

# **Making the connections – Adding agritourism to the visitor's itinerary**

Mandy Vance  
Sierra Nevada Conservancy

## **Overview of Sierra Nevada Conservancy**



## What is the Sierra Nevada Conservancy?

A state agency created to provide funding, technical assistance and other support to partners throughout the Sierra Nevada Region.



## Mission



The Sierra Nevada Conservancy initiates, encourages and supports efforts that improve the environmental, economic and social well-being of the Sierra Nevada Region, its communities and the citizens of California.

## Six Sierra Subregions

### North Sierra

Lassen, Modoc, Shasta

### North Central Sierra

Butte, Plumas, Sierra, Tehama

### Central Sierra

El Dorado, Nevada, Placer, Yuba

### South Central Sierra

Amador, Calaveras, Mariposa, Tuolumne

### East Sierra

Alpine, Inyo, Mono

### South Sierra

Fresno, Kern, Madera, Tulare



## Conservancy Roles

- ☐ Award grants or loans to public agencies, non-profit organizations, and tribal organizations
- ☐ Fund and support for planning, design and construction, research and monitoring projects
- ☐ Support collaborative planning with local partners and provide technical assistance.

### The Conservancy does NOT:

- ☐ Regulate land uses or other activities on private land
- ☐ Acquire fee title ownership of property
- ☐ Affect water rights held by others

## Proposition 84

Passed by the voters of California in November 2006, provides \$54 million for the Sierra Nevada Conservancy.

About \$20 million in grant funds have been awarded to provide for the protection and restoration of rivers, lakes, streams, their watersheds, and associated land, water and other natural resources.

## SNC Grants fund Agritourism Projects

- Agri-nature tourism small business workshops for Fresno and Tulare Counties
- Scheduled for fall 2011
- Grantee: Yosemite/Sequoia Resource Conservation and Development Council
- Total grant funds: \$20,000
- This grantee will work with various partners to conduct outreach, and organize and host agri-business development workshops for farmers and other entrepreneurs from the Fresno and Tulare County areas.

## The Sierra Nevada Conservancy

### Seven Program Areas

- Provide increased opportunities for tourism and recreation
- Protect, conserve, and restore the region's physical, cultural, archaeological, historical, and living resources
- Aid in the preservation of working landscapes.
- Reduce the risk of natural disasters, such as wildfires.
- Protect and improve water and air quality.
- Assist the regional economy through the implementation of its programs.
- Undertake efforts to enhance public use and enjoyment of lands owned by the public.



Assist the regional economy through the implementation of its programs.

# Sierra Nevada Geotourism MapGuide Project



## Geotourism

geo♦tour♦ism n: *tourism that sustains or enhances the geographical character of a place – its environment, culture, aesthetics, heritage, and the well-being of its residents*



[www.SierraNevadaGeotourism.org](http://www.SierraNevadaGeotourism.org)

## About Geotourism

- Geotourism Website & print MapGuides
- Focused on the fabric of local communities
- Spotlights local culture, history, values, places
- Goal – provide an *authentic* travel experience
- Locally driven
- Sustainable – *Protect the world's distinctive places through wisely managed tourism and enlightened destination stewardship*



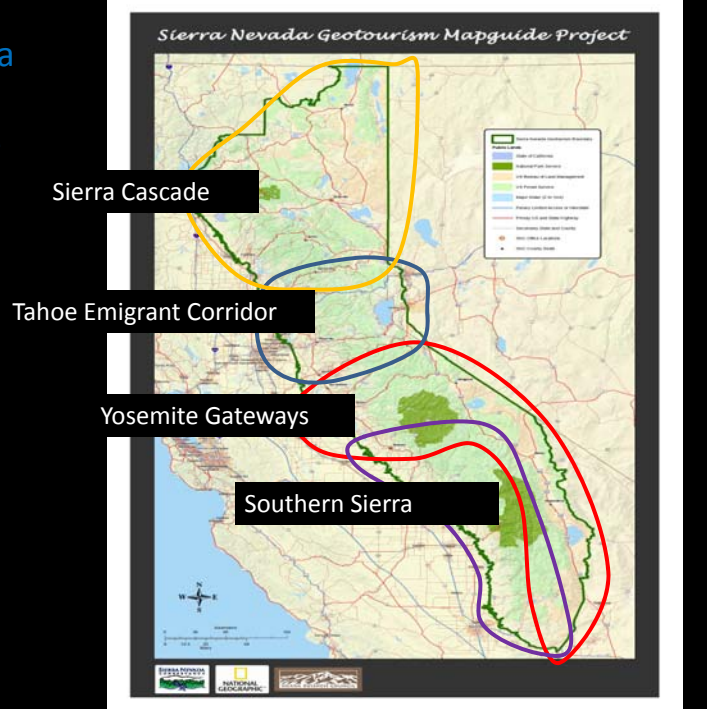
[www.SierraNevadaGeotourism.org](http://www.SierraNevadaGeotourism.org)

