

<b>CLINTON COUNTY</b>		
<i>Taxing District Description</i>	<i>Proportional Number of Miles</i>	<i>Estimated New Tax Revenue</i>
<b>Clinton County Health Department</b>	20.24	11,496
<b>Clinton County-General Revenue</b>	20.24	28,360
<b>Clinton County-Senate Bill 40</b>	20.24	11,496
<b>Cameron Ambulance District</b>	1.14	1,764
<b>Tri-County Ambulance District</b>	18.83	31,732
<b>Gower Fire Protection District</b>	3.74	6,030
<b>Lathrop Fire Protection District</b>	8.68	20,067
<b>Plattsburg Fire Protection District</b>	7.82	17,083
<b>School Districts</b>	20.24	610,376
<b>Clinton County Total Taxes Levied</b>		<b>\$738,404</b>

**Schedule LDL-6  
Page 1 of 1**

RT.10 With reference to page 3 lines 13-14 of your testimony, if the line is built as proposed by Grain Belt, please provide a list of each of the taxing entities in Randolph County which would take an allotted percentage from the assessed value.

**RESPONSE: All of the schools in Randolph County will receive tax revenue resulting from the Grain Belt Express once the project is state assessed. Here is a list of all of the schools in Randolph County that will receive tax revenue from the Grain Belt Express Clean Line: Sturgeon R-V, Chariton/Salisbury R-IV, Macon County R-I,**

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**Northeast Randolph County R-IV, Renick R-V, Higbee R-VIII, Westran R-I, Moberly**

**In addition to the school districts, it is my understanding that the following additional taxing districts will receive revenue from the Grain Belt Express Clean Line: Randolph County Health Department, Higbee Fire Protection District, Southeastern Fire Protection District, Westran Fire District, Randolph Road and Bridge, Randolph County Developmentally Disabled Resources (referred to as Senate Bill 40 or Sheltered Workshop), Moberly Area Jr. College, Randolph County General Revenue Fund, Randolph County Library Fund, State Tax (Blind Pension Fund Act), Surtax (replacement tax on commercial real estate, the previous merchants and manufactures tax).**

