

Sonoma/Marin Agritourism Summit



Thursday February 16, 2017

Petaluma Community Center, Lucchesi Park, 320 N. McDowell Blvd, Petaluma, CA 94954

- 8:30 – 8:45 a.m.** Check-in, coffee/tea & pastries
- 8:45 – 9:15 a.m.** Welcome, introductions, summit overview
- 9:15 – 9:45 a.m.** **Robert Eyler, Professor of Economics at Sonoma State University and Chief Economist of Marin Economic Forum**
Community impacts and benefits of agritourism
- 9:45 – 10:15 a.m.** Agritourism looks like this
Jill Giacomini Basch, The Fork, Point Reyes
Adam Taggart & Adam Parks, former owners of Tara Firma Farm
- 10:15 – 10:30 a.m.** Break
- 10:30 – 11:15 a.m.** Current permitting regulations, recent and planned changes for agritourism:
On panel: **Brian Crawford, Marin Co. Community Development Agency**
Tennis Wick, Sonoma Co. Permit & Resource Management Dir.
Moderator: **Supervisor David Rabbitt, Sonoma County**
- 11:15 – 12:15 p.m.** **“Speed-dating” between farmers and resource providers:**
A series of five minute conversations between summit participants who are farmers/vintners/ranchers/agritourism operators and summit participants who provide services or resources to the agritourism operators (including tourism and marketing professionals, county staff, tour organizers, others)
- 12:15 – 1:15 p.m.** Lunch
- 1:15 – 1:35 p.m.** **Carmen Snyder** - Sonoma County Farm Trails challenges and successes
- 1:35 – 1:55 p.m.** **Karissa Kruse** - Sonoma County Winegrowers agritourism activities and plans
- 1:55 – 2:15 p.m.** **Vivien Straus** – Sonoma Marin Cheese Trail update and marketing partnerships
- 2:15 – 3:00 p.m.** **Break-out group discussions by topic of interest:**
- Planning and regulating agritourism
 - Agritourism activity and pricing strategies for profit and/or education – farmer to farmer chat
 - Insurance challenges, options
 - Marketing collaboration opportunities and resource sharing
 - Itinerary creation and marketing, bus tour organizing and marketing
 - Discussing the reality of the food system and the need for food justice with customers, and discussions about food waste and recovery options and partners
- 3:00 – 3:15 p.m.** Break
- 3:15 – 3:45 p.m.** Report back from group discussions
- 3:45 – 4:15 p.m.** Full group discussion of needs, opportunities, next steps
- 4:15 p.m.** Adjourn

