

California Agritourism News August 2019

News and notes for the agritourism community from UC SAREP



Greetings!

We hope your summer is going well so far!

In this newsletter:

- NEW! [California Agritourism](#) website for the agritourism community
- www.calagtour.org - CA agritourism directory & calendar for visitors
- Follow up with Agritourism Intensive 2019 participants
- County planning updates related to agritourism:
 - Contra Costa County ordinance discussion continues
 - San Diego meetings to discuss Agricultural Community Events
 - Amador County drops plan to regulate Short Term Rentals
- Some educational opportunities coming up
- Useful resources

Thanks for all you're doing.

Please stay in touch; let us know your stories and updates for the next newsletter!

Sincerely,

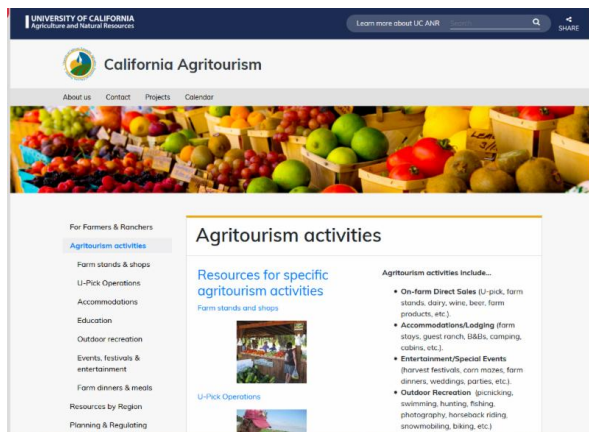
Penny Leff

Agritourism Coordinator

UC Sustainable Agriculture Research and Education Program

UC SAREP Agritourism Programs

NOW LIVE! ANR Agritourism Website for the Agritourism Community



UC SAREP and the UC ANR Agritourism Work Group are excited to invite you to visit our new website, "[California Agritourism](#)," now live on the ANR website network.

This website compiles information for farmers, ranchers and everyone involved in California agritourism into one easy-to-use site.

It includes articles, work-sheets, checklists, guides, webinars, presentations, contacts and other materials created by UC ANR advisors and staff; presentations and handouts shared by agritourism stakeholders and educators at UC ANR agritourism workshops; and links to useful agritourism resources created by other

universities and organizations.

Poke around and see what you think. [California Agritourism](#) is still a work in progress. Some of the pages are still under construction. We'll be adding more pictures, resources and links on an ongoing basis. If you have suggestions or materials to share or links you would like to see included on the site, or if you see things that need fixing, please email Penny at paleff@ucdavis.edu. Anyone want to write a blog post or be on a regular schedule to contribute? Please let us know. Thank you ANR for hosting and providing funding to make [California Agritourism](#) a reality!

CAN VISITORS FIND YOU?

Try www.calagtour.org

FREE LISTING AND EVENT PROMOTION

We invite California farmers and ranchers operating agritourism businesses or events to complete the [directory application](#) or [event listing form](#) online.

Already listed? Please check your listing and send us any changes using the [update form](#).

Or - just add paleff@ucdavis.edu to your email blast list to share your event news - we'll grab what we can for the calendar.

- Also: Please check out the visitor-targeted Facebook page - [California Agritourism Adventures](#) - like us, share, and send us your news



I'll be calling you...

Hello to those of you who participated in an [Agritourism Intensive](#) class this last winter in either Watsonville or Angels Camp. If you completed a "six month action plan" at the final session of the class, I will be phoning or emailing you soon to talk. Thank you very much for picking up the phone or calling me back.

This will be a chance to learn how your planning is going and to discuss any challenges you might be facing in getting your new agritourism business set up or expanding your current one. I look forward to chatting for a few minutes with each of you, or hearing back by email if you prefer.



County Agritourism Planning Updates

Agritourism discussion continues in Contra Costa County

Goal: Sustaining Agricultural lands by Improving Economic Vitality



Discussion continues in Contra Costa County in a series of meetings to review the County's land use policies related to agriculture.

The Agricultural Land Use Process Review is an engagement process for interested stakeholders to review agricultural sustainability and economic vitality in Contra Costa County by reviewing existing land use regulations and providing input on potential modifications to these policies.

The next agricultural policy review meeting will be on **Thursday, September 19** from 10 am – noon at the Knightsen Farm Bureau, 3020 Second Street, Knightsen.

For more information, please see the [Preliminary Draft Recommendations 6-27-19](#) and the [Comparison of Preliminary Draft Recommendations showing changes since 4-19-19](#)

To learn more, to be added to the email list to receive notices of meetings, or to submit comments, contact Jennifer Cruz, Senior Planner, Contra Costa County Department of Conservation and Development at 925-674-7790 or Jennifer.Cruz@dcd.cccounty.us



San Diego County plans public workshops to discuss agricultural community events

To continue strengthening the Agriculture Promotion Program, the Board directed the Chief Administrative Officer to explore options that would make it easier for local, small-scale businesses to provide food and goods at community based events on agriculture producing properties in the unincorporated area.

Based on the 2018 Board direction, staff is in the process of researching, and developing options for updating the County Regulatory Code, and the County Zoning Ordinance to allow for agriculture community events. They want your input! Two public workshops will provide a forum to introduce the project and collect your thoughts on the current ordinance and proposed ordinance changes.