## Why it is Important

- ▣ Promotes Responsible and Sustainable Tourism = economic value
- ▣ Appeals to travelers most interested in conservation, local values, history & culture
- ▣ Promotes Community Collaboration and Involvement
- ▣ Highlights cultural and historical elements
- ▣ Highlights assets frequently overlooked by travelers and local residents

[www.SierraNevadaGeotourism.org](http://www.SierraNevadaGeotourism.org)

## Sierra Nevada Geotourism Project Phase Areas



## Nominate

- ▣ Events
- ▣ Local Businesses
- ▣ Natural Attractions
- ▣ Historic & cultural sites
- ▣ Adventures
- ▣ Local arts and artist, crafts, cuisine, and musicians



... basically anything that is **distinctive** to the region, and is **authentic** to the Sierra Nevada

[www.SierraNevadaGeotourism.org](http://www.SierraNevadaGeotourism.org)



# Worldwide Geotourism Projects

Geotourism Charters | MapGuide Projects | Upcoming Projects | Geotourism Challenge | TRAVELER® Destination Scorecard

Atlas Terrain Aerial Hybrid Default Map View

bing © 2010 Microsoft Corporation. © 2010 NAVTEQ. Maps courtesy of NASA

# Geotourism Map

## Sierra Nevada Geotourism MapGuide

NATIONAL GEOGRAPHIC

HOME MAIN MAP EVENTS PARTICIPATE MY FAVORITES EXPLORATION TRACK ABOUT

Welcome to the Sierra Nevada

Discover what's special about the Sierra Nevada. Select a region and explore the communities, activities, flavors, and uncommon beauty of this extraordinary corner of California. Submit content to tell your story and share your knowledge and experiences with residents and visitors of the Sierra Nevada region.

- Yosemite Gateway**  
Explore region on map. Submit Content
- Tahoe Emigrant Corridor**  
Explore region on map. Submit Content
- Sierra Cascade**  
Explore region on map. Submit Content
- Southern Sierra**  
NOMINATE NOW!  
Submit Content

