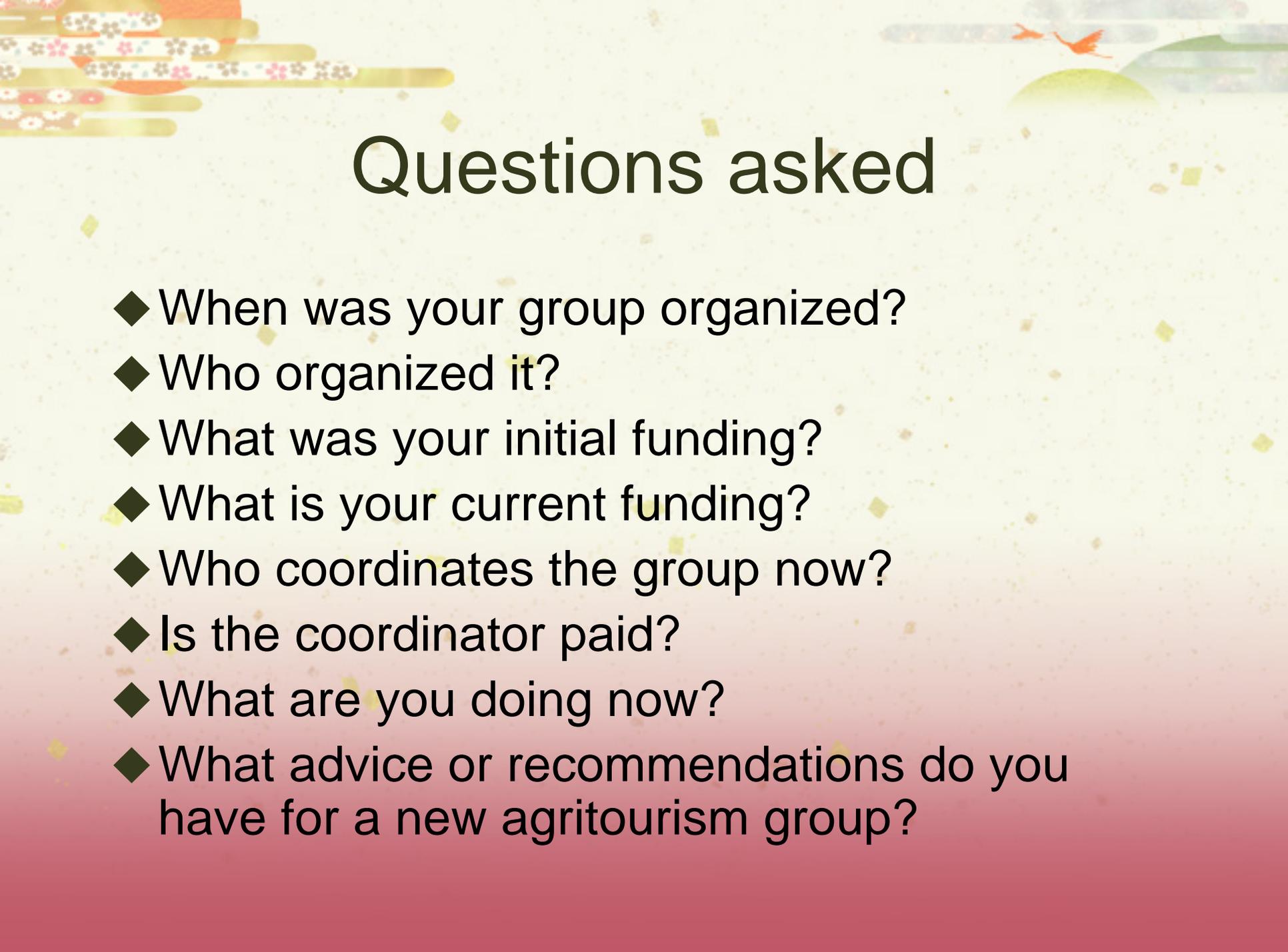




County Agritourism

Survey of California Agritourism
Associations November 2009





Questions asked

- ◆ When was your group organized?
- ◆ Who organized it?
- ◆ What was your initial funding?
- ◆ What is your current funding?
- ◆ Who coordinates the group now?
- ◆ Is the coordinator paid?
- ◆ What are you doing now?
- ◆ What advice or recommendations do you have for a new agritourism group?



