



# NORTH BAY AGRI-TOURISM: ECONOMIC POTENTIAL AND STRATEGY

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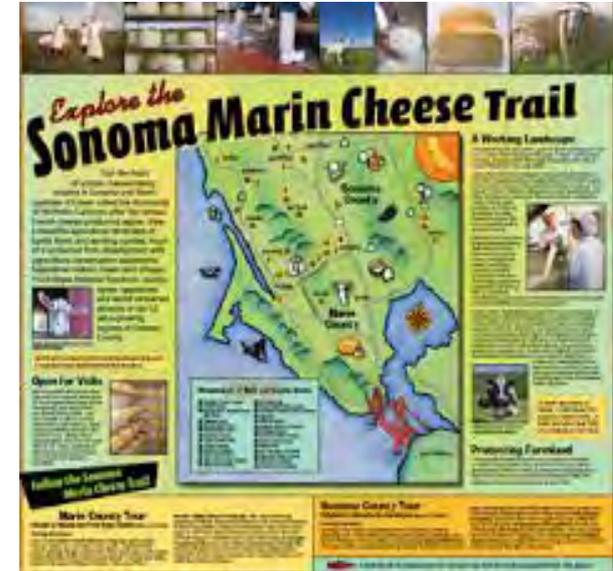
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# Ag Tourism: Many Possibilities



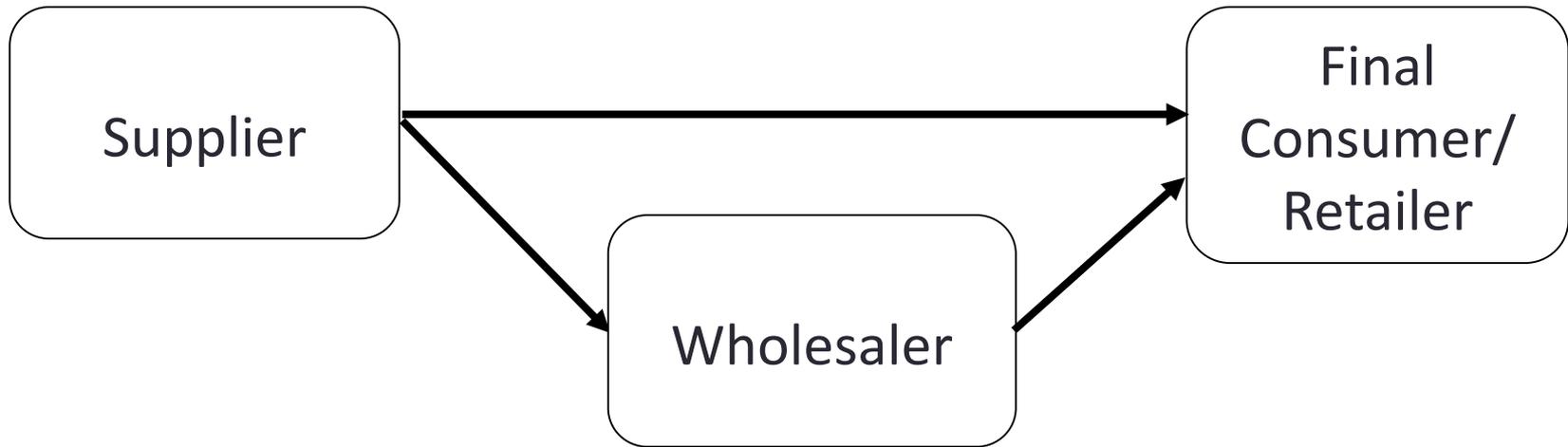
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# Why is it important?