**Schedule LDL-7  
Page 1 of 1**

GBX Response to MLA G-16 Attachment 1

Crain Bath Express  
 Property Taxes  
 Pro Forms in 000's

Year of Operation	2	3	4	5	6	7	8	9	10	11	12	13	14	15					
Fiscal Year Ending	12/31/2017	12/31/2018	12/31/2019	12/31/2020	12/31/2021	12/31/2022	12/31/2023	12/31/2024	12/31/2025	12/31/2026	12/31/2027	12/31/2028	12/31/2029	12/31/2030	12/31/2031	12/31/2032	12/31/2033	12/31/2034	
Operations Counter	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Total Capital Cost*	2,441,289																		
*Includes upgrades and development costs																			
<b>PROPERTY TAXES</b>	<b>Miles</b>	<b>Value</b>	<b>Percent of Property</b>	<b>Assessed Value</b>	<b>Tax Rate</b>														
Line Segment A - KS	210	\$ 619,233	30.3%	\$ 738,989	1.5%														
Line Segment B - MO	225	405,667	22.0%	537,736	2.0%														
Line Segment C - IL	183	366,667	17.9%	437,507	7.000 (\$/mile)														
Line Segment D - IN	5	9,333	0.5%	11,137	2.1%														
Converter 1		250,000	12.3%	298,300	1.5%														
Converter 2		250,000	12.3%	298,300	2.0%														
Mid Converter		100,000	4.9%	119,320	2.0%														
		<u>2,044,000</u>	<u>100.0%</u>	<u>2,441,289</u>															
<b>Line Segment A - KS</b>						738,989	738,989	738,989	738,989	738,989	738,989	738,989	738,989	738,989	738,989	738,989	738,989	738,989	738,989
Project Cost						-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less: Depreciation						(18,473)	(24,949)	(35,424)	(53,899)	(92,374)	(110,848)	(129,323)	(147,798)	(166,273)	(184,747)	(203,222)	(221,697)	(240,171)	(258,646)
Assessed Value						-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tax Rate						1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%
						-	-	-	-	-	-	-	-	-	-	-	-	-	-
	(119,342)																		
<b>Line Segment B - MO</b>						537,736	537,736	537,736	537,736	537,736	537,736	537,736	537,736	537,736	537,736	537,736	537,736	537,736	537,736
Project Cost						-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less: Depreciation						(13,443)	(26,887)	(40,330)	(53,774)	(67,217)	(80,660)	(94,104)	(107,547)	(120,991)	(134,434)	(147,877)	(161,321)	(174,764)	(188,208)
Assessed Value						-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tax Rate						1.98%	1.98%	1.98%	1.98%	1.98%	1.98%	1.98%	1.98%	1.98%	1.98%	1.98%	1.98%	1.98%	1.98%
						-	-	-	-	-	-	-	-	-	-	-	-	-	-
	(207,620)																		
<b>Line Segment C - IL</b>						183	183	183	183	183	183	183	183	183	183	183	183	183	183
Miles						183	183	183	183	183	183	183	183	183	183	183	183	183	183
Value						7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000
Project Cost						-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less: Depreciation						(1,283)	(1,283)	(1,283)	(1,283)	(1,283)	(1,283)	(1,283)	(1,283)	(1,283)	(1,283)	(1,283)	(1,283)	(1,283)	(1,283)
Assessed Value						-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tax Rate						-	-	-	-	-	-	-	-	-	-	-	-	-	-
						-	-	-	-	-	-	-	-	-	-	-	-	-	-
	(4,300)																		
<b>Line Segment D - IN</b>						11,137	11,137	11,137	11,137	11,137	11,137	11,137	11,137	11,137	11,137	11,137	11,137	11,137	11,137
Project Cost						-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less: Depreciation						(278)	(557)	(835)	(1,114)	(1,392)	(1,670)	(1,949)	(2,227)	(2,506)	(2,784)	(3,063)	(3,341)	(3,619)	(3,898)
Assessed Value						-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tax Rate						1.98%	1.98%	1.98%	1.98%	1.98%	1.98%	1.98%	1.98%	1.98%	1.98%	1.98%	1.98%	1.98%	1.98%
						-	-	-	-	-	-	-	-	-	-	-	-	-	-
	(4,300)																		
<b>Converter 1</b>						298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300
Project Cost						-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less: Depreciation						(7,458)	(14,915)	(22,373)	(29,830)	(37,288)	(44,745)	(52,203)	(59,660)	(67,118)	(74,575)	(82,033)	(89,490)	(96,948)	(104,405)
Assessed Value						-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tax Rate						1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%
						-	-	-	-	-	-	-	-	-	-	-	-	-	-
	(115,176)																		
<b>Converter 2</b>						298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300
Project Cost						-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less: Depreciation						(7,458)	(14,915)	(22,373)	(29,830)	(37,288)	(44,745)	(52,203)	(59,660)	(67,118)	(74,575)	(82,033)	(89,490)	(96,948)	(104,405)
Assessed Value						-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tax Rate						1.98%	1.98%	1.98%	1.98%	1.98%	1.98%	1.98%	1.98%	1.98%	1.98%	1.98%	1.98%	1.98%	1.98%
						-	-	-	-	-	-	-	-	-	-	-	-	-	-
	(115,176)																		
<b>Mid Converter</b>						119,320	119,320	119,320	119,320	119,320	119,320	119,320	119,320	119,320	119,320	119,320	119,320	119,320	119,320
Project Cost						-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less: Depreciation						(2,303)	(4,606)	(6,909)	(9,212)	(11,515)	(13,818)	(16,121)	(18,424)	(20,727)	(23,030)	(25,333)	(27,636)	(29,939)	(32,242)
Assessed Value						-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tax Rate						2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%
						-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Total</b>																			

GBX Response to MLA G-16 Attachment 1


Grain Belt Express  
Property Taxes  
Pro Forma in 000'

