



# Sierra Oro Farm Trail

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Farmers, Founders and Organizers

# History

- Butte County history is steeped with tales of immigrants searching for gold, it soon became apparent that the true wealth of Butte County is its farmland.
- Traveling on the Sierra Oro Farm Trail you will cross the historical path of generations of farmers who have changed how America eats.
- For many Americans in the mid 1800's and early 1900's, the first almond, walnut, olive, peach, orange, or kiwi they tasted was grown along the Sierra Oro Farm Trail.
- These pioneering farm families are remembered at many of the stops on the farm trail, inspiring today's farmers to provide your family with a taste of California.



# Purpose

- The Sierra Oro Farm Trail is a non-profit association of farmers and business people in Butte County with a shared passion for agriculture and our community.
- SOFTA is a county-wide endeavor and a project that touches all communities within Butte County.
- The focus and dedication of SOFTA is to establish a viable agri-tourism program for Butte County.



# Mission Statement

To increase the marketability of Butte County agriculture to citizens of Butte County and more importantly to tourists through agricultural visiting options, special events, first hand experience and media outreach and encourage further economic development of Butte County agriculture and its industry partners.



# Sierra Oro – Funding Goals

- Generate revenue and tourism for the farms participating in the project.
- All member funds collected are spent directly to cover costs of production and marketing of the farm trail map.
- All revenue generated by the map for SOFTA has come from the members and friends of the farm trail, primarily industry and private business supporters.



# Sustainability

- It's not about your farm trail making money. It is about the farms making money.
- Make it about why they can't afford not to be part of your project.
- Offer scholarships to farms with unique selling propositions who can't afford to join or are on the fence about joining.



# Establish Boundaries

- Geography – how big is your farm trail?
- County lines are often a good natural boundary that set the standard for marketing an area as a “destination.”



# Establish Boundaries

- Farms must have:
  - ✓ A location within Butte County
  - ✓ Hours of operation – Discourage “Appointment Only”
  - ✓ A location that is certified by the health department
  - ✓ Wineries must have a liquor license
  - ✓ Ample parking



# Strength in Numbers

The farm trail can be a way to unite small producers in your county.

Encourage local producers that the Farm Trail is the start of a tighter knit community of local small/specialty **farmers**.



# How to go to Market

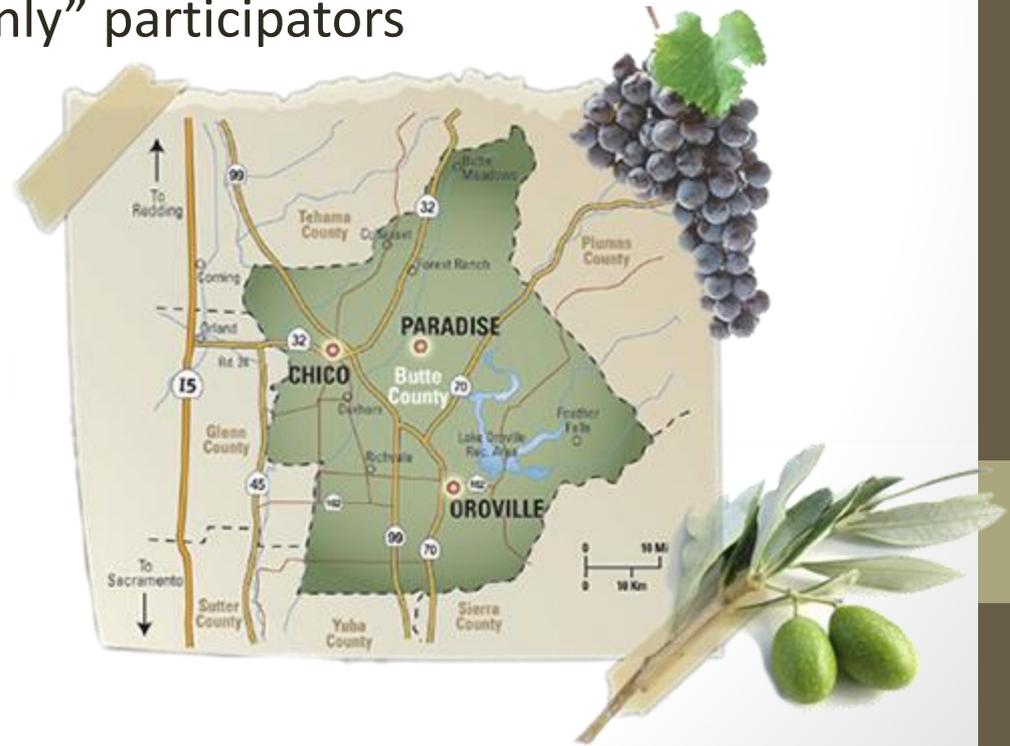
## Step One: Target Audience

Determine your reach and where your dollars and efforts are best spent.



