



# AgrICULTURE and Nature Tourism What Options Do I Have?



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University of California Cooperative Extension



# Challenge Your Thinking

## AGRICULTURE & Community

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- Definition of AG:
- Build upon Your UNIQUE Values and Experiences
- Memories & Legacy
- Assess Your Resources
- *Learning to See the Unseen*

Recognize the variety of Agricultural Products and Ecosystem Services that local AG lands and the people who steward them provide ... then work together for fun, viable & sustainable communities.

# Cultural Tourism

“Traveling to experience the places, people, artifacts and activities that authentically represent the stories and lives of people past and present.”

Isn't that Agri **CULTURE** ?



# Think about YOUR Favorite Memories...



What are the things you  
And your family or  
friends like to do?



Any of them on  
Your Property or  
Nearby?



# What Is IT ?

A group of nine people, including men, women, and children, are walking across a vast, open field. They are dressed in outdoor gear like jackets and hats, suggesting a cool environment. In the background, there are rolling hills and mountains under a cloudy sky. The overall scene conveys a sense of outdoor activity and community engagement.

Get People Out on the Land, **Interacting with Farmers & Ranchers.** **Improve Community's Understanding of Agriculture & Its People and Make Additional Money**

# Agritourism

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“Any income-generating activity conducted on a working farm or ranch for the enjoyment and education of visitors.

It includes the interpretation of the natural, cultural, historic, & environmental assets of the land and the people working on it.”





*Exploring Options for Enhancing Ecosystem Services*



**Agriculture has Unique Features  
and Benefits and **YOU** have  
Very Special Stories to Share**

# Assess What You Have

- ✓ Think Diversity of Experiences
- ✓ Think Levels of Services
- ✓ Think Unique Interpretive Stories

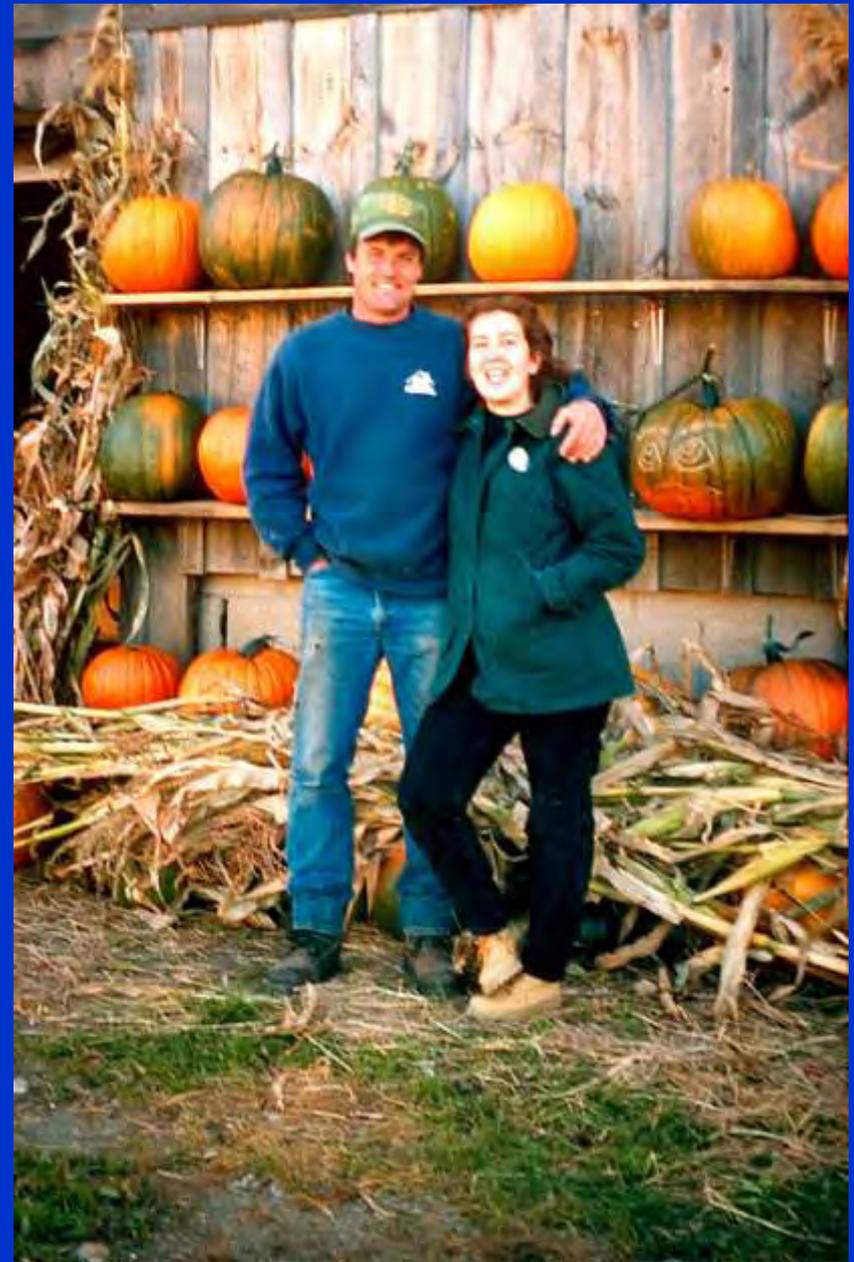
**WHO** are **YOUR** Ideal Customers?

