



AgrICULTURE and Nature Tourism Harvesting all your Assets



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University of California Cooperative Extension



August 2007, Trinity-Shasta Counties

**These folks paid for this walk on
the range**



Cultural Tourism

“Traveling to experience the places, people, artifacts and activities that authentically represent the stories and lives of people past and present.”

Isn't that Agri **CULTURE** ?



So... Why Tourism?



Opportunities for



Economic Diversity



Build Relationships



**Improve
understanding
and
appreciation
of our local
ranchers &
farmers**

**Their
Families**





The Resources We Love



That They Steward



What Is It?

Agritourism & Nature Tourism can provide visitors:



Memories from Special
Events & Activities



Recreation, Accommodations,
Entertainment, Relaxation,
Opportunity to Improve
Relationships



Education about
Production, Historic &
Cultural Interests & Time to Have Fun !!



How-To Manual for Farmers and Ranchers

The manual includes seven chapters:

I. Consider the Opportunities

II. Evaluating Your Resources:

Is Tourism for You?

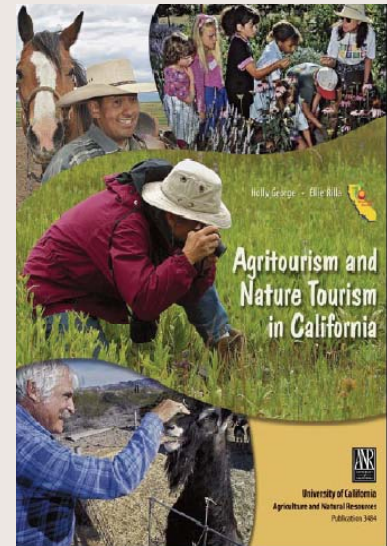
III. Creating Your Business Plan

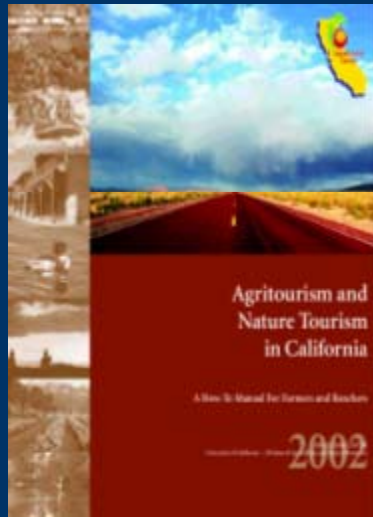
IV. Navigating Legal Constraints

V. Developing Your Risk-Management Plan

VI. Designing Your Marketing Strategy

VII. Resources for Success





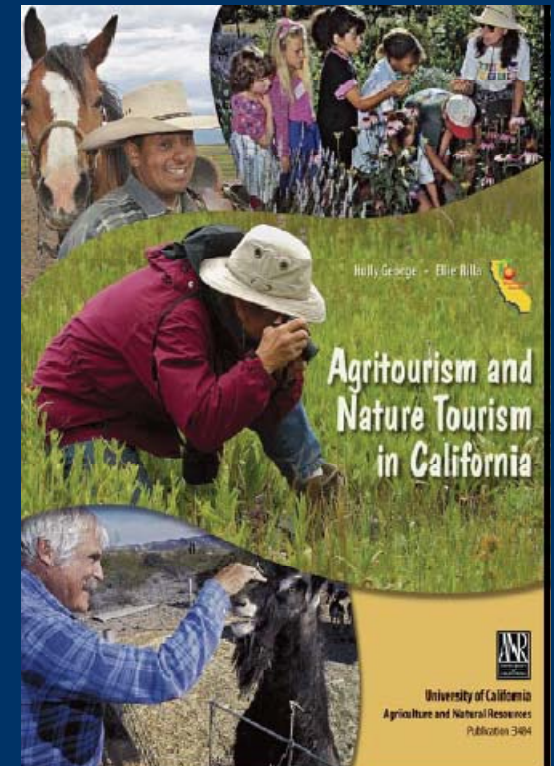
1999 UC Workgroup initiated via SFC
Workshop: expressed need for info
Collaborative effort to develop binder,
RREA & SFC funding, released 2002
Used at workshops across the state

Updated case studies and
chapter stories added

Peer-reviewed UC
publication, Nov. 2005

To order the Ag and Nature Tourism book – go to UC web sales and
order. <http://anrcatalog.ucdavis.edu/SmallFarms/3484.aspx> Or Call 1-800-994-8849.

