

California Agritourism

Successes, Challenges and Changes

Siskiyou Food Summit
July 11, 2012

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UC Small Farm Program



University of California
Agriculture and Natural Resources

- **What is Agritourism**
- **Why Agritourism**
- **How well does agritourism work**
- **Agritourism challenges**
- **Success stories**
- **Partnerships**
- **Resources**



Agritourism is:

- Any income-generating activity conducted on a **working** farm or ranch for the enjoyment and education of visitors. Agritourism includes the historical, and environmental assets of the land and the people working on it



Consider the Possibilities



**Guest Ranches Farm Stands Farm Dinners Tours
Classes Festivals U-Pick Hunting Camping Tasting
Corn Mazes Pumpkin Patches Baby goats Birds**

Why Agritourism?

For Visitors

- Relaxation
- Authentic Experience
- Participation
- Time with family & friends
- Excitement and adventure



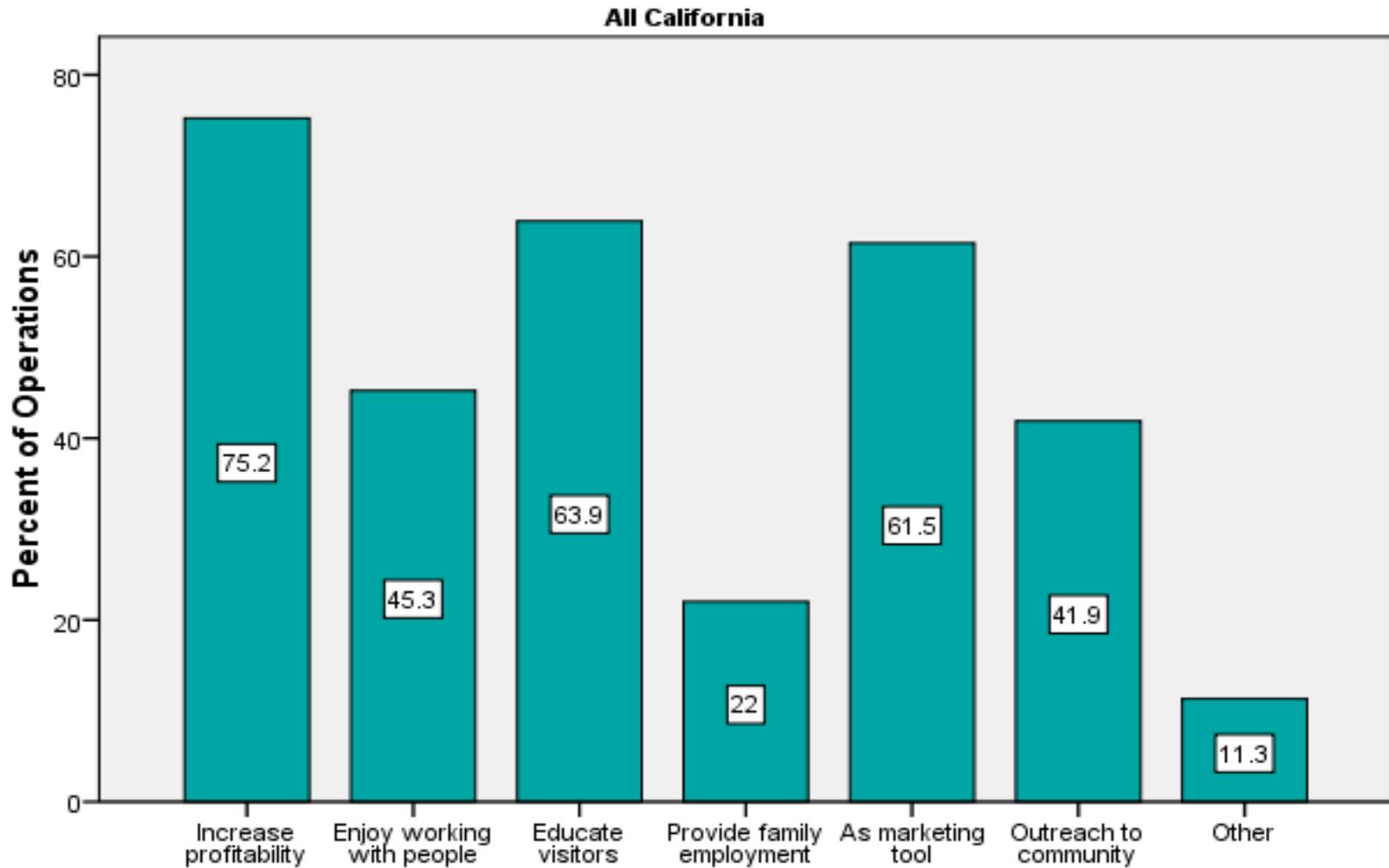
Why Agritourism?

