

DIVERSIFICATION AS AN ALTERNATIVE STRATEGY FOR SUSTAINABLE FARM DEVELOPMENT

Radu-Adrian MORARU¹, Dan BODESCU¹

e-mail: ramoraru@yahoo.com

Abstract

Structural changes in agriculture have drawn attention to new opportunities to use the farm's resources. In order to support rural development, the agricultural policy makers have consistently promoted multifunctionality and diversification of farms by encouraging new types of activities. Farmers get involved in diversification operations and developed on-farm and off-farm activities for various reasons: to face the challenges of the agricultural context, to obtain additional income, continuity of their agricultural activity, to improve their family's quality of life and to reduce the risk of the unstable agricultural market environment. The decision regarding farm diversification depends on a series of factors related to economic, geophysical and socio-demographic farm characteristics or to environmental conservation strategies. The proximity to urban areas fosters the process of farm diversification and it also influences the level of diversification. The sustainability of the farm involves not only economic, but also social and environmental aspects, but most of the farmers are more interested in the economic and social performance and less in the ecological performance. The main forms of farm diversification include: agritourism; non-traditional crops, livestock and practices; added value to existing agricultural products; new marketing and distribution channels; consulting or education service; conservation and restoration of historical buildings, equipment, artifacts from the farm.

Keywords: farm diversification, sustainability, development

Nowadays agricultural sector is faced with numerous and varied challenges and difficulties that deeply affect the sustainability of rural communities. New technological developments in agricultural production, changes in food production techniques and in non-agricultural services and functions have triggered a series of trends that threaten the viability of farm businesses (Vik J., McElwee G., 2011). The aggravation of the climate, environmental and energy crises, the process of globalization and the increasing competition on the world market, urbanization and accelerated industrialization, the reduction or elimination of agricultural subsidy programs, the increase in the prices of agricultural inputs and the decrease in the prices of agricultural goods have pushed farmers to seek for new ways to face the financial instability and to develop alternative operations to ensure their survival (Barbieri C., Mahenga P.M., 2008; Schilling B. *et al*, 2012; Srisomyong N., Meyer D., 2015). Thus, the structural changes in agriculture in the recent decades have drawn attention to farm diversification activities and to new opportunities for using farm resources (Nickerson N.P. *et al*, 2001; Barbieri C., 2008), many farmers responding

to the unfavorable context by adopting alternative strategies to conventional agricultural production (Yoshida S. *et al*, 2019).

In order to support rural development, the agricultural policy makers have consistently promoted the multifunctionality and diversification of farms (Vik J., McElwee G., 2011; Meraner M. *et al*, 2015) by encouraging new types of on- and off-farm activities and the development of different enterprises to diversify farm incomes (Barbieri C., Mahoney E., 2009; Meraner M. *et al*, 2015).

In the specialized literature, the objectives most frequently associated with farm diversification represent a permanent subject of analysis. Although important progress has been made in this field, assessing the achievement of these objectives is difficult due to various motivations and opportunities for diversification, as well as to differences determined by the regional agricultural and political context.

MATERIAL AND METHOD

The present paper provides a review of the academic literature focused on the topic of farm diversification. To include relevant and varied information, a series of research and studies

¹ Iasi University of Life Sciences, Romania

conducted in various countries in North America and Europe, but also in Japan and New Zealand were analyzed. This paper is structured as follows: clarifying the concept of farm diversification; diversification forms and activities; key factors for the success of diversification; farm sustainability and motivation for diversification.

RESULTS AND DISCUSSIONS

Concept of farm diversification. Presented by scholars and governments as a political and economic solution to the problems of farmers and rural areas, the diversification of agricultural businesses comprises the involvement of the farm in non-agricultural business or the addition of new activities such as direct marketing, processing of agricultural products, niche production or providing various services to local communities (Vik J., McElwee G., 2011). At the beginning, studies about farm diversification defined this process in the form of income-generating activities centered on the farm (Evans N.J., Ilbery B.W., 1992), assuming the extension or transformation of agricultural activities by using the farm's resources in an unconventional way (Fuller A.M., 1990). Ilbery B.W. (1991) describes diversification as a recombination and reallocation of land, labor, capital and other farm resources into non-agricultural enterprises or into new non-conventional crops and/or livestock. This definition is on-farm centered and excludes off-farm employment and other forms of off-farm business created on the basis of farm household resources. (Barbieri C. *et al*, 2008; Turner M. *et al*, 2006). Salvioni C. *et al* (2013) considered that on-farm diversification includes three directions: agricultural output diversification (e.g. selling a mix of products); differentiation of products (products with protected designation of origin, ecological products etc.); diversification of non-agricultural output (e.g. agritourism).