Groups Surveyed

- ◆ Apple Hill Growers' Association
- ◆ Sonoma County Farm Trails
- ◆ PlacerGROWN/Placer County Agricultural Marketing Program
- ◆ Calaveras Grown
- ◆ Central Coast Agritourism Council
- ◆ Lake County Agritourism Program/Lake County Farmers' Finest
- ◆ Fresno County Fruit Trails/Blossom Trails
- ◆ Farms of Amador County

Apple Hill Growers Association



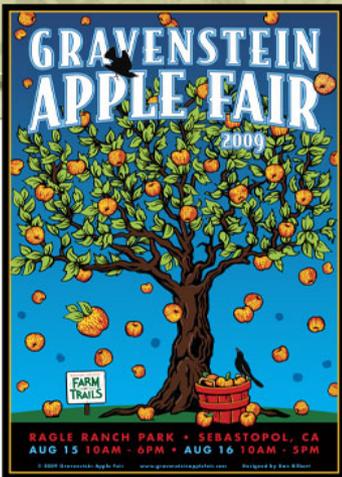
- ◆ 45 years old, started by growers, still owned and operated by growers
- ◆ 55 ranches are members, current members vote on new memberships
- ◆ Membership fee \$175 and up, sliding scale depending on activities
- ◆ No grant funding
- ◆ Started Apple Hill Harvest Run as a fundraiser, now proceeds are donated to local school.
- ◆ Has published cook-book as a fundraiser.
- ◆ Staffed by part-time director
- ◆ Members get placement on website, map, printed guide
- ◆ Members voted that membership meetings closed to others – i.e. no salespeople at meetings

Sonoma County Farm Trails



- ◆ Started in 1973 by an offshoot of a Farm Bureau group
- ◆ Structured as a 501(c)6
- ◆ Independent organization, membership based
- ◆ About 200 current members
- ◆ Agricultural membership: \$300/yr
- ◆ Associate membership (support professionals such as bookkeepers, web designers): \$200/yr
- ◆ Partnership members (CAFF, Farm Bureau, etc.): no fee, but share expertise
- ◆ Members get metal sign, listing in guide and on website, promotional opportunities

Sonoma County Farm Trails



- ◆ Staffing: 2 part-time people
- ◆ Some funding from county transit occupancy tax
- ◆ Additional income from ads in guides and maps, fundraising events (booth fees, etc.)
- ◆ Biggest annual fundraising event is Gravenstein Apple Fair
- ◆ Also organizes “Weekend Along the Farm Trails”, may expand to 2x/year
- ◆ Participate in other events, kid’s ag days, sell members products for fee
- ◆ Operates website, prints maps, promotes group through partnerships, media

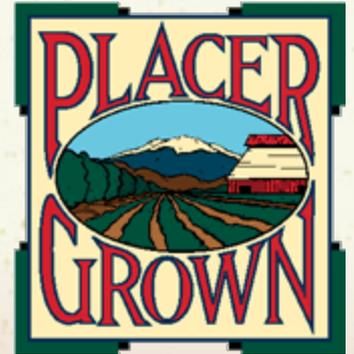
PlacerGROWN & Placer County Agricultural Marketing Program

- ◆ Started in 1994 with guidance from Placer County UCCE, Ag Forum organized
- ◆ Start-up funds for PlacerGROWN \$97,458 from County general fund
- ◆ Later 3-year \$93,000 grant from SARE, funding project director
- ◆ Placer County Agricultural Marketing Program separate from PlacerGROWN, funded by Placer County since 2000



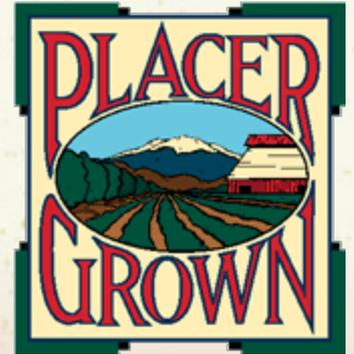
PlacerGROWN

- ◆ Membership organization primarily for member education
- ◆ Activities include website, member workshops, conference, field trips, newsletter, marketing opportunities
- ◆ Current fees: \$40 to \$200/yr
- ◆ Fees raise about \$5000/yr
- ◆ Works closely with County Agricultural Marketing Program



