

# 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](http://www.agadventures.org)

contact Joy Barlogio at Jack Creek Farms, Templeton,  
CA, 805-238-3799, email [info@jackcreekfarms.com](mailto:info@jackcreekfarms.com)

*Agritourism and Nature Tourism in California*,  
UC ANR Publication 3484 (\$25 plus tax and shipping)  
[anrcatalog.ucdavis.edu/SmallFarms/3484.aspx](http://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](http://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](http://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](http://www.economics.nrcs.usda.gov/resmanual.html)

*California Agricultural Tourism Directory*, hosted by University of California  
[www.calagtour.org](http://www.calagtour.org)

*Entertainment Farming and Agri-Tourism Business Management Guide*  
[www.attra.ncat.org/attra-pub/PDF/entertn.pdf](http://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](http://anrcatalog.ucdavis.edu/Items/8444.aspx)

*RSA Info Sheet: Business and Marketing Resources for Central Coast Agritourism & Nature Tourism*  
[ucanr.org/rsa](http://ucanr.org/rsa)

UC Small Farm Program  
[sfp.ucdavis.edu/agritourism](http://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.

Choose enterprises about which you are passionate, as your obvious interest will: a) convey to your customers, enrich their experiences, and gain you repeat customers and referrals, and b) help you to maintain the energy needed to do the extra work involved in running successful alternative enterprises. Ultimately, you are more likely to succeed if you are passionate about what you are doing and become directly involved with your customers—they want to hear your story and know that you care about their experience with you and your family. Pursue these endeavors with both heart and mind.

### 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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