The off-farm diversification approach is based on pluriactivity, i.e. the potential of farmers to generate additional income from non-agricultural sectors (Blad M., 2010), and came later, being mentioned in research which were carried out both in the USA (Barbieri C. *et al*, 2008) and in Europe (Turner M. *et al*, 2003). At the same time, it was specified that the purpose of this entrepreneurial development was of an utilitarian nature, represented by maximizing the use of resources, increasing income, reducing risks or adding value to the farm's assets (Valdivia C., Konduru S., 2004).

Farms diversification is related to the concept of multifunctional agriculture, which also considers the production of products and services

other than the agricultural ones (Renting H. *et al*, 2009), including a wide variety of types of additional activities such as: rental/contracting of agricultural machines and equipment to agricultural and non-agricultural operators (Vik J., McElwee G., 2011; Meraner M. *et al*, 2015); providing hunting/fishing rights and facilities; farm-based tourist services (Haugen M., Vik J., 2008; Vik J., McElwee G., 2011); green care (Hassink J., van Dijk M., 2006; Vik J., Farstad M., 2009; Meraner M. *et al*, 2015); consulting, accounting and other services (Vik J., McElwee G., 2011; Meraner M. *et al*, 2015).

Types of farm diversification. The differences between off-farm and on-farm diversification (Salvioni *et al*, 2013; Meraner M. *et al*, 2015) was preceded by the classification made by Ilbery B.W. (1991), who considers that farm diversification can be of two types: "structural diversification" (public oriented) and "agricultural diversification" (oriented towards agriculture and different types of agricultural work). Also, based on the farmer's entrepreneurial attributes, Yoshida S. *et al* (2019) established that they can adopt one of two forms of farm diversification: conventional or advanced.

Diversification activities were classified by Van der Ploeg J.D., Roep D. (2003) according to three dimensions of farming (*figure 1*): *deepening* (the agricultural side – refers to agricultural production processing activities and direct marketing); *broadening* (the rural side – implies non-agricultural activities that ensure new sources of income (agritourism, care farming)); *regrounding* (the mobilisation of resources - involves low-external input farming or off-farm labor).

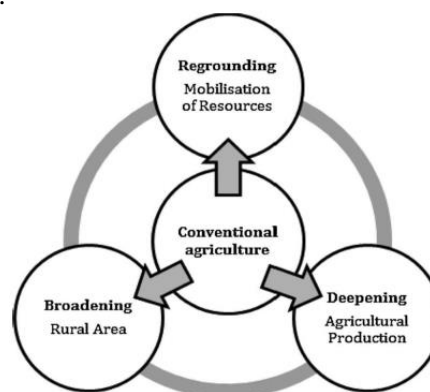


Figure 1 **Classification of diversification activities.**
(Meraner M. *et al*, 2015)

Table 1 shows the main groups of diversification activities defined according to the classification proposed by Van Der Ploeg, J.D., Roep, D. (2003).

A study conducted in Texas (USA) by Barbieri C., Mahoney E. (2009) highlights that the

vast majority of diversified farms are involved in new marketing and distribution activities (88.2%) or obtain income based on non-traditional livestock, crops and practices (68.9%) (table 2). Another category of diversification activities preferred by Texan farmers is agritourism (64.6%), while the consultancy and education services, the lease, rental, easements and timeshares of the farm and its resources (e.g. rental of vineyards for weddings) or the provision of contractual services (e.g. farm management, plowing, caring for horses, planting) are less used diversification types.