Placer County Agricultural Marketing Program

- ◆ Funded full-time Agricultural Marketing Director for at least 5 years
- ◆ Started Mountain Mandarin Festival and Farm and Barn Tour
- ◆ Produces, prints & distributes “Placer County Agricultural Guide” with free listings for growers
- ◆ Current position is 2 days/week due to funding cuts
- ◆ Resource person for growers, primarily to help with marketing and promotion



Calaveras Grown

- ◆ Started by UCCE, supported by UCCE, Calaveras Co. Ag Commissioner, Calaveras Co. Farm Bureau – no paid staff
- ◆ Formed 501(c)3 non-profit corporation with elected Board of Directors, including UCCE farm advisor as non-voting Board member
- ◆ Works with Calaveras County Department of Tourism and Calaveras Visitors' Bureau
- ◆ Received \$10,000 startup grant
- ◆ General membership fee is \$50
- ◆ Supporting membership fee is \$20
- ◆ Corporate/sustaining fee is \$200
- ◆ About 75 general members, 3 corporate



Calaveras Grown



Activities

- ◆ Held agritourism conference, invited Apple Hill members as speakers
- ◆ Monthly membership meetings
- ◆ Website, farm trails map, newsletter
- ◆ Creation and distribution of promotional materials
- ◆ Booth at the county fair and other events
- ◆ Successfully participated in general plan update, including Ag Element in plan



Central Coast Agritourism Council

- ◆ Started about 2002 with a conversation on a park bench between 4 people, who then worked with the Chamber of Commerce & a hotel chain operator interested in agritourism
- ◆ Hosted meetings, did big publicity release, involved several influential leaders including RC&D Council, UC Small Farm Program, Cal Poly, Small Business Development Association
- ◆ Central Coast RC&D Council sponsored initial grant funding of \$98,000, organized first map project.
- ◆ Small Farm Program staff started non-profit paperwork, but never completed process.
- ◆ No success involving local or county government or planning staff in the organization



Central Coast Agritourism Council

- ◆ Several founding experts moved on in 2005-6
- ◆ Partnered with Ag Education Foundation for second grant.
- ◆ Currently receives some funding from USDA Rural Development, which limits destination-producer membership to operations with less than \$500,000 gross sales/year
- ◆ Membership fee is \$180/year, gets map, website listing
- ◆ Site visit is mandatory for all new members

Central Coast Agritourism Council



- ◆ Currently membership is dropping as former members worry that listing on group website brings unfavorable attention from county regulators
- ◆ Pressure on small farms and ranches from non-ag businesses operating “faux farming” event facilities
- ◆ Dramatic changes in small farm viability over last ten years – less small farms, many more wineries

Lake County Agritourism Program



- ◆ County of Lake Chief Administrative Officer Kelly Cox and UCCE Farm Advisor Rachael Elkins organized the program in 2004
- ◆ Now staffed by Terre Logsdon, Administrative Analyst, Marketing & Economic Development Dept., County of Lake
- ◆ Funded in part by Transit Occupancy Tax through county marketing department

Lake County Agritourism Program



Activities:

- County Agriculture Department hosts website listing farms and linking to farms and events
- Prints and publishes Farm Trails Map, gathers information from farms, distributes through Visitors Center
- Organized, with UCCE, 3 Agritourism workshops since 2004
- Works with Lake County Farmers' Finest, a membership group of growers, mostly farmers' market sellers
- Helped Lake County Farmers' Finest get grant for metal signs
- Lake County has a food policy council with 45 members
- Current Lake County activities include new 300 member modified CSA (Lake County Community Co-op), a community food assessment, and farm-to-school organizing, all grant-funded

Lake County Farmers' Finest



- ◆ Membership organization
- ◆ Growers & allied industries pay \$50/year or \$250 lifetime membership
- ◆ Consumer members pay \$35
- ◆ Members get use of logo, metal sign, website listing, farmers' market participation, marketing meetings, other promotions
- ◆ Website links to County site for events listings
- ◆ The farmers' market manager coordinates the group

