

All About Agritourism

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You've Seen
Disneyland...
Now Visit the
Other California

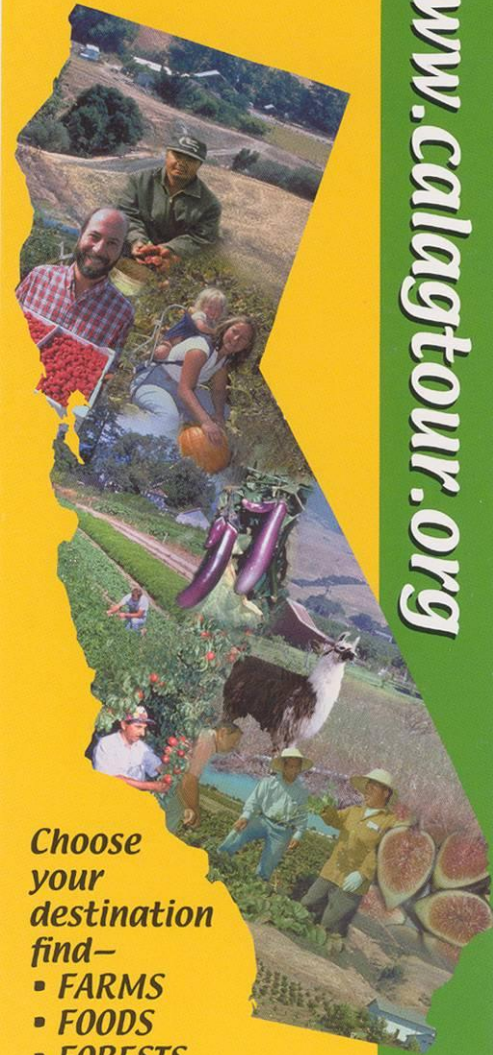
www.calagtour.org

- Definitions
- Why Agritourism
- Market trends
- Resources
- North Bay Food Hub
- Examples & ideas
- Time for Q & A

Choose
your
destination
find—

- FARMS
- FOODS
- FORESTS
- FUN

Visit—
www.calagtour.org



A bit about me

- 1997 Agritourism study in England
- 2002 Agritourism & Nature Tourism in California book
- 2009 survey of California agritourism operators



Consider the Possibilities

Chapter Goals	
Introducing Agritourism and Nature Tourism	
Opportunity Knocks	
Case Study	
Travel Trends	
Tourism Pays!	
Consumer Trends	
About the Consumer	
Points to Remember	

Defining the PRODUCT

What's in a name?



- Agritourism / Ag Tourism / Agricultural Tourism
- Nature Tourism / Nature-based Tourism / Wildlife Tourism
- Eco-tourism / Geo Tourism/ Rural Tourism
- Adventure Tourism / Active Tourism
- Cultural Tourism
- Experiential Tourism

Defining the PRODUCT

Agritourism



“Any income-generating activity conducted on a **working** farm or ranch for the enjoyment and education of visitors. Agritourism includes the interpretation of the natural, cultural, historical, and environmental assets of the land and the people working on it.

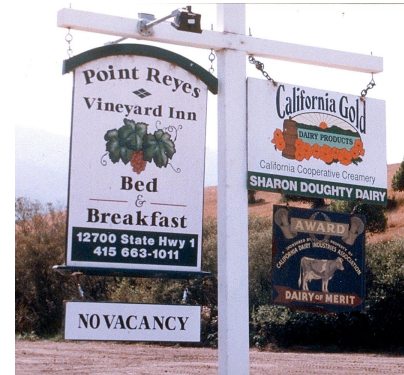
Ecotourism or Nature Tourism



Responsible travel to natural areas that conserves the environment and improves the well-being of local people.

The Intl Ecotourism Society

Experiences-Demonstrations-Tours-Festivals-Facilities- Value-added products and much more



US/EU Farming



- In US, 13% farms earn majority of income on the farm
- Over 50% income earned from off-farm jobs
- Less than 2% of US population lives on farm
- Less than 50% of all EU farms earn a majority of their income from on-farm production
- 35-75% income from off-farm jobs
- Farmers represent 8.2% population

USDA ERS 2011

Agritourism in Europe, Sznajder, 2009

US/EU Examples



- UK Farm Stays
- Agriturismo in Italy
- Polish Organic Farms
- Bienvenue à la ferme
- Vermont Farms! Association
- North Carolina Agritourism Association
- Apple Hill, El Dorado Co
- Calagtour.org

Agritourism activities offered by California operators



- Direct sales 81% farm stands, u-pick, corn maze
- Tours 81% school groups, seasonally
- Experiences 75% hands-on demos, tasting
- Facilities 44% weddings, farm stays, harvest dinners

Godfather of Agritourism

Wineries are remarkably effective magnets for tourism.