Table 1
Definition of diversification activities
 (Meraner M. *et al*, 2015)

| | |
|-----------------------------------|---|
| Deepening On-farm sale | Adding value to farm enterprises by direct marketing of agricultural products. This can be for example in the form of farm gate sales, farm shops, roadside stands, pick-your-own fruit and berry operations, or cut-your-own Christmas trees (Ilbery B.W., 1991) |
| On-farm processing | Adding value to farm enterprises by processing cheese, butter, yoghurt, cider/wine, jam/preserves, or craft activities (Ilbery B.W., 1991) |
| Broadening Agro-tourism | Farms that include a tourism component next to their farming activity. This includes the provision of accommodation and/or recreation in the form of campsites, renting covered wagons, cycling, water sports, catering, pet animals, or horse riding/stables (Dernoi L.A., 1983) |
| Care farming | Farming practices aiming at promoting the rehabilitation of disadvantaged people, education and care and/or towards the integration of people with 'low contractual capacity', but also practices that support services in rural areas for specific target groups such as children and the elderly (Di Iacovo F. <i>et al</i> , 2009) |
| Nature conservation | Support granted by agri-environmental schemes with the goal to adapt the management on farms to the benefit of biodiversity, environment or landscape. They are mainly aiming at nature conservation, landscape maintenance and wildlife habitat creation including activities such as meadow-bird protection, delayed grass harvest and saving of landscape elements (Kleijn D. <i>et al</i> , 2001) |

The study also shows that about 71% of the diversified farms are involved in at least three categories of diversification.

Table 2
Categories of on-farm diversification in Texas, USA
 (Barbieri C., Mahoney E., 2009)

| Diversification categories | Respondents (%) |
|--|-----------------|
| New marketing and distribution | 88.2 |
| Non-traditional crops, livestock and practices | 68.9 |
| Recreation, tourism and hospitality | 64.6 |
| Historic preservation and adaptive re-use | 42.9 |
| Value-added to existing products | 34.4 |
| Education, expertise and consulting | 31.1 |
| Leases, easements and timeshares | 13.2 |
| Contract services | 6.1 |

According to the results of research carried out in Norway by Vik J., McElwee G. (2011), most farmers have diversified their activities (58.7%), the preferred additional activities being those through which they can maximize the use of available resources on the farm, like as: contracting agricultural equipment and machinery in agricultural activities or outside the agricultural sector (snow clearing, haymaking etc.); fire wood and bioenergy production etc.; hiring out hunting and/or fishing rights as well as premises and storeroom. Vik J., McElwee G. (2011) proposed a classification of diversification activities in 4 different types depending on two dimensions: on-farm vs. off-farm activities, on the one hand, and farm-related activities vs. farm-diverse activities, on the other hand (figure 2).

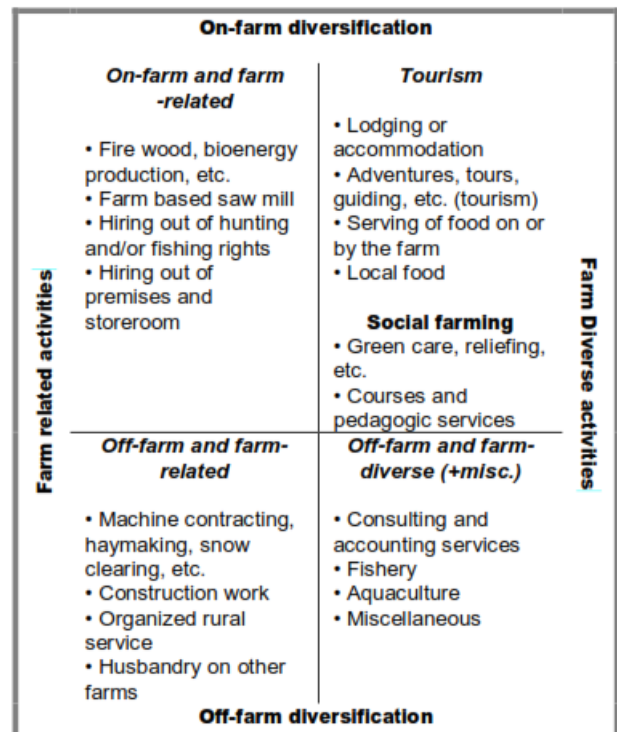


Figure 2 **Forms of farm diversification in Norway**
 (Vik J., McElwee G., 2011)

A study carried out in Canada and the USA by Barbieri C. (2009) revealed that, compared to other diversified farms, agritourism enterprises have more managerial capabilities and marketing strategies and, at the same time, agritourism entrepreneurs are more motivated by the company's profitability, family activities and market opportunities than other farmers. Among the farm diversification strategies, according to the results of the research conducted in the USA by Barbieri C (2012), agritourism seems to be the most sustainable, determining positive impacts on the environment (especially through water conservation and wildlife habitat improvement), producing higher income and profit and generate

more jobs and socio-cultural benefits for the farm and the rural community.

