

CALIFORNIA STATEWIDE AGRITOURISM SUMMIT – April 8, 2015

Agritourism Successes – Recorded by each individual in morning breakout sessions

County Permitting and Regulations

- Sierra Oro Farm Trail – Katie Simmons, Chico Chamber, Butte Co
- Zoning updates, Yolo Co. – Zoning/Innovative Resource staff, Solano Co.
- Ag Farmstays, Right to Farm – Jane, Sonoma Co.
- Farmbudsman, Yolo/Solano – Solano Co.
- Small Farm Agricultural Processing Facilities Zoning Code Amendments – Dean Parsons, Sonoma
- Ag Tours & Summits, Bringing staff & elected out to rural area – Lisa Bodrogi, SB/SLO
- Agritourism Overlay, Gives the county a basis for regulation & enforcement – Toby Leonard, Butte Co.
- Capay Valley: Event Center @ Taber Ranch, Outstanding in the Field, Hoes Down – Yolo Co.
- County is Open to ag zoning being revised to allow for more allowed uses on working farms – Chris Flores, Nevada Co.
- Lots of interest in local food, Having advocates that can support farmers – Sonoma Co.
- Neighboring farm (friends) finally – after 2 years – managed to get permission from county to operate wedding venue. Horrible experience, but they were determined and finally were successful – Elizabeth Bunz, Placer County
- Nano Brewery survived changing county requirements: changing requirements, conflicting direction from different departments – Mike Miller, City of Lincoln Economic Development, Placer Co.
- New General Plan made considerations for special Ag Ageas: Susuin Valley AVA and Ag-tourism – Tracy Ellison, farmer/landowner, Solano County
- Ag Partnership meeting – Wayne Reeves, Contra Costa Co.
- Wrote “guest ranch” allowances into Ranch Marketing Ordinance (in EIR stage) – El Dorado County, Chris Flores
- Success with Sonoma County Farm Trails/Weekend along the Farm Trails: 1300 ppl attended to visit the farms and see where their food comes from & farmers were able to sell their farm products.
- Updated zoning ordinances allow farm stays and onsite processing – Rachel, Sonoma Co.
- Incorporation to the city & access to city water – Meghan Bishop, Yuba Co.
- Relationship with Board of Supervisors (El Dorado), County contract with Grants Management Association to help local non-profits get grants – American River Conservancy, El Dorado Co.

Association Development & Sustainability

- Butte Ag Foundation, the non-profit organization that is the financial management home for ag events, festivals, committee who focus on ag education
- Sandhill District of Santa Cruz mountains – nature tourism, rural studies & artisanal culinary education
- Kelseyville Pear Festival (all volunteer, 23 years), Lake Co. Quilt Trail (all volunteer, 70 locations)
- Capay Valley Vision: Annual Taste of Capay (lunch/dinner using local produce, silent auction & live auction) promotes area and funds new opportunities.

- Behind the Seeds Farm Tour – Sustainable group (Mariposa Community Foundation), Weekend in the Country
- East Harvest Time Map, Harvest Time group – Contra Costa County
- Bringing a group of HS students involved in the CLBL to our Colusa farm for a tour that focused on our sustainability program

Regional Tourism Connections

- City Convention Bureau working with farmers in counties
- 6 – week Halloween Harvest Festival event – Robert McBroom, Pierce Farm Center, LA
- Organic Stone Fruit Jubilee in Clovis (June) – Fran Loewen, Fresno Co.
- Blossom Trail, Kings River area – Linda Stanier, National Parks Service
- Involving tourism students in county agritourism activities e.g. Underwood Family Farms Fall Festival – Mechelle Best, Los Angeles
- Organization of Clarksburg Wineries, Development of Appellation – Blake Roberts, Delta Conservancy
- Brentwood Harvest Trails and U-Pick Guide – Keri Brumfield, Contra Costa Co.
- Farm Tour: tour, taste, tea; Events: tour, taste, catered meals; Adopt-a-tree: tour, taste & hand harvest olives – Olivia, Butte Co
- Festivals, County Fair, Social Media – Stanislaus Co.
- Involved with Sacramento River Delta Agri-Tourism Association – holds Passport Weekend 2nd weekend in August
- Meet the Cheesemaker – Laura Pedrozo, Pedrozo Dairy, Orland, Glenn Co.
- Billboard on Solano Express Bus of Girl on the Hill in lavender field, sponsored by Solano Grown – Denise Revel, Girl on the Hill, Solano County
- First Generation Farmers in Knightsen, Field trips to FOF Campus, teaching the younger generation the importance and joy of farming the land – Ellie Qan Hof, Contra Costa Co.
- Cooperative programs & referrals inside the Suisun Valley – Ann Sievers, Il Fiorello Olive Oil Co., Solano Co.
- Local vintners association includes other types of businesses in collaborative marketing efforts & events – Ron Daugherty
- Ag Zoning, Woodland Tomato Festival Aug 8, New Olive Oil & Rice Festivals – Yolo Co

