



## Agritourism - suggested online reading and resources

compiled by UC Sustainable Agriculture Research and Education Program

Here are links to a variety of articles, presentations and guides involving agritourism. These materials can give you an understanding of some of the opportunities and challenges facing agritourism operators. None of these are required reading for the class; this is only for your interest.

Class text, [\*Agritourism and Nature Tourism in California\*](#), 150 page manual written by Holly George and Ellie Rilla, 2011, available from UC ANR Catalog (coming to your mailbox soon)

- UC ANR website: [\*California Agritourism\*](#)
- Peer-reviewed Research Article: [\*California agritourism operations and their economic potential are growing\*](#) (E. Rilla, et al, 2011)
- Guide: [\*Offering High-Quality On-Farm Experiences\*](#), Agritourism Best Practices series, University of Vermont, 2014
- [\*A Guide to Successful Agritourism Enterprises\*](#), Vermont Agritourism Collaborative, 2019
- Agritourism Fact Sheet: [\*12 Things to Consider When Starting an Agritourism Business\*](#) (Dora Ann Hatch, LSU AgCenter)
- Presentation: [\*Diversification through Agritourism in British Columbia\*](#), Canada (Nicole Vaugeois, Vancouver Island University, British Columbia, Canada, 2015)
- Presentation: [\*Navigating Permitting and Regulations for Agritourism\*](#) (Karen Giovannini, 2017)
- Guide: [\*Planning a U-Pick Operation on your California Farm\*](#) (Penny Leff, UC SAREP, 2018)
- Guide: [\*Guest Lodging on Your California Farm or Ranch\*](#) (Penny Leff, UC SAREP, 2019)
- Guide: [\*The Big Event: Hosting a Festival on Your California Farm\*](#) (Penny Leff, UC SAREP, 2019)
- Guide: [\*Hosting Dinners on Your California Farm\*](#) (Penny Leff, UC SAREP, 2019)
- Guide: [\*Marketing Regional Farms and Wineries: A Guide for California Agricultural Marketing Groups\*](#), (Penny Leff, UC Small Farm Program 2015)
- Guide: [\*Agritourism enterprises on your farm or ranch: Where to start\*](#) (Holly George, Ellie Rilla, 2008) This publication gives you a game plan for navigating the maze of permits, plans, and approvals you will need to get in order before you launch a potentially profitable agritourism enterprise on your California farm or ranch.
- Guide: [\*Agritourism enterprises on your farm or ranch: Understanding regulations\*](#) (H. George, E. Rilla, 2008) Agritourism can be a great boon to the California grower, but you have to be aware of your legal responsibilities, get your permits, and follow the rules regarding land use, zoning, public health, and other areas. This gives you a brief overview.
- Guide: [\*Marketing Strategies for Agritourism Operations\*](#) (Holly George, Ellie Rilla, 2011) Agritourism gives the farmer a broad choice of opportunities to market products, on-farm experiences, and hospitality services. This publication will help you assess your options and work out a solid plan for marketing your agritourism operation.
- Recorded Webinars: [\*Agritourism Conversations 2016\*](#) (Penny Leff, UC Small Farm Program, 2016) Webinars discussing issues and strategies for successful agritourism