



Agritourism - suggested online reading and resources

Here are links to a variety of reports, presentations, guides and an online class involving agritourism. These materials can give you an understanding of some of the opportunities and challenges facing agritourism operators and some tools for planning and starting a new enterprise.

Peer-reviewed Research Article: **California agritourism operations and their economic potential are growing** (E. Rilla, et al, 2011) <http://californiaagriculture.ucanr.org/landingpage.cfm?article=ca.v065n02p57&fulltext=yes>

Presentation: **Mitigating Risk in Agritourism Enterprises** (Thilmany, Sullins and Phillips 2009) <http://www.sfp.ucdavis.edu/events/11agritourism/MitigatingRisk.pdf>

Presentation: **What is "Agritainment?"** (Center for Profitable Agriculture, a University of Tennessee/Farm Bureau Partnership) http://cpa.utk.edu/pdffiles/agritainment_2.pdf

Example: **Writing a Business Plan: An Example for a Small Premium Winery** (Mark Pisoni, Gerald White, Cornell University 2002) http://dyson.cornell.edu/outreach/extensionpdf/2002/Cornell_AEM_eb0207.pdf

Report: **Regional Agricultural Marketing: A Review of Programs in California**, (Derden-Little, Feenstra 2006) <http://www.sfp.ucdavis.edu/events/11agritourism/regionalmarketing.pdf>

Guide: **Agritourism enterprises on your farm or ranch: Where to start** (Holly George, Ellie Rilla, 2008) <http://anrcatalog.ucdavis.edu/pdf/8334.pdf>

This publication gives you a game plan for navigating the maze of permits, plans, and approvals you will need to get in order before you launch a potentially profitable agritourism enterprise on your California farm or ranch. Length: 6 pp.

Guide: **Agritourism enterprises on your farm or ranch: Understanding regulations** (H. George, E. Rilla, 2008) <http://anrcatalog.ucdavis.edu/pdf/8333.pdf>

Agritourism can be a great boon to the California grower, but you have to be aware of your legal responsibilities, get your permits, and follow the rules regarding land use, zoning, public health, and other areas. This gives you a brief overview. Length: 8 pp

Guide: **Marketing Strategies for Agritourism Operations** (Holly George, Ellie Rilla, 2011) <http://anrcatalog.ucdavis.edu/pdf/8444.pdf>

Agritourism gives the farmer a broad choice of opportunities to market products, on-farm experiences, and hospitality services. This publication will help you assess your options and work out a solid plan for marketing your agritourism operation. Length: 21 pp.

Free online course (you will be asked to register): **SARE Strategic Farm/Ranch Planning and Marketing** <http://campus.extension.org/course/category.php?id=31>

Strategic Farm/Ranch Business Planning and Marketing is a self-directed course designed to help agricultural professionals work effectively with their clients and develop research and education programs that address agricultural sustainability.

Resource Evaluation Guide (you will be asked to register): **Taking the First Step: Farm and Ranch Alternative Enterprise and Agritourism Resource Evaluation Guide** (USDA Natural Resources Conservation Service) <http://www.resourcesfirstfoundation.org/aea/>