For Farmers and Ranchers

- Additional income
- Educate about agriculture
- Promotion of agricultural products

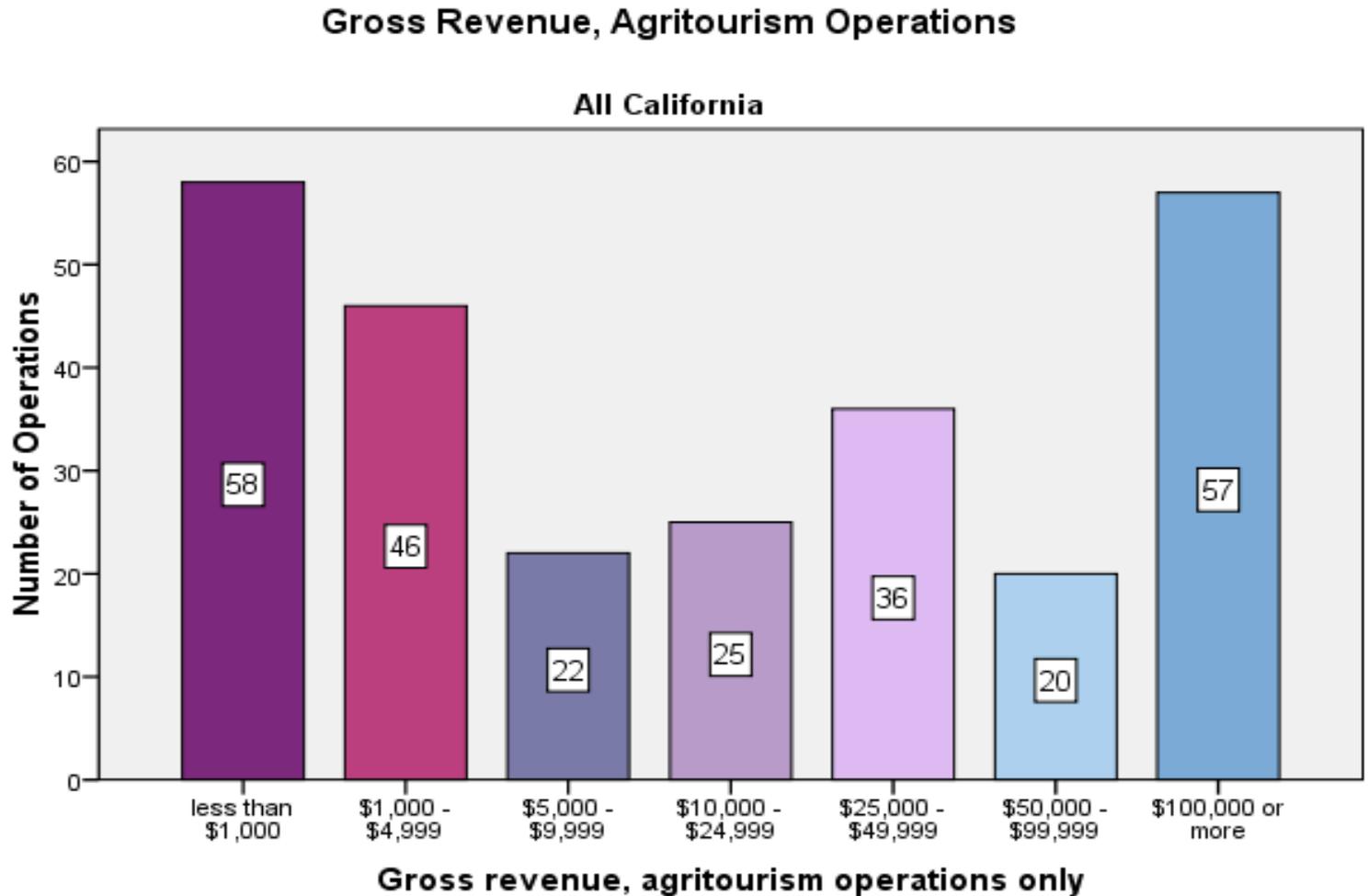


Why did you open your farm/ranch to visitors?



