



Agritourism Intensive - Sacramento

Offered by UC Cooperative Extension Sacramento County and the UC ANR Small Farm Program in partnership with the Sacramento County Farm Bureau

Course Syllabus

Course Overview

This course will introduce the student to the range of opportunities for diversifying a working farm or ranch by providing enjoyment and education to visitors for profit. Local experts will guide participants as they assess their own farms or ranches for agritourism potential and start creating business, risk management and marketing plans for their own agritourism operations. Local experienced agritourism operators will share their own experiences and will be part of a supportive network of advisors as class participants plan and start new enterprises.

Students will participate in individual exercises and will share their work during small-group discussions in class, and will have homework assignments to complete between the class sessions. The homework will include completing several assessment worksheets in cooperation with family or business partners, as well as writing first drafts of parts of their own business plans. Class instructors will provide each participant with individual feedback on all assignments turned in.

The participants will be encouraged to (but not required to) participate in group online discussions about the classes, readings and individual planning work.

Dates: Thursdays, November 15, 2012, January 17 and February 21, 2013

Times: 9:00 a.m. – 3:00 p.m. each session (lunches included)

Location: UCCE Sacramento County, 4145 Branch Center Road, Sacramento, CA 95827

Cost: \$50 for 3-session course

Information: Penny Leff, UC ANR Small Farm Program, paleff@ucdavis.edu, 530-752-7779

Course Outline

Lesson 1: Consider the possibilities and challenges – Thursday November 15, 2012

- | | |
|--------------|---|
| 8:30-9:00 | Registration/Continental Breakfast |
| 9:00-9:15 | Welcome /Overview of the workshop series
<i>Chuck Ingels, UCCE and Penny Leff, UC ANR Small Farm Program</i> |
| 9:15-10:15 | Successes in agritourism – Experienced operators tell their stories, discuss costs & benefits and start-up challenges, followed by Q&A
<i>Michael McDowell, McDowell Hunting Preserve</i>
<i>Robert Ramming, Pacific Star Gardens</i>
<i>Matt Cooley, Cool Patch Pumpkins, world record corn maze</i> |
| 10:15 -10:30 | Break |
| 10:30-11:00 | Assessing your farm or ranch for agritourism potential
Overview of assessment process |

- 11:00 – 11:15 **Individual exercise** using worksheet to begin assessment
- 11:15-12:00 **Navigating the permitting and regulatory process**
Tricia Stevens, AICP, Principal Planner, Sacramento County
Mark Barcellos, REHS, Sacramento County Environmental Health Dept.
- 12:00 – 12:30 **Lunch**
- 12:30 -1:30 **Legal liability and risk management strategies**
Rusty Rumley, National Agricultural Law Center
- 1:30 – 2:00 **Liability Insurance for agritourism**
John Valentine, Nationwide Agribusiness
- 2:00 -2:15 **Checklists for assessing risk management on your farm or ranch**
Penny Leff, UC ANR Small Farm Program
- 2:15 -2:45 **Small group discussions to share preliminary ideas**
- 2:45 – 3:00 **Homework discussion and evaluation of today's class**

Homework – due at beginning of next class:

- ❖ reading in text and supplemental reading,
- ❖ Complete assessment worksheets of participant's own farm or ranch for agritourism potential, involving family members and partners in the process.
- ❖ Begin evaluation of the potential for several current or possible agritourism activities on participant's farm or ranch.
- ❖ Complete risk assessment checklists for farm, ranch or agritourism operation

Session 2: Business Planning , Hospitality , and Enterprise Separation- Thursday January 17, 2013

- 8:30-9:00 **Sign in/Continental Breakfast**
- 9:00-9:10 **Welcome /Overview of the day**
Chuck Ingels, UCCE Sacramento County
Penny Leff, UC ANR Small Farm Program
- 9:10-9:30 **Small Group exercise** – share assessment of farm or ranch for agritourism potential and analysis of possible agritourism enterprises
Facilitator: Penny Leff, UC ANR Small Farm Program
- 9:30-10:30 **Introduction to business planning**
Panda Morgan, Clyde Green, Small Business Development Center – Greater Sacramento/Sierra
 Overview of planning process steps & resources
 Discussion of mission statement, business concept, goals, objectives
- 10:30-10:45 **Break**
- 10:45-11:15 **Individual exercise** – Begin drafting mission statement, business concept, goals
- 11:15 -11:45 **Budgeting & cash flow**
Panda Morgan, Clyde Green, SBDC – Greater Sacramento/Sierra

Discussion of budgeting and cash flow projection
Presentation of budgeting/cash flow projection exercise

- 11:45 -12:15 **Individual exercise** – begin budgeting exercise, listing unknowns, startup costs
- 12:15 – 12:45 **Lunch**
- 12:45 -1:30 **The hospitality business – finding, understanding, and caring for your visitors**
Alan Humason, Yolo County Convention & Visitors Bureau
Hallie Muller, Full Belly Farm, Hoes Down Harvest Festival
- 1:30 – 2:00 **Fitting agritourism into your farm or ranch, but keeping it a separate business**
Dave Vierra, Vierra Farms, Dave’s Pumpkin Patch
- 2:00 - 2:30 **Small group exercise** – discuss challenges encountered so far in the process
- 2:30 – 2:45 **Report back** on major challenges so far and strategies for overcoming challenges
- 2:45 – 3:00 **Discuss homework, complete class evaluation**

Homework – due at beginning of next class:

- ❖ Complete first draft of “one page business plan”: mission statement, business concept, goals and objectives; complete first draft of first year budget.
- ❖ Consult with insurance agent, county planning department, and/or experienced agritourism operator

Lesson 3 – Market analysis and effective marketing – Thursday, February 21, 2013

- 8:30-9:00 **Sign in/Continental Breakfast**
- 9:00-9:10 **Welcome /Overview of the day**
Chuck Ingels and Penny Leff
- 9:10-9:40 **Small Group exercise** – share and discuss any or all of the homework assignments
Facilitator: Penny Leff, UC ANR Small Farm Program
- 9:40-10:10 **Conducting a market analysis**
Matt Parr, Big M Fishery
- 10:10-10:25 **Break**
- 10:25-11:00 **Effective websites and social media for agritourism**
Karen Rice, Constant Contact
Michael Loschke, IMC Consulting
- 11:00 -11:30 **Creating a marketing strategy**
Michael Loschke, IMC Consulting
- 11:30 -12:00 **Individual exercise:** draft outline of a marketing strategy
- 12:00 – 12:30 **Lunch**
- 12:30 -12:45 **Small Group Exercise:** Share individual marketing strategy drafts in small groups
- 12:45 – 1:15 **Organizing a regional agritourism association** - working together for mutual success
Ann Wofford and Christa Campbell, Apple Hill Growers Association

- 1:15 – 1:30 **Full Group discussion** about association start-up, farm trails maps, collaborative events
- 1:30 – 1:45 **Creating an elevator speech**
Matt Parr, Big M Fishery
- 1:45 – 2:00 **Individual exercise:** write an elevator speech
- 2:00 – 2:15 **Small group exercise:** share elevator speech with each other
- 2:15 -2:30 **Individual exercise:** Complete 6 month action plan
- 2:30 – 2:45 **Wrap-up and class evaluation**

This material is based upon work supported by USDA/NIFA under Award Number 2010-49200-06203.