Hundreds of Positive Farmer/Rancher Testimonials



Harvest Your Assets

Full Day Workshops:

Ag Tour Operators

Tourism Professionals

Insurance Underwriter

County Planners

Environmental Health

Small Business Development

Field Trip Component


Small Group Discussions

Local Food & Activities



1 Consider the Possibilities

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Introducing Agritourism and Nabre Tourism	2
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Evaluating Your Resources: Is Tourism for You?

- Chapter Goals 16
- Revisit Your Goals 16
- Consider the Costs and Benefits 16
- Identify Your Competition and Customers 17
- Assess What You Have 19
- Case Study 21
- Map Activity Sites 26
- Points to Remember 28

It Depends...

Revisit Your Goals and


15

Those of Your Community

Consider the Costs and Benefits...

There are No Guarantees

This easy-to-use workbook will walk you through the steps needed to establish your own tourism enterprise.



Actual worksheets to Use

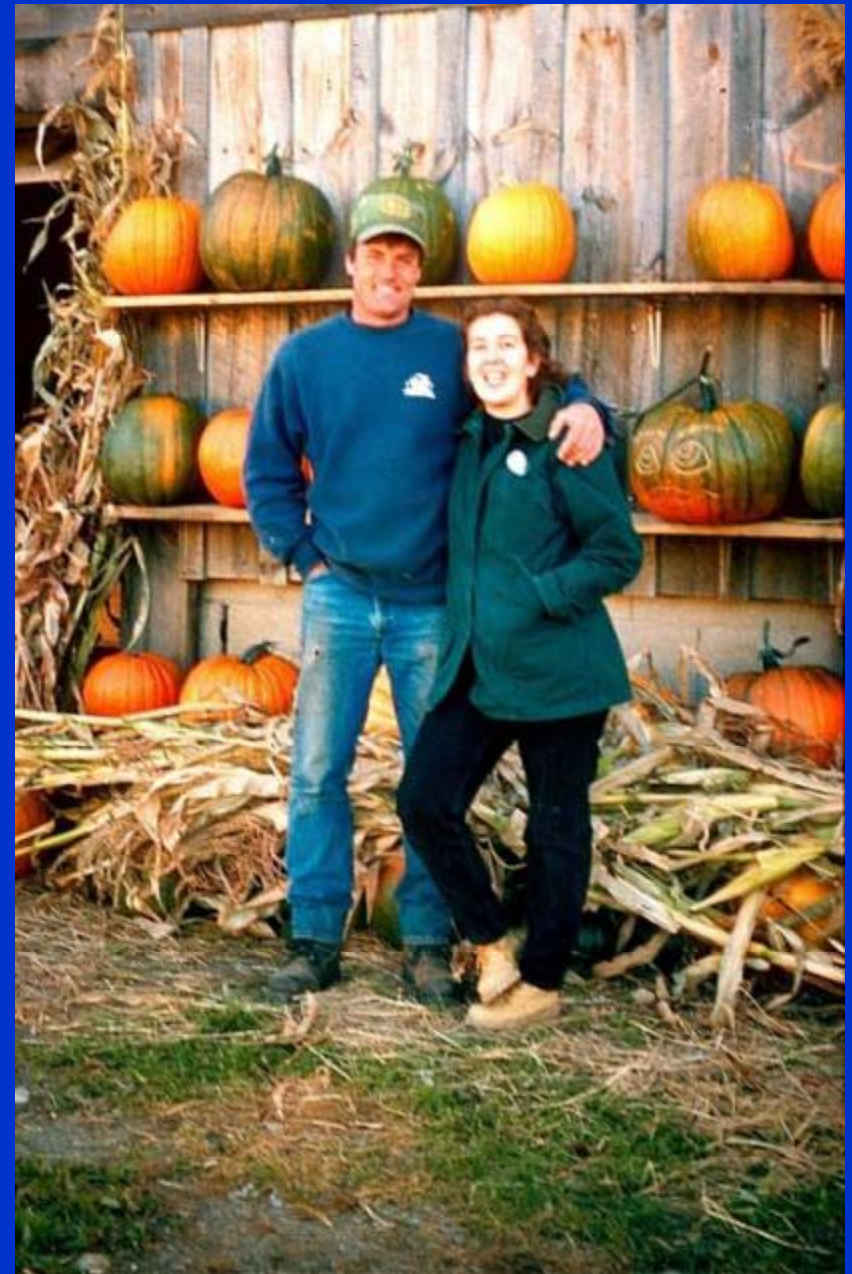
- 
- Think Diversity of Experiences
 - Think Levels of Services
 - Think Unique Interpretive Stories