America's experiential consumer' is particularly attracted to the personal connection, artisan atmosphere, rural environment and beauty of California's wineries and vineyards."



Karen Ross, California Association of
Winegrape Growers

California Wine Industry



- 4th largest in world
- 2.5 billion bottles/yr
- 19.7 million winery visitors
- \$2 billion in annual tourism expenditures in 2005
- 2,687 wineries
- 500,000 acres of vineyard
- Annual impact of \$51.8 billion on CA economy
- \$125.3 billion on the US economy annually

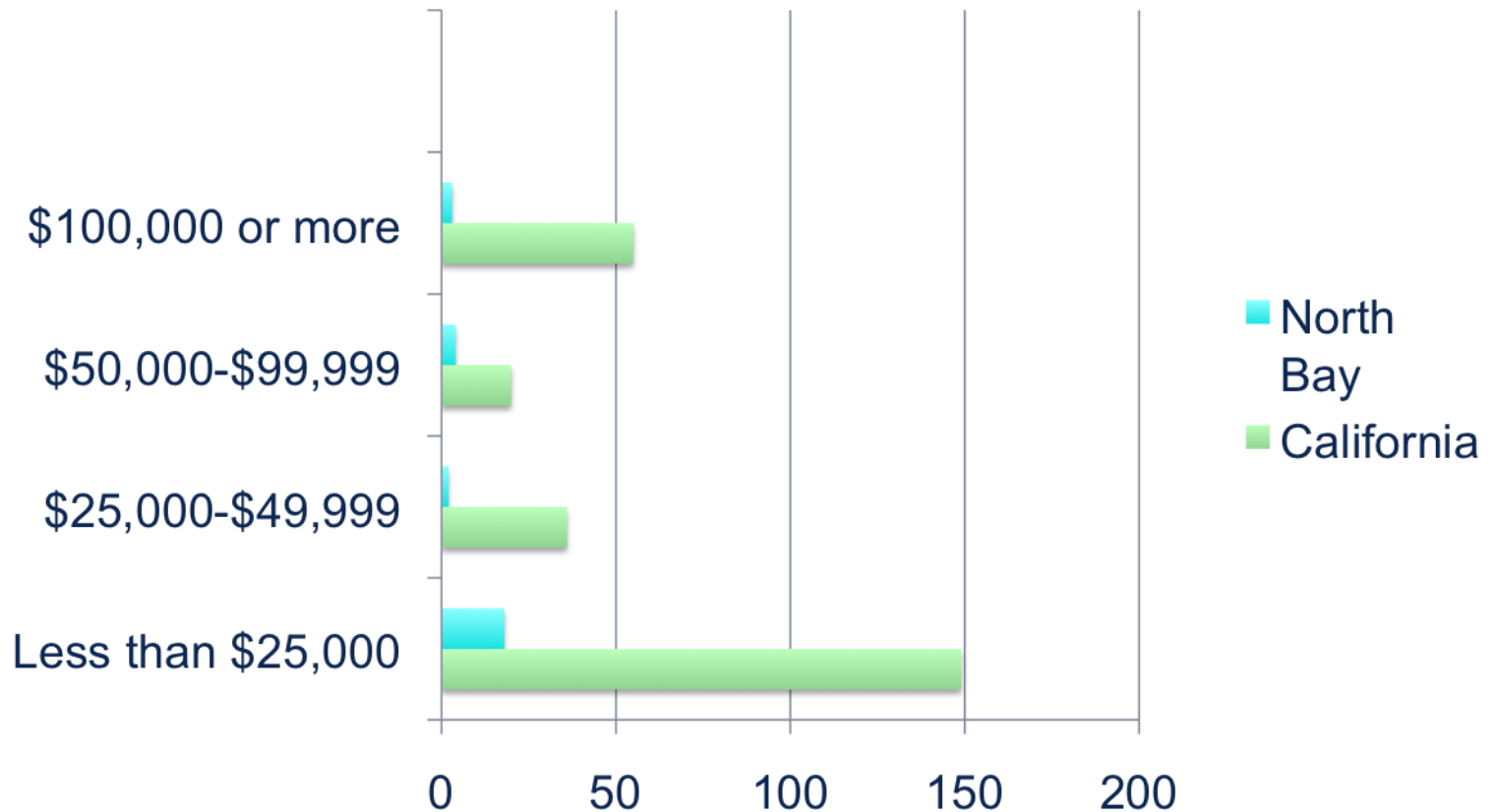
Source - 2005 Wine Institute Study

Snapshot of a California Agritourism Operator



- 685 farms in CA
- 2.4 million visitors
- \$35 million
- Increase profitability
- Enjoy working with people
- Marketing farm products
- Educating visitors

