

# Amador and Calaveras' Agritourism

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*Making a Difference  
for California*



# Key Factors that Influence Agritourism

1. Preserve Agriculture Itself
2. Well Organized Agriculture Community
3. General Plan – inclusion of Ag and Water Elements
4. Zoning Code – inclusion of ‘value added’ activities



# Preserving Agriculture – Calaveras Co. Policy

- William Act – continuation of program in absence of state subvention funds
- Conservation Easements
- 40 acre minimum parcel size without water and sewer
- Buffer Zoning – descending population density between towns and ag lands
- Density Transfer – consolidation of residences close to existing infrastructure



# General Plan

- Ag must participate in the process
- Ag must develop and maintain a good working relationship with Co. Planning Dept.
- Include a Water Element
- Include an Agriculture Element
  - Agriculture writes the initial drafts



# Zoning Code that Permits

- Value added processing on farm
  - bees - wax – candles – health products
  - apples – cider – pies – fritters
  - animals – on farm processing
- Ag related activities
  - hay rides, petting zoos, farm tours etc.
- Events
  - weddings, concerts
- **Agriculture Operations must remain central and integral to all agritourism operations**



# Well Organized Ag Community

- **Calaveras County Agriculture Coalition**
  - **Calaveras Wine Grape Alliance**
  - **Cattlemen**
  - **Farm Bureau**
  - **Calaveras Grown**
  - **UCCE**



# Agritourism in Rural Counties

- **Countywide Marketing Cooperatives**
  - **County Brand – i.e. Calaveras Grown/ Farms of Amador**
  - **501 c.7**
  - **Website**
  - **Work with tourism, marketing groups & media**
    - **Visitor's Bureau**
    - **Foodie Groups – Slow Food**
    - **Local newspaper/radio/TV/internet media**
    - **Internet Based Social Media**
  - **Countywide Events**
    - **unite agriculture community**
    - **educate public**



# Websites:

- [cecalaveras.ucdavis.edu](http://cecalaveras.ucdavis.edu) – Proposed Calaveras Co. Ag Element
- [search.municode.com/html/16236/MCC\\_TOC.html](http://search.municode.com/html/16236/MCC_TOC.html) – title 17 – Calaveras Co. Zoning Code
- [www.calaverasgrown.org](http://www.calaverasgrown.org) - Calaveras Grown
- [www.farmsofamador.com](http://www.farmsofamador.com) - Farms of Amador
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