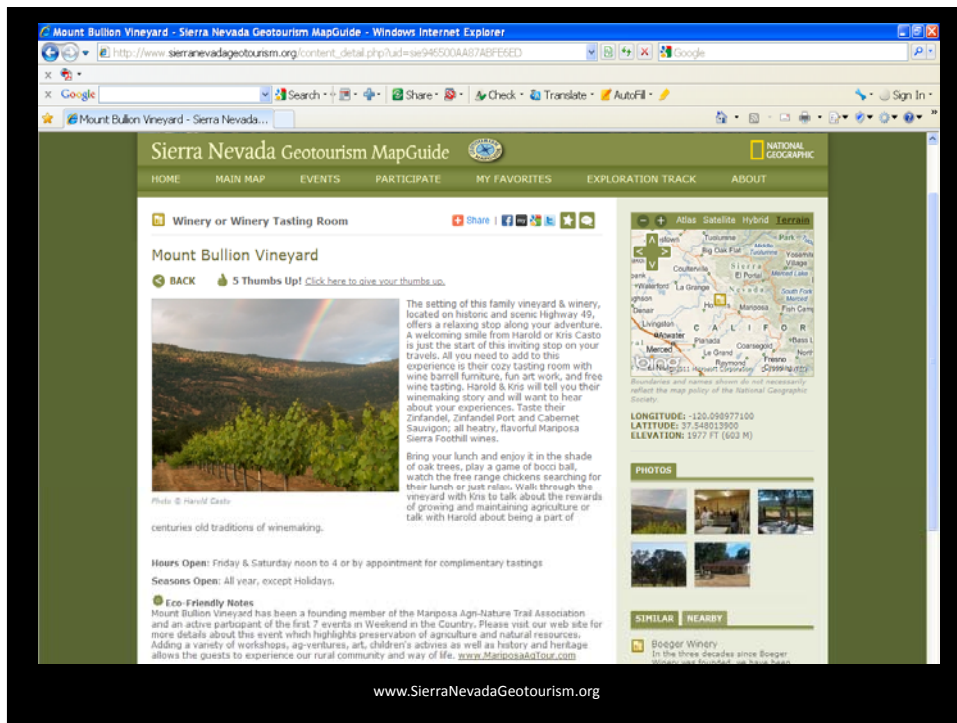
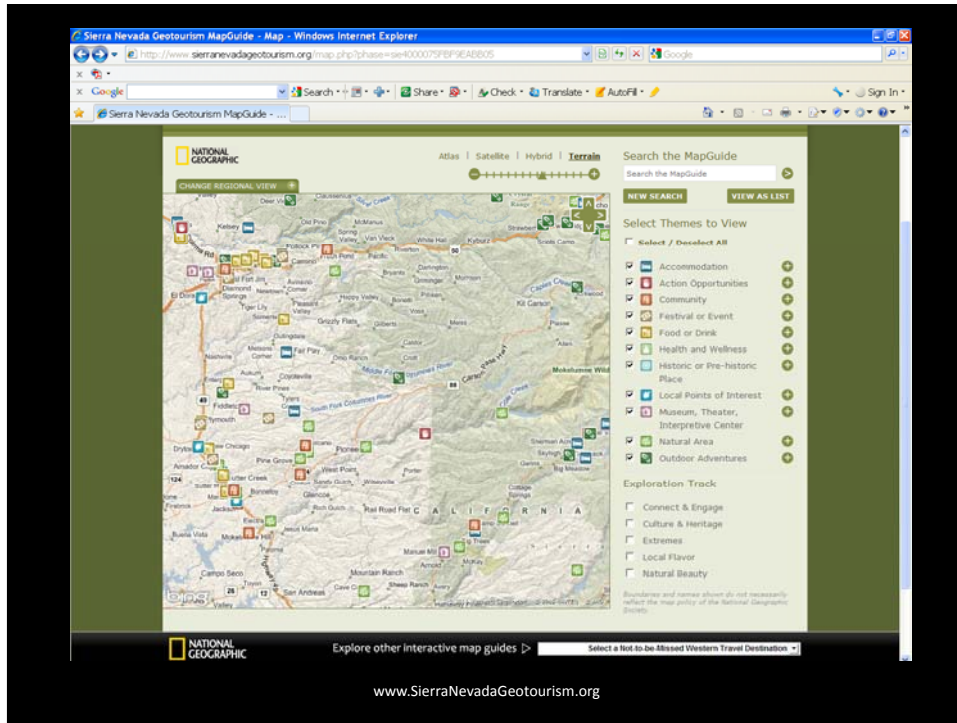
Community | Food or Drink | Outdoor Adventures

www.SierraNevadaGeotourism.org

Search the MapGuide

Search the MapGuide

Boundaries and names shown do not necessarily reflect the map policy of the National Geographic Society.



The screenshot shows a web browser window displaying the Sierra Nevada Geotourism MapGuide website. The page is titled "Mariposa Pow Wow" and is categorized as a "Festival Event". The event dates are listed as May 08, 2010 - May 09, 2010. The description states that the event is a traditional Native American celebration held annually in Mariposa County, California. It is a smoke-free, alcohol-free, and drug-free event. The next event is scheduled for May 8-9, 2010, marking the 37th annual Pow Wow. The event is held at the Mariposa County Fair Grounds on Hwy 49 South. Admission fees are \$3.00 for adults and \$1.00 for children. The event is suitable for all ages and is ADA accessible. The page also features a map of the event location, a photo gallery, and a list of contributors, including Jeannette Phillips. The website footer includes the National Geographic logo and the URL www.SierraNevadaGeotourism.org.

## What's Next?

- Print Maps
- Spanish Translation
- Video productions
- Smart Phone Applications
- V Tours
- National Geo-tourism Online Atlas (NOGA)
- Sustainability Workshops

## Schedule

- Southern Sierra Nominations  
Jan – April 2011

- Sierra Cascade Nominations  
June – Sept. 2011

Complete Online map December 2011

[www.SierraNevadaGeotourism.org](http://www.SierraNevadaGeotourism.org)

## Contacts

[www.SierraNevadaGeotourism.org](http://www.SierraNevadaGeotourism.org)

Sierra Business Council:

