



# California AgTour Connections

UC ANR Agritourism News & Notes

October 2012

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## Greetings!

Happy harvesting!

It's that time of year when many of us city and suburban people think of visiting farms, so I hope you are getting your share of this bounty. Thanks to those of you who listed your harvest festivals and other fall activities for visitors in our free online directory, [www.calagtour.org](http://www.calagtour.org)

Many California counties are revising their [zoning ordinances](#) to make agritourism a little easier for farmers and ranchers. I had hoped to give you a report on some of those changes in this issue, but have just been having too much fun at [county and district fairs](#) this past few months to gather the information. If you are working on agritourism ordinance or zoning changes in your county, please get in touch so we can put together a comprehensive update for the next newsletter.

This issue contains news of exciting new state food processing rules for small-scale producers, notes from the fairs project, our upcoming "Agritourism Intensive" courses, as well as some conferences, resources, educational opportunities and funding opportunities. Please stay in touch and keep sharing your stories.

Sincerely,

Penny Leff, Agritourism Coordinator  
UC Agriculture and Natural Resources  
[Small Farm Program](#)  
530-752-7779

## Fairground Farms and Farmyard Festivals; Showcasing California Specialty Crops Join the discussion at the Big Fresno Fair on October 4

The UC Agriculture and Natural Resources (ANR) Small Farm Program and our partners at the [CDFA Division of Fairs and Exhibitions](#) are almost finished with our first round of workshops at county and district fairs.

These workshops, held during fair time, are for farmers, agricultural and tourism

professionals and community leaders to learn about innovations linking farmers with county and district fairs and to discuss ideas for collaboration with fair organizers. Ideas shared at these workshops are the basis for an exciting new round of collaborative projects and specialty crop promotions planned for next year's fair season.

We hope you'll [join us](#) in this adventure at our final workshop to be held at the Big Fresno Fair on October 4. Here's the [agenda](#) for the Fresno workshop.



Some of what's happened recently:

- At the Ventura County Fair, Evy Young showed off the Orange County Fair's Centennial Farm, a 3.5 acre working farm on the fairgrounds
- Chef Rachelle Boucher of the Marin County Fair explained how a contest and a platform for chefs helped fair food vendors embrace healthy food options as choices at all food concession booths.
- Marin County Fair partnered with UC Cooperative Extension and local farmers' market organizers, Agricultural Institute of Marin, to create an interactive and cohesive set of displays and activities about past and present Marin County agriculture, in the spirit of this year's theme, "Always Fresh, Local & Fun"
- The Santa Cruz County Fair sold slices of apple pies baked less than three miles away by local agritourism operator and apple grower, Gizdich Ranch
- John Steffanic, of Plumas Sierra County Fair, shared his plan for a "start to finish" research, greenhouse growing, processing kitchen and sales facility to replace unused range cattle pens located on the Plumas Sierra County Fairgrounds



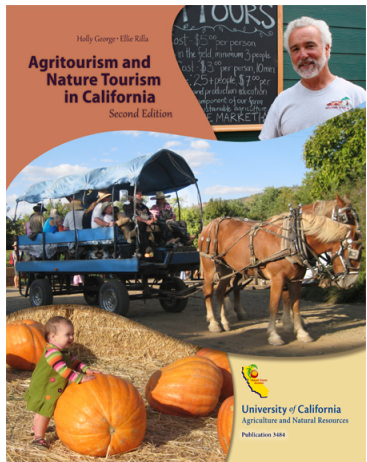
Many of the presentations, information, articles and reports from earlier workshops are [posted here](#).

The final workshop will include a four-hour meeting with brainstorming and discussion sessions, lunch, and an afternoon tour of the fair. The registration fee is \$20 and pays for everything including continental breakfast, lunch, parking & fair admission.

Please [register now](#) for the Oct. 4 Fresno workshop.

**Are you ready for "Agritourism Intensive" ?**  
Planning classes start soon in Sacramento, San Diego and Merced

Are you considering agritourism or nature tourism on your farm or ranch? Would you like to expand your agritourism or nature tourism business?