Gross Revenue from Marin & Sonoma agritourism operators



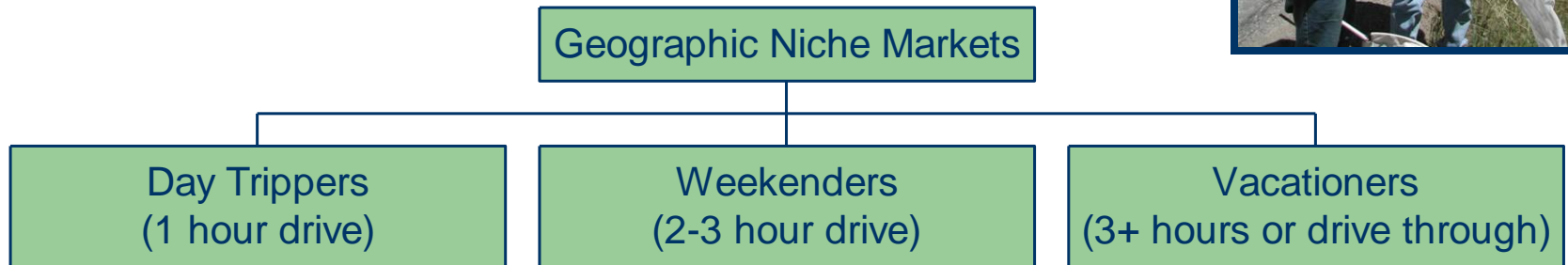
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- Canvas Ranch
- Chanslor Guest Ranch & Stables
- Kozlowski Farms
- Laguna Farm
- McClelland's Dairy

- Middleton Farm
- Oak Hill Farm
- Pelican Spring's Farm
- Peterson's Farm
- Tara Firma Farm

Target Markets



In 2008, 88% of agritourists were from California & 50% from same county.

Rilla et al 2011

Travel Trends



- Nature and adventure tourism are the fastest growing segments of the tourism industry.
 - The Ag Spin: California's and Sonoma County ranches and farms offer unique blends of nature, tradition and outdoor adventure in a close-to-home setting.

Travel Trends



- There is an increased demand for multiple-activity trips.
 - The Ag Spin: Partner with other regional tourism providers to offer multiple activities, from bird watching and horseback riding to wine tasting and milking a cow or eating artisan goat cheese..

Travel Trends



- Long, extended vacations have been replaced by short, intensely active vacations.
 - Ag Spin 1: Key target markets generally within 2-3 hour drive time, making short, extended weekends and multiple trips possible.
 - Ag Spin 2: Most ranches and farms located near other outdoor recreation amenities and businesses.

Generalist vs. Enthusiast



- Interested in many activities
- Beginning knowledge but interested in learning
- More interested in guided experience
- Large audience
- Moderate travel expenditures
- Devoted to one activity
- Expert knowledge
- Self-guided
- Small Audience
- High travel expenditures
 - Mainly transportation

Who's Watching What?



- One in three Americans (16 & older) participate
- 71 million in US, 6.2 million in California
- 4x greater attendance than all NFL games in 2006
- Contributes \$45.7 billion to local economies
- Includes scenery, plants, wildlife, birds, & fish

Kunde Winery Eco-tours is a perfect mix

2006 Wildlife watching in the US - USFWS

Motivators



- Reasons for Visiting a Farm/Ranch
 - Enjoy Rural Scenery (rated important by 75%)
 - Visit Family and Friends (53%)
 - Learn About Where Food Comes From (46%)
 - Watch and Participate in Farm Activities (43%)
 - Purchase Agricultural Products/Pick Produce (34/32%)
 - Spend the Night (33%)
 - Hunt and Fish (14%)

(“Fruitful Rim” Region) NSRE 2007

In tourism promotion, as in life, things are easier with partners and friends.



Ask Yourself, "Who is Missing? Is There a Way to Involve Them?"