# How to go to Market

- A strong website
- Develop a social media/web presence
- Use printed maps as marketing pieces that drive traffic to your website
- Limit “By Appointment Only” participators



# What Makes Us Different?

- We offer a mix of farms and wineries
- We are off the “beaten trail” – a new adventure
- We offer a day’s driving adventure to our target audience
- Same weekend every year, making it easy to plan annually



# What is Passport Weekend?

- ✓ Nearly 30 participating wineries and specialty farms located throughout Butte County
- ✓ Open Sat & Sun from 10 a.m. to 5 p.m.
- ✓ \$25 in advance or \$30 at farms day of event\* (if still available)
- ✓ Ticket includes free tasting at 28 participating venues and a commemorative wine glass  
*\*Save \$5 off ticket price when purchased in advance online or at any Tri Counties Bank location*

Perfect for foodies, wine and beer enthusiasts and travelers looking for a weekend getaway or a chance to explore off-the-beaten trail...this agri-tourism adventure provides trail goers with the once-a-year chance to savor the farm-fresh bounty of Butte County all weekend long. In fact, Passport holders can set their own pace, take self-guided tours of the scenic agricultural trails, meet local farmers and winemakers and sample the amazing bounty of locally-owned wineries and specialty farms located throughout Butte County. One Passport opens the doors to dozens of specialty farms and wineries where visitors will share samples of tasty artisan olive oils, specialty nuts, award-winning wines and much more! Due to the popularity of the Passport Weekend each year, an early sell-out is expected. Advance tickets are recommended and will be available in early September. More information is available by calling 530-891-5556 or visiting [www.sierraoro.org](http://www.sierraoro.org).

# Sierra Oro Farm Trail Stats

- Tickets sell out at 2,000
- Passport sales start Labor Day,
- 6-week sales cycle supported by TV, Radio, Social Media, Email Marketing and word of mouth
- Strongly encourage the locals to invite their friends for Passport Weekend
- Chico State promotes the event as part of Alumni-Parent Weekend
- Chambers take calls, sells tickets



# Tracking Results

- Identify where people are coming from by zip codes through the Eventbrite platform.
- Used to sell 80% of tickets at local retail locations, now we sell 80% online, demonstrating people from out of the area are purchasing.
- Constant Contact Email Survey to attendees a week post-event to measure satisfaction.
- Used to find main issue was people getting lost, almost no complaints now with smart phones.



# Power of Social Media

The screenshot shows a Microsoft Internet Explorer browser window displaying the Facebook page for Sierra Oro Farm Trail. The browser's address bar shows the URL <https://www.facebook.com/SierraOroFarmTrail/>. The page header includes the Facebook logo, the page name "Sierra Oro Farm Trail", and navigation links for Home, Messages, and Settings. Below the header, the page layout is organized into several sections:

- Page Header:** "Sierra Oro Farm Trail" with a search icon and navigation tabs for "Page", "Messages", "Notifications", "Insights", "Posts", "Settings", and "Help".
- Hero Image:** A large image featuring a wooden basket of fresh produce (apples, grapes, berries) and a glass of wine. A chalkboard sign in the background reads "Melon".
- Page Info:** "Sierra Oro Farm Trail Non-Profit Organization" with a "Create Call-to-Action" button.
- Activity Summary:** A sidebar on the right showing "THIS WEEK" with 1 Page Like, 17 Post Reach, 0 UNREAD Notifications, and 0 Messages.
- Navigation:** Tabs for "Timeline", "About", "Photos", "Likes", and "More".
- PEOPLE:** A section showing "1,522 likes" and a "Find New Customers" button with the text "Connect with more of the people who matter to you".
- ABOUT:** A section describing the organization as "A nonprofit association of farms and wineries in beautiful Butte County, CA, who open their doors for tastings and tours." and providing the website URL <http://sierraoro.org/>.
- PHOTOS:** A section with a grid of small images, including wine glasses and produce.
- Status:** A post titled "What have you been up to?" with a photo of a person.
- Recent:** A list of years from 2014 to 2010.
- Post:** A post by Nicole Koebrich Johansson dated March 6, 2015, with the text: "For \$20, you can spend the day in Woodland, CA on April 8, 2015 learning about Agritourism in our great state! Presented by the UC Small Farm Program and UC Cooperative Extension, a link to the Statewide California Ag Tourism Summit is below. 'Like' the page for information and conference updates. To REGISTER TODAY (price goes to \$30 day of the event), visit <http://ucanr.edu/survey/survey.cfm?surveynumber=14631>
- Image:** A photo of a man standing next to a chalkboard that lists "FARM TOURS" with details like "Walking Tours: Cost: \$20 per person for 20 minutes in the field, minimum 2 people" and "Visit the Vineyard: Cost: \$3 per person Round Schedule Class: \$20 per person \$2000 person. The best business and production decisions are the result of our valuable experience. Get MORE INFO IN THE MARKET".