- UC Survey of California Agritourism Operators, 2009

Agritourism can generate income



- UC Survey of California Agritourism Operators, 2009

Agritourism can be profitable for farmers and ranchers

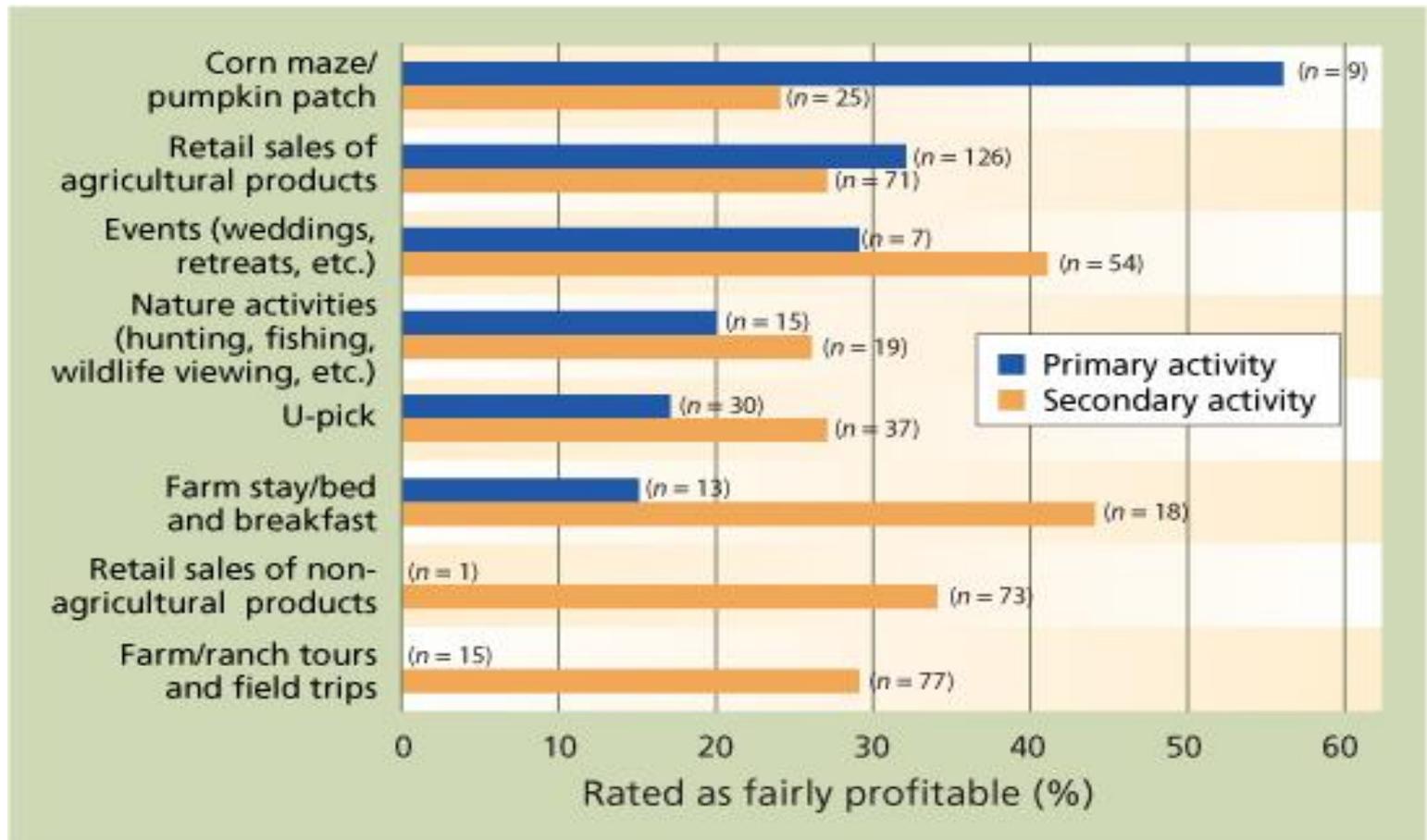
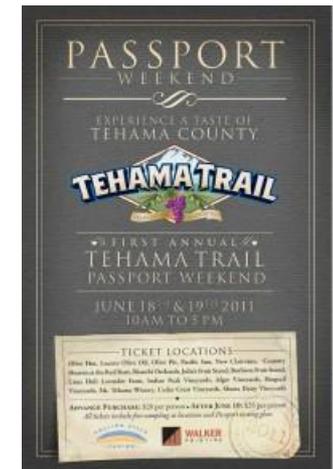
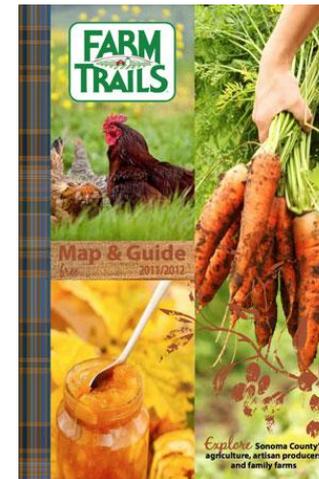
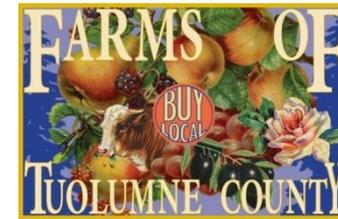
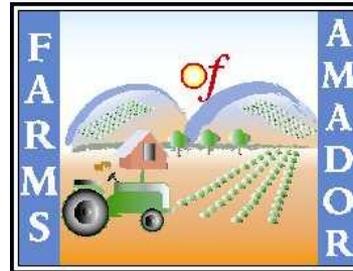


