

Economic Opportunities and Community Benefit, The Potential For AgriTourism

Riverside / San Bernardino / San Diego

AgriTourism Summit

March 29th 2017

Opportunities

- The opportunities are boundless only restrained by your effort and your imagination
- But first.....

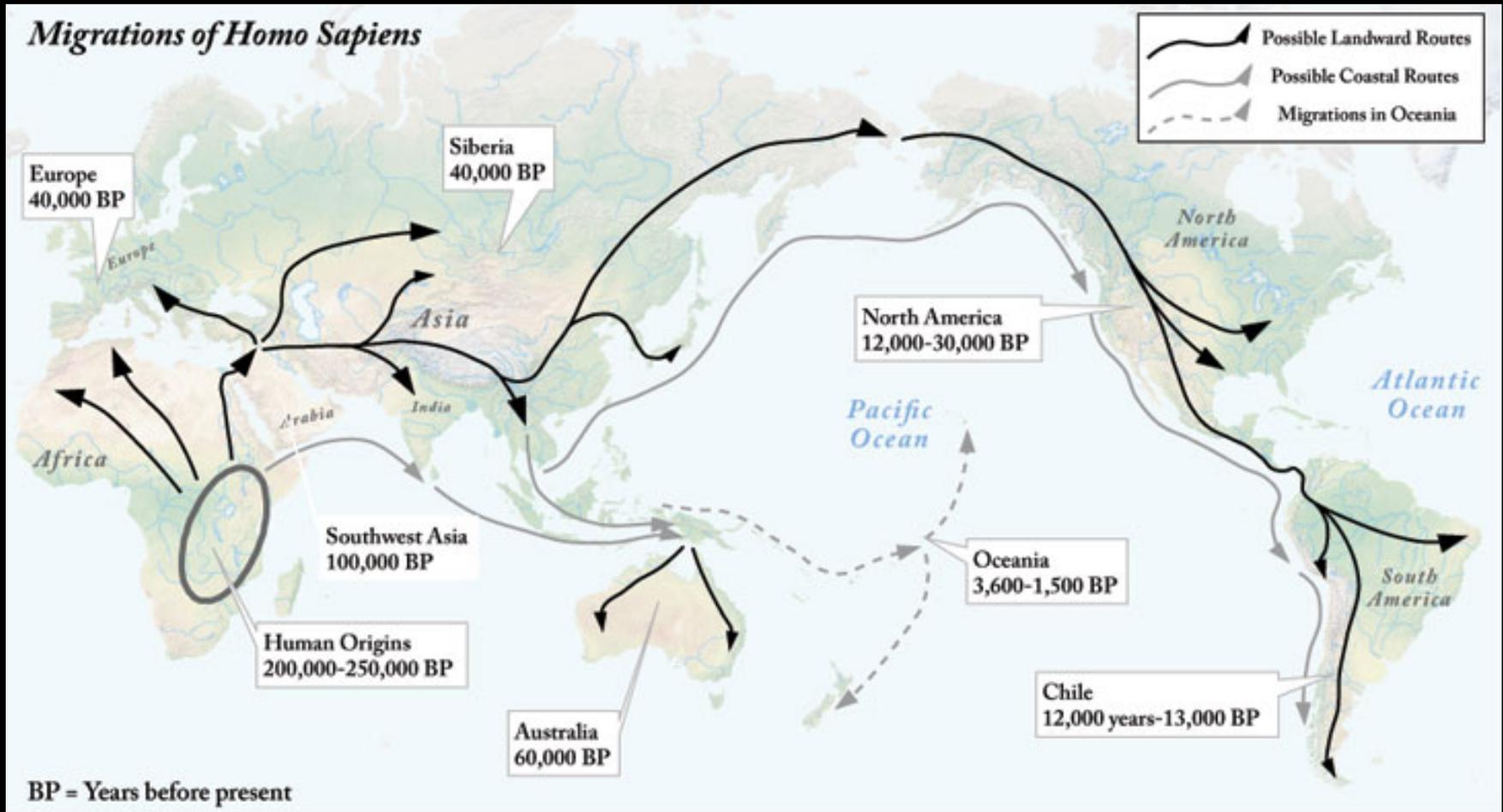
Let's look at where we came from



In the beginning:

- No agriculture
- Therefore no agritourism
- Then.....