	14	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Year of Operation	12/1/2015	12/1/2016	12/31/2017	12/31/2018	12/31/2019	12/31/2020	12/31/2021	12/31/2022	12/31/2023	12/31/2024	12/31/2025	12/31/2026	12/31/2027	12/31/2028	12/31/2029	12/31/2030	12/31/2031	12/31/2032	12/31/2033	12/31/2034	12/31/2035
Fiscal Year Ending																					
Operations Counter	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Total Capital Cost Includes upgrades and development c																					
<b>PROPERTY TAXES</b>																					
Line Segment A - KS																					
Line Segment B - MO																					
Line Segment C - IL																					
Line Segment D - IN																					
Converter 1																					
Converter 2																					
Mid Converter																					
<b>Line Segment A - KS</b>																					
Project Cost	738,989	738,989	738,989	738,989	738,989	738,989	738,989	738,989	738,989	738,989	738,989	738,989	738,989	738,989	738,989	738,989	738,989	738,989	738,989	738,989	738,989
Less: Depreciation	(295,596)	(295,596)	(295,596)	(295,596)	(295,596)	(295,596)	(295,596)	(295,596)	(295,596)	(295,596)	(295,596)	(295,596)	(295,596)	(295,596)	(295,596)	(295,596)	(295,596)	(295,596)	(295,596)	(295,596)	(295,596)
Assessed Value	443,393	443,393	443,393	443,393	443,393	443,393	443,393	443,393	443,393	443,393	443,393	443,393	443,393	443,393	443,393	443,393	443,393	443,393	443,393	443,393	443,393
Tax Rate	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%
(113.142)	(6,588)	(6,310)	(6,094)	(5,741)	(5,407)	(5,131)	(4,938)	(4,644)	(4,390)	(4,115)	(3,841)	(3,547)	(3,292)	(3,018)	(2,743)	(2,468)	(2,195)	(1,920)	(1,646)	(1,372)	(1,097)
<b>Line Segment B - MO</b>																					
Project Cost	537,734	537,734	537,734	537,734	537,734	537,734	537,734	537,734	537,734	537,734	537,734	537,734	537,734	537,734	537,734	537,734	537,734	537,734	537,734	537,734	537,734
Less: Depreciation	(215,094)	(215,094)	(215,094)	(215,094)	(215,094)	(215,094)	(215,094)	(215,094)	(215,094)	(215,094)	(215,094)	(215,094)	(215,094)	(215,094)	(215,094)	(215,094)	(215,094)	(215,094)	(215,094)	(215,094)	(215,094)
Assessed Value	322,640	322,640	322,640	322,640	322,640	322,640	322,640	322,640	322,640	322,640	322,640	322,640	322,640	322,640	322,640	322,640	322,640	322,640	322,640	322,640	322,640
Tax Rate	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%
(207.678)	(6,388)	(6,122)	(5,854)	(5,590)	(5,324)	(5,057)	(4,791)	(4,523)	(4,257)	(3,989)	(3,721)	(3,454)	(3,186)	(2,918)	(2,650)	(2,382)	(2,114)	(1,846)	(1,578)	(1,310)	(1,042)
<b>Line Segment C - IL</b>																					
Project Cost	183	183	183	183	183	183	183	183	183	183	183	183	183	183	183	183	183	183	183	183	183
Less: Depreciation	(7,000)	(7,000)	(7,000)	(7,000)	(7,000)	(7,000)	(7,000)	(7,000)	(7,000)	(7,000)	(7,000)	(7,000)	(7,000)	(7,000)	(7,000)	(7,000)	(7,000)	(7,000)	(7,000)	(7,000)	(7,000)
Assessed Value	(6,817)	(6,817)	(6,817)	(6,817)	(6,817)	(6,817)	(6,817)	(6,817)	(6,817)	(6,817)	(6,817)	(6,817)	(6,817)	(6,817)	(6,817)	(6,817)	(6,817)	(6,817)	(6,817)	(6,817)	(6,817)
Tax Rate	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%
(113.142)	(1,342)	(1,283)	(1,224)	(1,165)	(1,106)	(1,047)	(988)	(929)	(870)	(811)	(752)	(693)	(634)	(575)	(516)	(457)	(398)	(339)	(280)	(221)	(162)
<b>Line Segment D - IN</b>																					
Project Cost	11,137	11,137	11,137	11,137	11,137	11,137	11,137	11,137	11,137	11,137	11,137	11,137	11,137	11,137	11,137	11,137	11,137	11,137	11,137	11,137	11,137
Less: Depreciation	(4,453)	(4,453)	(4,453)	(4,453)	(4,453)	(4,453)	(4,453)	(4,453)	(4,453)	(4,453)	(4,453)	(4,453)	(4,453)	(4,453)	(4,453)	(4,453)	(4,453)	(4,453)	(4,453)	(4,453)	(4,453)
Assessed Value	6,684	6,684	6,684	6,684	6,684	6,684	6,684	6,684	6,684	6,684	6,684	6,684	6,684	6,684	6,684	6,684	6,684	6,684	6,684	6,684	6,684
Tax Rate	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%
(43.00)	(132)	(127)	(121)	(114)	(107)	(100)	(94)	(88)	(82)	(76)	(70)	(64)	(58)	(52)	(46)	(40)	(34)	(28)	(22)	(16)	(10)
<b>Converter 1</b>																					
Project Cost	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300
Less: Depreciation	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)
Assessed Value	178,980	178,980	178,980	178,980	178,980	178,980	178,980	178,980	178,980	178,980	178,980	178,980	178,980	178,980	178,980	178,980	178,980	178,980	178,980	178,980	178,980
Tax Rate	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%	1.49%
(113.142)	(2,658)	(2,547)	(2,436)	(2,324)	(2,215)	(2,104)	(1,993)	(1,882)	(1,772)	(1,661)	(1,550)	(1,440)	(1,329)	(1,218)	(1,107)	(997)	(886)	(775)	(664)	(554)	(443)
<b>Converter 2</b>																					
Project Cost	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300	298,300
Less: Depreciation	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)	(119,320)
Assessed Value	178,980	178,980	178,980	178,980	178,980	178,980	178,980	178,980	178,980	178,980	178,980	178,980	178,980	178,980	178,980	178,980	178,980	178,980	178,980	178,980	178,980
Tax Rate	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%	1.96%
(113.176)	(3,544)	(3,394)	(3,244)	(3,094)	(2,944)	(2,794)	(2,644)	(2,494)	(2,344)	(2,194)	(2,044)	(1,894)	(1,744)	(1,594)	(1,444)	(1,294)	(1,144)	(994)	(844)	(694)	(544)
<b>Mid Converter</b>																					
Project Cost	119,320	119,320	119,320	119,320	119,320	119,320	119,320	119,320	119,320	119,320	119,320	119,320	119,320	119,320	119,320	119,320	119,320	119,320	119,320	119,320	119,320
Less: Depreciation	(47,728)	(47,728)	(47,728)	(47,728)	(47,728)	(47,728)	(47,728)	(47,728)	(47,728)	(47,728)	(47,728)	(47,728)	(47,728)	(47,728)	(47,728)	(47,728)	(47,728)	(47,728)	(47,728)	(47,728)	(47,728)
Assessed Value	71,592	71,592	71,592	71,592	71,592	71,592	71,592	71,592	71,592	71,592	71,592	71,592	71,592	71,592	71,592	71,592	71,592	71,592	71,592	71,592	71,592
Tax Rate	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%
(113.142)	(1,418)	(1,358)	(1,299)	(1,240)	(1,181)	(1,122)	(1,063)	(1,004)	(945)	(886)	(827)	(768)	(709)	(650)	(591)	(532)	(473)	(414)	(355)	(296)	(237)
<b>Total</b>	(22,008)	(21,144)	(20,281)	(19,417)	(18,553)	(17,690)	(16,826)	(15,963)	(15,100)	(14,236)	(13,372)	(12,509)	(11,645)	(10,782)	(9,918)	(9,055)	(8,191)	(7,328)	(6,464)	(5,601)	(4,737)