Statewide Advocacy & Policy

- Unit in Statewide Food and Agriculture (CDFA?) with responsibility for agritourism marketing committee such as California Dried Plum Board
- Slow Food California Policy Committee: rallied our membership to write letters & make calls for the Cottage Food Law and Urban Ag Zone law
- Urban Ag Zoning Incentive Bill, Cottage Food Law
- Limited Advocacy & policies in our area (Tulare Co.) Statewide?
- Establishment of county agritourism general plan language, recognition of 2 established local community-wide special events
- We need a statewide policy legislatively legitimizing agritourism or identifying it as a recognized desirable agricultural pursuit.

- Each of 4 North Bay Counties has a food policy council or alliance that is interested in food and ag policy work.
- Direct Marketing Legislation: 2012 – AB1616, Cottage Food, 2013 - AB224 CSA, 2014 – AB1871 Certified Farmers Market and AB1990 Approved Source
- My success story is that Mike was elected to the state senate in Nov. Mike was our County Supervisor in Sonoma County prior to being elected to the senate. Each member has a focus area and mine is agriculture. Mike is very supportive of ag in general – Karlene
- Yolo County Dept. of Ag, Capay Valley Vision, Board of Supervisors, Farm to School Collaborations

Marketing & Promotion opportunities

- Facebook interaction, YouTube channel, social media, consistency, Kickstarter raised \$35,000
- Second Saturday Farm Tours and Tastings, Annual Almond Festival, Hoes Down Festival – Larry Ralston, Yolo County
- Sonoma-Marin Cheese Trail Map – Sarah Darcey-Martin, Marin Co.
- Groupon/DealSaver Coupons, Newspaper/Magazine articles, Selling to local small farms (cheese, fruitstands, etc.), Farm tours (daycares, schools, etc) – Carla VanderHelm, VanderHelm Farms, Stanislaus County
- Ranch Tour, Birds and Barn Tours – Jane Roberts, Plumas County
- BlueGrass Festival, Etna CA – BelCampo, Siskiyou County
- AgVenture Education series for community leaders; Lake County/CA Women for Ag – Lisa Wilson, Lake Co.
- Kids to Sabor Mexicano Farm with Bay Area Green Tours – Marissa LaMagna, Sonoma County
- Two agritourism groups with engaged and interested growers involved, Federal Grant to promote – Delta
- Farm 2 Fork Dinner on I St. (Tower) Bridge. Sold out in 2 hours, supports Sacramento as F2F Capital supports locally grown fruit, vegetable in Sacramento Restaurants.
- Lake County Wine Adventure, May 15 – 16, 2015 (annual) – Lisa Wilson, Lake Co.
- Fermenting & Pickling Class at Good Humus Produce – Julia Thomas, Yolo Co.
- Giving a “Fam Tour” to a reporter from a major newspaper chain resulted in great coverage for Capay Almond Festival – Camilla Barry, Rumsey House B&B
- Sac CVB Farm to Fork Festival, Foothill Mandarin Growers Mandarin Festival
- Fam Tour (Invite journalists to interactive experience), Collaboration El Dorado County Visitor and Farm Trail Guide – El Dorado County Visitors Authority
- Branding of Sacramento as “Farm to Fork Capital”, Clarksburg AVA & growing wine region in North Delta – Carolyn Wooddall, Sacramento County
- Bread Company opened a restaurant in town and a field to table dinner at their farm, by reservation/appointment only – Sonoma Co. (Petaluma)
- Annual Ag Tour; 3 different areas to tour each year – Jan Blake, Nevada County
- First a winery, added gardens, garden tours, food and wine pairings, chef competition and tomato festival – Sonoma County (Santa Rosa)
- North Yuba Grown, Harvest the Arts