PRNS is a world class birding site

- 490 species
- Shape of peninsula and location on Pacific Flyway
- Almost 50% of all NA bird species recorded



Consumer trends for specialty foods

- Purchasing trends going upscale for over one-third of US consumers
- Fancy Food Show “sofi” winners: Sonoma Syrup, Point Reyes Blue, Bellwether Farms
- Farmers markets gain as consumers look to support local producers



Regional artisan food hub



- Craft brews
- Artisan & farmstead cheeses
- Local grass-fed meat and seafood
- Organic milk, ice cream, yogurt, butter
- Degree & certificates in wine, artisan cheesemaking, charcuterie & more

Lagunitas: Monthly brew parties featuring 2-3 local food producers

Growth in local, organic and non GMO foods.....

Baker Creek Heirloom Seed Co at Petaluma Seed Bank

THE NATIONAL heirloom EXPOSITION

THE LARGEST HEIRITAGE
PRODUCE EXHIBIT EVER!

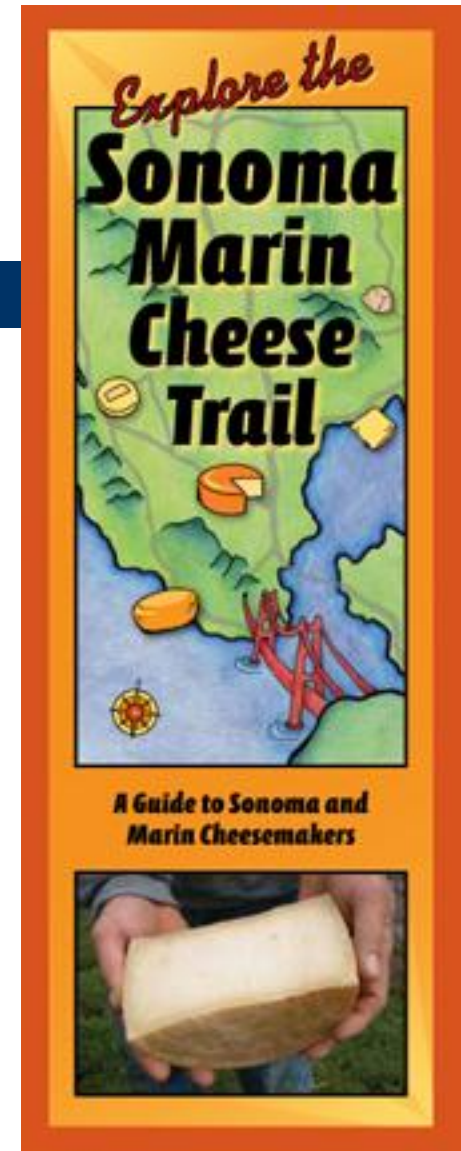
EXCITING VARIETIES
FROM ALL 50 STATES
REPRESENTED!

SANTA ROSA, CA · SEPT. 13, 14 & 15, 2011



Artisan & Farmstead Cheese

- Over half of CA artisan cheesemakers are located in Sonoma & Marin (27)
- 7 open to public and 16 by appt.
- \$120 million in annual sales in 2010
- 95 types of artisan cheese produced
- California's Artisan Cheese Festival in Petaluma - 6th annual
- 9,000 acres in agricultural conservation easements



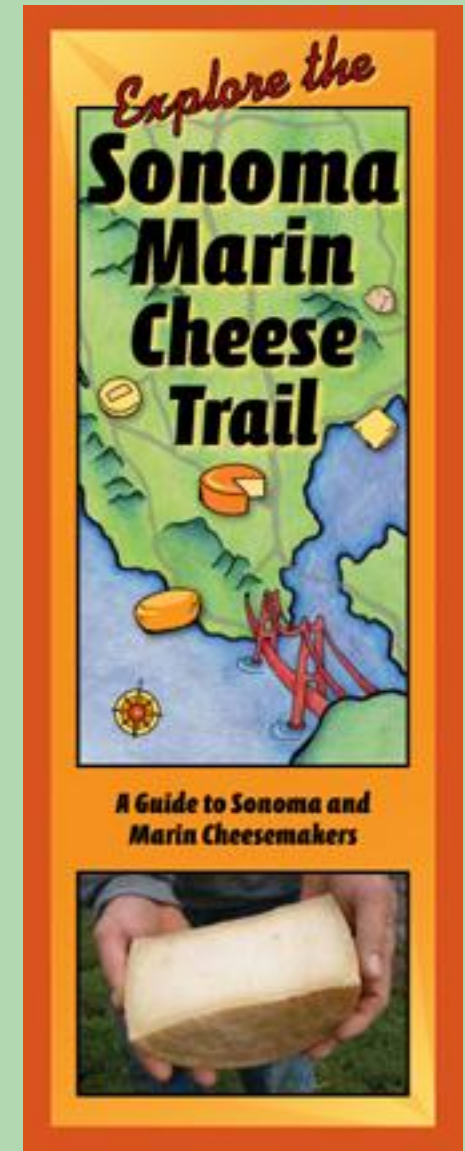
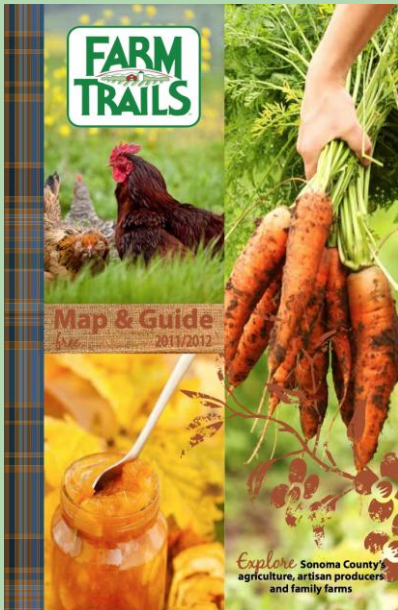
Promoting Sonoma County-- evolving labels and efforts