Grain Belt Express  
 Property Taxes  
 Pro Forma in 000's

Year of Operation	37	38	39	40
Fiscal Year Ending	12/31/2056	12/31/2057	12/31/2058	12/31/2059
40 Operations Counter	1	1	1	1
Total Capital Cost*				
*Includes upgrades and development c				
<b>PROPERTY TAXES</b>				
Line Segment A - KS				
Line Segment B - MO				
Line Segment C - IL				
Line Segment D - IN				
Converter 1				
Converter 2				
Mid Converter				
<u>Line Segment A - KS</u>				
Project Cost	738,989	738,989	738,989	738,989
Less: Depreciation	(682,565)	(702,040)	(720,514)	(738,989)
Assessed Value	55,424	36,949	18,475	-
Tax Rate	1.49%	1.49%	1.49%	1.49%
(119,342)	(823)	(549)	(274)	-
<u>Line Segment B - MO</u>				
Project Cost	537,736	537,736	537,736	537,736
Less: Depreciation	(497,406)	(510,849)	(524,293)	(537,736)
Assessed Value	40,330	26,887	13,443	0
Tax Rate	1.98%	1.98%	1.98%	1.98%
(207,620)	(799)	(532)	(264)	(0)
<u>Line Segment C - IL</u>				
Miles	183	183	183	183
\$/mile	7,000	7,000	7,000	7,000
	(1,283)	(1,283)	(1,283)	(1,283)
<u>Line Segment D - IN</u>				
Project Cost	11,137	11,137	11,137	11,137
Less: Depreciation	(10,301)	(10,580)	(10,858)	(11,137)
Assessed Value	835	557	278	0
Tax Rate	1.98%	1.98%	1.98%	1.98%
(4,300)	(17)	(11)	(6)	(0)
<u>Converter 1</u>				
Project Cost	298,300	298,300	298,300	298,300
Less: Depreciation	(275,928)	(283,385)	(290,843)	(298,300)
Assessed Value	22,373	14,915	7,458	0
Tax Rate	1.49%	1.49%	1.49%	1.49%
	(332)	(221)	(111)	(0)
<u>Converter 2</u>				
Project Cost	298,300	298,300	298,300	298,300
Less: Depreciation	(275,928)	(283,385)	(290,843)	(298,300)
Assessed Value	22,373	14,915	7,458	0
Tax Rate	1.98%	1.98%	1.98%	1.98%
(115,176)	(443)	(295)	(148)	(0)
<u>Mid Converter</u>				
Project Cost	119,320	119,320	119,320	119,320
Less: Depreciation	(110,271)	(112,354)	(116,227)	(119,320)
Assessed Value	8,949	5,966	2,983	0
Tax Rate	2.0%	2.0%	2.0%	2.0%
	(177)	(118)	(59)	(0)
Total	(3,874)	(3,010)	(2,147)	(1,283)

# The Economic Benefits of Agritourism



*Missouri  
Agritourism Survey*

## The Economic Benefits of Agritourism in Missouri Farms

Presented to:


Missouri Department of Agriculture

Prepared by:


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Christine Tew, M.S.

