**Taking the First Step: Farm and Ranch Alternative Enterprise and Agritourism Resource Evaluation Guide**  
  
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This publication was prepared in response to requests from local advisors, farmers, and ranchers for a simple guide to the first step in identifying alternative income-producing agricultural enterprises and agritourism opportunities. The requests stipulated that the guide be useful in developing business and marketing plans to help entrepreneurs reduce risk through diversification of farm and ranch enterprises. 

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