Fig. 5. Percentage of operators rating primary and secondary activities as at least "fairly profitable" (4 or higher on 7-point scale); *n* = no. of operators.

California agritourism is organized and promoted by a variety of grower associations and other collaborators:



Apple Hill Growers Association



- 45 years old, started by growers, still owned and operated by growers
- 55 ranches are members, current members vote on new memberships
- Membership fee \$175 and up, sliding scale depending on activities
- No grant funding
- Started Apple Hill Harvest Run as a fundraiser, now proceeds are donated to local school.
- Has published cook-book as a fundraiser.
- Staffed by part-time director
- Members get placement on website, map, printed guide
- Members voted that membership meetings closed to others – i.e. no salespeople at meetings

Apple Hill Growers Association



TOTAL ECONOMIC IMPACTS OF AHGA MEMBER RANCHES - 2006

| <i>Impact</i> | <i>Direct</i> | <i>Indirect</i> | <i>Induced</i> | <i>Total</i> |
|-----------------------|---------------|-----------------|----------------|--------------|
| Employment | 206 | 48 | 31 | 285 |
| Output | \$20,444,942 | \$4,676,185 | \$2,971,401 | \$28,092,528 |
| Value Added | \$6,119,746 | \$2,637,548 | \$1,844,327 | \$10,601,619 |
| Employee Compensation | \$2,798,638 | \$1,072,916 | \$698,508 | \$4,570,060 |

Sacramento Regional Research Institute, January 2008

<http://www.strategiceconomicresearch.org/AboutUs/AHGAImpacts.pdf>

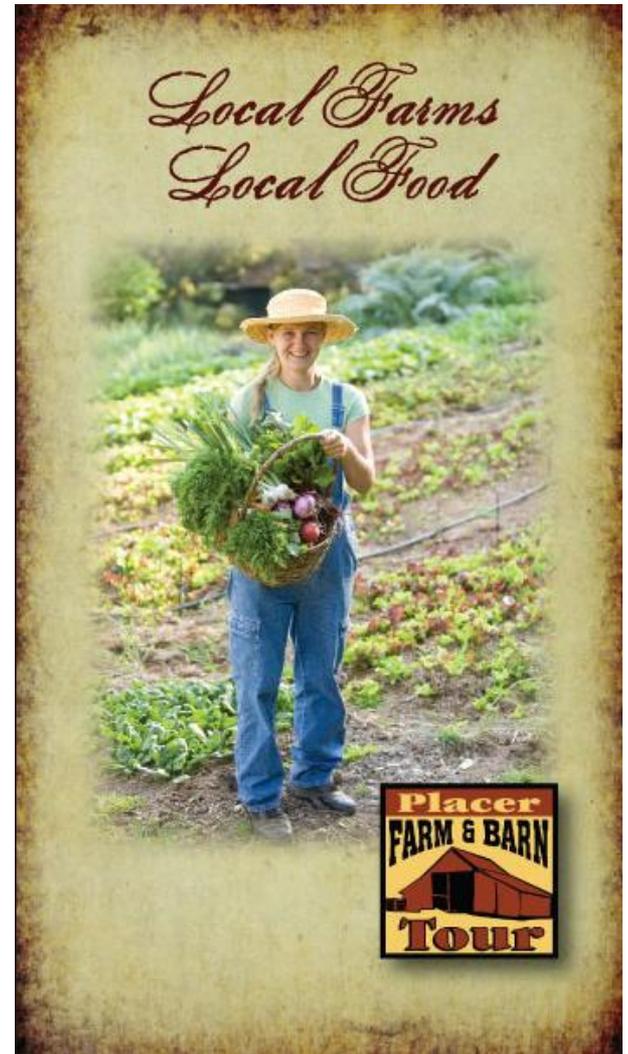
Data Sources: AHGA member ranches' 2006 sales data; AHGA estimates; and IMPLAN 2004 Coefficients

Note: Employment is measured in "job-years," a concept similar to full-time equivalency.