September 2010

University of Missouri  
Department of Parks, Recreation & Tourism

 MISSOURI DEPARTMENT  
OF AGRICULTURE

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MU CENTER FOR RURAL TOURISM

 UNIVERSITY OF MISSOURI  
Extension



# Missouri Agritourism Survey

## THE ECONOMIC BENEFITS OF AGRITOURISM IN MISSOURI FARMS

This special report examines the economic situation of agritourism farms in Missouri and their percentage of farm sales derived from recreation-related activities. Specifically, this report explores the influence of various physical, marketing and agritourism resources on the economic performance of the farm. This is the third report derived from the Missouri Agritourism Survey, a research project between the Missouri Department of Agriculture (MDA) and the University of Missouri Department of Parks, Recreation and Tourism (MU-PRT), developed in 2009 to strengthen the understanding of agritourism in Missouri<sup>1</sup>. Agritourism is defined in this study to include farms currently receiving visitors for recreation, tourism or leisure activities for fifteen or more days per year.

Analysis for this report includes 164 Missouri agritourism farms that participated in the survey<sup>2</sup>. Multiple linear regression tests at a five percent significance level ( $\alpha=0.05$ ) were used to examine the extent and direction of associations between farm resources and economic performance. Economic performance was measured using two indicators: (1) the operator's perception of the farm economic situation (i.e., very profitable, operating at a loss); and (2) the percentage of farm sales derived from recreation-related activities. Three types of resources were examined through six farm attributes: (1) Physical resources: farm size in terms of the total acreage and geographic location based on proximity to an urban area; (2) Agritourism resources: operator's off-farm employment as an indicator of time availability for the farm business and the number of visitors to the

<sup>1</sup> The first report includes a comprehensive profile of agritourism farms in Missouri while the second report examines and compares agritourism farms with different number of visitors. E-links for both reports are:  
<http://www.agrimissouri.com/pdf/agritourismsurvey.pdf>  
[http://www.agrimissouri.com/pdf/MDA\\_SpecialReport\\_A\\_April2010.pdf](http://www.agrimissouri.com/pdf/MDA_SpecialReport_A_April2010.pdf)

<sup>2</sup> A complete description of the research procedures followed in this study can be found in the "A Preliminary Assessment of Agritourism in Missouri" report, available on-line at:  
<http://www.agrimissouri.com/pdf/agritourismsurvey.pdf>



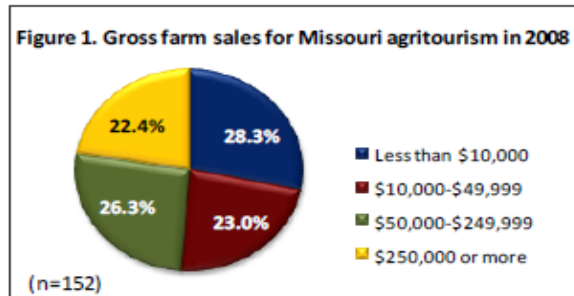
# Missouri Agritourism Survey

farm in 2008; and (3) Marketing resources: number of marketing methods used to promote farm offerings and the number of memberships to business organizations and associations.

Regression tests produced statistically significant and non-significant results between farm attributes and the economic indicators. Significant results suggest a strong association between the attribute and the indicator, while non-significant results suggest weak or no association. In turn, significant associations may be either positive or negative between an attribute and indicator. Positive associations indicate that two traits change in the same direction, such as the *more* visitors a farm receives, the *more* income the farm gains from recreation. Negative associations indicate situations in which an attribute or indicator declines as another increases. For example, the *more* the operator works off-farm, the *lower* the proportion of farm sales gained from agritourism.