Key factors for diversification success.

Some scholars argue that for farmers who choose to diversify, innovation and entrepreneurship are important factors that contribute to farm economic development (Clark J., 2009; Mc Fadden T., Gorman M., 2016). Besides these, there are other determinants that belong to the internal or external environment of the farm: collaboration with stakeholders (Fotiadis A. *et al*, 2016), regional agricultural policies (Barnes A.P. *et al*, 2015), marketing activities (Veeck G. *et al*, 2006) or farm size (Schilling B.J. *et al*, 2014; Hung W.T. *et al*, 2016).

According to the results of research from different areas of the world, there are farm's socio-demographic characteristics that support the adoption of the decision to diversify: younger farmers (Barbieri C., Mahoney E., 2009), larger farmer families (Mishra A.K. *et al*, 2004), the availability of older children and female on-farm workforce (Nilsson P.A., 2002; Benjamin C., Kimhi A., 2006).

Various studies carried out in Western European countries (Ilbery B.W., 1991; Lange A. *et al*, 2013; Meraner M. *et al*, 2015; Pölling B. *et al*, 2017; Boncinelli F. *et al*, 2018) and Japan (Yoshida S. *et al*, 2019) have shown that proximity to urban areas fosters the diversification process of farms and it also influences the level of diversification. Bryant C.R., Johnston T.R.R. (1992) believe that this is due to the lower transport costs on the farm-city route, the better access to the market, but also to the pressure of urbanization (vandalism, high taxation, low-quality agricultural infrastructure). But other researchers have concluded that the proximity to urban centers negatively influences the decision to diversify farms. Mishra A.K. *et al* (2004) and Barbieri C., Mahoney E. (2009) are of the opinion that farmers in the vicinity of urban areas are more tempted to seek non-agricultural jobs, which bring higher incomes than agricultural ones.

Also the size of the farm is an important element for the farmer's decision to choose diversification. Part of the specialized literature claims that large farms are more suitable for diversification because they can allocate more resources for this, which are used more efficiently (Ilbery B.W., 1991; McNally S., 2001), being focused on specialization, in order to obtain the benefits derived from economies of scale (Mishra A.K. *et al*, 2004; Vik J., McElwee G., 2011). On the other hand, farm diversification represents a typical strategy for small European farmers to adapt to economic and ecological trends in the

agricultural sector, as highlighted by the research carried out by Czekaj M. *et al* (2020) in Poland and Latvia and De Roest K. *et al* (2018) in various other EU states and Israel.

Farm sustainability and motivation for farm diversification. The sustainability of farms is based on the performance achieved in three directions: economic, social (internal or external) and ecological. External social performance refers to public issues (animal welfare, landscape conservation, food security and job creation), while internal social performance is related to employees (work environment, motivation, training programs) (Yoshida S. *et al*, 2019). Farm performances are related to the nature and intensity of farmers' motivations for diversification. The diversification decision can be determined either on the basis of the agricultural market environment or of the multifunctional characteristics of agriculture (Meraner M. *et al*, 2015).

Most of the research on this subject reveal the dominance of economic factors, such as: “*additional income*” (Pearce P.L., 1990; Nickerson N.P. *et al*, 2001; Sharpley R., Vass A., 2006; Barbieri C., Mahoney E., 2009; Amanor-Boadu V., 2013; Moraru R.A., 2019; Tew C., Barbieri C., 2021); “*market opportunity*” (Nickerson N.P. *et al*, 2001; Barbieri C., Mahoney E., 2009; Tew C., Barbieri C., 2021); “*resource utilization*” (Pearce P.L., 1990; Nickerson N.P. *et al*, 2001; McGehee N.G. *et al*, 2007; Hansson H. *et al*, 2013); “*uncertainty and risk reduction*” (Barbieri C., Mahoney E., 2009; Flanigan S. *et al*, 2015; Tew C., Barbieri C., 2021); “*enhanced financial conditions*” (Sharpley R., Vass A., 2006; Hansson H. *et al*, 2013; Tew C., Barbieri C., 2021); “*economic survival*” (Amanor-Boadu V., 2013); “*losing government support*” and “*other farm successes*” (Nickerson N.P. *et al*, 2001).