North County meeting: August 13, 2019, 6:00-8:00 p.m., Valley Center Branch Library, 29200 Cole Grade Road, Valley Center, CA 92082

East County meeting: August 14, 2019, 6:00-8:00 p.m., Ramona Branch Library, 1275 Main Street, Ramona, CA 92065

Project Contact: Timothy Vertino | timothy.vertino@sdcounty.ca.gov | (858) 495-5468

[more information here](#)

Amador County drops plan to regulate Short Term Rentals

The Amador County Board of Supervisors has reversed course on the issue of short-term rentals in the county, dropping an ongoing effort to write a county ordinance regulating Air BnB and similar services at their July 2019 meeting.

Board members have found the [draft ordinance](#) imposed too many regulations on these short-term rental units, and having heard complaints from current owners of such rental units, have directed county staff to halt efforts to draft the ordinance.

Board members instead directed staff to prepare a “nuisance ordinance” that would more generally regulate disruptive activity such as loud parties in all areas of the county, rather than specific regulations for short-term rentals.

For more information about the process or next steps, contact local involved farmer, Sean Krietlich at palomapollinators@fastmail.es



Educational Opportunities:



Farm Stay USA offers Farm Stay Best Practices Webinars - live and recorded


Explore the business of luxury camping

October 22-23, 2019
Arapahoe County Fairgrounds
Aurora, Colorado

Learn

Two days of expertly-led sessions designed

Farm Stay USA, a trade association for farm stay operators - is offering educational webinars sharing the knowledge of experienced farm stay operators. [Recorded webinars](#) include:

- [Farm Stay Start-up Toolkit](#)
- [Insurance, Liability Considerations](#)
- [Reservations; Booking guests](#)
- [The Farmer Host; Hospitality](#)
- *and more!*

To join the live webinars, you need to "[become a member](#)" of Farm Stay USA by signing up online, but signing up is FREE.



From the North American Farmers' Direct Marketing Association (NAFDMA):

Save the dates for NAFDMA's Agritourism Learning Retreat (ALR) this fall at Vala's Pumpkin Patch in Nebraska (Oct. 31-Nov. 1) featuring a Bonus Day at Center Grove Orchard in Iowa (Oct. 30).

ALR is when you can get an in-depth, and behind the scenes access to the inner workings of an outstanding member's business. This live event takes place when the farm is open to the public and operating on all cylinders, giving attendees a unique all-access learning experience.

[Learn more](#)

to give new and established business owners the information needed to build and grow a profitable business.

Connect

Network, collaborate and cooperate with peers, experts and suppliers to solve common problems and find inspiration.

Discover

Find innovative products, services and ideas tailored to create a unique outdoor experience for your visitors.

[Learn more](#)



Elderberry Field Day: Planting Hedgerows for Additional Farm Sales Tuesday, September 17

1:30 - 5:50 p.m.

The Cloverleaf Farm, Dixon CA

Native hedgerows on farm edges benefit wildlife, pest control, carbon storage and runoff, but hedgerow planting by farmers in California is limited, often due to establishment and maintenance costs. What if hedgerows could provide a source of farm income, to offset costs?

[Register, learn more](#)

USEFUL RESOURCES

- [California Agritourism](#) - an ANR website compiling information and resources for farmers, ranchers and everyone involved in California Agritourism into one easy-to-use location
- [Hosting Dinners on Your California Farm](#) - a guide published online in November 2018 by UC SAREP
- [Planning a U-Pick Operation on Your California Farm](#) - a guide published online in July 2018 by UC SAREP
- [Marketing Regional Farms and Wineries: A Guide for California Agricultural Marketing Groups](#) - published online in November 2015 by the UC Small Farm Program.
- [Farm-Based Education Network](#) - A free international member network established to strengthen and support the work of educators, farmers and community leaders providing access and experiences of all kinds on productive working farms.
- [Farm Stay U.S.](#) -The website of the U.S. Farm Stay Association, promoting farm and ranch stays in the United States and providing resources for farm stay operators and visitors.
- [Hipcamp Landshare](#) - rural accommodations marketing site - If you are legally permitted to offer camping, cabins, or any kind of farm stay or guest ranch on your land, these San Francisco based folks may be good marketing partners.
- [Harvest Hosts](#) - a program that connects farms and wineries with RV owners. Invite Harvest Hosts' RV owners to park overnight on your property and benefit from the goodwill that motivates them to make purchases.
- [Integrating Safety into Agritourism](#) - This website contains a variety of [walk-throughs](#),

checklists, signs and other resources to help owners identify and fix health and safety hazards.

- **[AgritourismReady website](#)** - Created by Ohio State University Extension: A One Stop Shop for preparing your emergency management plan
- **[North American Farm Direct Marketing Association](#)** (NAFDMA) - a membership based trade association dedicated to providing endless peer-to-peer learning opportunities, connections and resources, for farmers who are passionate about the business of agritourism and farm direct marketing.
- **[UC Small Farm Program Agritourism](#)**- research reports, factsheets and guides, handouts and presentations from workshops, articles and current projects
- **[World Wide Opportunities on Organic Farms](#)** (WWOOF US) - linking visitors with organic farmers for educational exchange

UCDAVIS

AGRICULTURAL SUSTAINABILITY INSTITUTE



University of California
Agriculture and Natural Resources



Russell Ranch
Sustainable Agriculture Facility



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Links to ASI Programs

[UC ANR Sustainable Agriculture Research and Education Program](#) | [Student Farm](#)
[Russell Ranch Sustainable Agriculture Facility](#) | [Inter-Institutional Network for Food, Agriculture, and Sustainability](#) | [Food Systems Informatics](#)