Fresno County Fruit Trail & Blossom Trail

- ◆ Organized in 2004 by Fresno County Office of Tourism, who are still in charge
- ◆ Two part-time staff, about 20 hrs/week total time - Budget recently cut 75%
- ◆ No budget for Fruit Trail Committee now, or for mailings
- ◆ Partners include UCCE, cities of Clovis, Fresno, Fowler, etc, and Chambers of Commerce in the cities
- ◆ Cities put on events coordinated to Blossom Trail and Fruit Trail timing

Fresno County Fruit Trail & Blossom Trail

- ◆ Agricultural members pay \$50/year
- ◆ Cities pay \$100/year
- ◆ Organization publishes 2 brochures: Blossom Trail and Fruit Trail, and hosts website listing operations and events
- ◆ Press releases and promotion to Sunset, Via, LA Times, Fresno Bee, etc.
- ◆ Members get colored metal sign, listings on website, brochures

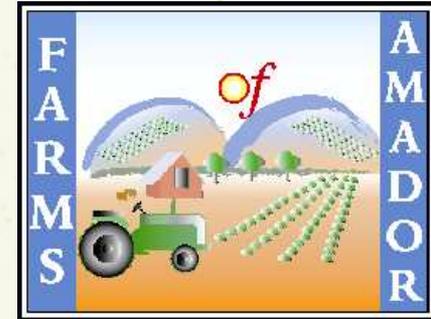


Farms of Amador



- ◆ Started in 2005 by UCCE
- ◆ Currently staffed by UCCE, hosted on UCCE website, No county staff support
- ◆ Became 501(c)3 and formed Board of Directors
- ◆ About 90 members, mostly producers
- ◆ Sponsoring members include Amador County Farm Bureau
- ◆ Membership fee reduced to \$20 to encourage new members, was \$40-60

