



UNIVERSITY of CALIFORNIA *Cooperative Extension*



Agritourism only got its trendy eco-name after 2000, but according to The Louisiana State University Agricultural Center (LSU AgCenter), agritourism dates back to the late 1800s.

In the US, a surge of farm-related recreation and tourism developed when city dwellers escaped city heat and congestion to spend time on relative's farm.



According to the Utah State University Cooperative Extension website, visiting family and friends' fields grew in popularity in the 1920s, after the invention of the automobile.

Families drove into the country and enjoyed leaving behind the economic stresses of the city.

University of California
Agriculture and Natural Resources Strategic Vision

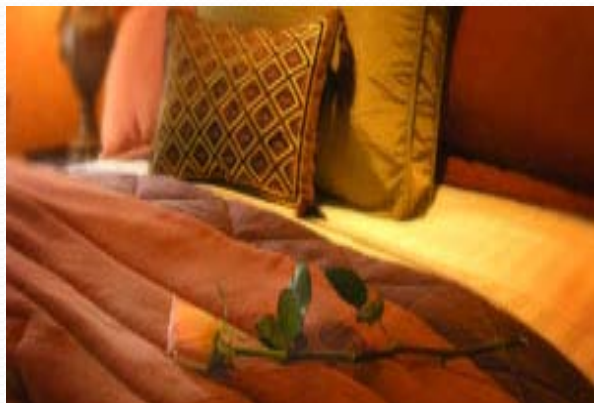
HEALTHY FOOD SYSTEMS • HEALTHY ENVIRONMENTS • HEALTHY COMMUNITIES • HEALTHY CALIFORNIANS





Overtime Agritourism evolved:

In the 1960s and 1970s, travelers not only picked apples or helped with the stables but got to ride horses and tend to petting animals.



In the 1980s and 1990s, bed and breakfasts and commercial farm tours became popular.

Agri-Entertainment



As of 2010, an increased interest in food production and organic practices brings travelers out to farm areas.



Because working a farm offers volunteers an educational or adventurous experience, another name for agritourism is agri-entertainment

Modern Agritourism

- According to the U.S. Department of Agriculture, based on a 2006 study in Colorado, researchers estimated that more than 13 million people participated in some form of agritourism in the state during the travel year, sustaining 14,000 jobs in different parts of the state.
- It is indicated that Agritourism in Colorado alone resulted in a total \$2.2 billion economic profit.



For the farmer: agritourism can play three basic roles :

- As a **supplementary enterprise**, agritourism supports the farm's primary role as a farm. The production of goods and commodities still generates most of the \$ while agritourism provides a side income that may not be as much as from the sale of goods and commodities (e. g. like a dairy offering tours to school groups).
- As a **complementary enterprise**, agritourism and traditional agriculture provide relatively equal profits to the farmer. An example would be a pumpkin farm where half the crops are sold, while the other half are used by paying guests who participate in a farm fall festival or carving contest.
- As a **primary enterprise**, agritourism takes center stage on a farm. The sale of goods and commodities would provide supplemental income and the agritourism business would contribute the major income. An example of this would be an apple farm that makes most of its money from guests paying to spend a weekend there, but still sells some apples to wholesalers on the side to boost profits.



Agritourism Analyzed:

- A survey study in 1998 by my colleagues Ramiro Lobo, George Goldman and others on the contribution/economic impact of Flower Fields agritourism to the farm; to the community (Carlsbad) and to the county (San Diego) showed:
 - Out of 543 respondents; 81% mentioned The Flower Fields as one of the most important reasons for their trip to Carlsbad (both county residents (local residents) and out-of county visitors traveling to Carlsbad from other locations in and out of San Diego County).
 - Visitors traveled an average of 132 miles each way to get to The Flower Fields and spent an average of 8 hours in Carlsbad during their trip.



Agritourism Analyzed:

- There were an estimated number of 200,000 visitors to the Flower Fields during the 10 weeks production period, in groups estimated ~53,028 visitor groups;
- Reported expenditures of \$2,363,853 in the city of Carlsbad;
- **At the farm level:**
 - An estimated 150,000 paid admissions resulting in \$600,000 of additional revenue for the operation;
 - Also, the influx of visitors increased direct marketing of ranunculus bulbs and other products grown by the operation or by other local farmers, thereby increasing the profit margins;
 - In addition, the identity and name recognition facilitated the launch of other value-added, revenue-generating activities, including the introduction of a new line of plant material and the sale of souvenirs with the trade name 'The Flower Fields.';
 - Finally, and most importantly, the site has helped educate visitors that local agriculture may enhance the natural beauty and foster economic activity in various communities in San Diego County.



Economic benefits and impacts

The study shows that visitors to The Flower Fields have a positive economic impact for the farm operation and for the city of Carlsbad.