Worksheet Page 18

- Physical  
- Financial  
- Human  
- Community

# Don't Forget People Skills

- Love for serving people
- Leader & Motivator  
for visitors and staff
- Sense of Humor
- Strong Work Ethic
- Physical Stamina
- Problem Solvers
- Enjoy this type of work



**PASSION**

# Resource Conservation & Development Councils



USDA NRCS  
United States Department of Agriculture  
Natural Resources Conservation Service

helping people help the land  
**Agriculture-Nature Tourism**

*"The anticipated benefits of these workshops include diversification of family farms and properties in economically depressed rural areas."*  
— Robyn Smith

The Yosemite/Sequoia RC&D (Y/S RC&D) has been working in partnership with local agricultural producers and other entrepreneurs to expand agriculture-nature tourism enterprise opportunities to diversify and sustain family farms and support economic stability in rural communities.



*The Yosemite/Sequoia RC&D is involved with promoting ag-nature tourism in rural areas.*

The Y/S RC&D formed a steering committee made up of personnel from visitor bureaus, farm advisors, county governments, farm bureaus, ag producers, and the USDA-Natural Resources Conservation Service (NRCS) to guide and assist the effort in their respective areas. Y/S RC&D has developed information databases of interested businesses; surveyed them to determine assistance needs, and brought them together to work cooperatively.



A major accomplishment was the development of an ag-nature tourism business development series of six mini-workshops to assist participants with planning and launching their alternative enterprise ideas. These workshops were developed in partnership with the Central Sacramento RC&D through generous funding from the U.S. Forest Service Rural Conservation Program.

Ag Organizations, Land Trusts, Environmental Groups, Schools, Etc.

