



Agritourism Gathering Growing Together: Unlocking the Hidden Economy of Agritourism

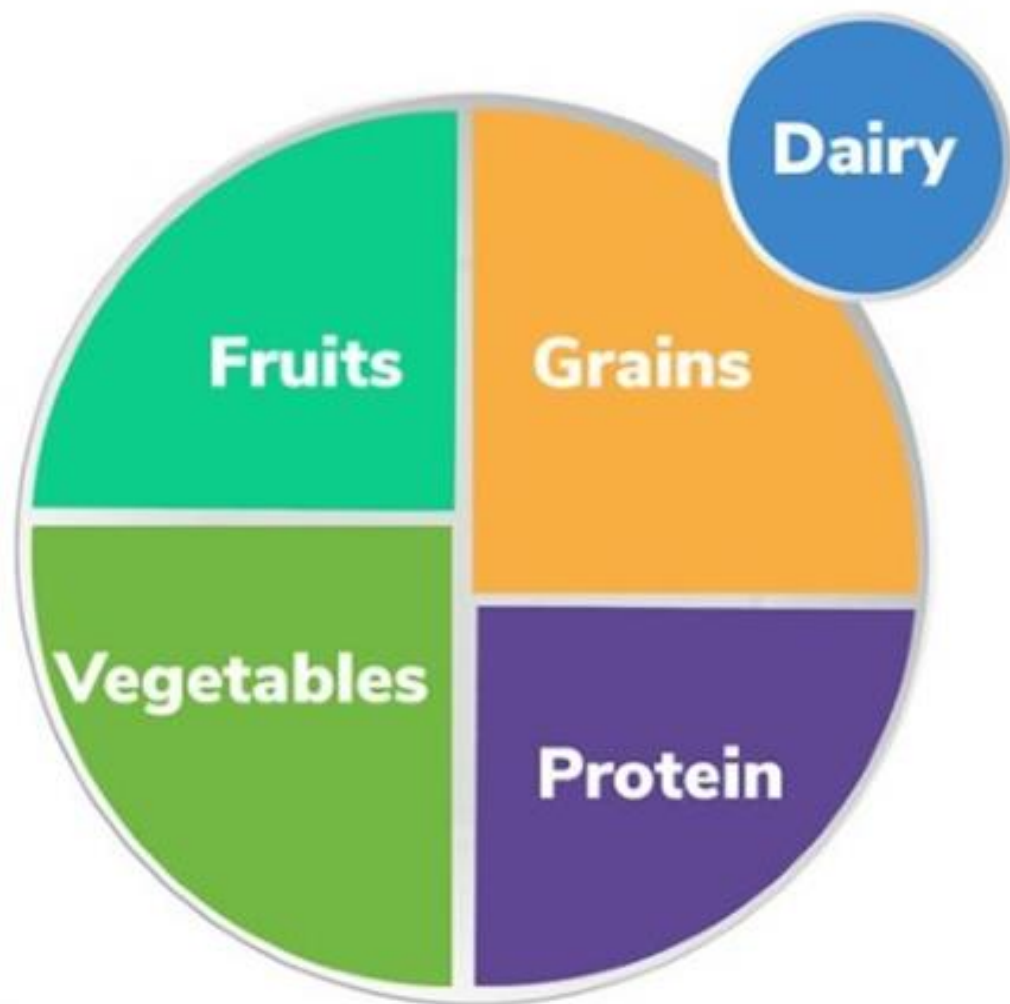
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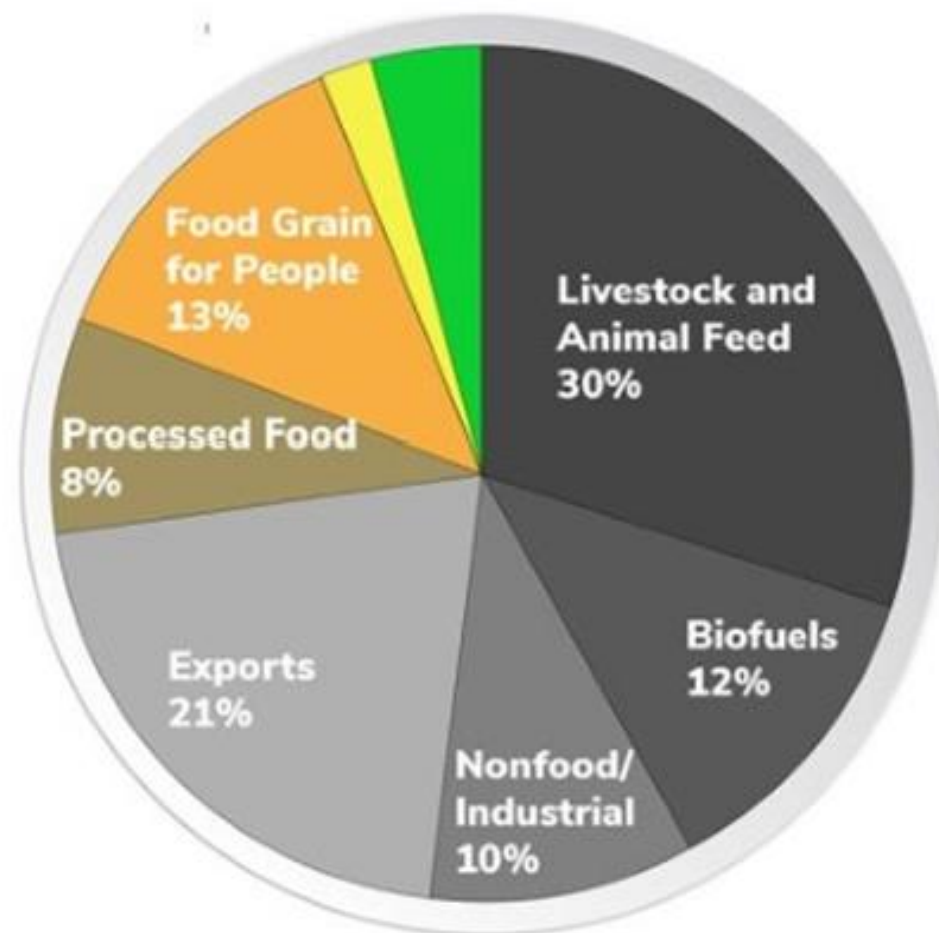
UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources



U.S. DIETARY GUIDELINES



U.S. FARM SUBSIDIES



What We Do



Technical Assistance

- Direct TA support
- Develop TA solutions



Coordination

- Communicate resources, best practices, & funding opportunities
- Coordinate initiatives and partnerships across Center partners



Capacity Building

- Distribute Business Builder Awards
- Provide capacity building for new market opportunities



- Five- year \$35 million program, connecting Food and Agriculture Initiatives across Arizona, California, Nevada, and Utah.
- \$400 million funded by the USDA's AMS to create the Regional Food Business Center Program.
- 12 Regional Food Business Centers nationwide.



Government

Policy, Funding
and Compliance



University

Research, Teaching
and Extension



Industry

Land, Labor and
Capital

Key Partners



**UC Sustainable Agriculture
Research & Education Program**
University of California
Agriculture & Natural Resources



California Partners



CSU Chico

North State Hispanic Chamber of Commerce

Morrison & Company Consulting

3CORE

Glenn County RCD

Lost Sierra Food Project

UC Agricultural Policy Institute

UC ANR, Sustainable Agriculture Research
and Education Program

Western Institute for Food Safety and Security

UC Davis, Agricultural Sustainability Institute

Gold Country Food Hub

Community Alliance of Family Farmers

Larta Institute

Diaspora Groceries

Center for Good Food Purchasing

Health Care Without Harm

UC Santa Cruz

Kitchen Table Advisors

Agriculture & Land-based Training
Association

CA Farm Link

Occidental College

SEE-LA

Crop Swap LA

LA Food Policy Council

Long Beach Fresh

SoCal Grant Makers

Farmer Ken

Prosperity Market

CSU Fresno

Riverside Food System Alliance

San Diego Food System Alliance

*Bolded partners are CA regional leads

UC ANR, SAREP- Farmer Education Network, Agritourism, Food Hubs, & UC Office of the President Institutional Procurement