### This class is for you!

These three-session "Agritourism Intensive" courses will feature local experienced agritourism operators as advisors, and will use in-class exercises, small group discussions, networking, presentations by local experts, homework activities and a comprehensive agritourism manual. They will help you get started assessing your own farm or ranch for agritourism potential, planning or expanding your own agritourism business, updating your risk management plan and developing a marketing strategy to connect with your target customers.

- Each participant will receive a free copy of the 2011 edition of "Agritourism and Nature Tourism in California", an extensive handbook that will be used as a text for the class.
- All class sessions will be 9:00 a.m - 3:00 pm, breakfast & lunch provided
- Registration fee is \$50 for the 3-session course - Space is limited

### Registration is open - Sign up today!

#### Sacramento County class [registration](#)

**Dates:** Thursdays, Nov 15, 2012, Jan 17, 2013 and Feb 21, 2013

**Location:** UCCE Sacramento County, 24145 Branch Center Road, Sacramento 95827

#### Merced County class [registration](#)

**Dates:** Mondays, Dec 3, 2012, Jan 7, 2013 and Tuesday, Feb 12, 2013

**Location:** UCCE Merced County, 2145 Wardrobe Avenue, Merced, CA 95341

#### San Diego County class [registration](#)

**Dates:** Wednesday, Dec 5, 2012, Jan 9, 2013 and Feb 6, 2013

**Location:** San Diego County Farm Bureau, 1670 E. Valley Parkway, Escondido

Here are some of the [resources and presentations](#) from the last series of classes. For more information, please contact [Penny Leff](#), 530-752-7779,

This material is based upon work supported by USDA/NIFA under Award Number 2010-49200-06203.



United States Department of Agriculture  
National Institute of Food and Agriculture

### CalAgTour.org directory and free event listing

Moving forward with link on CDFA website - update your listing today!

You are missing out on some free publicity if your agritourism operation and events are not listed in UC ANR's Agritourism Directory, [CalAgTour.org](#). If you are a working farmer or rancher operating an agritourism business or organizing



agritourism events, we invite you to complete the [directory application](#) or the [event listing](#) application online so we can include your business and events in the directory. Listings and event postings are free. The site is visited by thousands of people every month.

If you're already listed in the directory, please [check your listing](#) and update it if needed. you can use the [directory application](#) form for updates. We'll contact you if we have any questions.

Let's fill up that [events calendar](#)!



## California Cottage Foods Bill signed into law

### About the bill

The governor of California recently signed a new bill allowing and regulating some processing and selling of home-made (and farm-house kitchen produced) foods direct to the consumer without having to go through a commercial USDA certified kitchen. This may have a significant (good) impact on many small to medium sized growers in the state who wish to sun-dry fruits & veggies, bottle honey, jams and jellies, bake fruit pies, roast coffee, make granola, and more.

The law firm/ organization at <http://www.theselc.org/> has a pretty good analysis of the bill



- Now that Governor Brown has signed AB 1616 it will go into effect in January.
- [What is Cottage Food & Other Frequently Asked Questions](#)
- [Read the Bill Language](#)
- [Cottage food laws in other States](#)
- [What People are Saying](#)

### Implementing the Homemade Food Act - From County Environmental Health

Here is a message from Brad Banner, Butte County Environmental Health Director:



"Just so you know... a lot of discussion is taking place among the regulatory community about implementation of the new law. Some county health folks are suggesting that implementation needs to be delayed until California Department of Public Health (CDPH) gets their website updated with a list of approved cottage foods and establishes their food processor class. Meanwhile, CDPH is seeking 6 new positions out of the bill in order from them to do their

part, presumably to be funded by a surcharge on permit and registration fees. You get the picture.

So while all this is swirling around, it is important for each of you to stay engaged with your local health department, track what is happening regarding implementation of the new law, and remain vigilant so as to assure timely implementation of the new law in your own community."

## California Small Farm Conference news Fresno - March 10 to 12, 2013

### Scholarships available

[California Small Farm Conference](#) scholarships are available for small-scale farmers, ranchers, farm and ranch employees, student farmers, and certified farmers' market managers of limited means. Scholarships include:

- Conference registration
- Conference-hosted meals
- Sunday Tasting Reception
- Travel stipend and lodging (if applicable)



The networking and educational opportunities of the conference are priceless. Scholarship applications must be received no later than Monday, December 3, 2012. Applications received after December 3 will be placed on a waitlist.