Arts & Historical Groups

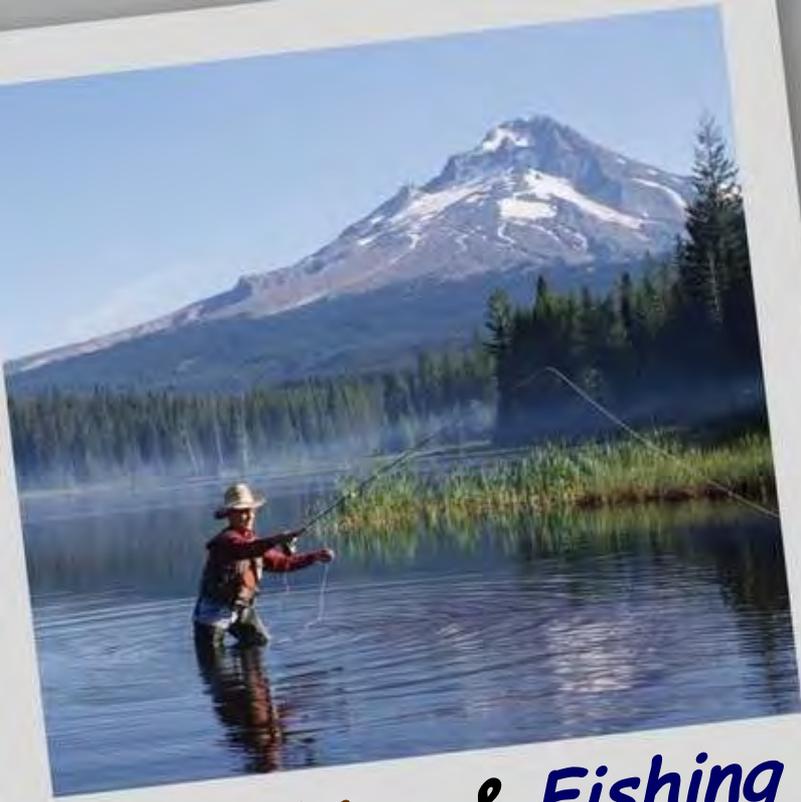


NRCS & Resource Conservation Districts

Chambers & Visitor's Bureaus



# Outdoor Opportunities



## **Ranching & Fishing**

Share appreciation of outdoor natural resources

Working Ranches

Bird Watching

Photography

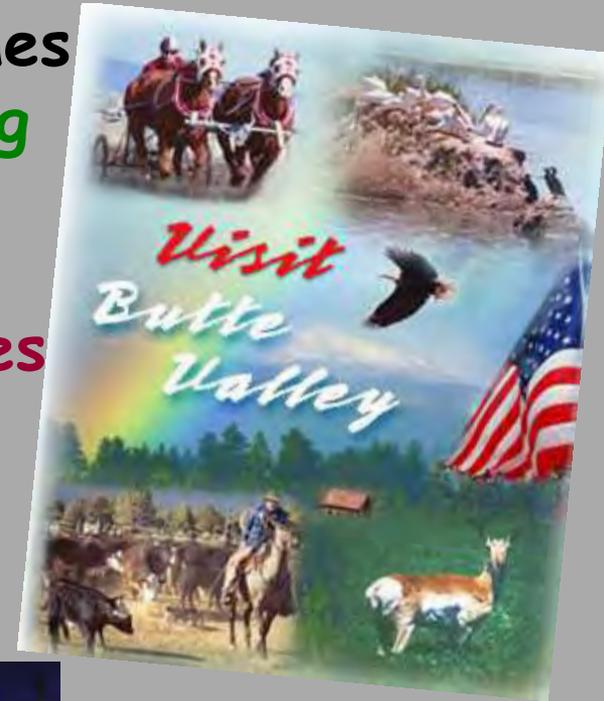
Wildlife

Art on Ranches

Workshops

Farmstays

Much More



History

Culture

Sense of Place

Authentic Experiences



What Do YOU and YOUR Family like to do for fun?

# Create the EXPERIENCE

## Think Beyond Your Individual Farm or Ranch

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- What will it take to attract a visitor to your community for a day, weekend or extended stay?
- Who can I partner with to provide the total experience?