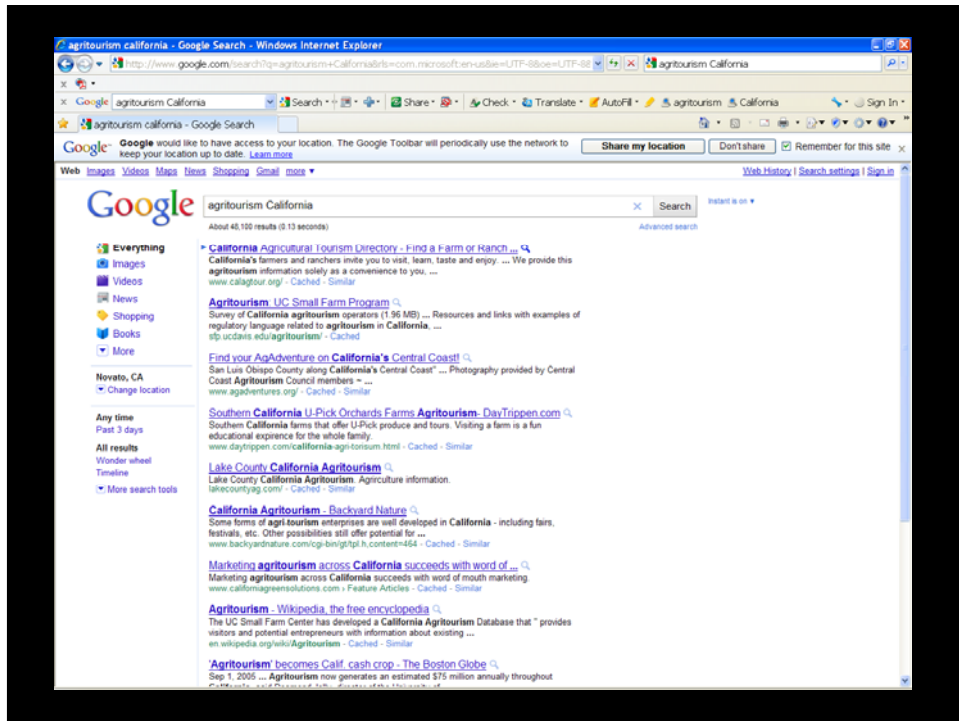
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# Additional Web-based Resources



# www.calagtour.org

University of California  
California Agricultural Tourism Directory

Add to our Event Calendar Add your farm to the directory

Find a Farm or Ranch to Visit  
Activity Search  
Event Calendar  
California Farm Trail Links  
Agritourism resources for operators  
UC Small Farm Program  
Contact us

**County Search Results**

**fresno**

These are the agritourism sites in this county. [Return to Map](#)

[Aspen Acres](#)

**City** Sanger

**Description of operation** Ranch hand and I research traits, history, and uses of the animals on our ranch and share this information with tourists and others wanting to raise these kinds of animals.

**Products** Narrated tours (usually lasting 1 1/2 hours--reservations required. Sale of farm animals. Sale of pomegranates.

[Berry Lady Farm Store](#)

**City** Kingsburg

**Products** Fresh blueberries, blackberries and boysenberries

[Circle K Ranch](#)

**City** Selma

**Products** Nectarines, peaches, plums, grapes, raisins, dried fruits, nut gift packs, and tours by appointment

# www.calagtour.org

University of California  
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Add to our Event Calendar Add your farm to the directory

Find a Farm or Ranch to Visit  
Activity Search  
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California Farm Trail Links  
Agritourism resources for operators  
UC Small Farm Program  
Contact us

**Find a Farm or Ranch to Visit**

California's farmers and ranchers invite you to visit, learn, taste and enjoy. Adventure awaits you.

- Roll over map to select county or [click here to search by activity](#).
- [Add your agritourism operation to CalAgTour.org](#)
- [Submit an event for our calendar](#)

**Event Calendar**

<a href="#">19th annual Winter WineLand</a>	1/15/2011
<a href="#">19th annual Winter WineLand</a>	1/16/2011
<a href="#">Wine and Food "A Love Story" - Suisun Valley</a>	2/11/2011
<a href="#">CalaverasGROWN Dinner</a>	2/25/2011

**Fresno County**

select a county

# www.visitcalifornia.com

The screenshot shows the website's interface for the Central Valley region. At the top, there's a navigation menu with options like 'Life In California', 'Destinations', 'Things To Do', 'Travel Tools', and 'Deals'. Below this, the 'CENTRAL VALLEY' section is highlighted. A featured image of Swiss cheese is accompanied by the text 'Hillmar Cheese Company Experience all things cheese.' To the right, a list of 'Most Popular Things To Do' includes 'Central Valley Road Trip', 'Wine Tasting in Lodi', 'Mondavi Center for the Arts', 'Sacramento Delta Boating and Fishing', and 'Basque Cuisine in Bakersfield'. A search bar is also present for directory lookups.

