

Agrotourism - supporting or complementing our primary agricultural use at Averill House Vineyard.

University of California defined agricultural tourism (agritourism) as any income-generating activity conducted on a working farm or ranch for the enjoyment and education of visitors. It includes the interpretation of the natural, cultural, historic, and environmental assets of the land and the people working on it.

At the International Agritourism Conference, held in Burlington VT 8/30/2022 They defined Vineyard and Winery agrotourism as a Farm or business engaged in growing grapes for wine and/or wine making. They conferred it is common for wineries to provide on-farm entertainment including, but not limited to, wine-tastings, wine trails, music, and on-farm dinners.

The USDA points out, as the share of farms and ranches with agritourism revenue increases, more farmers and ranchers may be encouraged to adopt agritourism activities. Previous research has documented the loss of small and mid-sized farms and ranches, so agritourism revenue may offer a viable strategy to keep these farms afloat.

Agrotourism is an accessory and is supplemental to our agricultural activities. We use promotions, shows, farmers markets, all of which include drinking of wine, pairing of wine, making of wine, selling wine, or farming.

These are a few statistics for 2022:

- Over** 1000 unique paid vineyard tours.

- Patrons** purchased 1084 Gallons of wine.

- Over** 2000 Gallons of wine were produced in.

- 55%** of visitors were from outside of New Hampshire.

- 70%** stay in the Brookline area to explore and eat.

- 20%** of our revenue was from agrotourism events in.

- 100%** of our operation is in support of selling wine or farming grapes.

- 90%** of our online sales were from prior patrons through agrotourism.

- 30%** return, many with friends.

We market our wine to these patrons through email, social media, radio, direct mail, and print media using wine tasting, wine pairing and wine events that highlight rural New Hampshire, our vineyard activities and the seasonal operations of wine making. We use classes that enhance rural skills, DIY, food & wine pairings, and Vineyard/Winery management, both to share our wine and to attract traditional and new wine fans and with lots of effort to recruit and train associates.

To entice new patrons we create unique New Hampshire events that draw patrons to the romance, majesty and mystery of the Historical Brookline Ice District, our 1830's barn, and the vineyard. An example would be our Brazilian New Year's Eve Dinner celebrating the foods of Brazil with wine pairing and a toast at Brazilian midnight (9pm our time). We provide a tour of the cellar and an offer to join our Adopt-A-Vine program where for two years they adopt a grape vine and visit during the following four seasons with wine tastings, tours and bottles of wine. The vines love the attention.

We create events around our harvest, fruit production, and each of the season's wines, like these:

- MMM! -Mango Maple Moscato during March Maple Month

- True Kiss-Strawberry Zinfandel during February for Valentine's Day

- Fronteana – Frontenac Blanc and Brianna blend for Spring

Agrotourism is the fuel that balances out the entire year. Without it we would have one season.