### The Economic Benefits of Agritourism on the Farm Business

Results from the Missouri Agritourism Survey showed that nearly two-thirds (64.4%) of farm operators perceived that their farm profits increased after developing agritourism on their farms. Those perceptions of greater profitability after adding agritourism



activities are especially interesting as responding farms vary in respect to their gross sales. Nearly evenly divided into quarters, participating farms reported gross sales in the following brackets: less than \$10,000 (28.3%); \$10,000-\$49,999 (23.0%);

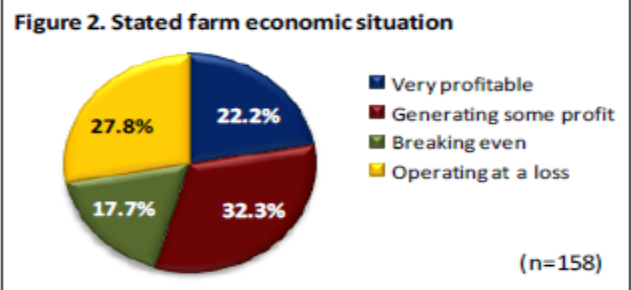




# Missouri Agritourism Survey

\$50,000-\$249,999 (26.3%) and \$250,000 or more (22.4%), as shown in figure 1. These results confirm previous studies in other regions suggesting that Agritourism has the capacity to increase farm revenues and profits (Barbieri, 2009; Ollenburg et al., 2007).

The operator's perception of their farm's profitability was also examined using a four-point scale that inquired whether the farm operates at a loss (1), breaks even (2), makes some profit (3), or is very profitable (4). The majority (54.5%) of respondents perceived that their operations were in a positive economic situation, either being very profitable or generating some profit (Figure 2). Only 27.8% of farm operators indicated that their business was operating at a loss.



### *Attributes Associated with the Economic Situation of the Farm*

This study also showed that several farm attributes related to physical resources, networking involvement and level of agritourism engagement were associated with the perceived profitability of the farm business ( $R^2=.168$ ,  $p=.001$ ), as shown in table 1. Farm acreages varied greatly, ranging from one to 8,000 acres, and statistical tests showed a positive association between farm size and perceived economic situation ( $p=0.047$ ). That positive association indicates that farms with greater acreage perceive themselves as being more profitable businesses, which is not surprising as greater acreage provides greater opportunities for more agricultural production and increased economies of scale.



# Missouri Agritourism Survey

The geographic location of the farm, as measured by the distance from an urban area with a population greater than 50,000 people, was not significantly associated with a perception of the farm’s economic situation as being more or less profitable. The lack of a significant association found in Missouri is revealing. Previous studies in other regions were not settled on this regard, as some indicated that closeness to an urban area is beneficial for the farm business because it enables the capture of a larger clientele, while others indicated the remoteness is positive as it enhances the tourism appeal of the farm (Barbieri et al., 2008; Che et al., 2007; Veeck et al., 2006). The negative association between off-farm employment for the farm operator and the farm economic situation suggests that the investment of time is important to develop and maintain a profitable farm business ( $p=.035$ ). Interestingly, statistical tests showed no association between the number of visitors received and the economic situation of the farm. Those results suggest that agritourism operations may be profitable at varying levels of development.

Table 1. Physical, agritourism and marketing resources associated with the perceived economic situation of the farm.

	Perceived Farm Economic Situation <sup>a</sup>			
	n	Std. $\beta$	p-value	Statistical Result <sup>b</sup>
<i>Physical Resources</i>				
Farm Acreage	155	.182	.047	Positive Association
Distance from an Urban Area	157	.010	.908	Not Associated
<i>Agritourism Resources</i>				
Off-Farm Employment	150	.189	.035	Negative Association
Visitors in 2008	147	-.030	.761	Not Associated
<i>Marketing Resources</i>				
Memberships to Associations	143	.294	.004	Positive Association
Marketing Methods Used	154	-.180	.064	Not Associated

<sup>a</sup> Measured on a Likert Scale where: (1)=operates at a loss; (2)=breaks even; (3) makes some profit; and (4)=is very profitable.

<sup>b</sup> Overall model:  $R^2=.168$ ,  $p=.001$ .



## Missouri Agritourism Survey

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Respondents were very proactive in their use of marketing strategies to promote their agritourism offerings. They indicated being very involved with agriculture, business and tourism associations, as well as using an average of about five (mean=4.6) marketing methods to promote farm products and services. Farm operators with higher numbers of memberships to agricultural and business organizations, an indicator of greater networking activity, reported greater perceptions of their farm economic situation ( $p=.004$ ). These results may suggest that such networking sources are a good resource to learn about or grow their businesses or to improve their agritourism operation. Interestingly, the use of marketing methods such as websites, printed materials and personal selling, was not significantly associated with perceived farm profitability.

### *Attributes Associated with the Percentage of Sales Derived from Recreational Activities*

The percentage of farm sales derived from recreation, leisure and tourism activities was examined in this study, as an important indicator of the economic role of agritourism to the farm business. The majority (61.9%) of farm operators who participated in this study reported not having direct sales from their tourism and recreation activities (e.g., tours, u-pick up, events, festivals). A small proportion (14.9%) reported that tourism and recreation activities represent at least 30% of their total sales.