“*Family involvement*” (Nickerson N.P. *et al*, 2001; McGehee N.G. *et al*, 2007; Barbieri C., Mahoney E., 2009; Vik J., McElwee G., 2011; Hansson H. *et al*, 2013; Cassia F. *et al*, 2015; Flanigan S. *et al*, 2015; Tew C., Barbieri C., 2021) and “*farm succession*” (Tew C., Barbieri C., 2021) are the main internal social determinants mentioned by the specialized literature, while external social motivations refer to: “*customer interaction*” (Pearce P.L., 1990; Nickerson N.P. *et al*, 2001; Barbieri C., Mahoney E., 2009; Amanor-Boadu V., 2013); “*education*” (McGehee N.G. *et al*, 2007; Tew C., Barbieri C., 2021); “*preserve culture*” (Amanor-Boadu V., 2013; Cassia F. *et al*, 2015; Flanigan S. *et al*, 2015); “*community survival*” (Amanor-Boadu V., 2013) and “*food supply*” (Sharpley R., Vass A., 2006).

The motivation of environmental protection in diversified farms is low, both in the USA and in Europe, being more significant in the case of agroforestry farms (Barbieri C., Valdivia, C., 2010; Rois-Díaz M. *et al*, 2018) or organic ones (Läpple D. *et al*, 2015). Barbieri C. (2012) concluded that farmers who chose to diversify their farm activities are less interested in environmental performance, while the researches of Ollenburg C., Buckley R. (2007) also showed that Western European farms diversified through agritourism are motivated mainly by economic and social benefits.

CONCLUSIONS

Farm diversification can take many forms and involves various on-farm and off-farm activities; its success depends on several factors: innovation and entrepreneurship, collaboration with stakeholders, regional agricultural policies, marketing activities, farm size. Some farm's socio-demographic characteristics support the adoption of the decision to diversify: younger farmers, larger farmer families, availability of female on-farm workforce. Proximity to urban areas favors the process of farm diversification and influences the level of diversification. Compared to other diversified farms, agritourism enterprises have more managerial capabilities and marketing strategies. Although improving environmental performance is particularly important for sustainability, various studies have shown that, in the case of farm diversification, it is an inferior motivation compared to the economic and social ones.

REFERENCES

- Amanor-Boadu V., 2013** - *Diversification decisions in agriculture: The case of agritourism in Kansas*. International Food and Agribusiness Management Review, 16, 57.
- Barbieri C., 2008** - *A comparison of agritourism and other farm entrepreneurs: Implications for future tourism and sociological research on agritourism*. In: Klenosky D.B., B. David B., Fisher C.L. (Eds.), Proceedings of the 2008 Northeastern recreation research symposium, March 30–April 1, Bolton Landing, NY, pp. 343–349.
- Barbieri C., Mshenga P.M., 2008** - *The Role of the Firm and Owner Characteristics on the Performance of Agritourism Farms*. Sociologia Ruralis, 48(2): 166–183.
- Barbieri C., Mahoney E., Butler L., 2008** - *Understanding the Nature and Extent of Farm and Ranch Diversification in North America*. Rural Sociology, 73(2): 205 – 229.
- Barbieri C., Mahoney E., 2009** - *Why is diversification an attractive farm adjustment strategy? Insights from Texas farmers and ranchers*. Journal of Rural Studies, 25: 58–66