People went on the move



A new day dawned: Agricultural Revolution



Benefits

- Feed more people
- Larger populations
- More specialization
- Man was on his way
- The world economy would never be the same
- Agritourism has begun

Drawbacks

- Exclusivity
- Haves and have nots
- Some of the first agritourists visited to steal and plunder



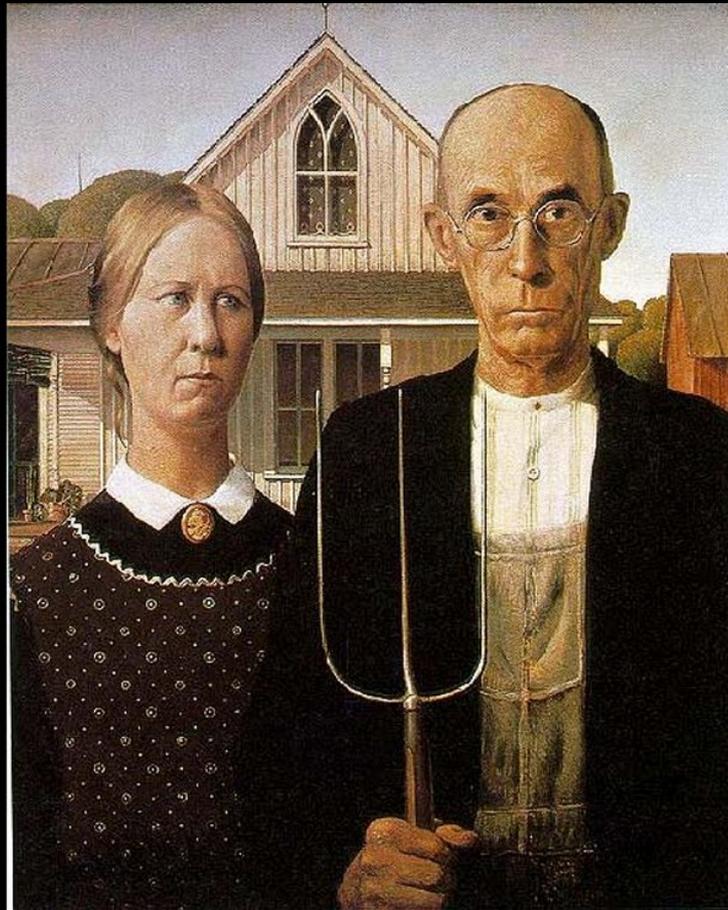
A nobleman and raider ambushed by Balkan farmers, middle of the 5th century. The Huns carried bone-tipped composite bows.

Industrial Revolution

- People flock to the city
 - Small family
- Farming started to decline
- Beginning of the industrialization of food production



Farming is no longer Sexy



So Where are we Today???



