

Agritourism & Nature Tourism

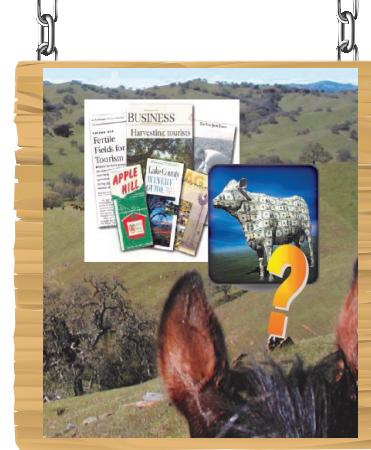
RANCHING SUSTAINABILITY ANALYSIS QUICK TIPS

What is it?

Agritourism can be defined as "a commercial enterprise at a working farm, ranch, or agricultural plant conducted for the enjoyment of visitors that generates supplemental income for the owner" (UC Small Farm Program), including outdoor recreation, educational experiences, entertainment, hospitality, or on-farm direct sales. Nature tourism obviously refers to those activities centered around natural resources such as fish, wildlife, and their habitat.

Why is it important?

Ranch lands and other agricultural areas of California's Central Coast are well known not only for production of nutritious food but also for their scenic beauty, varied ecology, and cultural contributions. These very features attract and sustain tourism in the region, offering numerous opportunities for ranchers and farmers to diversify their income through alternative enterprises that help to connect the public with their food, the producers, and the land. This relationship-building fosters public support for agriculture. Diversifying your income can help protect your livelihood by reducing your reliance on livestock production as the sole or primary source of income.



What can I do?

- Assess your potential, including your land, personal and family interests, and community.
- Be creative – common opportunities include birding, camping, hunting, trail rides, and ranch stays.
- Communicate with existing agritourism operators and area tourism professionals or organizations for ideas, advice, and referrals.
- Investigate permitting issues and other legal constraints.
- Manage risk and liability, e.g., contact your insurance carrier for rate quotes (minimizing risks will minimize insurance premiums and give peace of mind).
- Develop strategies and create a business plan.
- Contact area resources for free or low-cost assistance.
- Create a marketing plan that includes a well-designed and maintained website, internet-based social networking (the computer age's word-of-mouth), and local promotion and referrals.
- Consider starting or joining a marketing cooperative.

Where can I get more information?

Ag Adventures of the Central Coast

www.agadventures.org

contact Joy Barlogio at Jack Creek Farms, Templeton, CA, 805-238-3799, email info@jackcreekfarms.com

Agritourism and Nature Tourism in California, UC ANR Publication 3484 (\$25 plus tax and shipping) anrcatalog.ucdavis.edu/SmallFarms/3484.aspx

Agritourism Enterprises on Your Farm or Ranch-Understanding Regulations, UC ANR Publication 8333 (free PDF) anrcatalog.ucdavis.edu/items/8333.aspx

Agritourism Enterprises on Your Farm or Ranch-Where to Start, UC ANR Publication 8334 (free PDF) anrcatalog.ucdavis.edu/items/8334.aspx

Alternative Enterprises and Agritourism: Farming for Profit and Sustainability Resource Manual, USDA-NRCS 2300p toolkit (free PDF) www.economics.nrcs.usda.gov/resmanual.html

California Agricultural Tourism Directory, hosted by University of California www.calagtour.org

Entertainment Farming and Agri-Tourism Business Management Guide www.attra.ncat.org/attra-pub/PDF/entertn.pdf

Marketing Strategies for Agritourism Operations, UC ANR Publication 8444 (free PDF) anrcatalog.ucdavis.edu/items/8444.aspx

RSA Info Sheet: Business and Marketing Resources for Central Coast Agritourism & Nature Tourism ucanr.org/rsa

UC Small Farm Program sfp.ucdavis.edu/agritourism

One Shields Ave, Davis, CA 95616-8699, 530-752-1515

Fact Sheets—<http://sfp.ucdavis.edu/agritourism/factsheets.html>

e.g., From A to Z: Potential Enterprises for Agricultural and Nature Tourism

Your local Resource Conservation & Development Council (RC&D), Chamber of Commerce, and tourism bureau also may be able to help with agriculture- and nature-based tourism enterprises.

What is the RSA?

A voluntary program developed by California ranchers for use by the California ranching community, the Ranching Sustainability Analysis is a proactive self-assessment tool to foster successful practices and help ranchers achieve sustainability—**long-term economic, environmental, and social viability.**

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