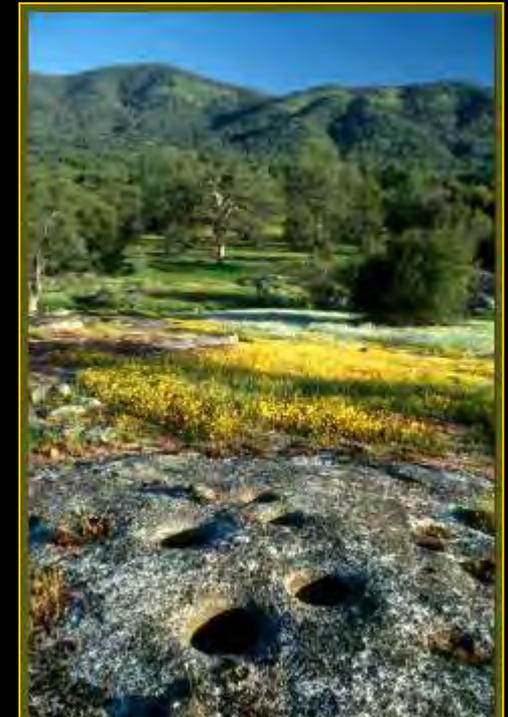
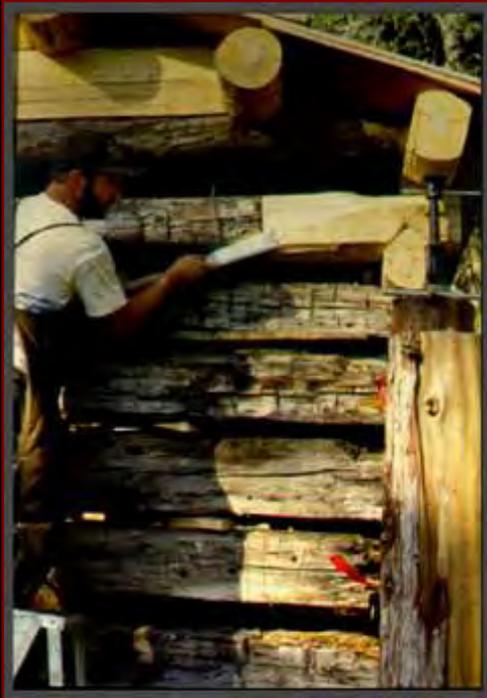




# Heritage Tourism

## 2003 Executive Order

Promotes partnering with non-Federal parties in the development of heritage tourism and economic development



# PARTNERS ARE THE KEY TO SUCCESS



- Native American Tribes
- Business and organizations
- Land managing agencies
- **Agricultural industries**
- Historical societies
- ....and many, many more



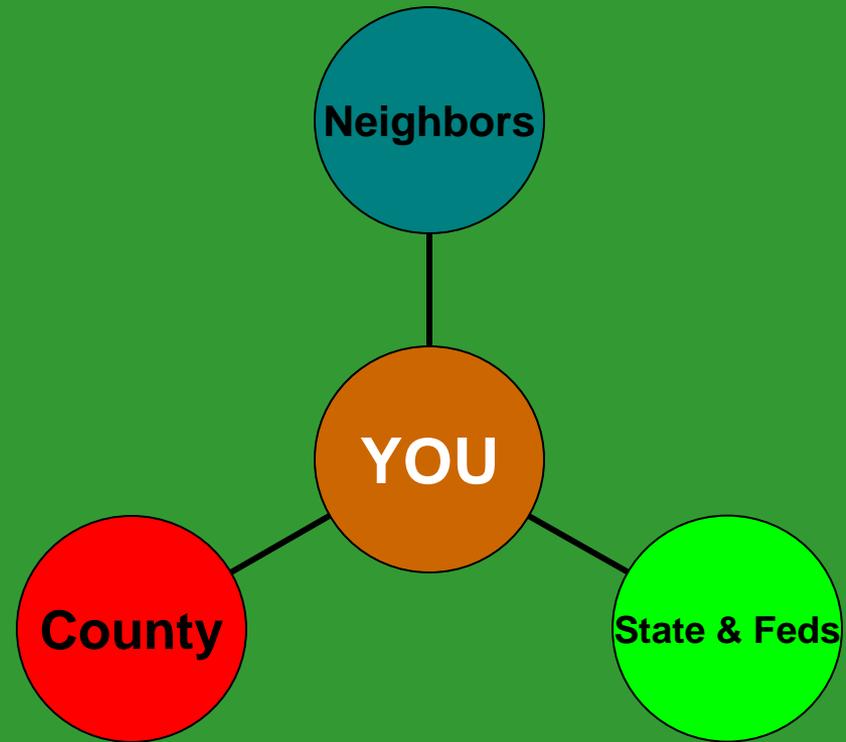
<http://www.partnershipresourcecenter.org/>





# Take the First Steps

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Discuss Your Plans, **Listen to Concerns**, Learn the Requirements & Processes