[Download the scholarship application](#) today!

Submit all applications to: [conference@californiafarmconference.com](mailto:conference@californiafarmconference.com)

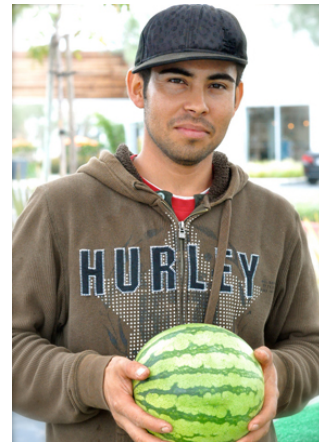
### Call for presentations and workshops

In an effort to ensure that the California Small Farm Conference remains relevant to you, the attendee, we are putting the program in your hands! We want to know what speakers, industry professionals and farmers you want to hear from.

The Call for Presentations Form is your opportunity to provide us the information about a potential conference session topic or speaker you'd like to see at the 2013 Small Farm Conference.

Please download and complete the [Call for Presentations Form](#) and get started today. Your input and feedback is greatly appreciated.

Questions? Contact [conference@californiafarmconference.com](mailto:conference@californiafarmconference.com).



### Exhibitor & Sponsorship Opportunities

The California Small Conference attracts more than 400 attendees each year, where attendees turn to exhibitors and sponsors for information on products and services relevant to small scale farmers. Exhibiting at or sponsoring the 26th annual conference is an opportunity to reach new customers, farmers, market managers and advisors.

[Download the Exhibitor/Sponsorship Packet](#) for details about available opportunities. Questions? Contact Simone Parker, CMP at [simone@californiafarmconference.com](mailto:simone@californiafarmconference.com) to request additional information.

## Useful new resources for agritourism operators & advisors

- [Safe Agritourism website](#) **Integrating Safety into Agritourism** - Created by the National Children's Center for Rural and Agricultural Health, this new website offers simulated walk-throughs of various agritourism activities,

checklists, resources and plenty of advice for keeping your agritourism operation safe and healthy for both children and adults

- **[Marketing 101 Manual](#) - An Introduction to Basic Marketing Practices**, published online by Community involved in Sustaining Agriculture (CISA) - a 45 page workbook including worksheets & case studies, targeted for direct-marketing farmers and agritourism operators (24 MB)
- **[Access to Capital](#)**- A report developed by the California Financial Opportunities Roundtable, with funding from UCDA Rural Development. This 113 page report, available free to download, provides a comprehensive view of capital sources currently available to rural businesses and communities, sources of capital that could be available with substantial work, and resources for technical assistance and mentoring, business research and data, financing, and network and advocacy.(4 MB)
- **[New Farmer's Guide](#) - Cultivating Success at Farmers' Markets**, by Randii MacNear and Shelly G. Keller - Created by the manager and sellers of the Davis Farmers' Market, this 34 page guide offers tips, strategies, marketing and budgeting advice and personal stories from farmers and the market manager to help new farmers get started selling at farmers' markets



## Coming Up Soon...

### Conferences and educational opportunities

- **North America Farm Direct Marketing Association (NAFDMA)** comes to the Pacific Northwest for the first time in 20 years for their **2013 Convention - February 1-6, 2013** in Portland, Oregon. The convention includes a three-day bus tour and a three-day conference and trade show. [Read more](#)
- **Yuba County Agritourism Workshop - November 9, 2012** - organized by the Yuba County Economic Development Coordinator, John Fleming - a discussion with local agritourism operators and others in the community about regional development and support for Yuba County agritourism - for more information, contact [John Fleming](#), 530.749.7560



## A Few Funding Opportunities

- USDA funds available for Value-Added Producers - up to \$300,000 - Applications deadline is October 15, 2012 - [read more](#)
- Western SARE Professional & Producer Competitive Grants - up to \$50,000 - proposal due December 5, 2012 - [read more](#)
- Western SARE Farmer/Rancher research and education Competitive Grants - up to \$25,000 - proposals due December 5, 2012 - [read more](#)
- Western SARE Professional Development Program Competitive Grants - up to \$75,000 - proposal due October 31, 2012 - [read more](#)



Thanks for reading to the bottom of the page. Please stay in touch!

Penny Leff

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