Overall, the combination of physical, agritourism and marketing attributes of the agritourism farms examined in this study was found to be statistically associated with the percentage of recreational farm sales ( $R^2=0.280$ ,  $p<.001$ ) as shown in table 2. Results show that none of the physical attributes of the farm (i.e., farm acreage, distance from an urban area) are associated with the percentage of farm sales derived from agritourism. These results are important because they suggest that agritourism development and





# Missouri Agritourism Survey

economic success is neither helped nor hindered by the operation’s sheer size or its closeness to an urban setting. In other words, farm size and location do not appear to be a determinant of the proportion of sales that agritourism can produce for the farm.

Table 2. Physical, agritourism and marketing resources associated with the percentage of farm sales derived from recreational activities.

	Percentage of Farm Sales from Recreation			
	n	Std. $\beta$	p-value	Statistical Result <sup>a</sup>
<b>Physical Resources</b>				
Farm acreage	153	-.149	.110	Not Associated
Distance from an Urban Area	152	.129	.079	Not Associated
<b>Agritourism Resources</b>				
Visitors in 2008	146	.330	.001	Positive Association
Operator’s off-Farm Employment	148	-.171	.040	Negative Association
<b>Marketing Resources</b>				
Marketing Methods Used	152	.237	.009	Positive Association
Memberships to Associations	142	.031	.739	Not Associated

<sup>a</sup> Overall model:  $R^2=.280$ ,  $p<.001$ .

Both agritourism resources examined in this study were found to be associated with the percent of sales derived from agritourism, although in opposing directions. As would be expected, the more visitors the farms receive, the greater the proportion of their farm sales derived from agritourism ( $p=.001$ ). It is also worth mentioning that these visitors, in addition to the revenues they bring from on-farm hospitality services (e.g., lodging, events), can produce revenues from the purchase of other farm products and services, such as processed foods and specialty products. In contrast, the more the time the operator spent on an off-farm job, the lower the percentage of farm sales from recreation ( $p=.040$ ), which is not surprising given that operators holding off-farm employment likely have less time available to devote to the farm business, and especially to its agritourism



## Missouri Agritourism Survey

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operations. These results suggest that farmers willing to develop agritourism as an important source of revenue should consider the time and effort they would need to invest in this entrepreneurial endeavor.

Finally, results showed that the greater the number of marketing methods used to promote farm activities, the greater the percentage of farm sales derived from recreation-related activities ( $p=.009$ ). The marketing methods considered in this study ranged from those with relatively low input costs, including websites, blogs and personal selling, to those with much higher costs, such as paid advertisements in mass media. These results suggest that it is critical for agritourism farms to communicate their offerings to foster public awareness to capture new clientele while also retaining current agritourists. However, results did not show any association between the extent of memberships in agricultural and business organizations and recreation-related farm sales.

### *Summary*

Results suggest that agritourism provides economic benefits to Missouri farms. In spite of the reduced percentage of sales derived from tourism and recreation activities offered on the farm (e.g., tours, animal displays, petting zoos, classes), respondents perceived that agritourism has a positive impact on the farm profitability. These results suggest that the economic benefits that agritourism provides to the farm extend beyond direct revenues generation (e.g., from entrance fees). In addition, agritourism may produce additional indirect economic gains such as increased sales of other farm products, and other marketing benefits such as branding and product awareness. Both, direct and indirect economic benefits need to be taken into consideration when assessing the economic success of agritourism.



## *Missouri Agritourism Survey*

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Initial exploration into the physical, agritourism and marketing resources of agritourism farms suggested that some attributes are more frequently associated with perceived profitability and higher levels of recreation-related farm sales. Physical farm resources (i.e., farm acreage and distance from an urban area), are not broadly associated with the perceived economic situation of the farm nor with the percentage of farm sales from recreational activities. The only significant positive association found between farm acreage and perceptions of profitability may be linked to overall farm production rather than specifically to agritourism activities. These results suggest that physical attributes should not be considered as an impediment or a competitive advantage for the development or economic success of agritourism enterprises.

Agritourism resources (i.e., number of visitors received, operator's off-farm employment) were overall associated with both economic farm indicators. As expected, the higher the number of visitors received per year, the greater the percentage of farm sales from recreational activities. However, the number of visitors was not found to influence overall farm profitability. Importantly for those farmers willing to develop or expand an agritourism, results show that the proportion of time that the operator can devote to this entrepreneurial endeavor appears to be critical to the overall farm profits and the direct sales derived from agritourism. Marketing proactivity also appears to influence the perceived economic performance of agritourism farms; intensive business networking augments overall farm profitability perceptions, while intensive promotion increases recreational farm sales. These results suggest that while networking is important for the farm, advertising is critical for agritourism and attracting visitors to the farm.