- Barbieri C., Valdivia C., 2010** - *Recreation and Agroforestry: Examining New Dimensions of Multifunctionality in Family Farms*. Journal of Rural Studies, 26: 465–473.
- Barbieri C., 2012** - *Assessing the sustainability of agritourism in the US: a comparison between agritourism and other farm entrepreneurial ventures*. Journal of Sustainable Tourism, 21 (2): 252-270.
- Barnes A.P., Hansson H., Manevska-Tasevska, G., Shrestha S.S., Thomson S.G., 2015** - *The Influence of Diversification on Long-Term Viability of the Agricultural Sector*. Land Use Policy, 49: 404–412.
- Benjamin C., Kimhi A., 2006** - *Farm work, off-farm work, and hired farm labour: estimating a discrete-choice model of French farm couples' labour decisions*. European Review of Agricultural Economics, 33(2):149–171.
- Blad M., 2010** - *Pluriactivity of farming families-old phenomenon in new times*. Rural Areas and Development, 7:155–165.
- Boncinelli F., Bartolini F., Casini L., 2018** - *Structural Factors of Labour Allocation for Farm Diversification Activities*. Land Use Policy, 71: 204–212.
- Bryant C.R., Johnston T.R.R., 1992** - *Agriculture in the City's Countryside*. University of Toronto Press, Toronto, ON, Canada.
- Cassia F., Bruni A., Magno F., 2015** - *Heritage Preservation: Is It a Motivation for Agritourism Entrepreneurship*. XXVII Convegno annuale di Sinergie: Heritage, management e impresa: quali sinergie? 9-10 luglio 2015 – Università degli Studi del Molise-sede di Termoli.
- Clark J., 2009** - *Entrepreneurship and Diversification on English Farms: Identifying Business Enterprise Characteristics and Change Processes*. Entrepreneurship & Regional Development, 21: 213–236.
- Czekaj M., Adamsone-Fiskovica A., Tyran E., Kilis E., 2020** - *Small farms' resilience strategies to face economic, social, and environmental disturbances in selected regions in Poland and Latvia*. Global Food Security, 26:100416.
- De Roest K., Ferrari P., Knickel K., 2018** - *Specialisation and economies of scale or diversification and economies of scope? Assessing different agricultural development pathways*. Journal of Rural Studies, 59: 222–231.
- Evans N.J., Ilbery B.W., 1992** - *Farm-based accommodation*. Journal of Rural Studies, 8(1): 85–96.
- Flanigan S., Blackstock K., Hunter C., 2015** - *Generating Public and Private Benefits through Understanding What Drives Different Types of Agritourism*. Journal of Rural Studies, 41: 129–141.
- Fotiadis A., Yeh S.S., Huan T.C., 2016** - *Applying Configurational Analysis to Explaining Rural-Tourism Success Recipes*. Journal of Business Research, 69: 1479–1483.
- Fuller A.M., 1990** - *From Part-Time Farming to Pluriactivity: A Decade of Change in Rural Europe*. Journal of Rural Studies, 6: 361–373.
- Hansson H., Ferguson R., Olofsson C., Rantamäki-Lahtinen L., 2013** - *Farmers' Motives for Diversifying Their Farm Business—The Influence of Family*. Journal of Rural Studies, 32: 240–250.