- Supports farmers
  - Education, advocacy and diverse revenue sources
- The entire supply chain is here for this activity
  - In the field
  - In distribution and retail
  - Restaurants



# How an economist sees this



**Where can agri-tourism  
both fit and thrive?**

# Examples: Cheese and Wine

- Similar?
- Both ag products with manufacturing process
- Both have field and “conversion” operations
- Both now have tasting and visitor facilities

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# Two Other Examples: Livestock and Grain Farming

- Could field operations “fantasy camps” be the next big thing?
- It is an experience economy play!
  - but....
    - Liability
    - Access Management
    - Pre- and post-visitor issues



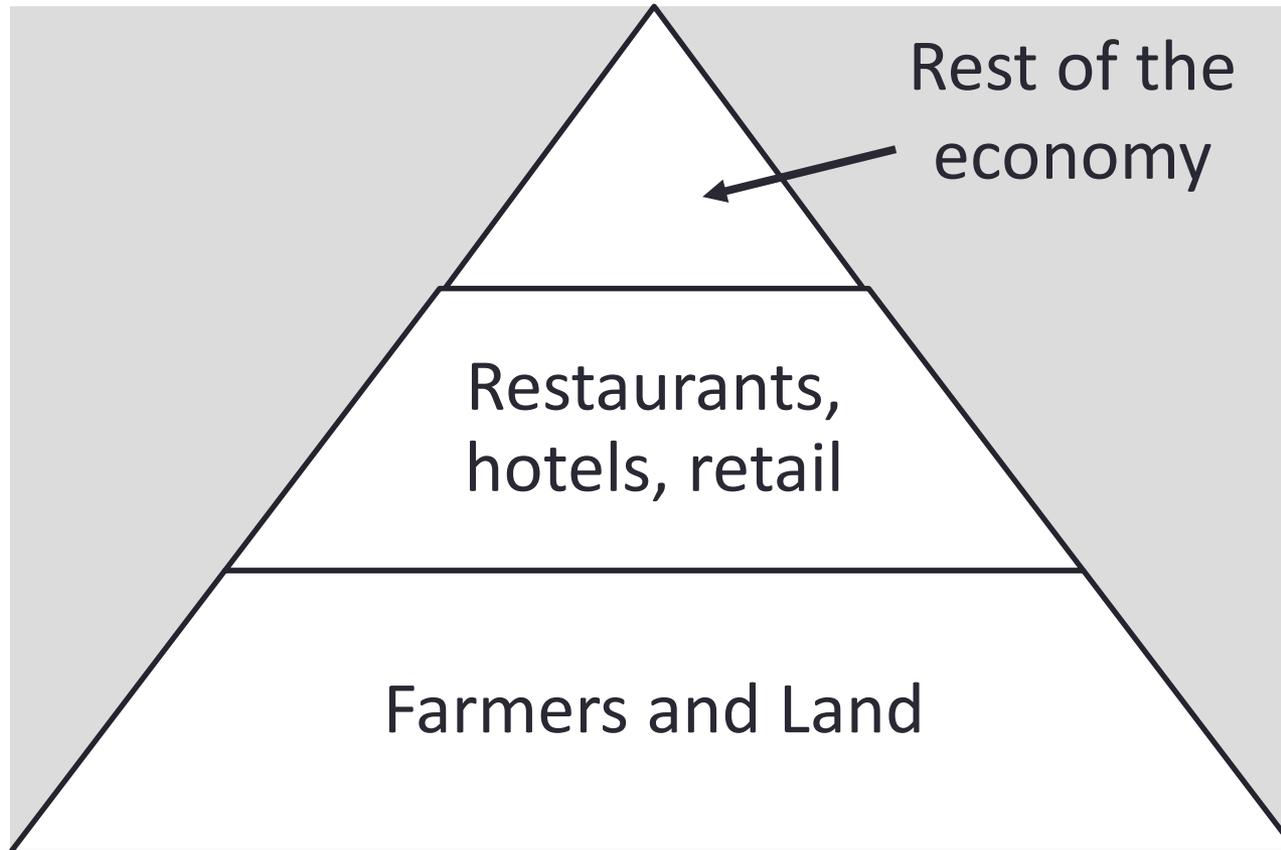
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# Where the juice flows to the regional economy