## Missouri Agritourism Survey

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# Cut to the Chase: Farms offering agritourism attraction grew 42.5 percent in latest AG Census – Richmond News

By Rebecca French Smith

Fall is a perfect time to learn about agriculture. Harvest is in full swing and farmers are bringing the last fruits and vegetables of the summer season to farmers' markets, while some farmers are getting ready to host guests looking for an experience only agriculture can provide.

Across Missouri, farmers are opening their farms to guests not only during the fall but year-round. This time of year, pumpkin patches and corn mazes are busy making final preparations for guests to come gather their fall decorations or ingredients for their pumpkin desserts. Corn mazes will soon hear the squeals of children enjoying the twists and turns of the paths through the corn.

At other times of the year, u-pick berry patches, orchards and community-supported farms are busy sharing their harvest with their customers who want to pick their own food.

But food isn't the only sort of agritourism found in the Show Me State. Horse rides, hay rides, Christmas trees, nurseries, wineries, on-farm bed-and-breakfasts and a host of other agriculture and rural experiences exist outside the city limits.

The idea of attracting visitors to the farm is not new. In the last two decades in Missouri, agritourism has become a more viable option as a new revenue stream for an existing farm or for new farmers looking to carve out a niche to support their families. According to the 2012 Ag Census, agritourism farms in Missouri grew from 588 farms in 2007 to 844 farms, a 43.5 percent increase, one of the fastest growing sectors of agriculture. Farm income from agritourism also increased significantly in Missouri, from \$7.7M to \$10.5M.

The growth of agritourism was apparent during the recent festivities at the Fall Farm Festival at the Magic House in St. Louis, where we brought a little of the farm to town. Guests to the museum enjoyed learning about agriculture and interacting with dairy cows, sheep, donkeys, tractors and hands-on activities. Little fingers and little hands wrapped around orange construction paper and pipe cleaners that would become a pumpkin when they were finished, as Missouri Farm Bureau volunteers explained the connection that these activities had with farming.

At the pumpkin table, when I asked, most of the children knew how pumpkins grow — on the vine in the garden, of course. Many had been to a farm and picked out a pumpkin from the pumpkin patch.

Finding an agricultural experience is easy. You can put together a trip of your own and get more information on available opportunities at [MOFB.org/MarketingCommodities/Agritourism.aspx](http://MOFB.org/MarketingCommodities/Agritourism.aspx).

Rebecca French Smith is a multimedia specialist for the Missouri Farm Bureau.

<http://www.richmond-dailynews.com/2014/10/cut-to-the-chase-farms-offering-agritourism-attraction-grew-42-5-percent-in-latest-ag-census/>



Kansas City, MO (November 12, 2015) – This week the National Association of Farm Broadcasting (NAFB) is celebrating its 72<sup>nd</sup> Annual Convention. The Convention is focused on building the future to provide success to all members. Farm Broadcasters are the lifeline of information to our nation’s farmers and ranchers and NAFB members take great pride in serving America’s most essential industry.

As with any industry, finding new income sources is critically important to remaining a vibrant and sustainable business. And in the Agriculture Industry where livelihoods are directly impacted by weather and markets, outside revenue sources can make the difference between a profit and/or a loss.

Agri-Tourism is an example of an outside revenue source for farmers and ranchers that’s gaining in popularity.

In Kansas City, the Northern Ag Network’s Russell Nemetz attended the “The Diversity and Success of Agri-Tourism” session featuring Steve Peterson, president of the Wisconsin Agricultural Tourism Association in Madison, WI and afterwards spoke with him about the opportunities for today’s farmers and ranchers.

Response of new members with a goal of

<https://youtu.be/eJEfRNe1CBs>

<http://northernag.net/AGNews/AgNewsStories/TabId/657/ArtMID/2927/ArticleID/5575/Agri-Tourism-Seeing-Rapid-Growth-in-Popularity.aspx>

**Schedule LDL-11**  
**Page 1 of 1**

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G.61 What is the estimated time it will take to build the proposed line in Missouri, from the time actual construction begins in Missouri until the line is energized?

**RESPONSE: Construction activities in Missouri will last approximately 22 months from the time right-of-way clearing begins until the time that the transmission line is ready to be energized. Actual energization may occur at that point or a few months afterwards depending on the pace of line construction in other states as well as the pace of construction on the HVDC converter stations.**

**Schedule LDL-12**  
**Page 1 of 1**