

Apply NOW for San Diego Agritourism Professional Development Workshop!



CA Agritourism News December 2017

from the UC Sustainable Agriculture Research & Education Program

Greetings!

Thanks for opening the email. In this issue:

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Happy holidays to everyone in California agritourism. Please stay in touch.

Sincerely,
Penny Leff, UC SAREP Agritourism Coordinator

"Teaching & Supporting Agritourism" in San Diego County

A professional development workshop for agricultural and tourism professionals, agritourism leaders and government staff and officials



Would you like to assist farmers and ranchers in your region develop and promote successful agritourism enterprises?

We invite you to [apply to participate](#) in a FREE two-day Professional Development workshop offered by UC SAREP, UCCE and local partners and funded by Western Sustainable Agriculture Research and Education (Western SARE).

Application deadline extended to December 21.

Dates: January 22 - 23, 2018

Times: 8:00 a.m. - 5:00 p.m. each day

Location: San Marcos Community Center, 3 Civic Center Drive, San Marcos, CA 92069

This training will include a full-day tour of agritourism operations in North San Diego County. Day two will feature interactive sessions led by expert trainers with tools and resources for developing agritourism workshops and other agritourism support activities for agricultural producers in your region. [Learn more](#) about the recent similar Northern California workshop and the upcoming San Diego County workshop.

Please [apply here](#) for the San Diego County "Teaching and Supporting Agritourism" Workshop to be held in San Marcos Monday January 22 through Tuesday January 23, 2018.

[Agendas, presentations, and more info](#)

This material is based upon work that is supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture, through the Western Sustainable Agriculture Research and Education program under subaward number EW17-012. USDA is an equal opportunity employer and service provider.



California Small Farm Conference

Presentations from the October conference are now online



Did you miss the conference this year?

Here are some of the [presentations](#) shared at the 30th California Small Farm Conference held in Stockton on October 29-30, 2017

Some County Regulations Updates

- **Nevada County** planners, working with their Agricultural Advisory Council and Agritourism



Nevada County
Community Development

subcommittee, have created [Agriculture Ordinance Amendments 2017](#) that allow many agritourism activities "by right." These draft changes are being reviewed by the Planning Commission on Dec. 14, and will be voted on at the January 23 Board of Supervisors' meeting. For more

information, contact Nevada County Principal Planner Tyler Barrington, 530-265-1222

- **Alameda County** has created a "[Microbrewery Ordinance](#)" intended to allow for the development of microbreweries and microbrewery related uses on lands that are zoned for Agriculture. The ordinance will be voted on at the January 9 Board of Supervisors' meeting.
 - **Contra Costa County** staff and staff from county supervisor Diane Burgis' office will be holding a series of ad hock meetings in 2018 with the agricultural community to gather input for possible changes to agricultural zoning ordinances. To learn more or get involved, call 925-252-4500 or email [Alicia Nuchols](#)
 - **San Bernardino County** is requesting comments on a series of "[Community Plans](#)" that have been developed with participation by members of each of the involved communities. Here is the [Oak Glen Community Plan](#) created with major input from the Oak Glen Growers' Association
- "Thought you guys did a great job getting the unique ideas from each individual in an enjoyable manner..."*
— Oak Glen attendee
- **Yolo County** Board of Supervisors have just passed [amendments to agricultural zoning ordinances](#) that make creating an event facility or lodging operation on agriculturally zoned land more difficult for some potential operators, in particular for those who are planning to create an event facility and farm on land that is zoned agricultural but does not have established agriculture. To learn more, see the [Board of Supervisor meeting notes](#) or contact Yolo County Principal Planner, Eric Parfrey at (530) 666-8043 or via [email](#)

Please [email](#) updates or discussion opportunities relating to agritourism regulations in your county or municipality; we will share them in the next newsletter.

Expand your reach on Facebook: California Agritourism Adventures



We will share your California agritourism events with the public. Here's what to do:

1. Send a link to your agritourism operation's Facebook page to paleff@ucdavis.edu. I will like and follow your page.
2. Post and share your events as usual; tag the post with @CAgritourism
3. When I see your events or notifications on Facebook, I will share

them on [California Agritourism Adventures \(@CAagritourism\)](#)

4. Like, follow and share postings from [California Agritourism Adventures](#)
 - [California Agritourism Adventures](#) - please like us, share, and send us your news to promote on the page

We look forward to helping promote your agritourism business!

Upcoming Gatherings & Education Opportunities

- **The North American Farmers' Direct Marketing Association (NAFDMA)** annual Convention will take place in Los Angeles February 1 - 7, 2018. The convention features three days of tours, including visits to Southern California agritourism leaders [Underwood Family Farms](#), [McKellar Family Farms](#) and [Murray Family Farms](#). For more details, watch the [NAFDMA website](#)
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- **California Coffee Summit** - Opportunities and Challenges for the production of coffee in California - will be held at Cal Poly Pomona on January 18, 2018. [Learn more & register.](#)
 - The 38th annual **EcoFarm Conference** will be held January 24 - 27, 2018 at the Asilomar conference grounds in Pacific Grove, CA. "EcoFarm is more than a conference. It's a gathering for inspiration, renewal, and celebration."
 - **Sierra Harvest** hosts the Sustainable Food and Farm Conference in Grass Valley (Nevada County) February 9 - 11, 2018. [Learn more.](#)
 - **The Farmers Guild/CAFF** invites you to the 5th Annual Guild-Raising, to be held March 10, 2018 in Davis. [Learn more.](#)

Some Funding Opportunities, large & small

- USDA [Value Added Producer Grants](#) - apply by Jan. 24, 2018
- 2018 Farmer Veteran Fellowship Fund - [applications](#) open Feb 1 - March 1, 2018
- The [FruitGuys Community Fund](#) - 2018 grants for small farms and sustainability projects

Some useful resources...

- **[Agritourism Conversations \(recorded\)](#)** - A series of practical webinars and an online forum about topics of interest to the California agritourism community, in partnership with [FarmsReach](#)
- **[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

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Website