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Economic benefits and impacts

The direct benefits to the community are also sizable because visitors to The Flower Fields spent an estimated \$2,329,137 in Carlsbad (\$7,759,356 in San Diego County).

There are also indirect benefits or economic impact on the local community. Output multipliers measure the total effect on industry output and personal consumption expenditures that result from the initial expenditures made by visitors. They also measure the interdependence among various sectors of the economy. The study shows that expenditures made by visitors to The Flower Fields resulted in a total impact of \$3,778,653 on the economy of Carlsbad.



UNIVERSITY of CALIFORNIA Cooperative Extension Riverside County



Partnership

Division of



Cooperative
Extension



UNIVERSITY of CALIFORNIA

Cooperative Extension Riverside County



Cooperative Extension has been in existence for 100 years: California opened its county Cooperative Extension office in Humboldt county in 1914 and not much later in Riverside county in 1917.



Agriculture in Riverside County:

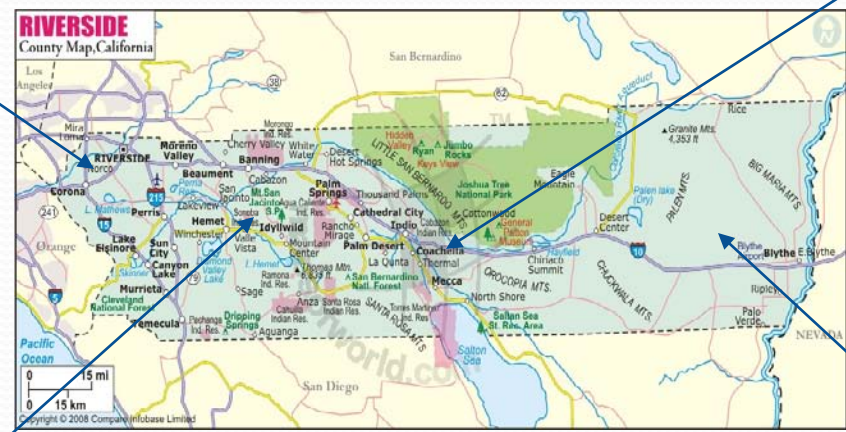
- Viable; we rank 13-14 in California; 1-5 in many specialty veg crops (bell pepper, cauliflower, etc.)
- Value \$1.25 billion including Livestock and Poultry (2012)
- ~46 crops each grossing over a million \$ also livestock industry grossing over m \$
- Unique crops (dates, avocados)
- Diversified crop

Riverside/Corona crop value
\$111.31 M

*nursery, misc.veg,
 melons, feed and
 stock, etc.*

Coachella Valley
Crop Value \$543.66 M

*Lemons, table grapes,
 veg crops, **dates***



**San Jacinto/
 Temecula Valley**
Crop Value \$157.75 M

*Avocados, nursery,
 wine grape*

Palo Verde Valley
Crop Value \$168.78 M

*Field crops, alfalfa,
 cotton*

Research and Education in Agriculture

Our Mission: We strive

Ensure viability of growers and agriculture continue:

Increase/Improve Agricultural Production (Q&O);

Cost effective Production;

Environmentally safe production

*New
crop/
variety*



*Pest
Management*



*Disease
Management*



*Irrigation
Management*



*Pesticide
Efficacy*

40-50 research programs and over 1,000 educational programs/year including 4H and MG and cross county resources

UCCE Riverside County: We have expertise in Agriculture:

Subtropical horticulture /citrus avocados and other tree crops



Vegetable crops of various kinds



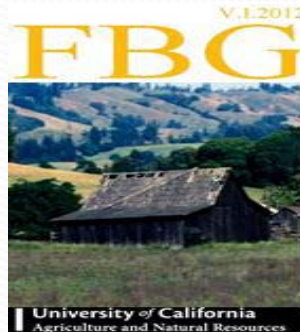
Viticulture (table and wine)



Small Farms Program (looking for new high value crops)

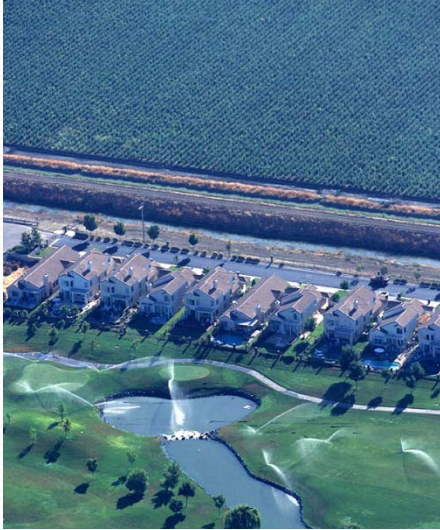


Agricultural Economics/Farm Management (cost and return analyses)



