

The Agritourism South Africa stand at NAMPO

Agritourism South Africa had a stand in the NAMPO hall at Bothaville last week. The stand was very busy for the duration of the exhibition, with many farmers interested in how to add value to their current farming operations and others who were interested in diversifying their risk by identifying opportunities to earn additional sources of revenue.

ASA works hard in bringing farmers and the farming experience to visitors, not only to educate visitors about farming, but also to showcase the positive change in farming communities. ASA supports these successes and acts as the link between farmer members and visitors (local and foreign).

ASA is not a booking website, it's core focus is farmers and farming. We help all farmers identify possible Agritourism activities and services that farmers can offer on their farms, as well as help with building their brand by taking advantage of marketing activities. We were also approached by several media (radio, television and print) to talk about Agritourism and how it can be used to prevent rural out-migration by providing an opportunity for small and medium size farmers to improve their quality of life.

ASA operates in all 9 provinces and liaises with tourism and agricultural government departments to ensure there is sufficient support for Agritourism initiatives. ASA has 152 South African farmers that are involved in their Agritourism programs. Interest in South African Agritourism was also great amongst a number of foreigners who were visiting NAMPO - Argentina, Canada, Tanzania, Zambia, Uganda, Israel and Namibia. Agritourism Africa, part of the ASA group, will be assisting these farmers in their countries as well.

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