

Making the Connections

Adding Agritourism to the Visitor's Itinerary



Bob Kingman
Sierra Nevada Conservancy
February 23, 2011

UC
CE



Discovery...
How will they find you?



Internet

Social Media Networks

Local Visitor Services

Word of Mouth

Basic Steps

- Use the internet
 - www.yournamehere.com
 - Optimize your website
 - Linking and posting
 - Track your metrics
 - Fine tune

University of California

California Agricultural Tourism Directory

Add to our Event Calendar

Add your farm to the directory

EMAIL PRINT

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



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

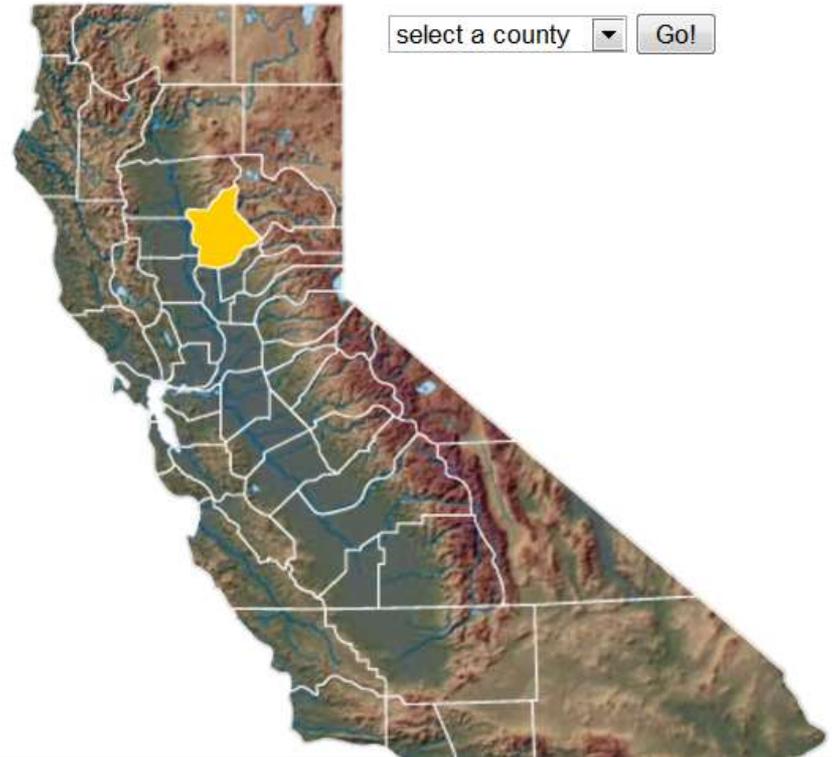
**CalaverasGROWN Dinner-
Mokelumne Hill**

Date: February 25, 2011

[View Event Details](#)

[CalaverasGROWN Dinner](#) 2/25/2011

Butte County



select a county

CENTRAL VALLEY

VIEW MAP



[Hillmar Cheese Company](#)

Experience all things cheese.



Most Popular Things To Do

- 1 Central Valley Road Trip
- 2 Wine Tasting in Lodi
- 3 Mondavi Center for the Arts
- 4 Sacramento Delta Boating and Fishing
- 5 Basque Cuisine in Bakersfield

Search Our Directory

Central Valley ▾

OR

city or zip

GO

Drive through the Central Valley, and you'll see evidence of how life here has historically revolved around agriculture. You'll find incredible farmer's markets, roadside produce stands, and festivals that celebrate local specialties: wine, tomatoes, asparagus,



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



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

LONGITUDE: -119.646606400

LATITUDE: 37.334064200

ELEVATION: 2364 FT (721 M)

PHOTOS



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](#)

Google™ Custom Search

Search

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 tourist 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 special pack trip

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



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business development



renewable energy



directories & state resources



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- equine agritourism
- fee and lease pond fishing
- game birds
- hunting leases
- nature-based tourism
- rural weddings
- wine tours
- clay-target shooting facilities

agroforestry

aquaculture

biomass

energy

fiber

forestry

fruits

grains & oilseeds

livestock

agritourism

home » commodities & products » agritourism

Agritourism describes the act of visiting a working farm or any agricultural, horticultural or agribusiness operation to enjoy, be educated or be involved in activities.

Examples of agritourism are...

