

Agritourism Intensive 2021: Managing the Risks of Agritourism for California Farm and Ranch Diversification – Funded by Western Extension Risk Management Education Program

UC SAREP is collaborating with UC Cooperative Extension and county staff, regional agricultural organizations, and marketing professionals to offer a series of 6 participatory and educational virtual gatherings (with the possibility of one in-person on-farm gathering in each location if allowed by health officials). Resources from previous similar “Agritourism Intensive” classes [are online](#).

The workshops will be offered via Zoom for farmers and ranchers in Mendocino and San Luis Obispo Counties and neighboring counties to these locations.

Course Overview

This course will introduce the student to a range of opportunities for diversifying a working farm or ranch by providing enjoyment and education to visitors for profit. Local experts will guide participants as they assess their own farms or ranches for agritourism potential and start creating business, risk management and marketing plans for their own agritourism operations. Local experienced agritourism operators will share their own experiences and will be part of a supportive network of advisors as class participants plan and start new enterprises. Students will participate in individual exercises and will share their work during class discussions, and will have homework assignments to complete between the class sessions. The homework will include completing several assessment worksheets in cooperation with family or business partners, as well as writing first drafts of parts of their own business plans. Class instructors will provide each participant with individual feedback on all assignments turned in. No educational credit will be given for this course. The participants will be encouraged to (but not required to) participate in online group discussions about the classes, readings and individual planning work.

The SLO region Agritourism Intensive classes will be open to farmers, ranchers and others involved in or planning for agritourism in San Luis Obispo, Monterey and Santa Barbara Counties. The format of the class is a series of 6 participatory 2-hour zoom meetings, every Tuesday beginning January 12, 2021 and ending February 16, 2021. Each session will be 9 a.m. to 11:00 a.m. Shared zoom participation will be available at the SLO Farm Bureau office for those with poor internet access.

The Mendocino region Agritourism Intensive classes will be open to farmers, ranchers and others involved in or planning for agritourism in Mendocino, Lake and Sonoma Counties. The format of the class is a series of 4 participatory 2-hour zoom meetings, the first 4 Wednesdays in March 2021, from 10 a.m. to 12:00 p.m., followed by a final in-person, socially distanced outdoor session on Wednesday, March 31, if allowed by local health department authorities.

The project manager will follow up by telephone or email with all participants who complete the planning assignments, checking in on progress and offering consultation.

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