

# California Agritourism News January 2020

News and notes for the agritourism community from UC SAREP



Greetings!

Happy Winter!

In this newsletter:

- **LAST CHANCE! Join the NATIONAL Agritourism and Direct Sales Survey**
- [www.calagtour.org](http://www.calagtour.org) - CA agritourism directory & calendar for visitors
- County regulatory updates
  - Final Contra Costa Co. comments due
  - San Diego Co. to allow vendors at agritourism events
- CA conferences & summits coming up (We'll be offering agritourism workshops or presentations at all three February events - Hope to see you there!)
  - CA Small Farm Conference in SLO Co.
  - Sustainable Food & Farm Conference in Nevada Co.
  - Tuolumne Co. Agritourism Summit
- 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

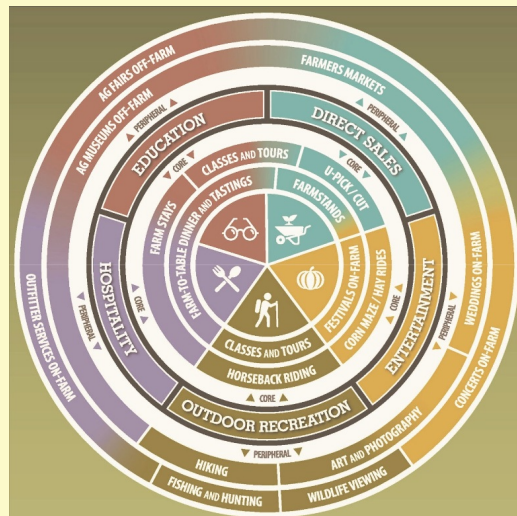
## UC SAREP Agritourism Programs

### LAST CHANCE!: Join the NATIONAL Agritourism and Direct Sales Survey now

Hello California agritourism operators - If you have visitors on your farm, ranch, vineyard, or fishery, you are invited and encouraged to take part in a national survey about agritourism and direct sales. Whether you have a farm stand, U-pick, CSA, corn maze, tasting room, school field trips, events, Christmas Tree farm, tours, classes, dinners, hunting, overnight stays, or open your farm to the public in any other ways, your experiences are important.

This survey is confidential and should take about 10 minutes to complete. Results will be used to develop tools and resources for farmers and ranchers. **The survey will close January 31.** Questions can be directed to Lisa Chase, [lisa.chase@uvm.edu](mailto:lisa.chase@uvm.edu) or 802-257-7967.

The survey is at: [tinyurl.com/agritourismsurvey](https://tinyurl.com/agritourismsurvey)



Please share the link with agritourism operators in your organization or network. We're a partner on this project and hoping for a strong turn-out from the California agritourism community! Local contact: Penny Leff, [paleff@ucdavis.edu](mailto:paleff@ucdavis.edu) or 530-752-5208

## CAN VISITORS FIND YOU?

Try [www.calagtour.org](http://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](mailto: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



# County Agritourism Regulatory Updates

## Final Contra Costa County land use COMMENTS DUE by Jan. 27



After a series of community meetings, Contra Costa County planners and staff are continuing to finalize the recommendation packet that will be presented to the Board of Supervisors at the February 4th hearing. The recommendations include details about what agritourism activities and short-term lodging will be allowed, including minimum lot sizes and permit levels.

- [Final draft recommendations](#)
- [Comparison from September version](#)

**If you would like to add any final comments to the recommendations, please submit the comments by 5:00 pm Monday, January 27, 2020 to be considered.**

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](mailto:Jennifer.Cruz@dcd.cccounty.us)

The finalized report will be published before the Board of Supervisors' February 4, 2020 hearing.

## Vendors to be allowed at Temporary Agritourism Community Events in San Diego County

San Diego County Planning Department has drafted new rules for "Temporary Agritourism Community Events," that allow food and goods vendors at agritourism (including winery) events.

Approval requires two Board of Supervisor hearings. Staff are scheduled to go to the Board next Wednesday



1/29, and then again on 2/12. It will take 30 days after 2/12 for the ordinance changes to become official.

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

[Learn more on project webpage](#)

## Educational Opportunities:



### California Small Farm Conference February 27 - 29, 2020 San Luis Obispo County Workshops • On-farm Demos Field Days • Ag Policy Forum • Mixers The Agrarian Lovers Ball

The 32nd annual California Small Farm Conference in February 2020: Farmers, ranchers and local food advocates gather each year to explore hot topics in sustainable agriculture, work to bridge field and fork, sharpen their skills, network and give voice to those growing a more resilient food system from the soil up.

Cuesta College North County Campus  
College in Paso Robles, California  
2800 Buena Vista Dr, Paso Robles, CA

[learn more, buy tickets](#)

**Tuolumne County Agritourism Summit**  
Thursday, February 20, 2020  
Hurst Ranch - Jamestown, CA  
\$20/person - Includes lunch  
**Presented by: [Visit Tuolumne County](#)**  
[Sign up online](#) or call (209) 533-4420

## Sustainable Food & Farm Conference - February 7 - 9 Grass Valley, CA

Produced by Sierra Harvest  
(530) 265-2343

- Friday Farm Tour
- Saturday Keynote Speakers
- Food & Farm Expo & Evening Mixer
- Sunday Workshops



DR. VANDANA SHIVA

[Learn more, buy tickets](#)

## USEFUL RESOURCES

- [California Agritourism](#) - a UC ANR website compiling information and resources for farmers, ranchers and everyone involved in California Agritourism into one easy-to-use location
- [Agritourism Intensive 2019](#) - agendas, handouts and presentations from the 3-session agritourism planning class offered in Calaveras and Santa Cruz Counties, Jan-Mar, 2019
- [Hosting Dinners on Your California Farm](#) - a guide published online in November 2018 by UC SAREP
- [The Big Event: Hosting a Festival on Your California Farm](#)- a guide published online in October 2019 by UC SAREP
- [Guest Lodging on Your California Farm or Ranch](#)- a guide published online in October 2019 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

# UC DAVIS

## AGRICULTURAL SUSTAINABILITY INSTITUTE



University of California  
Agriculture and Natural Resources



Russell Ranch  
Sustainable Agriculture Facility



Agritourism Program - UC SAREP/ASI  
(530)752-5208 | [paleff@ucdavis.edu](mailto:paleff@ucdavis.edu)  
[asi.ucdavis.edu](http://asi.ucdavis.edu)

### 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](#)