- farm tours for families and school children,
- day camps,
- hands-on chores,
- self-harvesting of produce



related links

[Agritourism and Recreational Services, Income From Farm-Related Sources: 2007 and 2002, 2007 Census of Agriculture - State Data, National Agricultural Statistics Service, USDA, 2009.](#)

Basic Steps

- Use Social Media Networks
 - Facebook
 - Twitter
 - You Tube
 - More as resources allow



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Go

From Farm to Table...Buy Local

Welcome to PlacerGROWN your Local Food Guide to Placer County

- **Eat** locally-grown, seasonal fruits & vegetables, meats and wines year-round
- **Learn** more about your favorite local farms, ranches & wineries
- **Shop** at Placer County's farmers' markets, produce stores and farm stands
- **Enjoy** farm tours, festivals and agricultural events for the whole family.

2011 PlacerGROWN Membership Drive

WHAT'S IN SEASON



- A-Z listing of WHAT'S IN SEASON
- [Download Harvest Calendar](#)
- [Why Eat Local?](#)
- [Seasonal Cooking Guide](#)
- [Sac Region Farmers Market Map](#)
- [Local Meat Producers](#)
- [Placer County Wine Trail](#)
- [Placer Wineries Regional Map](#)

twitter

WHAT'S NEW

- [Growers & Buyers Speed Dating Event - 2/23](#)
- [Farm Conference Attendee Survey](#)
- [PlacerGROWN Farm Family of the Year - Snow's Citrus Court](#)
- [PlacerGROWN 2010 Year in Review](#)
- [Foothills Farming Blog](#)
- [UC helps farmers grow social networking](#)



facebook

2011 PlacerGROWN Sponsor

PlacerGROWN • 177 E Avenue • Auburn, CA • (530) 889-7398 • placergrown@gmail.com



Placer Grown [Add as Friend](#)

Lives in Auburn, California

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You and Placer



6 Mutual Friends

- Wall
- Info**
- Photos (16)
- Friends

Arts and Entertainment

Television



Sacramento & Company America's Heartland

Sponsored [Create an Ad](#)

Soccer Team Yard Signs ✕
 victorystore.com
 Less than \$5 each.
 www.VictoryStore.com
 888-968-2688.

Friends (1208)

- Bill Radakovitz**
- Karen Spencer**
- Merrill Kagan-Weston**
- Tsudas Auburn**
- Placer Co-Online**

Activities and Interests

Other Randomly laughing because you remembered something funny., Roseville Utility Exploration Center, The UC Davis Arboretum, Holiday Inn Auburn, Roseville Arts, Colfax, Ca-Sierra Vista Community Center, California Young Farmers and Ranchers, Placer Business TWEETUP | Tweetflow | Halldin Public Relations, Placer County Real Food, Orange County Wine Society, Auburn, CA, Wild West Stampede PRCA Rodeo, Tractors & Truffles, Peaceful Valley Farm & Garden Supply, Flying Mule Farm and 162 more

Sailing Spoken Here ✕
 sailingspokenhere.com

Do you like Sailing? Click here and connect with fellow sailors

Basic Information

About Placer PlacerGROWN is a nonprofit membership organization formed to assist local

Valley View Elementary School... ✕
 Visit our Page and 'Like' us today!

Like · 33 people like this.

Ocean Training Cruises [Chat](#)

Basic Steps

- Local Visitor Services
 - Visitor / Welcome centers
 - Chambers / Lodging Associations
 - Restaurants
 - Local Media
 - Signage



California Welcome Centers

Guiding you through the riches of our Golden State

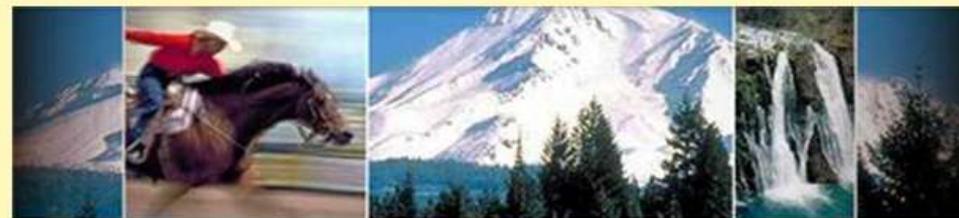
site search [find](#)

Alpine	Anderson	Arcata	Auburn	Barstow	El Dorado Hills	Mammoth Lakes	Merced	Oceanside
Oxnard	Pismo Beach	San Bernardino	San Francisco	San Mateo	Santa Rosa	Truckee	Tulare	Yucca Valley

Connect With Us



i Visit a California Welcome Center and start simplifying your travel plans and enhancing your visit in California



Anderson

Just three hours north of San Francisco, the Shasta Cascade, an outdoor recreation wonderland provides something for everyone to discover and enjoy, both old and young. » [read more](#)

The California Welcome Center
Anderson

1699 State Highway 273



Basic Steps

- Word of Mouth
 - Quality and Service #1
 - Assume All are Repeat Visitors
 - Community Involvement
 - Be Creative



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.