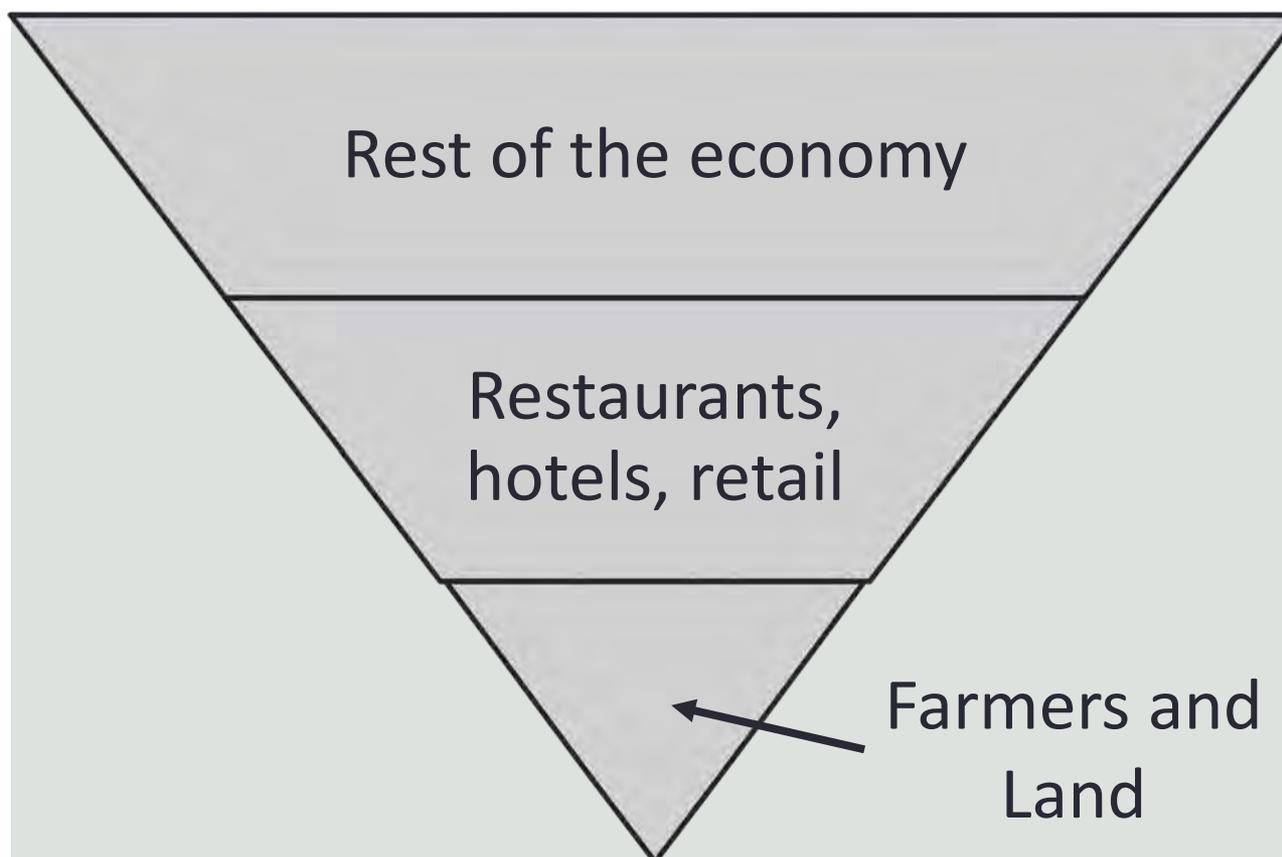
- Like other tourism, connecting supply chains
  - Farmers and tourism assets
  - Conversion to overnight stays
  - Restaurant meals
  - Retail
  - Regional partnerships
- For local governments
  - Sales taxes rise
  - TOT (bed) taxes rise
  - Preservation of agricultural land through multiple revenue channels



