

“Growing Agritourism”
Pre-workshop suggested reading and resources

Dear workshop participant,

Here are links to a variety of reports, presentations and an online class that we hope you will take a little time to look at before the upcoming “Growing Agritourism” workshop. Nothing is required; there will not be any tests or quizzes. These materials are simply to help give you an understanding of some of the challenges facing agritourism operators as well as to provide some resources for those working with farmers and ranchers as they develop and promote their agritourism operations.

Presentation: ***Survey of California Agritourism Operators*** (Holly George, Ellie Rilla, Penny Leff, June 2009)
<http://sfp.ucdavis.edu/agritourism/survey09.pdf>

Peer-reviewed Research Article: ***California agritourism operations and their economic potential are growing*** (E. Rilla, et al, 2011) <http://californiaagriculture.ucanr.org/landingpage.cfm?article=ca.v065n02p57&fulltext=yes>

Presentation: ***Mitigating Risk in Agritourism Enterprises*** (Thilmany, Sullins and Phillips 2009)
<http://www.sfp.ucdavis.edu/events/11agritourism/MitigatingRisk.pdf>

Report: ***Regional Agricultural Marketing: A Review of Programs in California***, (Derden-Little, Feenstra 2006)
<http://www.sfp.ucdavis.edu/events/11agritourism/regionalmarketing.pdf>

Guide: ***Organizing a Successful Agricultural Direct Marketing Workshop*** (David Chaney, et al., 2003)
<http://www.sfp.ucdavis.edu/events/11agritourism/dmworkshop.pdf>

UC Issues Brief: ***Obstacles in the Agritourism Regulatory Process*** (Diana Keith, et al., 2003)
<http://aic.ucdavis.edu/pub/briefs/brief22.pdf>

Guide: ***Agritourism enterprises on your farm or ranch: Where to start*** (Holly George, Ellie Rilla, 2008)
<http://anrcatalog.ucdavis.edu/pdf/8334.pdf>

This publication gives you a game plan for navigating the maze of permits, plans, and approvals you will need to get in order before you launch a potentially profitable agritourism enterprise on your California farm or ranch. Length: 6 pp.

Guide: ***Agritourism enterprises on your farm or ranch: Understanding regulations*** (H. George, E. Rilla, 2008)
<http://anrcatalog.ucdavis.edu/pdf/8333.pdf>

Agritourism can be a great boon to the California grower, but you have to be aware of your legal responsibilities, get your permits, and follow the rules regarding land use, zoning, public health, and other areas. This gives you a brief overview. Length: 8 pp

Guide: ***Marketing Strategies for Agritourism Operations*** (Holly George, Ellie Rilla, 2011)
<http://anrcatalog.ucdavis.edu/pdf/8444.pdf>

Agritourism gives the farmer a broad choice of opportunities to market products, on-farm experiences, and hospitality services. This publication will help you assess your options and work out a solid plan for marketing your agritourism operation. Length: 21 pp.

Free online course (you will be asked to register): ***SARE Strategic Farm/Ranch Planning and Marketing***
<http://campus.extension.org/course/category.php?id=31>

Strategic Farm/Ranch Business Planning and Marketing is a self-directed course designed to help agricultural professionals work effectively with their clients and develop research and education programs that address agricultural sustainability.

Resource Evaluation Guide (you will be asked to register): ***Taking the First Step: Farm and Ranch Alternative Enterprise and Agritourism Resource Evaluation Guide*** (USDA Natural Resources Conservation Service)
<http://resourcesfirstfound.takdation.org/aea/>