By the numbers

Outcomes through June 2025

Key Activities

2,092



Individuals Received Technical Assistance

\$1.5M



Total Funds Distributed Through Business Builder Subawards

491



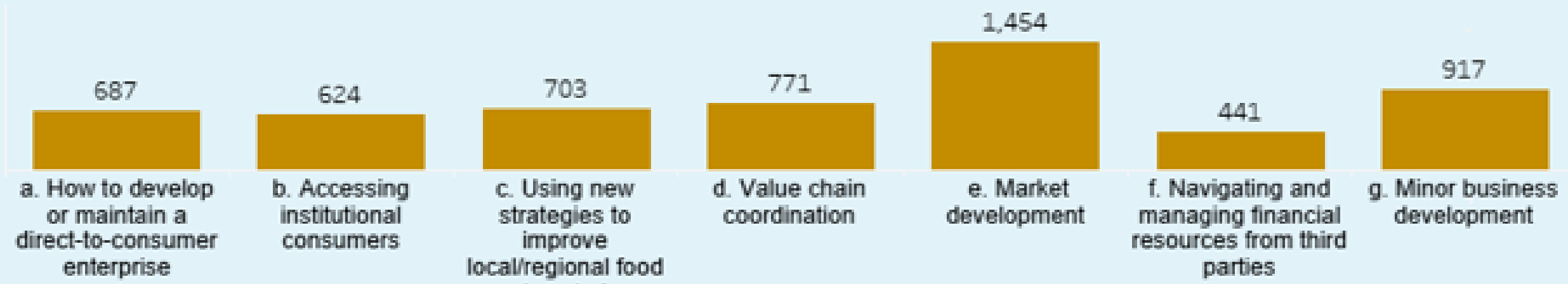
New Partnerships and Collaborations

73



Business Builder Subawards Distributed

Number of Individuals Trained by Training Topic



Southwest Center Activities: Coordination and Communication

COMMUNICATION

The Southwest Center coordinates across geographic areas with USDA, other federal, state, and tribal agencies and colonias.

BEST PRACTICES

The Southwest Center acts as a regional hub for sharing best practice and relevant resources.

OUTREACH

The Southwest Center conducts outreach to underserved communities and businesses.



Southwest Center Activities: Technical Assistance



DIRECT TECHNICAL ASSISTANCE SUPPORT

The Southwest Center provides technical assistance directly to small-and mid-sized food and farm businesses, as well as food value and supply chain coordination.

DEVELOPING TECHNICAL ASSISTANCE SOLUTIONS

Through the Center's Business Builder workgroup priority areas for technical assistance will be identified.

Southwest Center Activities: Capacity Building



CAPACITY BUILDING FOR NEW MARKET OPPORTUNITIES

These sub-awards may support staff time, business planning activities, software implementation, and the purchase of special equipment.

BUSINESS BUILDER GRANTS

The Southwest Center provides financial assistance through Business Builder sub-awards to support projects focused on regional needs and businesses that are looking to expand.



2026 Reboot Opportunities

***Prioritize high
need
communities***

- Business support technical assistance
- Referral network
- Extend the work of UC academics

- Support a CoP for TA practitioners
- Mapping TA providers and resources
- Network coordination
 - Grants

Thank you!



"Programs like these support farmers and food producers like my own, Three Feathers Farm, by providing vital technical assistance, infrastructure investments, market access, and training. These resources are essential to building resilient regional food systems and ensuring our communities have consistent access to fresh, local, and sustainably grown produce." - Hektor Calderon-Victoria

- For more information on the Southwest USDA Regional Food Business Center, please visit:
➤ [**swfoodbiz.org**](https://swfoodbiz.org)
- Scan the QR code below to learn more about the Southwest Center
- **Join our newsletter**
- [**tbcelio@ucanr.edu**](mailto:tbcelio@ucanr.edu)

