

Agritourism directory promotion takes off!



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

Greetings!

This issue is a short note to let you know about our new [www.calagtour.org](http://www.calagtour.org) and general California agritourism social media marketing campaign, and to invite you to help plan this winter's regional agritourism summits.

Thanks for reading and being part of California agritourism! Please let us know what's going on in your county or region, or on your farm or ranch, to share in the next issue.

Penny Leff, UC Small Farm Program Agritourism Coordinator

### 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, by county, or by 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 the [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.

### **New social media promotion program**

With funding from the USDA Farmers' Market Promotion Program, we have launched a targeted social media marketing campaign to promote your activities and use of our University of California Agritourism Directory by potential visitors to California farms and ranches.

- 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 are currently running a Facebook and Instagram ad encouraging our California farm and local food loving public to visit [www.calagtour.org](http://www.calagtour.org) to "find their next agritourism adventure"



We look forward to helping promote your business!



### **Help plan upcoming agritourism summit in your region?**

The UC Small Farm Program will be working with UC Cooperative Extension and other partners to facilitate four day-long regional agritourism summits in Winter 2016 - 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.

The summits will be held in Santa Rosa, Woodland, Modesto and Riverside, and will each include participants from counties surrounding these cities.

The initial planning/advisory committee meetings in each location have been scheduled. You are welcome to join us to share your thoughts about the goals,

content and format for the regional summit in your region:

- Modesto team met at UCCE Stanislaus County Oct. 4, 1 p.m.
- Woodland team meets at UCCE Yolo County Oct. 6, 1 p.m.
- Santa Rosa team meets at Sonoma County Economic Development Board Oct. 17 at 1 p.m.
- Riverside team meets at UCCE Riverside County Oct. 20, 3 p.m.

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

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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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