# Sample Advertising



Tagline/Theme: Tour! Taste! Toast!



Sierra Oro Farm Trail **Passport Weekend**  
October 11 & 12

[BUY TICKETS](#)

Order Your **Passport** Today!



**PASSPORT**  
*Weekend*



[BUY PASSPORT TICKETS](#)

\$25 + \$2.50 S&H For Online Orders

*Farm-fresh food & award-winning wine!*

**TOUR, TASTE, TOAST!**

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

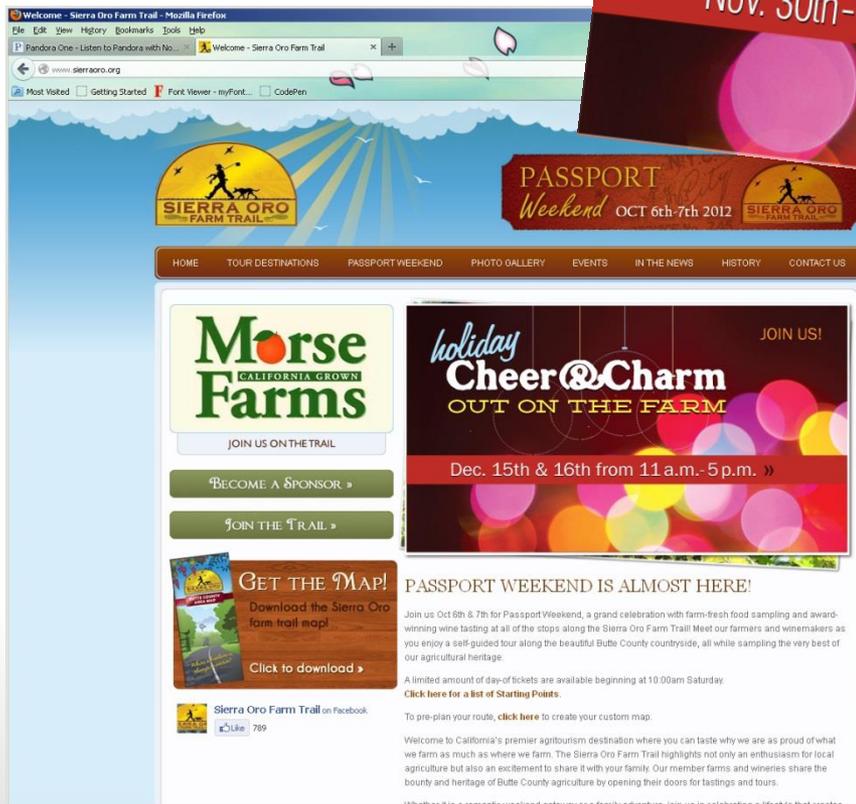
# Costs and Insights

- \$50,000+ yearly revenue from the sale of passports, promotional items and advertising agreements
- Approximately \$7-10K map and passport printing
- Approximately \$8K on advertising (mostly social and online, our local TV station is a sponsor
- Radio and print promotions in exchange for ticket give aways.
- 6-bottle pack gift bags.



# Value Add: Shop Local Saturday Event

A November Follow Up  
Farm Trail Shopping  
Experience



# You Are Who Your Friends Are

Establish partnerships early and often

- Current established Partnerships: California State University Chico (Alumni Parents Weekend), Chico Chamber of Commerce, Oroville Chamber of Commerce, Tri Counties Bank, Butte County Farm Bureau, Action News Now, Chico Chamber Lodging Committee.
- Consider a dedicated lodging section to gain more revenue and more exposure for hotels and B&Bs in your area.

# Overcoming Barriers

- Farms with different priorities
- Wineries with different priorities
- Establishing a contract and vendor policies
- Protecting yourself and the farms



# Sharing Success Stories

- Why are we successful
- What has made us successful (Fully self sufficient)

Questions?