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California Agritourism News

UC ANR Agritourism News & Notes

February 2016

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Greetings!

Blossoms everywhere! (What happened to El Nino?)

This issue includes news of some slowly developing changes in Shasta, Stanislaus and San Diego County agritourism ordinances, as well as some possible fine-tuning for recently passed agritourism ordinances in Yolo County.

We also bring you news of some potential marketing partners you may be interested in hooking up with.

We look forward to seeing some of you at the California Small Farm Conference in Sacramento, coming right up March 5 - 8, 2016. Today is the last day to register online, and there are prizes for registering today!

Have a good month, and please stay in touch.
Sincerely,

Penny Leff, Agritourism Coordinator
[UC Small Farm Program](#)
530-752-7779

County agritourism regulatory updates

- **Shasta County** requests participation in zoning ordinance update process. Richard Simon, Director of Shasta County Department of Resource Management, invites Shasta County farmers and ranchers to join an advisory committee to assist in drafting proposed ordinance changes that would allow for increased agritourism activity on agricultural land. For more information, contact Richard Simon at (530) 225-5789 or rsimon@co.shasta.ca.us



- **San Diego County** Advance Planning Department is currently in the Environmental Impact Report process for the planned *Agricultural Promotion Program*, a new set of agritourism ordinances. To learn more, contact Heather Lingelsen at heather.lingelsen@sdcountry.ca.gov.
- A group of farmers and ranchers in **Stanislaus County** are preparing to meet with the County Agricultural Advisory Board to discuss possible changes to zoning ordinances related to agritourism. For more information, contact Trina Walley of Stanislaus Grown at Trina.Walley@ca.nacdnet.net
- **Yolo County** Board of Supervisors have directed staff to draft an *interim ordinance* that would temporarily halt approval of new B&Bs and event centers, as a result of a controversial application by a new landowner for a permit to open a large event center on land zoned for agriculture. The proposed moratorium, with discussion of the possible need to revise current agritourism ordinances, will be on the agenda of the March 8 Board of Supervisors meeting, to be held in Woodland. For more process information, contact Senior Planner Stephanie Cormier at Stephanie.Cormier@yolocounty.org, or 530-666-8850. See the [County website](#) for meeting agendas, meeting videos and minutes.



California Small Farm Conference in Sacramento March 5 - 8, 2016 - Last day to register online is Feb. 26

The upcoming [California Small Farm Conference](#) (CSFC) in Sacramento, CA is scheduled for March 5 - 8, 2016. Offering field courses, educational and interactive workshops, a trade show, tasting reception and multiple networking opportunities, the CSFC is the state's premier gathering for small-scale farmers, farmers' market managers, agricultural students, educators and advocates. We hope to see you there! UC Small Farm



Mara _ Her Basket by Fernanada Vega

people will be leading the Direct Marketing Field Course and the Specialty Foods Short Course on Sunday March 6.

Sacramento region food and beverage fans are invited to attend the ["Taste of Sacramento" Tasting Reception](#) on Monday March 7 from 5:30 to 7:30 p.m. The Tasting Reception is the pinnacle event of the California Small Farm Conference and highlights the



beautiful bounty of the region. Taste the creations of Sacramento's best Farm to Fork chefs, brewers, winemakers and artisan food and beverage producers. Meet, mingle and enjoy with some of the region's innovative small-scale farmers and others in the Sacramento Farm to Fork community. Proceeds (\$50 ticket - [purchase here](#) or at the door) support the Small Farm Conference scholarship program.

Some potential marketing partners...

- **Sierra Nevada Geotourism 2.0 - create and share a "trip plan"**
With [Sierra Nevada Geotourism's "Website 2.0"](#), you're not only able to access recommended outdoor destinations, communities, events, and businesses all up and down the Sierra Nevada, you can put together full travel itineraries through the new "Trip Planner" feature, and share these on the site (you'll have to create an account and log in) so visitors can explore your community ...[learn more](#)



- **Redwood Coast [Geotourism Site](#)**
From the site: "Do you know something special about the Redwood Coast? This interactive map guide provides an introduction to the region. People who know-and love-the area can share their unique experiences. Participating in the web site is easy and we're here to help you." [learn how to post](#) your North Coast agritourism operation or event.
- **[Farm Stay U.S.](#)** - A website operated by the U.S. Farm Stay Association (and Scottie Jones of Leaping Lamb Farm in Alsea, Oregon), for promoting farm and ranch stays in the United States. The site includes resource sections for farm stay operators and for farm stay visitors, and now offers booking and insurance coverage options through a partnership with Hipcamp (see just below).

