



Agritourism Intensive: A class for Central Sacramento Valley region farmers and ranchers

Offered by UC Cooperative Extension Glenn County and the UC Small Farm Program

Course Syllabus

Course Overview

This course will introduce the student to the 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 small-group discussions in class, 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.

The participants will be encouraged to (but not required to) participate in group online discussions about the classes, readings and individual planning work.

Dates: Wednesdays, November 30, January 18 and March 28

Times: 8:30 a.m. – 12:30 p.m. each session

Location: Glenn County Farm Bureau, 831 5th Street, Orland, CA 95963

Cost: \$25 for 3-session course (\$30 after November 23)

Information: Penny Leff, UC Small Farm Program, paleff@ucdavis.edu, 530-752-7779

Course Outline

❖ Lesson 1: Consider the possibilities – November 30, 2011

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| 8:30-9:00 | Registration/Continental Breakfast |
| 9:00-9:15 | Welcome /Overview of the workshop series
Bill Krueger, UCCE Glenn Co. and Penny Leff, UC Small Farm Program |
| 9:15-10:00 | Successes in agritourism – Experienced operators tell their stories, discuss costs & benefits and start-up challenges
Dewey Lucero, Lucero Olive Oil
Becky Gruenwald, Country Pumpkins
Bill Burrows, Burrows Ranch Hunting Club |
| 10:00-10:30 | Assessing your farm or ranch for agritourism potential
Overview of assessment process
Guided individual exercise using worksheet to begin assessment |
| 10:30-10:45 | Break |
| 10:45-11:30 | Navigating the permitting and regulatory process – panel discussion |

Facilitator: Betsy Karle, UCCE Glenn County
Andy Popper & Marsha Squier, Glenn County Planning Department
Kevin Backus, Glenn County Environmental Health Department
Marcie Skelton, Tehama Co. Dept of Ag (Direct Marketing)

- 11:30 -12:00 **Risk management and liability insurance**
John Valentine, CPCU, Nationwide Agribusiness
- 12:00 -12:20 **Small group discussions with experienced agritourism operators**
A closer look and a chance to ask questions about one type of operation
- 12:20 -12:30 **Homework discussion and wrap-up**
- 12:30 -1:00 **Networking social with local experienced agritourism operators**
Lunch provided by Nationwide Agribusiness

- ❖ Homework – due at beginning of next class: reading in text and supplemental reading, Complete assessment of participant’s own farm or ranch for agritourism potential, involving family members and partners in the process. Begin evaluation of the potential for several current or possible agritourism activities on participant’s farm or ranch.

❖ **Lesson 2: Business Planning and Risk Management - Wednesday, January 18, 2012**

- 8:30-8:50 **Sign in/Continental Breakfast**
- 8:50-9:00 **Welcome /Overview of the day**
Bill Krueger, UCCE Glenn County
Penny Leff, UC Small Farm Program
- 9:00-9:30 **Small Group exercise** – share assessment of farm or ranch for agritourism potential and analysis of possible agritourism enterprises
Facilitator: Penny Leff, UC Small Farm Program
- 9:30-10:00 **Introduction to business planning**
Small Business Development Center at Butte College
Overview of planning process steps & resources
Discussion of mission statement, business concept, goals, objectives
- 10:00-10:30 **Individual exercise** – Begin drafting mission statement & business concept
- 10:30-10:45 **Break**
- 10:45-11:30 **The hospitality business – understanding visitors and community collaboration**
Arne Gustafson – hospitality consultant
An agritourism association member discussing community collaboration
- 11:30 -12:00 **Cash Flow projection, start up costs**
Small Business Development Center at Butte College
Discussion of cash flow
Presentation of homework exercise
- 12:00 -12:15 **Conducting a risk management assessment of your farm or ranch**
Penny Leff, UC Small Farm Program
Presentation of homework exercise
- 12:15 -12:30 **Mentoring and homework discussion and wrap-up**
- 12:30 -1:00 **Networking social**

- ❖ Homework – due at beginning of next class: Complete first draft of mission statement, business concept, goals and objectives. Complete first draft of first year cash flow projection. Conduct risk management assessment of farm or ranch using worksheets provided in class

❖ **Lesson 3 – Market analysis and effective marketing – March 20, 2012**

- 8:30-8:50 **Sign in/Continental Breakfast**
- 8:50-9:00 **Welcome /Overview of the day**
Bill Krueger and Penny Leff
- 9:00-9:30 **Small Group exercise** – share and discuss individual cash-flow projections and risk management assessments
Facilitator: Penny Leff, UC Small Farm Program
- 9:30-10:00 **Conducting a market analysis**
Farrell Design Group
- 10:00-10:20 **Effective websites and social media for agritourism**
Farrell Design Group
- 10:20-10:30 **Break**
- 10:30 -11:00 **Creating a marketing strategy**
Farrell Design Group
- 11:00 -11:30 **Individual exercise:** begin drafting a marketing strategy
- 11:30 -12:00 **Small Group Exercise:** Share individual marketing strategy drafts in small groups (with facilitation assistance from Farrell Design Group)
- 12:00 -12:15 **Individual exercise:** Complete 6 month action plan
- 12:15 -12:30 **Wrap-up and evaluation**
- 12:30 -1:00 **Networking social**

Required Text (provided to all students at no charge):

Agritourism and Nature Tourism in California, by Holly George and Ellie Rilla, Published by UC ANR Publications

This material is based upon work supported by USDA/NIFA under Award Number 2010-49200-06203.

