

# California Agritourism News May 2018

News and notes for the agritourism community from UC SAREP



Greetings!

Happy Springtime!

It's been a while since the last agritourism newsletter, but we're still here doing our best to support everyone involved in California agritourism. Thanks to all of you who were part of the recent "Teaching and Supporting Agritourism" professional development workshops in Woodland and San Diego. I know some of you are using lessons and contacts from the workshops to plan workshops and group activities in your regions. See below for links to teaching resources from the workshops.

Also in this newsletter:

- "Agritourism Intensive" classes coming in El Dorado and Santa Cruz Counties
- CalAgTour.org - UC agritourism directory offers free listings and calendar of events
- Nevada County adopts new agritourism-friendly ordinances
- Vacaville farmers form new agritourism association
- California Farm Bill thoughts (guest editorial)
- National Young Farmers Coalition survey
- County Agricultural Ombudsmen bridge the divide
- Final Sacramento Urban Agriculture workshop this week
- How do YOU think agritourism should be defined?
- Useful resources

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

Sincerely,  
Penny Leff  
Agritourism Coordinator  
UC Sustainable Agriculture Research and Education Program

## UC SAREP Agritourism Programs



### Help plan "Agritourism Intensive" classes for El Dorado or Santa Cruz County?

UC SAREP, with funding from Western Extension Risk Management Education, will be offering three-session agritourism planning classes during Winter 2018-19 for farmers and ranchers who are considering starting or expanding agritourism operations. The classes will be held in El Dorado and Santa Cruz Counties, and will be open to farmers and ranchers in each region.

We invite experienced agritourism operators, tourism professionals, county staff and agricultural organization representatives in El Dorado and Santa Cruz Counties to join our planning/advisory committee for these classes, in order to best meet the needs of each region. Planning will start in July 2018. Interested? Contact Penny at [paleff@ucdavis.edu](mailto:paleff@ucdavis.edu).

## Resources for Teaching and Supporting Agritourism now online

Thanks to all of you who participated in the Yolo County and San Diego County "Teaching and Supporting Agritourism" professional development workshops this past winter. It was great to meet you and learn your exciting plans for regional agritourism development.

Presentations and other resources from those workshops are now available on the [UC SAREP website](#).

## Evaluating your resources Is agricultural tourism for you?



## CAN THEY FIND YOU? Try [www.calagtour.org](http://www.calagtour.org)

### FREE LISTING AND EVENT PROMOTION

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 [event listing form](#) online (remember to upload a picture too).

Already listed? Please check your listing and send us any changes (and a picture) 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.

- We also have a visitor-targeted Facebook page - [California Agritourism Adventures](#) - please like us, share, and send us your news

## NEWS FROM HERE AND THERE

### Nevada Co. adopts new ordinances

Nevada County Board of Supervisors adopted new agricultural ordinances in March 2018, clearly defining and easing the permitting for agritourism activities on farms and ranches that are "ancillary and accessory" to the growing or raising of food and fiber. For more information, contact [Tyler Barrington](#), Principal Planner, Nevada County.

[Read the text of the new ordinances here](#)



### New Vacaville Agritourism Association

Farmers offering agritourism in the Vacaville region of Solano County are partnering with [Visit Vacaville](#) to form a new trade association, [Pleasants Valley Agricultural Association](#). Visit Vacaville is creating a logo and a map of the farms open to visitors and is working with the farmers on future plans.



One goal of the group is to collectively work with Solano County staff to ease regulatory barriers and permit fees for agricultural activities that draw visitors to the farms. To learn more, contact Alexis Koefoed at [alexis@soulfoodfarm.com](mailto:alexis@soulfoodfarm.com)

## A California Farm Bill for Our Future - editorial by Paul Muller

For the first time in its history, California may create its own farm bill, AB-2166. If passed, it would be unique in the nation and appropriate for our trend-setting state. With the deeply flawed federal farm bill unlikely to improve in the Trump era, a state bill is good news. Unfortunately, the bill lacks two critical elements, agroecology and nutrition, ... [read more](#)



## National Young Farmers Coalition

The National Young Farmers Coalition (NYFC) is conducting a survey of California farmers to help inform legislators, technical assistance providers, and farm advocates of what they need to do to help you thrive. The national survey results are available [here](#).

If you are a farmer, rancher, farm employee, or intern in California, [you can fill out the survey here](#) by May 15. Survey results will be published as a report in June 2018.

For information about NYFC's California work, please visit [youngfarmers.org/California](http://youngfarmers.org/California).

# COUNTY AGRICULTURAL OMBUDSMEN

Confidential and non-regulatory help with negotiating permits and regulations



California agritourism operators report regularly that navigating the permitting and regulatory process is a major challenge for farmers trying to invite the public onto their land for festivals, tours, dinners, classes, lodging or other activities. Some help is now available, at no cost, in some places.

Five Northern California counties offer non-enforcement person-to-person consultation to farmers and ranchers exploring the regulations and permitting requirements for agritourism, food processing or other farm-related activities. If your farm or ranch is located in Marin, Sonoma, San Mateo, Yolo or Solano Counties, you can call your Agricultural Ombudsman or Farmbudsman to discuss your ideas and plans... [Read More](#)

# UPCOMING EVENTS and ACTIONS

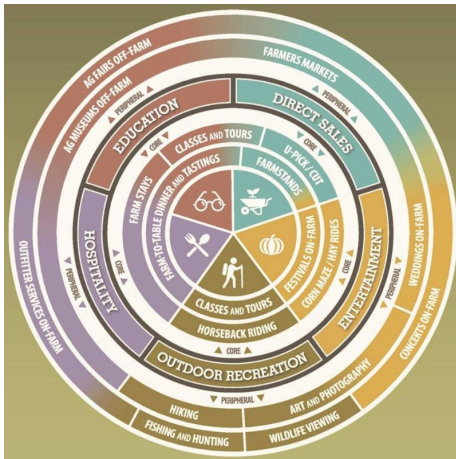


## Sacramento Urban Agriculture Workshop Series - Final workshop

May 4, 2018, 8:45 a.m. - 4 p.m.  
**Food Safety Basics for Urban Farmers**  
Soil Born Farms, Rancho Cordova

Are you an urban farmer in the Sacramento region growing food for sale or other distribution in your community? This special one-day workshop is designed to guide urban farmers through common food safety principals and challenges. Learn from UCCE advisors and local partners.

For more information and registration, click [here](#)



## Your thoughts requested on the definition of agritourism

How should [#Agritourism](#) be defined & measured? It's important for farm viability, programming, and policy. The authors of a newly published *Journal of Agriculture, Food Systems and Community Development* viewpoint note that the [#AgCensus](#) definition of agritourism "remains narrowly constructed in comparison to other definitions used in agritourism literature and academic studies." Their proposed framework defines 5 categories, each with core & peripheral activities. The authors seek feedback! See the paper at <http://dx.doi.org/10.5304/jafscd.2018.081.016> and comment here. Share with colleagues as well!

## 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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# UC DAVIS

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## 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](#)