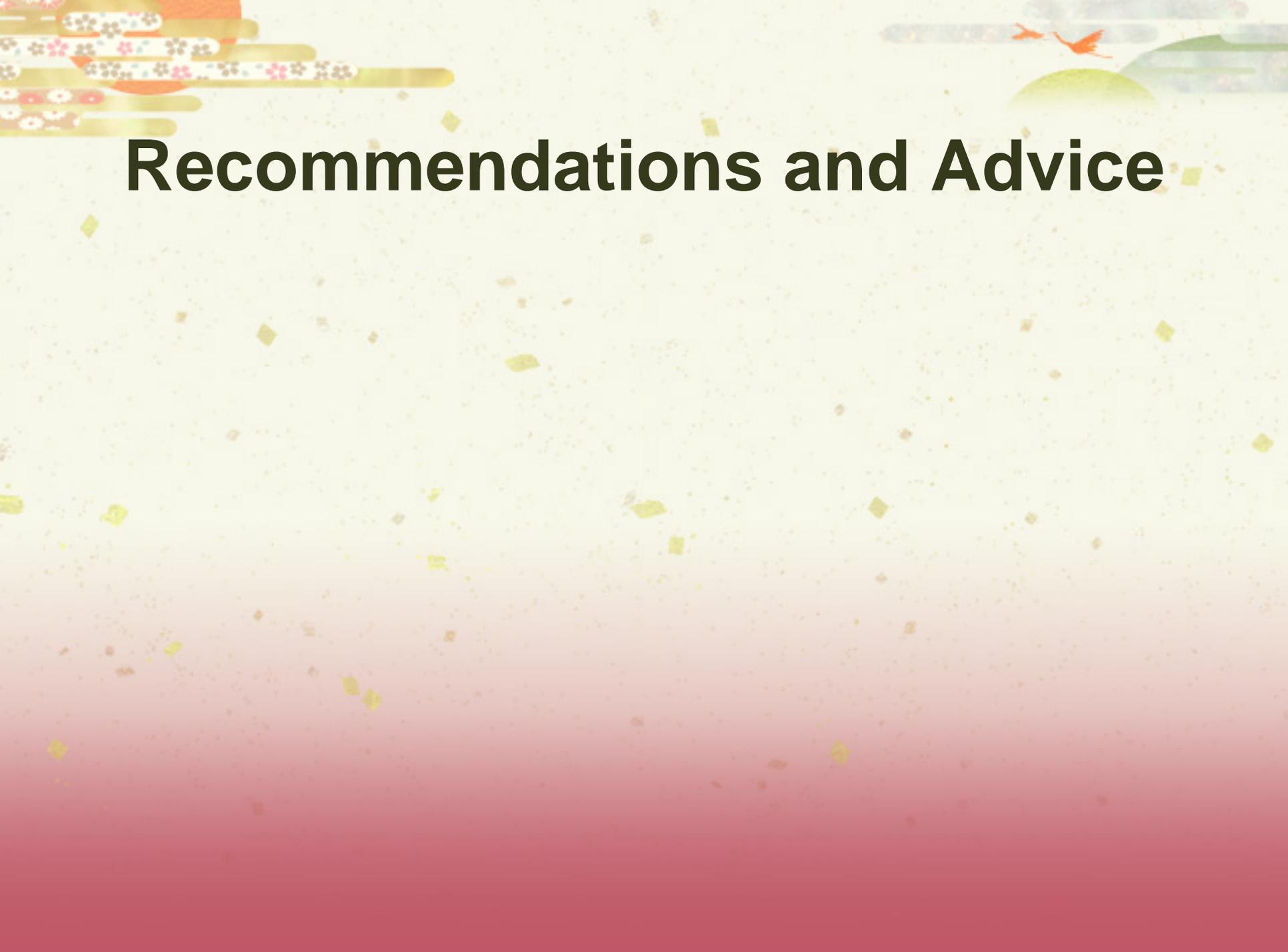
Farms of Amador



Activities and Projects

- ◆ Farm trails map, website, annual tour event
- ◆ Membership meetings, held agritourism conference
- ◆ CDFR grant financed free metal signs for members
- ◆ Organized coalition to work on general plan update, but not successful due to Board member conflicts with other associations
- ◆ Partnering on new multi-farm CSA project (Motherlode Harvest)
- ◆ Educational activities in cooperation with Master Gardeners and farmers' markets

<u>Organization</u>	<u>Year Started</u>	<u>Primary Organizers</u>	<u>Initial/Early Funding</u>	<u>Current Membership fees</u>	<u>Current Funding</u>	<u>Current Staffing support</u>	<u>Current Website hosted by</u>
Apple Hill Growers Association	1964	Growers & County Ag Commissioner	Growers	\$175/yr and up, sliding scale (55 members)	Membership fees, fundraising activities	Part time executive director	Growers association
Sonoma County Farm Trails	1973	Farm Bureau members, growers	Growers	Agricultural \$300/yr, Associate \$200/yr (200 members)	Membership fees, fundraising events, ad sales	2 part-time staff	Growers Association
PlacerGROWN & Placer County Agricultural Marketing Program	1994	UCCE, Placer County Dept. of Agriculture, growers	\$97,458 from County general fund, \$93,000 from SARE	\$40 to \$200/yr (total fees about \$5000/yr)	Membership fees, fundraising events, County Dept. of Agriculture	County Dept. of Ag staff 2 days/week, volunteers	Growers Association
Calaveras Grown	???	UCCE, growers, formed 501 (c)3, elected Board of Directors	\$10,000 startup grant	General \$50 Supporting \$20 Corporate \$200 (75 general, 3 corporate)	Membership fees	UCCE, Volunteers	Growers' Association
Central Coast Agritourism Council	2002	Chamber of commerce, farmers & ranchers, RC&D Council, Small Farm Program, Cal Poly	\$98,000 thru RC&D Council	\$180/year Membership numbers dropping	Membership, USDA Rural Development	Volunteer council president	Growers Association
Lake County Agritourism Program/Lake County Farmers' Finest	2004	Lake County Chief Administrative Officer, UCCE,	County of Lake, Growers	\$50/yr general \$35/yr consumers \$250 growers lifetime memb.	Membership fees, grants for community work, County Transit Occupancy Tax	Lake County Marketing & Economic Development Dept. staff	County of Lake Ag Dept, Growers Association
Fresno County Fruit Trails and Blossom Trails	2004	Fresno County Office of Tourism	County, cities, growers	Agricultural members \$50/yr, Cities \$100/yr	Growers, Cities, County, budget recently cut 75%	2 part-time county staff, about 20 hrs/week total	Fresno County Dept. of Tourism
Farms of Amador	2005	UCCE, formed 501(c)3, elected Board of Directors	UCCE funded agritourism conference, CDFA grant for signs	\$20/year, down from \$40-\$60 to encourage new members	Membership, grants for related marketing projects	UCCE	UCCE



Recommendations and Advice