Placer Farm & Barn Tour

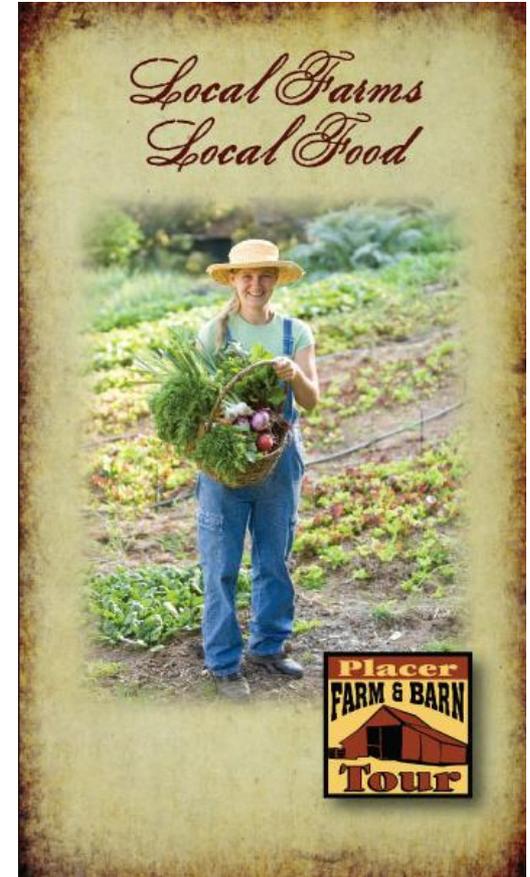
- A one-day self-guided tour of local farms and ranches
- Farming and ranching demos, tours, produce tastings, talks on agricultural practices and history
- about 2,000 participants each year
- Collaborative effort of over 30 community groups and host producers

<http://placerfarmandbarntour.com>



Farm & Barn: Community Impacts

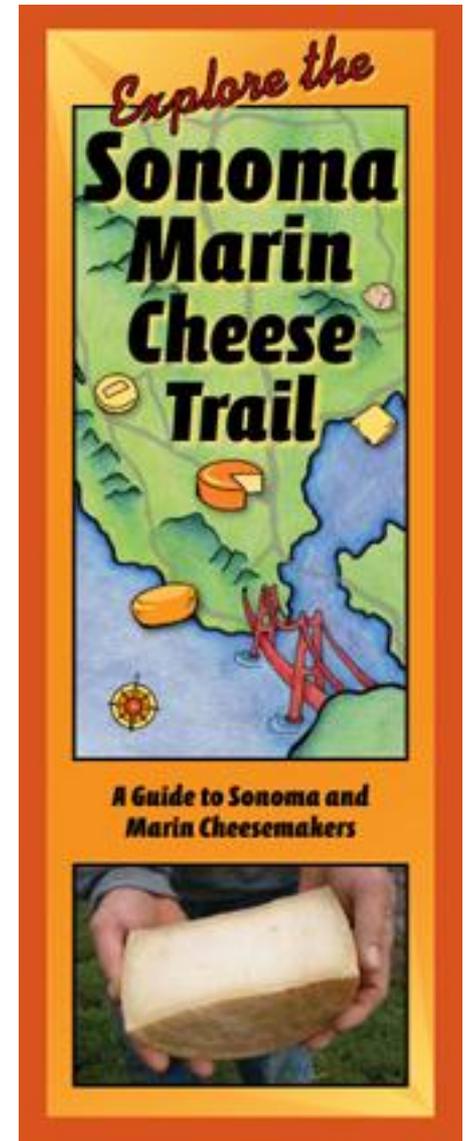
- Over half of participants had not visited a local farm before the Tour
- More & more repeat participants...but over half are still new to the Tour after 6 years
- Over 40% now buy local produce weekly, mostly at farmers' markets
- Over 70% stated that they are more likely to buy local produce after going on the Tour