Assess What You Have

Physical - Financial - Human

Don't Forget People Skills

- Love for serving people
- Leader & Motivator
for visitors and staff
- Sense of Humor
- Strong Work Ethic
- Physical Stamina
- Problem Solvers
- Enjoy this type of work



Business Plan Components

Executive Summary	Mission Statement	Business Concept or Idea
Measurable Goals and Objectives	Background Information Industry Research & Market Analysis	Management Needs & History
Marketing Strategy	Financial Strategy (To obtain money)	Appendix Supporting Documents

What a Maze... Where Do I Start?

Operators as
well as
Regulators
Shared Their
Experiences

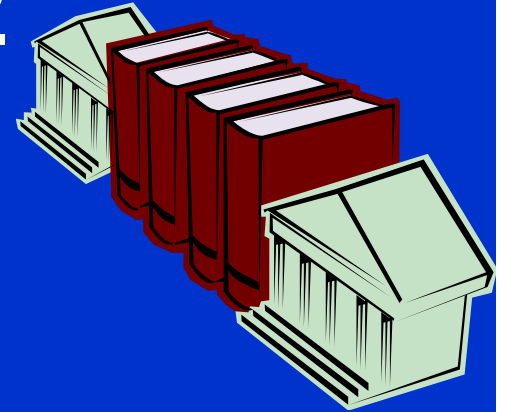


4 Navigating Legal Constraints

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Understanding Public Health and Safety Regulations	61
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LEGAL CONSTRAINTS

- Become familiar with federal, state & local regulations.
- Anticipate permits & licenses required.
- Prepare for permitting process & be patient.
- Estimate associated costs.
- Communicate effectively and often with agency staff.



Includes survey results from Planning & Environmental Health Depts & Operators

The Basic Categories

Land Use and
Development

Environmental
Health

Public Health
Public Safety

Licenses
and Taxes

Direct
Marketing

Comply with
requirements
or obtain
county zoning
approval

When You Do Purchase Coverage?

- **Make sure it's from a quality company**
- You understand it
- **Routinely review it, at least once a year**
- Ask yourself two important questions:

1. Does difference between insurance premiums and income gained make it worthwhile?



2. **Can you realistically pass the insurance cost on to the customer or will the cost limit demand for the activity?**



Understand Your Customers & Their Needs

MARKETING STRATEGY

Describes what **YOU** offer to **GET** customers walking through the door

... and
what **YOU**
do to keep
them

**COMING
BACK!!**



Know Clientele Needs & Be Creative



Regional Amenities Exercise

- Focus on geographic marketing
- Think beyond the boundaries of your property or community
- Constantly monitor and evaluate your effectiveness



“This is a business that requires
time, **people**, **resources** and
creativity,

You need a love for the land, the
agricultural products you are
producing and the communities
you are serving.

Reach out to all those that can
be of assistance to you.”