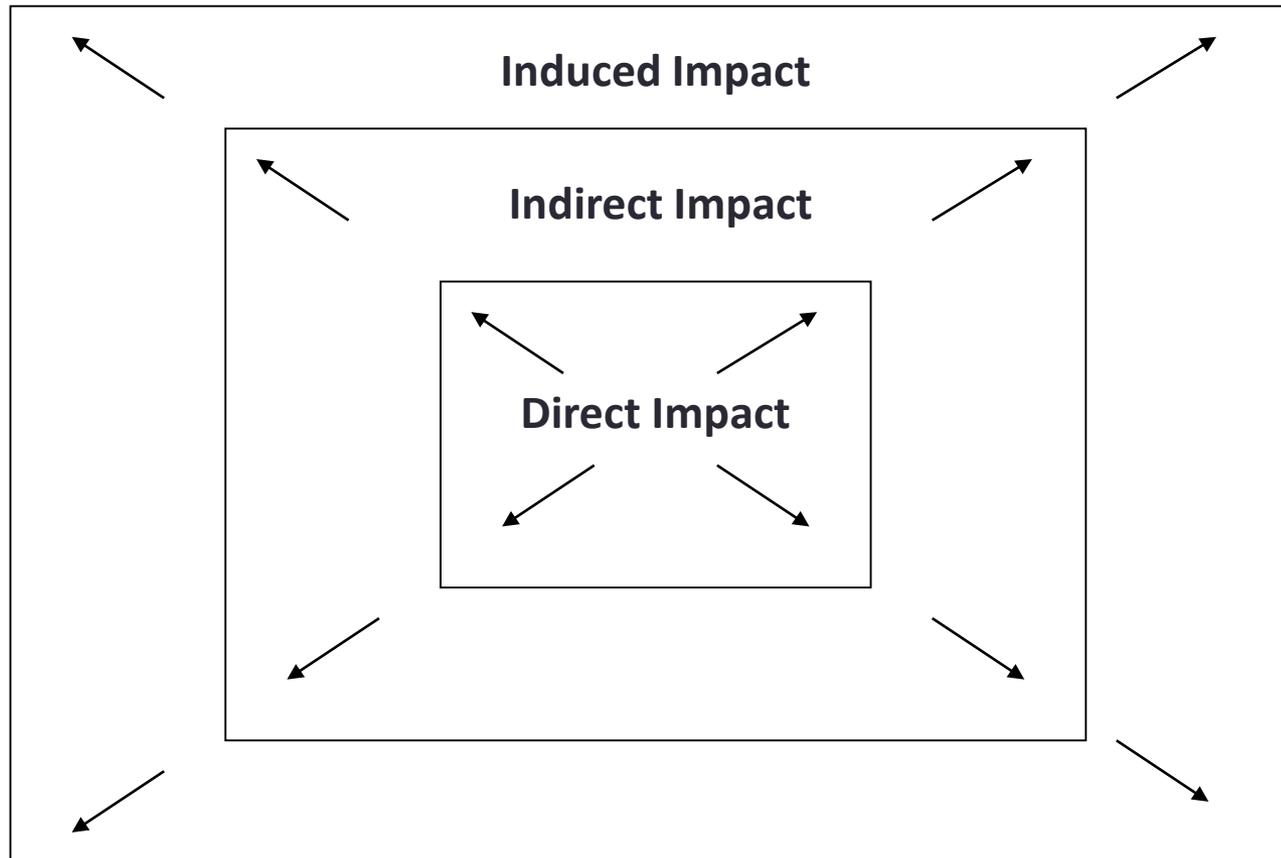
# When agri-tourism really cooks?



# When agri-tourism really cooks!



# The Economic Impact Concept



# Industries Involved after Farmers and hotels/restaurants/retailers as support



- **Farmers and tourism industry directly affected**
- Major Industries affected
  - Real estate agencies
  - Wholesale trade businesses
  - Banks and Credit Unions
  - Accounting, tax preparation, and payroll services
  - Maintenance and repair construction: commercial
  - Bars and Restaurants again
  - Retail trade again

# Now that Prop 64 Passed

- Short-term: quick boost, price depression
- Medium-term: marginal businesses fall away, supply contracts, demand settles
- Long-term: Major players emerge, both new and old players,



**Bottom line: ag business with fully supply chain coming**

# Conclusions and Strategy



- Pick some easy wins
  - Cheese trail and farmer's markets solid
- Agri-Tourism already exists in wine
  - Is it feasible to expand in other ag
- Links to hotels, restaurants key
  - Think links in a supply chain that become multiplicative events for the economy
- Cannabis both a challenge and opportunity for this combo industry