Field Crops (cotton alfalfa)

Natural Resources



Land Use



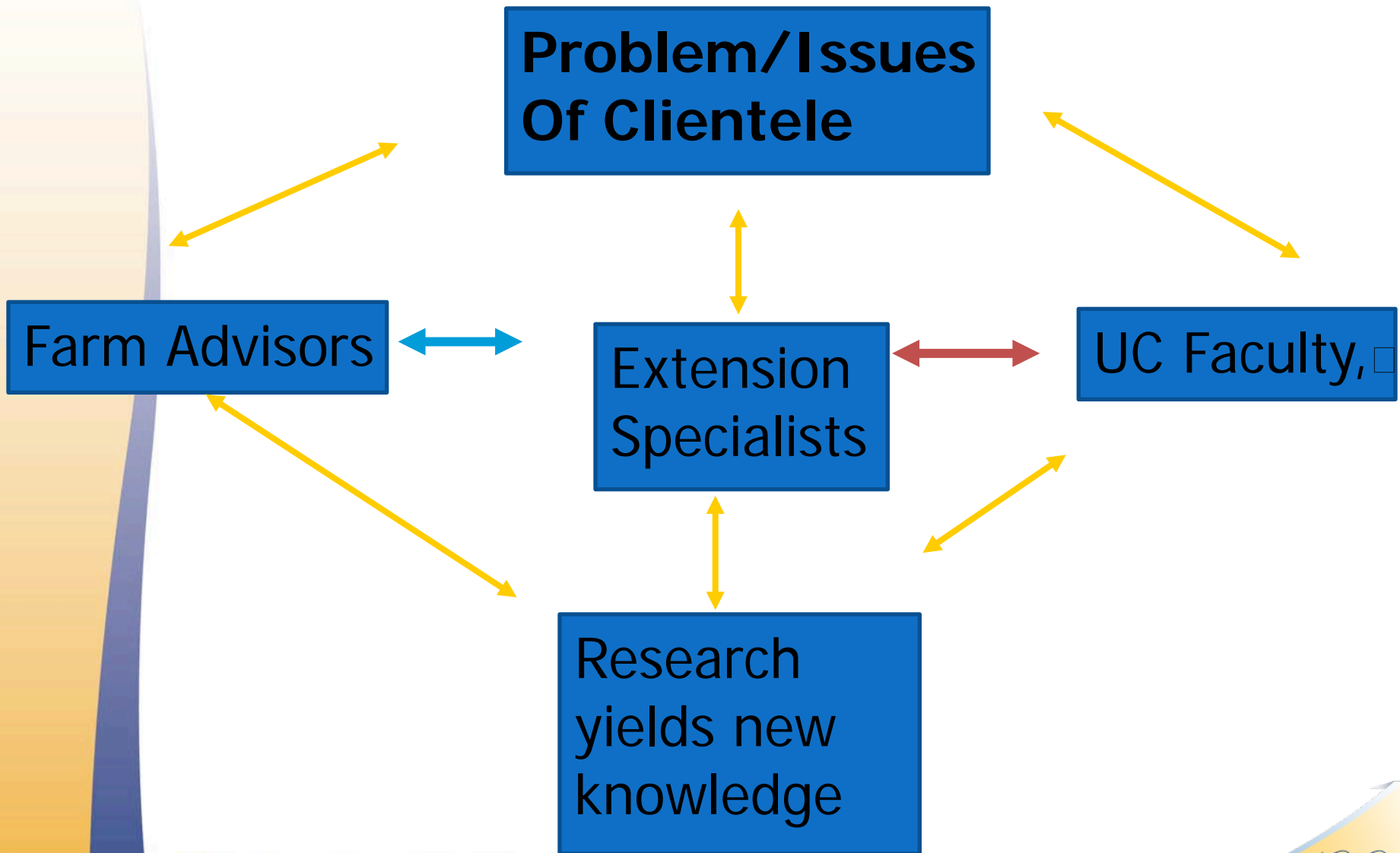
Water Quality

Nutrition Education



4 H

The Research – Extension Bridge



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Sample current program highlights

Agriculture:

- New table grape varieties developed for a favorable marketing window;
- Bell Pepper production in shade house shows increasing returns through high quality and quantity production;
- We have been doing strategic education in monitoring of the Asian Citrus Psyllid through Master Gardener and commercial production to help growers and backyard owners identify the pest so that it can be managed;
- BMP study completed to mitigate nitrogen and phosphorus in storm and irrigation-generated runoff from agricultural and turf-covered lands within the San Jacinto River watershed;
- Pesticide efficacy tests in alfalfa showed economic advantage;
- New study in avocado investment encourages further work in narrow space planting.



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