

# California Agritourism News November 2019

News and notes for the agritourism community from UC SAREP



Greetings!

Happy Holiday Season!

In this newsletter:

- [Join the NATIONAL Agritourism and Direct Sales Survey](#)
- [www.calagtour.org](http://www.calagtour.org) - CA agritourism directory & calendar for visitors
- County regulatory updates: San Diego Co. invites participation
- Some educational opportunities coming up
- 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

### Share your wisdom: Join the NATIONAL Agritourism and Direct Sales Survey

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](http://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



### County of San Diego, Planning & Development Services

The County of San Diego Planning & Development Services (PDS) invites you to come learn about the Land Development Code Update (LDC or Code) and provide your input at upcoming community workshops in December. We want to hear from you!

The workshops are the second of five rounds of community workshops planned for the LDC Update. The primary focus of the second round of workshops is to gather feedback on current Zoning Ordinance standards to help inform future draft revision of those standards. Revising the current Zoning Ordinance will strengthen implementation of the County's General and Community Plans. Draft revised Zoning Ordinance standards will be presented to the community for feedback at future community workshops. The second round of workshops include the following:

December 2, 2019  
East County  
5:30 pm - 7:30 pm  
Lakeside Community Center  
9841 Vine Street  
Lakeside, CA 92040

December 3, 2019  
Central County  
9:00 am - 11:00 am  
County Operations Center Chambers  
5520 Overland Avenue  
San Diego, CA 92123

#### More Information about the Land Development Code Update

We are undertaking a comprehensive update of the LDC, which includes the County's Zoning Ordinance. The purpose of the LDC Update is to help implement the General Plan and Community Plans, and to advance the County's vision to be Healthy, Safe and Thriving. The update will also modernize the LDC, which hasn't been comprehensively updated since 1978. For more information about the project, including previous workshop materials and summary, please go to [www.sandiegocounty.gov/content/sdc/pds/advance/ldc](http://www.sandiegocounty.gov/content/sdc/pds/advance/ldc).

Project Contact: [PDS.AdvancePlanning@sdcounty.ca.gov](mailto:PDS.AdvancePlanning@sdcounty.ca.gov) | (858) 694-2960

## Educational Opportunities:



## Small Farm Tech Expo

December 8th and 9th, 2019  
Santa Rosa Junior College Shone Farm  
Sonoma County, CA

Join CAFF/Farmers' Guild for this event showcasing what's possible for tech in small-acre and sustainable agriculture.

On-farm Tool Demos  
Exhibition Hall  
Jerry-Rig Corner  
Workshops & Panels  
Innovator's Contest  
Plenary: Future of Tech  
\$30 Admission, \$20 Student, New Farmer & Member Discount

[learn more, buy tickets](#)



## The NAFDMA Agritourism Conference & EXPO

January 31 - February 4, 2020  
Charleston, South Carolina

The Agritourism Conference and Expo features dozens of spectacular speakers & seminars, inspiring site visits & fun excursions, hands-on learning opportunities, and 50+ thrilling exhibitors. Connect with hundreds of your peers from all corners of the agritourism industry, including orchards, corn mazes, berry farms, retail markets, wedding venues, family fun farms and so many more!

[learn more](#)

## 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

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# UCDAVIS

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## 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](#)