online sales

5-stars 1000+
reviews



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The background of the slide is a photograph of a person's hands holding a piece of ginger root. Overlaid on this is a large, light-gray circle containing the title text. Below the title is a smaller rectangular inset image showing hands sorting through coffee beans in wooden trays. Three red circles are arranged in a triangle below the main circle, each containing a concept. The entire graphic is centered on the slide.

Doing ag- business on ag-land



Lifetime
customers

Value
added

Experiences
and
Tastings



Value added

Vertical integration with
shelf stable products

Sales to locals and visitors



Experiences and Tastings

Education is fun!

Create Advocates for your farm and crop

Every good tour ends in the gift shop

Voluntourism

Caveat Emptor:

You need a use permit to charge \$\$ (except in HI county)



Lifetime Customers

Farm Visit

Email List/Social Media

Direct Marketing

The right fit?



Do
you...

Optics
and
Comfort

Storytelling

Do you...
...like people?

Yes --> Go for it! Do ag-tourism!

No ---> Hire someone who likes people!

...like making money?

Yes ---> Lucky you!! Go on ahead!!

No ---> Definitely do not do ag-tourism

Optics and Comfort

The farm aesthetic

Shade and amenities

Visitor sensory experience and comfort

- rustic vs dingy

- an eye for design

Storytelling

farm business + show business

Take them on a physical and
Mental Journey

Share your passion for your crop

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Vision

The Rising tide
raises all boats in
the harbor



As
common
as a luau

Leadership
in HI
Agriculture

As common as a luau





Tell the Story

Ag Tourism Needs Your Voice

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