In 2010 Olivers Market offered 5,000 different products from Sonoma County. \$1 out of every \$4 was a Sonoma County product.

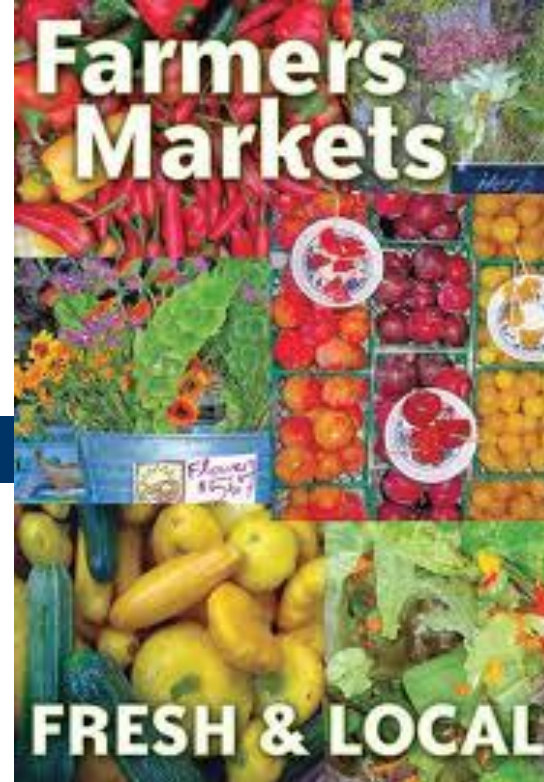
Linking consumer experiences

How can you co-market the bounty of the county and beyond?



A few of our many assets...

- Many promotional alliances
- Diversified economy
- 13 farmers' markets
- Edible festivals and events
- 300 wineries, many with gardens
- 187 organic farms growing 130 specialty products
- 27 artisan cheese companies in cheese shed
- \$653 million ag production value: winegrapes, milk, livestock & poultry, nursery, vegetable, tree crops
- 100,000 acres of open space and conservation easements
- Direct farm sales from \$29 to \$44 million in past 5 yrs



Constraints

- Permitting / Development code / Zoning issues
- Government and private sector support
- Duplication of effort
- Liability and insurance costs
- Transportation and traffic on rural roads

California Agritourism Survey 2011



Agritourism requirements

- Visitor/employee skill-building
- New regulations
- Additional risks
- New partners
- Community support

California Agritourism Survey 2011



Visit Sonoma County website

- Just 30 miles from San Francisco
- More than 300 wineries.
- Quaint towns
- Crashing surf
- Luxurious spas
- Towering redwoods
- Over 125 family farms along the farm trail
- 5,000 world class products from artisan butter & cheeses and olive oil to
- A birders paradise
- 100,000 acres of preserved agrarian landscapes

Focus on your community assets

- Regional artisan food hub: olive oil, wine, beer, cheese & other specialty foods
- Gorgeous scenery and farmland protection
- 13 wine-growing regions, the new Normandy of artisan cheeses, world-class birding at Point Reyes National Seashore
- Think outside county boundaries



More Resources

- Upcoming workshops & classes
- UC Davis online course
- NAFDMA Conferences
- Regional & local agritourism associations

Thank You!

For more information:

- Directory: <http://calagtours.org>
- Book: <http://anrcatalog.ucdavis.edu/>
- Article: <http://californiaagriculture.ucanr.org>
- Resources: <http://sfp.ucdavis.edu/agritourism/>
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