

California Statewide Agritourism Summit

Wednesday April 8, 2015 – Heidrick Agricultural History Center, Woodland, CA

Planning the Future of California Agritourism

Developing a Framework for Communication, Collaboration and Advocacy

- 8:30 – 9:00** Check-in & snacks
- 9:00 – 9:05** Welcome – *Morgan Doran, UC Cooperative Extension Yolo County*
- 9:05 – 9:15** Introduction to the Summit – *Penny Leff, UC Small Farm Program*
- 9:15 – 9:45** Sierra Oro Farm Trail first 10 years, “It takes a community”
Nicole and Jamie Johansson, Sierra Oro Farm Trail
- 9:45 – 10:30** Collaboration for change; Yolo County
Paul Muller, Full Belly Farm, Stephanie Cormier, Yolo County Planning Dept., Alan Humason, Yolo County Visitors Bureau, Don Saylor, Yolo County Board of Supervisors
- 10:30 – 11:00** Break
- 11:00 – 11:10** Introduction to breakout groups – groups will brainstorm needs and opportunities
Holly George, UC Cooperative Extension Plumas-Sierra
- 11:10 – 11:40** Breakout by area of interest (*County permitting & regulations, Association development & sustainability, Regional tourism connections, Marketing & promotion opportunities, Statewide advocacy and policy, Liability, ADA and insurance, Developing successful agritourism activities*)
- 11:40 – 12:00** Report back from interest groups
- 12:00 – 12:45** Lunch
Afternoon moderator: Shermain Hardesty, UC Small Farm Program
- 12:45 – 1:30** Promotional partnerships from local to statewide
Traci Ward, Visit California, Damian Riley, Mariposa Co. Chamber of Commerce & Visitors Center
- 1:30 – 2:00** The California Farm Bureau Federation advocacy program
Jamie Johansson, CFBF 2nd Vice President, Q & A
- 2:00 – 2:30** Break
- 2:30 – 3:15** Breakout by region – Planning for future collaboration & communication – *Holly George*
- 3:15 – 3:30** Report back from regional groups
- 3:30 – 4:00** Full group discussion about next steps – *Danna Stroud, Sierra Nevada Conservancy, Penny Leff*

This project is funded in part by the California Department of Food and Agriculture’s Specialty Crop Block Grant program. Additional sponsors include Western Sustainable Agriculture Research and Education (WSARE) for California, Sierra Nevada Conservancy, California Rangeland Conservation Coalition, and Nationwide Insurance.