- Information about the Farm and Barn Tour is from a presentation by Cindy Fake, farm advisor with UCCE Placer/Nevada

Celebrating a regional specialty

- Over half of CA artisan cheese-makers are located in Sonoma & Marin (27)
- 7 open to public and 16 by appt.
- \$120 million in annual sales in 2010
- 95 types of artisan cheese produced
- California's Artisan Cheese Festival in Petaluma - 6th annual
- 50,000 copies of map distributed in first 6 months
- Supported by local agricultural and tourism organizations



Agritourism involves some challenges

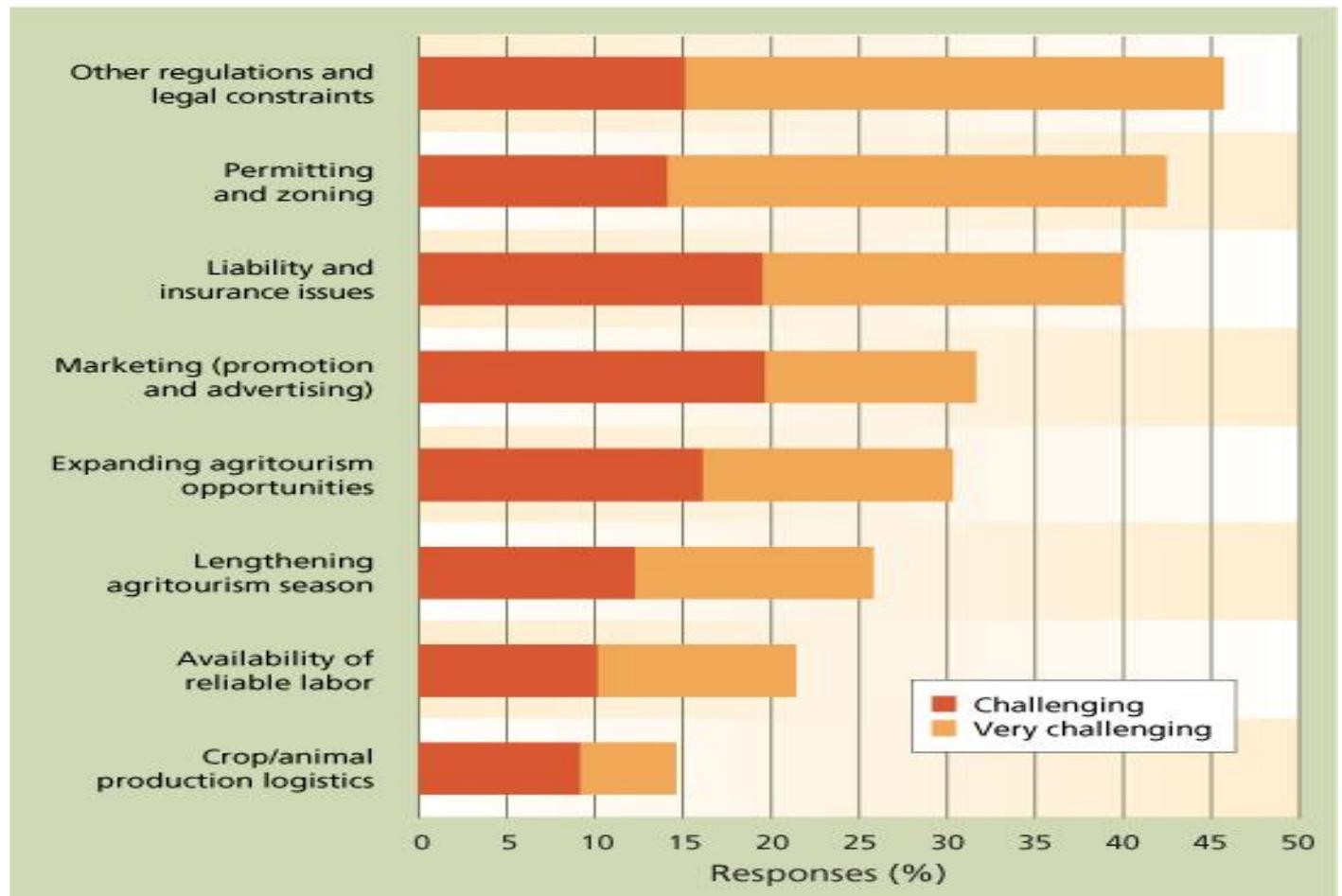


Fig. 4. Major challenges rated 4 or 5 by California agritourism operators, on a scale of 1 (not a problem) to 5 (very challenging).