*Strive for Win-Win Solutions*

# You Must Comply with Local, State and Federal Requirements

## Adhere to Regulations that Protect:

- The Environment
- Your Neighbors
- Your Visitors



# California Agricultural Homestay Bill



## Program Areas



One Shields Avenue, Davis, California 95616-8699 530.752.8136 [HOME](#)

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### California Agricultural Homestay Bill (AB 1258)

The California Agricultural Homestay Bill, (AB 1258), passed in July 1999, paved the way for more farmers and ranchers to offer tourists overnight visits. The bill exempts farms and ranching operations that offer overnight stays from the more stringent requirements of operating a commercial restaurant. To qualify for overnight stays, the farms and ranches must produce agricultural products as their primary source of income. Additionally, farmers are limited to six guest rooms and 15 visitors a night - less than the amount allowed for a bed and breakfast operation.

The following information about AB 1258 is an excerpt from the Official California Legislative Information web site. For more details about the bill, go to: <http://www.leginfo.ca.gov/bilinfo.html> . For "Sessions" pull down and select 1999-2000PRIOR. For bill number, type in AB 1258, then hit "Search."

BILL NUMBER: AB 1258 CHAPTERED BILL TEXT  
CHAPTER 180



Don't forget,  
things are  
easier with  
partners and  
friends.



Ask Yourself, "Who is Missing? Is There a Way to Involve Them?"

Even though most people are removed from the farm, everyone has an 'Agricultural Experience' at least three times a day... think about it



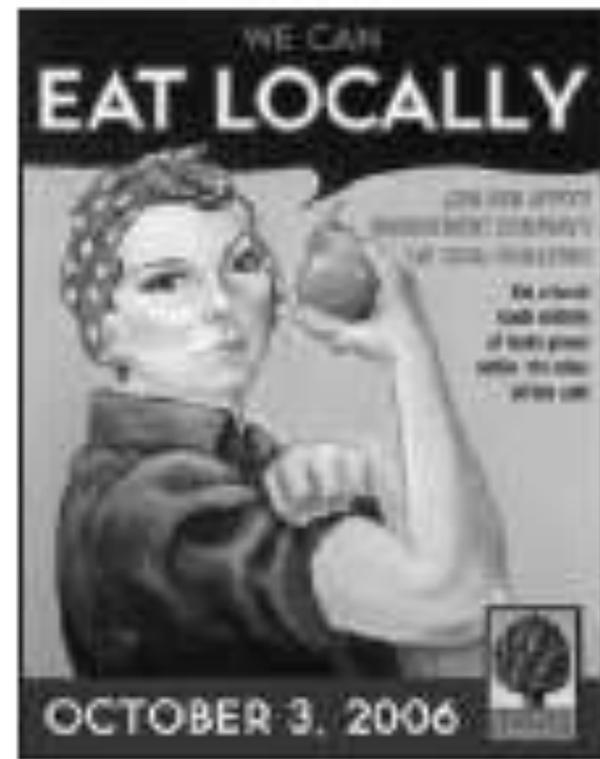
If you eat food and wear clothes, you're involved in agriculture.

# Culinary Adventures That Begin on the Farm

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"Too much credit is given to the chef, it is the farmer and rancher who deserves the credit."

*Bon Appetit Buys Fresh, Buys Local*





[Members](#) | [Recipe Book](#) | [Harvest Calendar](#) | [Maps](#) | [Product Directory](#)

[New Certified Farmer's Market...](#)



The 2006-2007 Farm Trails Guide is now available! For a free copy, please write: Farm Trails, PO Box 542, Camino, CA, 95709 ... or send us an [Email!](#)



[Find a Farm!](#)

**MARIPOSA**  
-Home of Yosemite-

- About Mariposa
- Historic Sites
- Recreation & Adventure
- Agrinature Tourism**
- Create My Itinerary
- Calendar of Events
- What to Do
- Where to Stay
- Where to Dine
- The Arts
- Yosemite
- Contact Us
- Travel Info
- Site Search
- Press Room

**Calaveras Grown**

The Harvest Calendar below shows the seasonal availability of local farm fresh foods & commodities in Calaveras. Enjoy the view and then inspect, fresh picked basket of local produce.