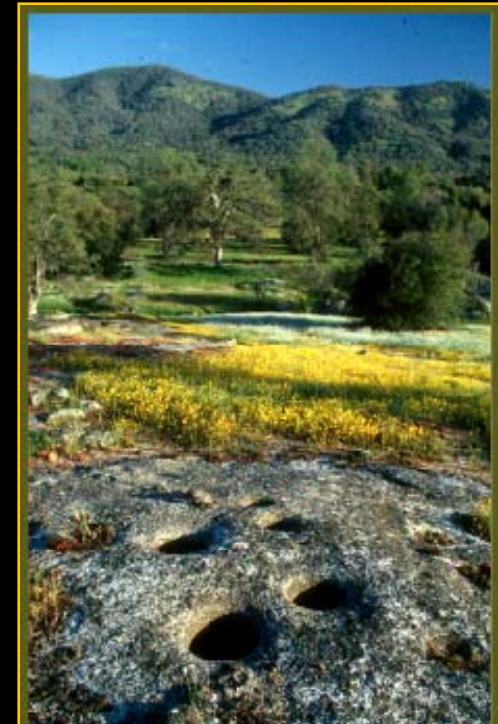
--Marketing Guru, Jane Eckert

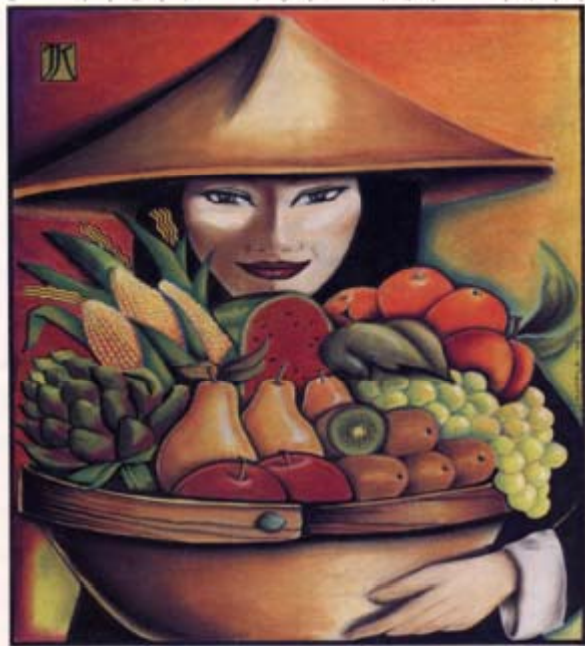


Heritage Tourism

2003 Executive Order

Promotes partnering with non-Federal parties in the development of heritage tourism and economic development





AGRO ART

FESTIVAL

SATURDAY OCT 9, 1999 10AM-4PM

FRUIT AND VEGETABLE SCULPTURE COMPETITION
FOOD MUSIC ART HANDS-ON ACTIVITIES FOR KIDS
GRIFFITH QUARRY PARK TAYLOR AND ROCK SPRINGS ROAD

■ P E N N Y N ■

SPONSORED BY THE ARTS COUNCIL OF PLACER COUNTY
AGRO
ARTS AND CRAFTS CENTER BY JOHN KALMAN

Produce Playgarden

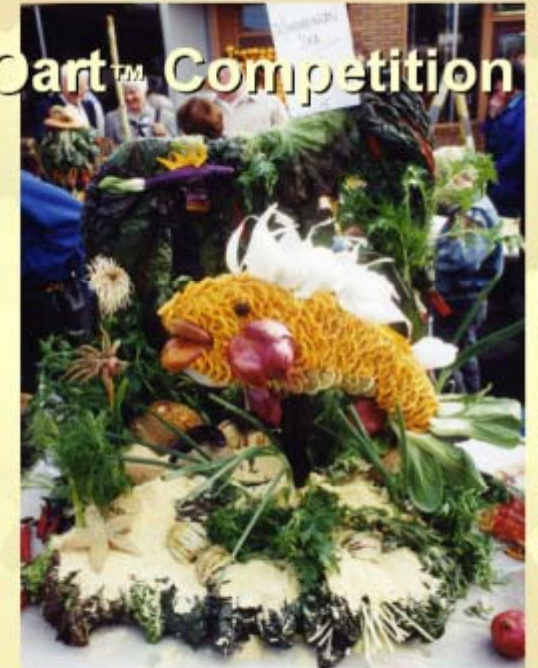


What the heck is AGROart™?

- 3-dimensional artwork made with fruits and vegetables
- A celebration of agriculture and art
- Fun! Yes, it's fun, easy, and different -- and it's a great media attention-getter
- A means to teach, or "transfer" information about farming & produce, design, sculpture & creativity
- It has multiple, year-round applications...



AGROart™ Competition



EL DORADO COUNTY FARM TRAILS

Members | Recipe Book | Harvest Calendar | Maps | Product Directory

[New Certified Farmer's Market...](#)

The 2006-2007 Farm Trails Guide is now available! For a free copy, please write: Farm Trails, PO Box 542, Camino, CA, 95709 ... or send us an [Email!](#)

Find a Farm!




Local Grown, Farm and Agri- Nature Trails

MARIPOSA
-Home of Yosemite-

About Mariposa
Historic Sites
Recreation & Adventure
Agrinature Tourism
Create My Itinerary
Calendar of Events
What to Do
Where to Stay
Where to Dine
The Arts
Yosemite
Contact Us
Travel Info
Site Search
Press Room

Download/
Request
A
Brochure



Calaveras County
Historic County

Calaveras Grown

Search our website:

The Harvest Calendar below shows the seasonal availability of local farm fresh foods & commodities in Calaveras. Enjoy the vine- and tree-ripened, fresh-picked flavor of local produce.