Constraints

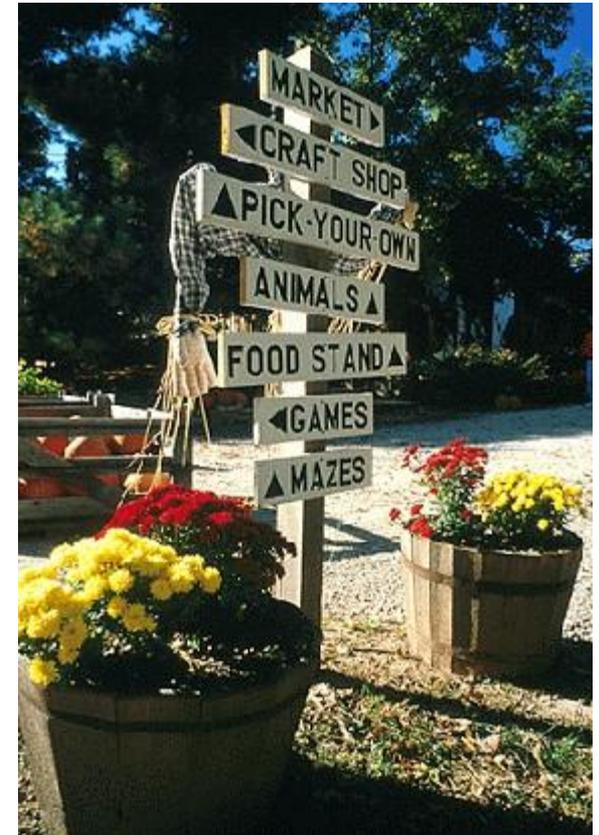


- Permitting / Development code / Zoning issues
- Government and private sector support
- Liability and insurance costs
- Transportation and traffic on rural roads

California Agritourism Survey 2009

Agritourism requirements

- Visitor/employee skill-building
- New regulations
- Additional risks
- New partners
- Community support



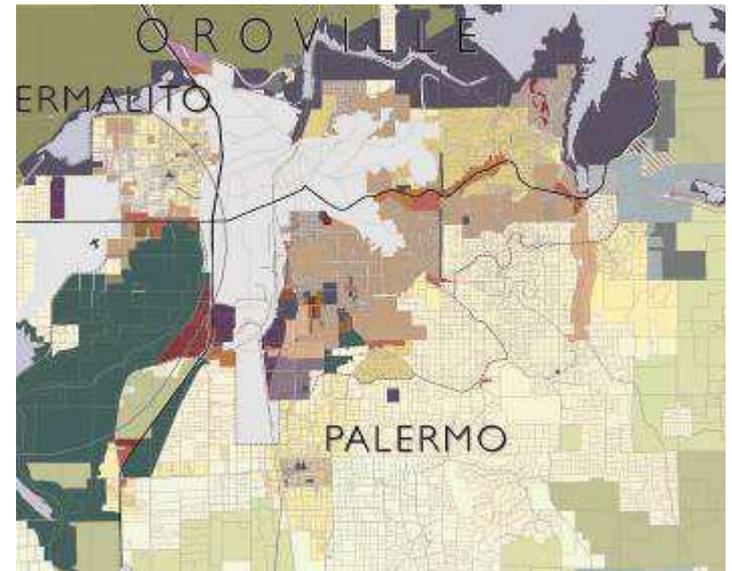
Recent regulatory changes help ease barriers

- Butte County drafts Unique Agricultural Overlay zoning option
- Sacramento County adopts new winery, farm stand and farm stay ordinances



Butte County Unique Agricultural Overlay

- Allows agritourism where applied
- Currently applies to two regions: Coal Canyon and East Oroville Hills
- Modifies uses allowed under the base zone
- Allowed uses include wineries, roadside stands, farm-based tourism, bed and breakfasts and ancillary restaurants and/or stores.