Be sure to check out the listing of CAG local producers below the chart.

For a comprehensive printed map of producers in Calaveras, please visit the Calaveras visitors Bureau.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Apples												
Beef												
Berries												
Corn												
Egg Products												
Goat Products												
Green & Dry Beans												
Milk												
Nursery Products												
Nuts												
Olive Oil												
Pork												
Pork Chops												
Salad Greens												
Squash & Pumpkins												
Tomatoes												
Wine												
Winter Vegetables												

# Local Grown, Farm & Nature Trails and Events

## Weekend in the Country



### Mariposa Agri-Nature Trail

May 5 & 6, 2007

- Agricultural Events
- Art in Action
- Nature Workshops
- Photography Workshop

Butterfly Mingle

Personal Tours and Tastings



Information and Tickets at the Mariposa Visitors Center  
(209)966-7081 or (866) HalfDome  
[www.homeofyosemite.com](http://www.homeofyosemite.com)

Download/  
Request  
A  
Brochure

# Self-Directed Driving Tours

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Ontario, Canada's **Rural Ramble**  
CD, Photo Contest and Bale Art

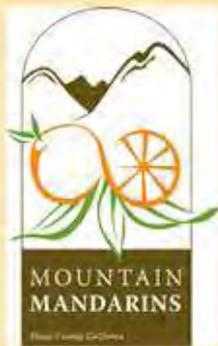
[www.ruralramblefarmtour.com](http://www.ruralramblefarmtour.com)



# Placer County's Mountain Mandarin Festival

Attracts 25-30,000 visitors to  
the two-day event, November

WHERE TO BUY MANDARINS???



TOUR PLACER COUNTY'S MANDARIN ORCHARDS

BEGINS NOV. 24, 2006  
[CLICK HERE FOR DETAILS](#)



# Carson Valley, Nevada





# Bird-Watching & Photography Workshops

# Ag, Nature and Adventure Travelers

## - The Same Customers?

### Carson Valley Eagles and Agriculture Event

- 600+ Participants
- Most Beginning Viewers



### Great cross-over event

- Nature
- Agriculture
- Adventure

- Places to Stay
- Places to Camp
- Outdoor Recreation
- Things to See and Do
- Dining
- Tour Itineraries
- Map
- Calendar of Events
- Weather
- Communities
- Relocation
- Useful Info/Links
- Visitor Centers
- Order More Info
- Contact Us

Welcome

It's springtime in the Northern Sierra. There's still plenty of snow on the higher elevations. But soon the snowmelt will create cascading waterfalls and a colorful show of wildflowers throughout forests and canyons. It's an outdoor season you won't want to miss!

Birds are flying, patrols are being, and it's time to start swinging the golf clubs. Take advantage of spring's mild temperatures, low-season rates and a wider range of lodging options and campsites before summer arrives.

Be the first to hit a pike fish, launch a boat or take in the season's lake rides, grill and ad shelves, hiking trails and other springtime events. And until Mother Nature decides, plan to come prepared for both snow and sun!



Plumas County Visitors Bureau  
 P.O. Box 4-30, Highway 70  
 Half Mile west of Colusa  
 Colusa, CA 95971  
 (530) 325-2247 (530) 283-6340  
 email: [info@plumas.com](mailto:info@plumas.com)

SIERRA VALLEY

Barns, Birds, & Barbecue



Friday, June 16th and  
 Saturday, June 17th, 2006

Calpine Community Park, Calpine

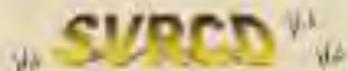
Friday: Farmer's Market at Sierra Valley Farms, Open House  
 Sierra Valley Native Plant/Wildflower Walk, FRLT's Maddalena Ranch  
 Picnic Dinner, FRLT's Maddalena Ranch  
 Sundown Bird Watch, Roberti Ranch

Saturday: Farm Tours include the Roberti Ranch, the Goss Ranch,  
 the Bar One Ranch, the Harvey Ranch and Infiniti Farms.