- Ely Stage Stop & Country Museum partnered with CA Old Time Fiddlers, Dist. 10 Association for monthly Fiddlers' Jams. Split Donations between Ely Stage Stop and Fiddlers – Linda Drake, Lake
- Capay Valley Blossom Trail Map during the Almond Festival to promote the beauty of the orchards and appreciation of Almond farming – Yolo Co.
- Sierra Oro Farm Trail

Liability, ADA & Insurance

- Not sued yet – Greg Blinn, Lake Co.
- Survived 1st year in business – Dave Burnart, Nevada Co.
- Still in business, limit liability – Garth Plant, Siskiyou Co.
- Insurance to cover General Liability – Paula Senna
- In my presentations to farmers, I mention the need for general liability insurance – Shermain Hardesty, Yolo Co.
- I haven't gotten sued yet. – Tim Neuharth, Steamboat Acres, Sacramento Co.

Developing Successful Agritourism Activities

- Apple Hill Growers Association – Jane Harris, El Dorado Co.
- Apple Blossom Festival, Apple Butter Festival – Oak Glen, San Bernardino Co.
- Have taken tour groups to agritourism places and they have loved these experiences – Kerry Anderson, Yolo Co.
- Annual Easter Egg Hunt
- Taste of Plumas – Ann Bullard, Plumas Co.
- Mothers' Day Farm and Garden Tour, Capay Valley – Pamela Marvel, Capay Valley, Yolo Co.
- Colusa Farm Show – Patti Turner, Colusa Co.
- Sabor Mexicana 130 acre farm in Sonoma Co; retreat/tours, Indiegogo Campaign – 16 inner city youth to visit farm for weekend leadership and skill building retreat – Lindsey Frischer, Bay Area
- Green Tours.
- Blueberry U-Pick – Sarah VanderHelm, Stanislaus
- Cherry harvesting, U-Picks, Harvest Time Map makes it easy to find U-Picks and fruit stands & get around during prime Cherry harvesting season – Karen Adler, Contra Costa Co
- Soul Food Farm who has reinvented themselves thru events on property, bringing people to Pleasants Valley; California Swan Festival, a Yuba-Sutter new event
- Wildlife & Nature Tourism facilitates agriculture
- Corralitos Open Farm Tours (7 small farms within a 10 mile radius) – Penny Ellis, Santa Cruz Co.
- Bay Area Food & Farm Tours Meetup Group at Local Harvest
- Eco-Farm Conference at Asilomar Center
- One dairy in Hanford, CA is giving tours of their farm & processing facility (milk & ice cream) – Phoebe Copp, Central Valley
- Farm Dinner/Ranch Tour – Amanda Schmalinberger, Scott River Ranch, Siskiyou Co.
- Poker Run for the winery; dinner, prizes, wine, Lavender Bucks for our Family Farm – Dan Bunz, Bywater Hollow Lavender Farm, Placer Co.
- Trail Map (recently gone fallow), Food Tours, Farm to Table (now bringing "Table"/people to FARM

- Small Farm flowers, Spring Fling event, Fall Pumpkin Patch & Corn Maze, Jeanne Deaver, Amador Co.
- Farm-theme birthday parties, interactive children's booth @ market to promote field trip, raised bed garden for special needs tours – Chris, First Generation Farmers, Contra Costa Co.
- North Valley Food Hub (map), CSVRC&D Agritourism Map (both identify locations but not for events?), farmers' markets with students – Dillon Johnson, CSU Chico, Butte Co.
- Open House event in April now brings about 5000 visitors to my farm – Mark Richard, Pleasants Valley Iris Farm, Solano Co.
- After school program tours, nation's only orange grove maze, "Farm to Table" video giving in depth look at industry and shown on tours – Brittany McMahan, McKellar Family Farms, Tulare
- Pumpkin patches for school children, farm visits for kindergartners – Linda Miller, Nevada Co.
- Social media contest (Visitors hashtag the photos they take for a chance to win a giant pumpkin – R.A.M. Farms, Stanislaus Co.
- We are working with wineries, vineyards, farms & other ag-related biz's providing farm tours with narrative via horse-drawn wagon – All Seasons Carriage Co, San Joaquin Co.
- "The Farm Experience"; gateway into ag-tourism – Victoria Widener, Contra Costa Co.
- Winery tasting events at the ranch; conduct short farm tours incorporating family farming history, Delta farm development and regional history, finish in vineyard with operations and varietal specifics – Steve Heringer, Yolo Co.