Sacramento County Winery, Farm Stand and Farm Stay Ordinances

- Allow small wineries “by right” in agricultural zones
- Allow small wineries to host unlimited special events with only a community event permit
- Allow farm stays “by right” with 5 or fewer rooms
- Allow farm stands to sell agricultural and food preparation items and to host unlimited number of community events, with community event permit
- Community events can have multiple booths and sales of local produce by vendors



UC Small Farm Program hosts first California Statewide Agritourism Summit in Nov. 2011

- More than 120 agritourism leaders gathered in Stockton
- Group heard Apple Hill leaders and leader of North Carolina Agritourism Networking Association
- Small groups and regional groups met for discussion
- Consensus of group discussions:
 - More collaboration within and between counties and regions is needed
 - Clarity and uniformity of permitting and state regulation interpretation and enforcement would help
 - A statewide organization would build support for individuals and local groups, develop clout, organize better communication, messaging and marketing



Change brings change throughout California

- New **Sacramento** River Delta Grown Agritourism Association holds first “Passport Weekend” in 2012
- **Butte** County’s Chaffin Orchards to house first California luxury “Feather Down Farms” cabins
- **Riverside** County forms “Ag Trails” working group to create a farm trails map, involving:
 - Riverside County Agriculture Commissioner
 - Riverside County Environmental Health Dept.
 - Riverside County Farm Bureau
 - Temecula Valley Winegrowers
 - California Women in Agriculture
- North **Yuba** Grown hosts county supervisors and other community leaders for farm tour and dinner
 - Group meets weekly to discuss and plan



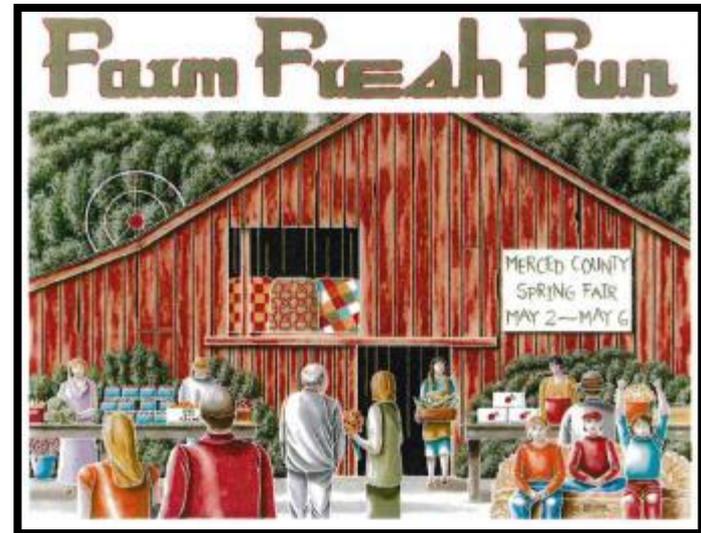
In tourism promotion, as in life, things are easier with partners and friends.



Ask Yourself, "Who is Missing? Is There a Way to Involve Them?"

County & District Fairs – New Agritourism Partners?

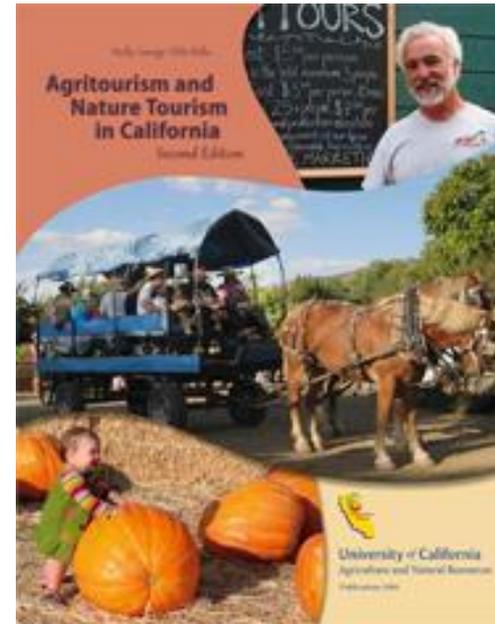
- **Fairground Farms & Farmyard Festivals; Highlighting California Specialty Crops**
 - UC Small Farm Program & CDFA Division of Fairs and Expositions teaming up
 - Workshops at 7 California county fairs
 - Connecting growers, fair organizers, agritourism operators & others for collaboration



Interested in getting started with agritourism?

Some resources:

- *Agritourism and Nature Tourism in California* extensive manual – 2nd edition now available
- UC Small Farm Program website:
<http://sfp.ucdavis.edu/agritourism>
- Agritourism planning classes for farmers & ranchers
 - Sonoma County
 - Sacramento County
 - San Diego County



Other resources from the UC Small Farm Program:

- Free online agritourism directory and calendar
www.calagtour.org
- Email newsletter - *AgTour Connections*
sign up at <http://sfp.ucdavis.edu/agritourism/>
- FaceBook page - www.facebook.com/agtourconnections

Thank you!

Please stay in touch

Contact:

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