The Saturday Marketplace will be open to the public from 11 am - 6 pm  
 The Marketplace will feature many local artisans and artists; demonstrations;  
 cowboy poetry; music; food and an afternoon of family fun!

For Tickets call: (530) 832-0230

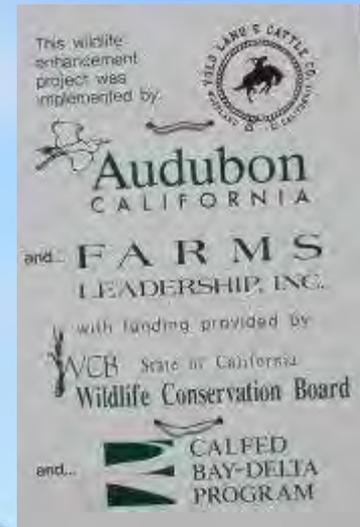
Pricing and Event Details: [www.sierravalleybarns.com](http://www.sierravalleybarns.com)



Ranchers, Birders,  
 Visitor's Bureau,  
 Arts Commission,  
 County Museum,  
 Local Land Trust

Showcase Ranch Stewardship  
 and Biodiversity

# Partnerships...for Restoration & Business



Environmental Education,  
Special Events,  
Entertainment Possibilities

R.H. PHILLIPS



**COMBINES, BOVINES  
& FINE WINES TOUR**  
Hedrick Ag History Center  
1962 Hays Lane  
Woodland, CA 95776

**R H Phillips Winery**

**Yolo Land & Cattle Co.  
Working Cattle Ranch**

**Hedrick Ag History  
Center**

Near Davis, California

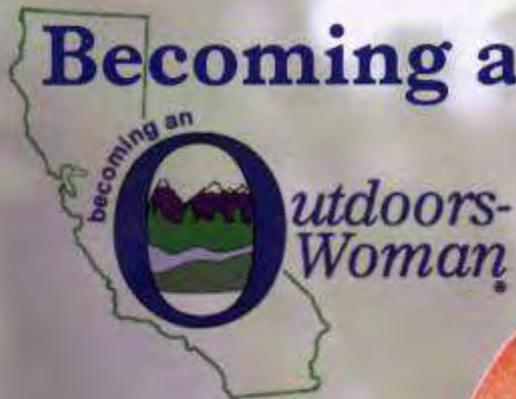
# COMBINES, BOVINES & FINE WINES

*"Plan to spend a day on an exclusive journey  
through California's premier rural destinations"*



# Another OPPORTUNITY

## Becoming an Outdoors-Woman,<sup>®</sup> California 2008 EVENTS



### BOW FUNDRAISER

April 25-27  
River Ridge Ranch  
Tulare County

Multi-Course  
Workshop  
October 17-19  
Wonder Valley  
Ranch, Sanger

#### Cross-Country Skiing

February 1-3  
Rock Creek Lodge,  
near Mammoth Lakes

#### Birding

March 8-9  
Rancho Esquon  
Butte County

#### Personal Self-Defense & Wilderness Survival

April 11-13  
Fresno County Sportsmen's Club

#### Nature Drawing

May 2-4  
Yosemite Valley

#### Hiking Pole Field Seminar

May 31  
Mt. Tamalpais State Park

#### Geocaching & Outdoor Cooking

May 31-June 1  
Wonder Valley Ranch, Sanger

#### A Day at the Range

June 28  
Raahauge's, Corona

#### Map & Compass, GPS

July 12-13  
Red Fir Group Camp  
El Dorado National Forest

#### Fly Fishing

August 15-17  
Tejon Ranch  
Kern County

#### Soapstone Carving & Bird Watching

September 12-14  
Sacramento Wildlife Refuge

#### Fly Fishing

September 12-21  
Bidwell Ranch  
Shasta County

#### Pheasant Hunt

November 22  
Williams

REGISTER NOW AT

# BOWCA.ORG

# REMEMBER, Tourists want a quality experience



They participate in meaningful, fun and authentic activities.

They are welcomed, respected and well cared for.

They get what they came for, and when they leave -- they leave wanting to return.



# Work With The Community

Visit Other Agritourism Operations

The End

