



Outdoor Recreation Overview

The outdoor recreation sector of agritourism in Utah encompasses guided or unguided experiences that take place on a farm or ranch that are intrinsically linked to the agricultural setting, often utilizing the land or resources associated with farming and ranching. These activities offer visitors an authentic glimpse into the sights, sounds, and rhythms of agricultural life, fostering a connection to the land and where their food comes from. Examples could include fishing, bird watching, horseback riding, yoga, and cross country skiing. It's important to consider that activities like horseback riding and even walking or fishing carry inherent risks of injury, requiring robust insurance and safety protocols. Landowners will need to carefully manage visitor access to avoid disrupting agricultural activities, livestock, or sensitive areas.

LICENSING AND REGULATORY CONSIDERATIONS

Municipalities

- ✓ Your local city or county may require business license
- ✓ Your local health department can inform on any applicable food service permits for food services like a cafe
- ✓ Your local planning and zoning department will have information on information on applicable building codes and parking requirements in your municipality

Federal

- ✓ The FDA regulates and provides information on manufacturing, processing, packing, or storing food, beverages, or dietary supplements
- ✓ Seek information from the IRS and your tax professional to report taxes on goods sold
- ✓ The USDA regulates most meat harvesting, processing, and labeling of meat and poultry products

State

- ✓ The Utah Department of Commerce will accept your business registration and inform on applicable easements
- ✓ The Utah Department of Agriculture and Food regulates selling packaged foods, home made foods, dairy, or eggs
- ✓ The Department of Environmental Quality Wastewater Division regulates septic / wastewater requirements
- ✓ The Utah Labor Commission provides information on health and safety plans for employers

Other

- ✓ Review your insurance coverage to ensure it adequately covers public liability, property damage, and potential accidents
- ✓ Agricultural Extension offices can often offer assistance or guidance on navigating regulatory requirements

Additional Resources

- [Agritourism Resource Hive](#)

Health and Safety Considerations

Agritourism operators who offer outdoor recreation activities should present guests with clear guidelines, rules, and safety instructions before they take part in any activity and educate visitors about potential encounters with wildlife and provide guidance on prevention. Where possible, consider making trails and activity areas accessible to individuals with varying physical abilities. Clearly communicate accessibility limitations. Additionally, clearly post directional signs, hours of operation, emergency contact information, and any specific rules for each area

✔ Contact Terry Camp from Utah Farm Bureau at terry.camp@fbfs.com for warning signs



The Ranch At Wild Rose | Alton, UT

The Ranch at Wild Rose is a sixth-generation cattle operation offering immersive, hands-on experiences that reflect the realities of working ranch life. Located in the Alton, Utah, the ranch hosts guests for multi-day cattle drives, horseback elopements, and western-style weddings, activities grounded in long-standing family tradition.

Agritourism at Wild Rose wasn't a formal shift, it's been part of the ranch's culture for more than 40 years. Guests have long been welcomed to ride alongside the family on cattle drives, a practice that has become increasingly

rare in modern ranching. While most ranchers now truck their herds, Wild Rose continues to trail cattle the traditional way, offering a unique and unforgettable experience.