# www.agmrc.org

The screenshot displays the AgMRC website, which serves as a national information resource for value-added agriculture. The page features a search bar at the top right. The main navigation includes categories like 'commodities & products', 'markets & industries', 'business development', 'renewable energy', 'directories & state resources', and 'contact us'. The 'agritourism' section is the focus, providing a clear definition and examples of the practice, such as farm tours, day camps, and hands-on activities. A sidebar on the left offers a 'browse' menu with various agricultural topics, and a 'related links' section on the right provides additional resources.

# www.californiadaytrips.com



**Farms and Ranches in California that welcome visitors**  
 Home - Amusement Parks - Trains - Kids Stuff - Beaches - Zoos - Events - Agritourism - Historic - Inland Empire - Gold Country - Camping  
 San Francisco - Sacramento - Los Angeles - San Diego - Shasta - North Coast - High Sierra - Central Valley - Central Coast - Deserts

California's agricultural abundance can be matched by no other state. Every imaginable crop can be grown due to the mild climate and many different growing regions. Farms and ranches are now offering tours and farm stays as a way to give tourists a chance to enjoy open space and country life. Some of the activities you can enjoy include U-pick produce, bed and breakfast, trail rides, dude ranches, wine tasting, and festivals. California farmers are having to deal with a shrinking supply of water for their crops. Agritourism is becoming an important way for farmers to supplement their income during times of drought. Visiting a farm or ranch not only is interesting activity but it also helps to sustain the farm.

**Highland Ranch** - A collection of cozy cabins scattered around a 125 year old ranch house nestled among the most majestic trees you've ever seen.

**RustRidge Ranch and Winery** - With sweeping views of the vineyards, pastures and ancient oak trees the ranch is the perfect place for a weekend escape. Wine tasting room that is pleasing to the palate.

**7Up Ranch Bed and Breakfast**  
 Located on 145 idyllic acres in the heart of The Sierra Foothills. This historic Bed and Breakfast is an ideal place for a Romantic weekend or special event.


**Marble Mountain Ranch** - Guest Ranch offering horseback riding, whitewater rafting, and fly fishing vacation packages in Northern California's Klamath National Forest. 45 minutes from Sacramento.

**Reid Horse & Cattle Company** - Whether it's a spectacular horseback view of pristine lakes and the Sierra Nevada mountains or a crucial neck trim.

**Coffee Creek Ranch** - The ranch is 367 acres surrounded by national Forest and the Trinity Alps Wilderness Area in Northern California. Northern California's only 3-Diamond Ranch.

**Greenhorn Creek Guest Ranch** - Located on 600 acres adjacent to the Plumas National Forest, Greenhorn Creek Guest Ranch is nestled in a small valley in

# www.sierranevadageotourism.org




Sierra Nevada Geotourism MapGuide

HOME MAIN MAP EVENTS PARTICIPATE MY FAVORITES EXPLORATION TRACK ABOUT

Winery or Winery Tasting Room

Madera Wine Trail

BACK 2 Thumbs Up!




Discover Madera's Wine Heritage  
**Hours Open:** Varies by Winery  
**Seasons Open:** Year Round

**Eco-Friendly Notes**  
 The wineries of the Madera Wine Trail are part of the California Sustainable Winegrowing Alliance (CSWA). Sustainable farming is a commitment to better stewardship of the vineyards, as well as the community at large.

Several of the Madera Wine Trail wineries have been given recognition for waste reduction, on-site recycling programs, and air quality controls.

Locally or Family Owned Business



LONGITUDE: -119.646606400  
 LATITUDE: 37.334064200  
 ELEVATION: 2364 FT (721 M)

PHOTOS



## Conclusions

- Reach out and get your ag tourism asset viewed and known by as many as possible
- Post content, businesses and events on a wide variety of websites
- Make videos and post them on your own youtube channel
- Create a Facebook page for your event or business
- Use a variety of networking channels
  - Winegrowers
  - chambers of commerce
  - local visitor and convention bureaus
- nominate now for the Southern Sierra Nevada geotourism project
- Be creative and authentic; find your niche market and promote it in the right places.

