

Free webinar June 2: Website and social media success



California Agritourism News May 2016 from the University of California Small Farm Program

Greetings!

If you missed our first webinar about marketing strategy, the recording and the presentations are now posted. Please join us on Thursday June 2 for the next lunchtime webinar - the topic is website and social media success - and join us on FarmsReach for the continuing discussion. See below for more information.

This issue also shares some news of county regulatory changes and promotional efforts. Please let us know what's going on in your county or region, to share in the next issue.

We'll be in San Diego on June 29 for a workshop on marketing options, agritourism strategies and value added products for small farms. Save the date - more details soon.

Scroll down for great funding opportunities and useful resources.

Thanks for reading and please stay in touch!
Penny Leff, UC Small Farm Program Agritourism Coordinator



Agritourism Conversations continue

Lunchtime Webinars & Online Forum

(All webinars will be 11:00 a.m. to 12:00 p.m. Pacific Time. There is no charge for participation. Pre-registration is required.)

Thursday May 19 - The Strategy: Identifying, reaching & connecting with YOUR agritourism customers

[webinar recording](#)

[Presentation](#) by Kristen Staggs and Anna Farrell, Farrell Design Group

[Presentation](#) by Al Courchesne, Frog Hollow Farm

Thursday June 2 - The Invitation: Social Media & Website Success

Presenters: Kristin York, Sierra Business Council and Lauren Gagliano Saline, Suzie's Farm

[Register here](#)

Thursday June 16 - The Rules: Navigating and Negotiating Permits and Regulations

Presenters: Karen Giovannini, Sonoma County Agricultural Ombudsman, Tom Purciel, El Dorado County Planning Department.

[Register here](#)

Agritourism Online Conversation Forum

Between webinars, we'll continue the conversation online in the [CA Agritourism Group](#) in Farmsreach.

[Full webinar series information and registration](#)

Save the date! San Diego workshop June 29

The Small Farm Program is partnering with UCCE San Diego to offer a workshop on marketing options, agritourism strategies and value added products for small farms in San Diego County.

Place: San Diego County Farm Bureau, 1670 East Valley Parkway, Escondido.

Day: Wednesday June 29

Time: 9:00 a.m. - 2 p.m. (lunch provided)

Registration information and agenda soon. For more information, please contact Ramiro Lobo, UC Cooperative Extension San Diego, (858) 243-4608, relobo@ucanr.edu



San Diego Agricultural Promotion Ordinance moves forward

The County of San Diego has published proposed General Plan Amendments and zoning changes intended to provide more opportunities for agricultural operations by updating definitions, procedures and standards for permitting of agritourism, homestays, micro-breweries, cideries,

micro-distilleries, retail animal-raising, aquaponics, creameries/dairies, mobile butchering and wineries. The public review process for the draft Environmental Impact Report ends June 13, 2016 at 4:00 p.m.

For more information, contact Dennis Campbell, Planning & Development Services, at (858) 505-6380 or Dennis.Campbell@sdcounty.ca.gov

[Proposed GPA and zoning changes](#)

[Draft Environmental Impact Report](#)

Butte County Tourism Business Improvement District (TBID)



Butte County hotel and motel operators have partnered with county and city governments to form a new Tourism Business Improvement District (TBID) that will assess a 2 percent fee on short-term stays to promote the many attractions of the county, including agritourism. The goal of the new district is to increase overnight stays by visitors throughout Butte county, and hotel operators see agritourism as a strong driver for attracting overnight visitors.

Brooke Smith, sales manager at the Courtyard by Marriott and Residence Inn in Chico, promises that [Explore Butte County](#), the non-profit organization funded by the TBID, will help with things such as promoting agricultural tourism, Lake Oroville and...

[...read more](#)



Yolo County agritourism discussion continues

Yolo County stakeholders and community members continue to discuss proposed changes in General Plan policies and Zoning Code regulations for agritourism uses. The Planning Commission held several community workshops and will discuss and vote on possible

recommended changes at their regular meeting on June 9.

For background information, the proposed zoning code amendment, emails and letters with comments from the public, and summaries of workshop meetings, please see the [materials from the May 12 Planning Commission meeting](#).

For more information, please contact Eric Parfrey, Principal Planner, (530) 666-8043 or eric.parfrey@yolocounty.org

San Mateo County to offer agritourism food safety meeting

On Friday July 15 from 10:00 a.m. to noon, Sheldon Lew, Food Program Supervisor for the County of San Mateo Department of Environmental Health, will provide information about Environmental Health requirements for food based events.



COUNTY OF SAN MATEO

Place: Agricultural Commission, 785 Main Street, Suite C, Half Moon Bay
More info: srosendahl@smcgov.com, 605-599-1013

Small-scale livestock and poultry owners: Your help needed



Cooperative Extension specialists are trying to identify the needs of small-scale farms and urban animal agriculture in the western United States. The survey takes about 15-20 minutes and can be accessed at <http://ucanr.edu/smalllivestocksurvey>.
...read more

Some Funding Opportunities

- [Value-Added Producer Grants 2016](#) - a USDA program providing funding to farmers and groups of farmers to create or develop value-added producer owned businesses. Applications due June 24, 2016
- National Sustainable Agriculture Coalition has published a [Farmers' Guide to Applying for the Value-added Producer Grant Program, Fiscal Year 2016 Cycle](#)
- [Western SARE Farmer/Rancher Grants](#) - These one- to three-year grants are conducted by agricultural producers with support and guidance from a technical advisor. Individual farmers or ranchers may apply for up to \$20,000, and a group of three or more producers may apply for up to \$25,000. Proposals Due December 2016
- [Western SARE Professional & Producer Grants](#) - These one- to three-year grants are similar in concept to the Farmer/Rancher Grants with a few key differences. Instead of a producer serving as the project coordinator, an agricultural professional coordinates the project. A farmer or rancher serves as the project advisor. Applicants can seek up to \$50,000 and must have at least five producers involved. Proposals due December 2016.



Can they find you on
www.calagtour.org?

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.)

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. 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.
- [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.
- [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 Oregon State University Extension: A One Stop Shop for preparing your emergency management



plan

- **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 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