Be sure to check out the listing of C&B local producers below the chart.

For a comprehensive printed map of producers in Calaveras, please visit the Calaveras Visitors Bureau.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Apples												
Beef												
Berries												
Corn												
Eggs Products												
Goat Products												
Green & Dry Beans												
Malons												
Nursery Products												
Rub												
Olive Oil												
Other Livestock												
Root Crops												
Salad Greens												
Squash & Pumpkins												
Tomatoes												
Wine												
Winter Vegetables												

Weekend in the Country



Mariposa Agri-Nature Trail
May 5 & 6, 2007

Agricultural Events
Art in Action
Nature Workshops
Photography Workshop
Butterfly Mingle
Personal Tours and Tastings

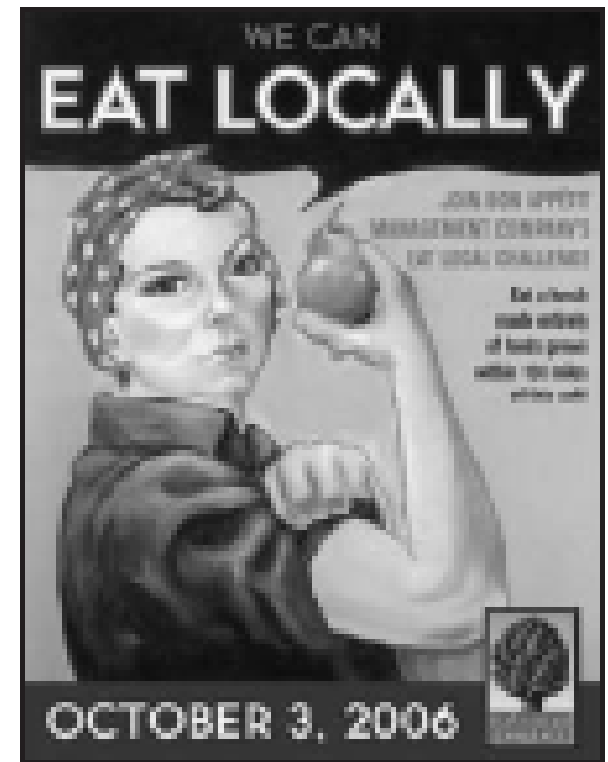


Information and Tickets at the Mariposa Visitors Center
(209)966-7081 or (866) HalfDome
www.homeofyosemite.com

Culinary Adventures That Begin on the Farm

"Too much credit is given to the chef, it is the farmer who deserves the credit."

Bon Appetit Buys Fresh, Buys Local



Culinary Ag Tours



- ◆ Visit Family Farms
- ◆ Delicious Recipes
- ◆ Healthy Tips
- ◆ Lunch & Dessert
- ◆ Group Day Trips

Contact Rosemary
at (559) 332-2909

Develop a Message

Repackage for Specific Venues

Farm to Fork Culinary Tour

BERRIES-ALMONDS-PEACHES-LAVENDER



Unique Family Farms
Agri-Tourism Inspired
Added Value Products
Farm Direct Marketing
Delicious Ag Adventure
Tour Available at Ag Expo

Year-Round Tours - Contact Rosemary
(559) 332-2909 - (800) 579-8043
www.SquawValleyHerbGardens.com

Program: Farm & Ranch Tour



Carson Valley, Nevada

Eagles and Agriculture Tour



Bird watching & photographing workshops



Ag, Nature and Adventure Travelers

- The Same Customers?