- **Hipcamp Landshare - rural**

- **accommodations marketing site**

This new San Francisco-based site is dedicated to helping urban people explore rural areas by promoting camping and other accommodations offered on private land. If you are legally permitted to offer camping, cabins, yurts, or any kind of farm stay or guest ranch on your land, this might help with your marketing.



Photo by Harvest Hosts member Bob Rogers

- **Harvest Hosts - Invite self-contained RVers to visit, shop, tour (and park overnight for free at your place)**
 - There is no cost for you to participate.
 - Approximately 8.9 million American households own an RV. The average HH RV owner is 50-64 and has a median household income of \$93,600.
 - The goodwill generated by allowing Harvest Hosts RV Members to stay for free motivates them to make purchases.
 - Harvest Hosts members can be your ambassadors of good will as word of mouth travels fast in the RV community.
- **Monday Marketing Message** - Annie Baggett, Agritourism Marketing Specialist with the North Carolina Department of Agriculture and Consumer Services, offers an excellent weekly email newsletter full of useful marketing and other advice for agritourism operators. From this week's message:

Tips for understanding the most demanding customers

Farm visitors are most often gracious and understanding. When working with the public, customers that challenge you and your staff are inevitable. Difficult customers are easier to manage if you use simple typologies to better understand them.



Consider these five types of customers:

1. Aggressive - Manage aggressive customers by remaining calm and politely offering solutions. This extinguishes their volatility.
2. Uncommunicative - Uncommunicative customers expect you to read their minds. Know your product, and ask questions to determine their needs.
3. Entitled - Entitled customers want you to see them as special. Respond to them as an attentive agent and you'll earn their admiration...
[Sign up here](#) to receive the weekly message

Why Not? It's all FREE

The online UC Agritourism Directory is visited by more than 3,000 people each month who are searching for California farms and ranch experiences. Listing your operation on the site might help them find YOU. (Don't forget to upload a picture, too.)



Check out the expanding agritourism promotion also on the [Visit California website!](#)

If you are a working California farmer or rancher operating an agritourism business or organizing agritourism events, we invite you to complete the [directory application](#) or the [event listing](#) form online to be included in the directory. It's all free. If you're already a member, please check your listing and use the [update form](#) to send us changes.

(To let us know about your events, please add paleff@ucdavis.edu to your email marketing list or use the event listing form. Please let us know what you've got planned so we can help you promote yourself)

Some useful resources...

- Handouts, presentations and notes from the recent [Agritourism Intensive](#) classes held in Modesto, Redding and Quincy - including assessment for agritourism worksheets, business planning introduction, county environmental health & planning info, tourism partners, marketing strategy, liability, safety risk management and emergency preparedness materials
- [Marketing Regional Farms and Wineries: A Guide for California Agricultural Marketing Groups](#) - published online in November 2015 by the UC Small Farm Program. This guide is based on interviews with and presentations by 24 leaders of farm and wine trails, agritourism associations and regional agricultural marketing groups, intended to help other similar groups.
- [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
- [Integrating Safety into Agritourism](#)
This website contains a variety of walkthroughs, based on the type of operation, to help owners identify health and safety hazards and provides resources that can be used to help fix these hazards. It's a great tool that can be used to help keep children (and everyone) safe when they visit farms and ranches.
- [North America 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, handouts and presentations from workshops, articles and current projects
- [World Wide Workers on Organic Farms](#) (WWOOF US) - linking visitors with organic farmers for educational exchange

Thanks for reading to the bottom of the page. Please forward this newsletter to anyone you think may find it useful (Use the "forward this email" link just below), or share using the links at the top.

Penny Leff, Agritourism Coordinator
UC ANR Small Farm Program
530-752-7779, paleff@ucdavis.edu