- Hassink J., van Dijk M. (Eds.), 2006** - *Farming for Health. Green-Care Farming across Europe and the United States of America*. Springer, Dordrecht, Netherlands.
- Haugen M., Vik J., 2008** - *Farmers as Entrepreneurs: The Case of Farm-based Tourism*. *International Journal of Entrepreneurship and Small Business*, 6(13): 321–336.
- Hung W.T., Ding H.Y., Lin S.T., 2016** - *Determinants of Performance for Agritourism Farms: An Alternative Approach*. *Current Issues in Tourism*, 19: 1281–1287.
- Ilbery B.W., 1991** - *Farm diversification as an adjustment strategy on the urban fringe of the West Midlands*. *Journal of Rural Studies*, 7 (3): 207–218.
- Lange A., Piorr A., Siebert R., Zasada I., 2013** - *Spatial Differentiation of Farm Diversification: How Rural Attractiveness and Vicinity to Cities Determine Farm Households' Response to the CAP*. *Land Use Policy*, 31: 136–144.
- Läpple D., Kelley H., 2015** - *Spatial Dependence in the Adoption of Organic Drystock Farming in Ireland*. *European Review of Agricultural Economics*, 42: 315–337.
- Mc Fadden T., Gorman M., 2016** - *Exploring the concept of farm household innovation capacity in relation to farm diversification in policy context*. *Journal of Rural Studies*, 46: 60–70.
- McGehee N.G., Kim K., Jennings G.R., 2007** - *Gender and Motivation for Agri-Tourism Entrepreneurship*. *Tourism Management*, 28: 280–289.
- McNally S., 2001** - *Farm diversification in England and Wales—what can we learn from the farm business survey?* *Journal of Rural Studies*, 17(2): 247–257.
- Meraner M., Heijman W., Kuhlman T., Finger R., 2015** - *Determinants of farm diversification in the Netherlands*. *Land Use Policy*, 42, 767–780.
- Mishra A.K., El-Osta H.S., Sandretto C.L., 2004** - *Factors affecting farm enterprise diversification*. *Agricultural Finance Review*. 64 (2): 151–166.
- Moraru R.A., 2019** - *The economic impact of tourism activities on agritourism farms*, 39–44. *Lucrări Științifice, seria Agronomie, "Ion Ionescu de la Brad" University of Agricultural Sciences and Veterinary Medicine, Iasi*, 62(2): 39–44.
- Nickerson N.P., Black R.J., McCool S.F., 2001** - *Agritourism: Motivations behind Farm/Ranch Business Diversification*. *Journal of Travel Research*, 40: 19–26.
- Nilsson P.A., 2002** - *Staying on farms: an ideological background*. *Annals of Tourism Research*, Ann. Tour. Res. 29(1): 7–24.
- Ollenburg C., Buckley, R., 2007** - *Stated Economic and Social Motivations of Farm Tourism Operators*. *Journal of Travel*, 45: 444–452. [
- Pearce P.L., 1990** - *Farm Tourism in New Zealand: A Social Situation Analysis*. *Annals of Tourism Research*, 17: 337–352.
- Pölling B., Mergenthaler M., 2017** - *The Location Matters: Determinants for "Deepening" and "Broadening" Diversification Strategies in Ruhr Metropolis' Urban Farming*. *Sustainability*, 9, 1168.
- Renting H., Rossing W., Groot J., Van der Ploeg J. et al, 2009** - *Exploring multifunctional agriculture. A review of conceptual approaches and prospects for an integrative transitional framework*. *Journal of Environmental Management*, 90: 112–123.
- Rois-Díaz M. et al, 2018** - *Farmers' Reasoning behind the Uptake of Agroforestry Practices: Evidence from Multiple Case-Studies across Europe*. *Agroforestry Systems*, 92: 811–828.
- Salvioni C., Ascione E., Henke R., 2013** - *Structural and economic dynamics in diversified Italian farms. Bio-Based and Applied Economics*, 2(3): 257–75.
- Schilling B., Sullivan K., Komar S., 2012** - *Examining the Economic Benefits of Agritourism: The Case of New Jersey*. *Journal of Agriculture, Food Systems and Community Development*, 3(1): 199–214.
- Schilling B.J., Attavanich W., Jin Y., 2014** - *Does Agritourism Enhance Farm Profitability?* *Journal of Agricultural and Resource Economics*, 39: 69–87.
- Sharpley R., Vass A. – 2006** - *Tourism, Farming and Diversification: An Attitudinal Study*. *Tourism Management*, 27: 1040–1052.
- Srisomyong N., Meyer D., 2015** - *Political economy of agritourism initiatives in Thailand*. *Journal of Rural Studies*, 41: 95–108.
- Tew C., Barbieri C., 2021** - *The Perceived Benefits of Agritourism: The Provider's Perspective*. *Tourism Management*, 33: 215–224.
- Turner M.M., Whitehead I.R.G., Millard N.R., Barr D., Howe K., 2006** - *The effects of public funding on farmer's attitudes to farm diversification*. Exeter: Center for Rural Research, University of Exeter. available on-line at: <http://ageconsearch.umn.edu/bitstream/31746/1/r060015.pdf>.
- Valdivia C., Konduru S., 2004** - *Interest in agroforestry practices, farmer diversification strategies and government transfers in Missouri's northeast and southeast*. In: Sharrow S.H. (Ed.), *Proceedings of the 8th Biennial Conference on Agroforestry in North America*, June 22–25, pp. 281–296, Corvallis, Oregon State University.
- Van Der Ploeg J.D., Roep, D., 2003** - *Multifunctionality and rural development - the actual situation in Europe*. In: Van Huylbroeck G., Durand G. (Eds.) – 2003 - *Multifunctional Agriculture. A New Paradigm for European Agriculture and Rural Development*. Ashgate, Aldershot, Hampshire, England, pp. 37–54.
- Veeck G., Che D., Veeck A., 2006** - *America's Changing Farmscape: A Study of Agricultural Tourism in Michigan*. *The professional Geographer*, 58: 235–248.
- Vik J., Farstad M., 2009** - *Green Care Governance: Between Market, Policy and Intersecting Social Worlds*. *Journal of Health Organization and Management*, 23(5): 16–26.
- Vik J., McElwee G., 2011** - *Diversification and the Entrepreneurial Motivations of Farmers in Norway*. *Journal of Small Business Management*, 49: 390–410.
- Yoshida S., Yagi H., Kiminami A., Garrod G., 2019** - *Farm Diversification and Sustainability of Multifunctional Peri-Urban Agriculture: Entrepreneurial Attributes of Advanced Diversification in Japan*. *Sustainability*, 11, 2887.