2005 Carson Valley Eagles and Agriculture Event

- 600+ Participants
- Most Beginning Viewers



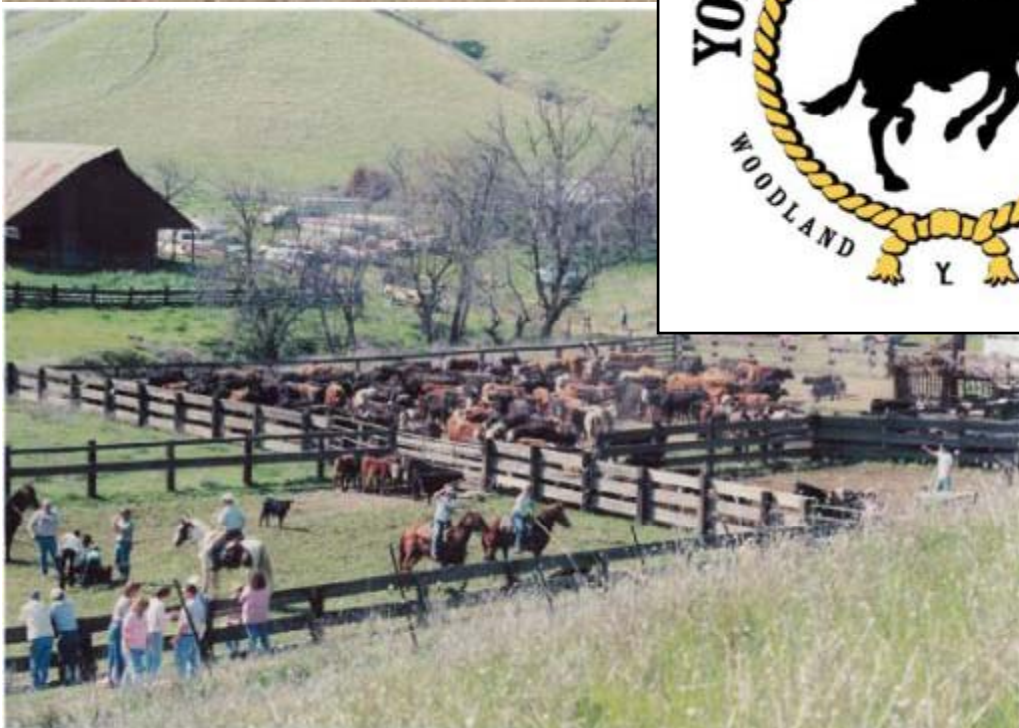
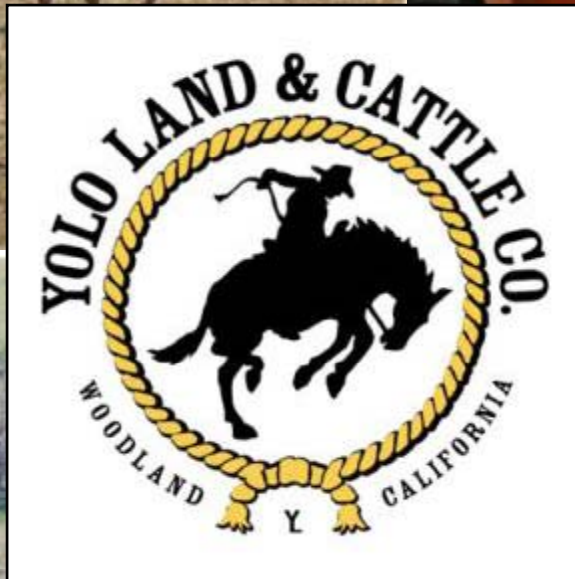
Great cross-over event

- Nature
- Agriculture
- Adventure



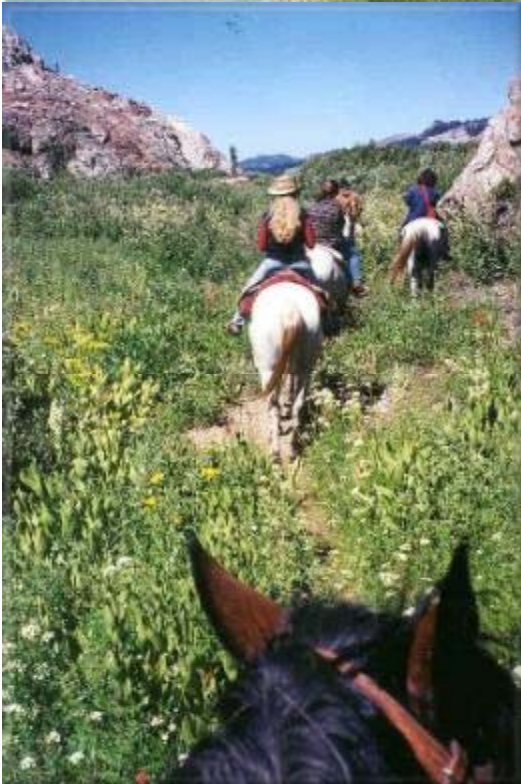
Entertainment Possibilities







Environmental Education ... Out On the Ranch



Grow the Cluster



- An ag tourism cluster is a group of like-minded stakeholders and operators who **come together to increase the profile** for their operations and geographic area, along an ag tourism theme.

www.agtourism.ca



The COUNTRY SOUL STROLL

Where do we find Cultural Tourism?

