

Save the dates for Regional Agritourism Summits



## California Agritourism News November 2016 from the University of California Small Farm Program

Greetings!

I hope you enjoyed the beautiful full moon this week. Hopefully, we all will be enjoying some rain in the coming days.

Please consider joining us at one of the regional agritourism summits planned for February and March and listing your agritourism operation and events in [www.calagtour.org](http://www.calagtour.org). This issue also brings news of some agritourism regulatory changes in Santa Barbara and Stanislaus, a farm stay campaign, some resources and educational opportunities, and a story about harvesting olives on a beautiful fall day.

Warm regards to everyone involved in California agritourism. Please stay in touch.

Penny Leff, UC Small Farm Program Agritourism Coordinator

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### Regional Agritourism Summits Planned



The UC Small Farm Program will be working with UC Cooperative Extension advisors and other partners to facilitate four different day-long regional agritourism summits in early 2017. The purpose of the summits is to share experiences and promote collaboration among agritourism operators, tourism professionals, county staff and officials, and others involved in California agritourism.

Thanks to all of you who shared your ideas and goals for the summits at the planning meetings!

**SAVE the DATES!**

- **Yolo/Sacramento/Solano Agritourism Summit:**  
Monday February 13, 2017  
UC ANR Building, 2801 Second Street, Davis CA 95618
- **Sonoma/Marin Agritourism Summit:**  
Thursday February 16, 2017  
Petaluma Community Center, Lucchesi Park, 320 N. McDowell Blvd,  
Petaluma CA 95954
- **Stanislaus/San Joaquin/Merced Agritourism Summit:**  
Thursday March 23, 2017  
Location TBD
- **Riverside/San Bernardino/San Diego Agritourism Summit:**  
Wed. March 29, 2017  
La Sierra University, 4500 Riverwalk Pkwy, Riverside, CA 92505

Everyone involved in California Agritourism is invited to attend one of the summits, but please be aware that each summit will focus on sharing and planning for that specific region.

**Registration information coming soon.**

For more details, please contact Penny at 530-752-7779 or [paleff@ucdavis.edu](mailto:paleff@ucdavis.edu). Thanks in advance for your participation!

## County Ordinance updates

- **Santa Barbara Winery Ordinance** discussion continues. Due to concerns by the Santa Barbara Vintners Association, the Santa Barbara Board of Supervisors did not adopt the proposed new winery ordinances and will hold another hearing on November 22 at 9:00 a.m. in Santa Maria. To learn more, please [click here](#) or contact Morgen McLaughlin, [morgen@sbcountywines.com](mailto:morgen@sbcountywines.com)
- **Stanislaus County: weddings and other events** may now be allowed on agricultural land, with approval of a Use Permit. The new ordinance addressing Events and Use Compatibility was approved by the Board of Supervisors on Nov. 1st. [Learn more here.](#) Other agritourism type uses such as harvest festivals and farm to fork also require discretionary permits that were available prior to this ordinance. For more information, please contact Kristin Doud, [Doudk@stancounty.com](mailto:Doudk@stancounty.com)



Please let us know what's going on with regulatory changes and efforts to make changes in your county or region, so we can share in the next newsletter.

**Olive Harvesting  
Adventure**

Yesterday I was an



agritourist. Pamela Marvel and Stuart Littell, owners of [Grumpy Goats Farm](#), in the Capay Valley of Yolo County, invited me to be part of their annual olive harvest, joining the "friends and family" contingent and picking alongside a hired picking crew. Grumpy Goats is... [...read more](#)

## More Educational Opportunities Coming Up...

- North America Farm Direct Marketing Association (NAFDMA) annual convention will be held in Mystic, Connecticut, February 3 - 9, 2017. [Learn more here](#)



- Valley Vision is holding an AgPlus Rural Food/Ag Small Business Workshop in Winters (Yolo County) on Friday November 18. [Learn more and RSVP here](#)

## We're promoting the NEW [www.calagtour.org](http://www.calagtour.org)



### Refreshed website

We are excited about [www.calagtour.org](http://www.calagtour.org)'s new, mobile friendly look. Users can now search for agritourism opportunities on their smart phones by California region, county, or activities offered. They can also easily browse upcoming events including festivals, tours, classes and farm dinners.

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). You can also add [paleff@ucdavis.edu](mailto:paleff@ucdavis.edu) to your email newsletter list to share your event news - we'll grab what we can for the calendar. If you're already a member, please check your listing and send us any changes (and a picture) using the [update form](#). Join now - visits to the site are growing



daily. IT'S ALL FREE.

- We're on Twitter promoting your California agritourism events and activities every day - please follow, retweet or tag us about your events and activities for visitors - [@CAagritourism](#)
- We have a new, visitor-targeted Facebook page - [California Agritourism Adventures](#) - please like us, share, and send us your news to promote on the page and in the online directory calendar.

We look forward to helping promote your business!



## Help support farm stays

The U.S. Farm Stay Association (USFSA), an association of farm stay operators that promotes farm stays in the United States and provides resources for farm stay operators and visitors, is asking for your help.

Starting on November 28, the USFSA will be conducting a crowdfunding campaign to raise funds for the creation of a new, mobile-friendly website to better promote and support U.S. Farm Stay operations. Please help spread the word to farm stay operators and visitors. [Learn more here.](#)

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## 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](#)
- 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.
- **[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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