

Organizing Agritourism Support in California: Tools and Strategies

Friday, November 4, 2011

Robert J. Cabral Agricultural Center/UC Cooperative Extension San Joaquin County
2101 Earhart Ave, Stockton CA 95206

Morning Session

Moderator: *Holly George, UC Cooperative Extension Plumas/Sierra*

8:30 - 9:00 **Registration/Continental Breakfast**

9:00 - 9:10 **Welcome /Overview of the Day**

Ken Vogel, San Joaquin County supervisor

Holly George, UCCE

9:10 - 9:30 **California agritourism** – Statewide regulation successes and possibilities

Karen Ross, Secretary of the California Department of Food and Agriculture

9:30 - 10:00 **Exploring the relationships and benefits of a statewide agritourism program**

Martha Glass, Agritourism Manager, North Carolina Dept. of Agriculture and Consumer Services

10:00 - 10:30 **Exploring the relationships and benefits of local/regional agritourism programs**

Christa Campbell and Ann Wofford, Apple Hill Growers Association

10:30 - 10:45 **Questions & answers with association leaders**

10:45 - 11:00 **Break**

11:00 - 11:30 **Supporting local/regional agritourism efforts**

Janet Caprile, UC Cooperative Extension Contra Costa County

11:30 - 12:15 **Possibilities for building a broader agritourism support system**

Small group discussions/group reports

12:15 - 1:00 **Lunch**

Afternoon Session

Moderator: *Ellie Rilla, UC Cooperative Extension Marin County*

1:00-1:45 **New ideas for agritourism collaboration and promotion**

Chris Kerston, Chaffin Family Orchards

Wayne Bishop, Bishop's Pumpkin Farm

Vivien Straus, Sonoma Marin Cheese Trail

1:45-2:30 **Regional breakout sessions**

Next steps for regional organizing & support/Report back from groups

2:30-2:45 **Break**

2:45-3:15 **Effective websites & Social Media – new tools for agritourism**

Brenda Dawson, UC Small Farm Program

3:15-3:45 **Teaching and supporting agritourism – Resources for farmers and ranchers**

Robyn Smith, USDA NRCS

Penny Leff, UC Small Farm Program

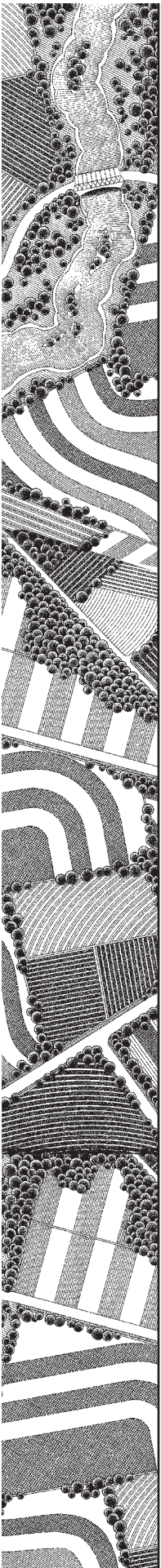
3:45-4:00 **Wrap-up/ Evaluation**

University of California
Agriculture and Natural Resources

Small Farm Program



SACRAMENTO-SAN JOAQUIN
DELTA CONSERVANCY



Agritourism Café – 11:30 a.m. – 12:15 p.m.

15 minutes - First Café Question: Where would you like to see your agritourism operation (or agritourism support) five years from now?

Move & then 15 minutes – Second Café Question: What do you see as both the obstacles and the opportunities of a more organized statewide organization in helping you reach those goals?

15 minutes – Group reports on top 3 obstacles and 3 opportunities... post on easels or sticky wall

Agitourism Summit Regional Breakout Groups – 1:45 to 2:30 p.m.

The groups are based on the counties of everyone registered for this event as of November 1, 2011. Some of the groups represent larger geographic regions than others. The groups are set up with a goal of between 10 and 20 participants in each group. Not all counties are listed. Some people may feel more connected to a different group than the one that lists their county. This is fine; go where you feel best.

A “statewide” group has been included for those who do not identify with any one region.

DELTA REGION: Alameda, Contra Costa, Solano, Sacramento Counties

FOOTHILLS REGION: Amador, Calaveras, El Dorado, Mariposa, Placer, Tuolumne Counties

NORTH COAST: San Francisco, Marin, Sonoma, Lake, Napa, Mendocino, Humboldt, Del Norte

SACRAMENTO VALLEY: Butte, Glenn, Tehama, Shasta, Colusa, Sutter, Yuba, Yolo, (Sacramento) Counties

SAN JOAQUIN VALLEY: Fresno, Tulare, Kings, Madera, Merced, Stanislaus, San Joaquin

CENTRAL & SOUTH COAST: San Mateo, Santa Clara, Santa Cruz, Monterey, San Luis Obispo, Ventura, Los Angeles, Orange, San Diego Counties

STATEWIDE

Regional breakout group instructions:

1. *Choose a volunteer to record and report back*
2. *Think about the opportunities and obstacles discussed in the morning session and posted on the wall*
3. *Discuss what’s important for you and your neighbors back home to work on both individually and collectively in your area*
4. *Take 5 minutes to prioritize 3 to 5 of your action items and write the main idea on the large post-it (just like this morning)*
5. *Reporters post and report out briefly*