- **Arts:** visual, performing, literary, media, festivals & fairs, cowboy poetry
- **Heritage:** historic sites, landmarks, archaeological sites, ethnic communities, architecture, music, festivals & fairs
- **Agriculture:** working farms, ranches, wineries, farmers markets, farm trails, festivals & fairs, rodeos

Sub-regional AHA Groups are Working Together To Build Capacity

Agricultural Tourism Festivals and Community Events



HOES DOWN HARVEST FESTIVAL

SUNDAY ACTIVITIES

DIRECTIONS/ CARPOOLING

VOLUNTEER

EVENT DONORS

BENEFITING ORGANIZATIONS

CONTACT US

Saturday Admission Prices

Festival: Adults \$15

Children (2-12): \$5

Under 2: Free

Camping

(Saturday night only):

\$20 per car

**ABSOLUTELY NO
DOGS**

19th Annual

Hoes Down Harvest Festival

*Dedicated to honoring and promoting the knowledge
of agricultural arts and sustainable rural living through
inspiration and education*

Full Belly Farm
Capay Valley,
Yolo County, CA



PLUMAS PLUMAS COUNTY
NORTHERN CALIFORNIA
VISITORS BUREAU

Search

Places to Stay
 Places to Camp
 Outdoor Recreation
 Things to See and Do
 Dining
 Tour Itineraries
 Map
 Calendar of Events
 Weather
 Communities
 Relocation
 Useful Info/Links
 Visitor Centers
 Order More Info
 Contact Us

Specials



Welcome

It's springtime in the Northern Sierra! There's still plenty of snow for playing in the higher elevations. But soon the snowmelt will create cascading waterfalls and a colorful show of **wildflowers** throughout forests and canyons. It's an outdoors season you won't want to miss!

Fish are flying, **trize trout** are biting, and it's time to start swinging the **golf clubs**. Take advantage of spring's mild temperatures, low-season rates and a wider range of **lodging** options and **campsites** before summer arrives.

Be the first to hit a **biking trail**, launch a boat, or take in the season's **bike rides**, quilt and art shows, fishing derbies and other **springtime events**. And until Mother Nature decides, plan to come prepared for both snow and sun!




Plumas County Visitors Bureau
 P.O. Box 4120, Highway 70
 half mile west of downtown
 Quincy, CA 95971
 (800) 326-2247 (530) 283-8345
 email: gvb@plumascb.com

Ranchers, Birders,
 Visitor's Bureau,
 Arts Commission,
 County Museum,
 Local Land Trust

Showcase Ranch Stewardship
 and Biodiversity

SIERRA VALLEY

Barns, Birds, & Barbecue



**Friday, June 16th and
 Saturday, June 17th, 2006**

Calpine Community Park, Calpine

Friday: Farmer's Market at Sierra Valley Farms, Open House
 Sierra Valley Native Plant/Wildflower Walk, FRLT's Maddalena Ranch
 Picnic Dinner, FRLT's Maddalena Ranch
 Sundown Bird Watch, Roberti Ranch

Saturday: Farm Tours include the Roberti Ranch, the Goss Ranch,
 the Bar One Ranch, the Harvey Ranch and Infinite Farms

The Saturday Marketplace will be open to the public from 11 am - 6 pm
 The Marketplace will feature many local artisans and artists; demonstrations:
 cowboy poetry, music, food and an afternoon of family fun!

For Tickets call: (530) 832-0230
 Pricing and Event Details: www.sierravalleybarns.com



Products for Visitors to Buy and Take Home



Less Tangible Rewards

- In the long run, more interaction between consumers and farmers and ranchers should benefit our industry.
- If the public is to understand farming, it needs to know farmers.
- YOU are positioned to do just that by providing authentic agritourism experiences.



**Any Questions, Comments,
or Suggestions?**



Thank you to Holly George for
creating and sharing this powerpoint!



Holly George, Plumas-Sierra Counties
University of California Cooperative Extension



August 2007, Trinity-Shasta Counties