Current Trends

Current Trends

Organic is no longer hippie food



Current Trends

Farmers markets
are blowing up



Current Trends



Current Trends



Current Trends



Current Trends

Farm Dinners

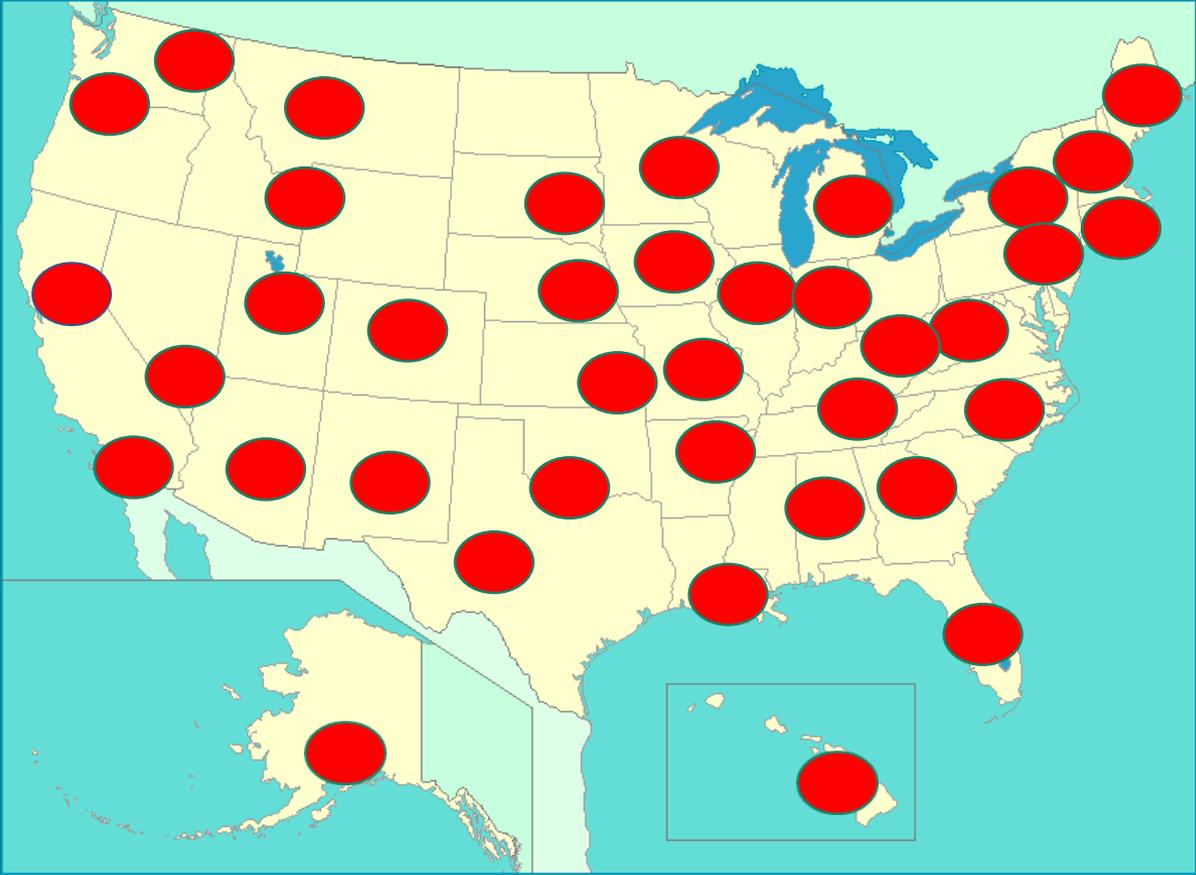


Current Trends



Current Trends

Chic
Food
Hubs



Current Trends

- Grocery Store Consolidation
- Retail Store Collapse
- On-Line Shopping / Instant Gratification

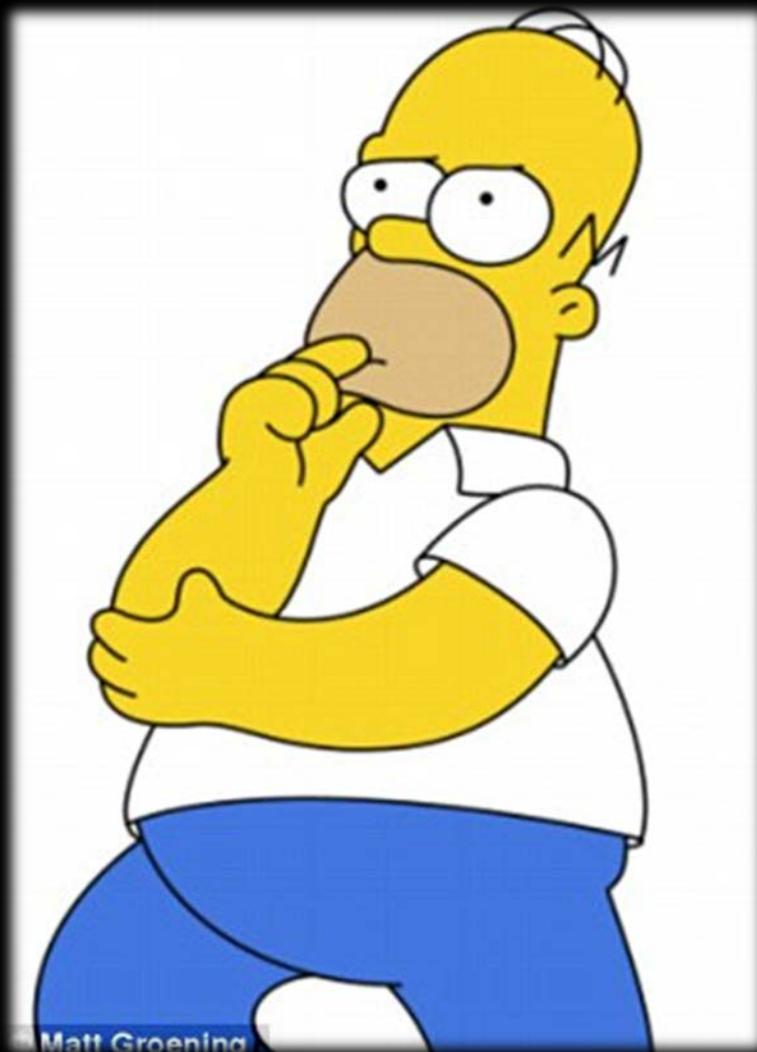
Current Trends

- Millennials order from their phones
and expect two day free delivery

Current Trends

- At the same time they want or seek out real authentic experiences
- They have the time and the desire to go out and find them
- Transportation is better cheaper and more reliable

What does all this mean???



Let's look at
an example

- The Winery



Winery

- Basically a factory
- Who would go on vacation to visit a factory???
- Literally millions of people

Winery

- Going from a few hearty folks exploring the hinterlands to a booming tourism draw
- Not long ago there was wine tasting for free
- Now not only do they charge but there is also fees for tours of the factory

Winery

- More tourists increased retail sales which increased profit margins
- Increasing the items available in the tasting rooms increased incremental sales
- Offering more innovative ways to capture more time and more sales
- VIP tastings and tours
- Weddings and events
- Restaurants

Winery

- These factories change the whole economic structure of the area while keeping a somewhat agrarian lifestyle intact
- Cultural changes: museums, arts and research
- Hospitals and health care
- Infrastructure
- Property values increase
- Tax revenues rise
- Local merchants flourish which enhance this whole upward spiral

Economic Permaculture



The Future

- Celebrity Farmers
- More Authentic Experiences
- Better more wholesome food
- With the decline of the shopping mall experience our new consumers will be searching for the next new thing that combines the key components listed above

Endless Opportunities

- Increase your footprint

Offer more to keep guests for longer more involved experience

Food and beverage (Food Trucks are awesome)

Tours

Education opportunities

Events

Partner with other farmers / crafters / producers

Endless Opportunities

- Laser Beam Focus
- Find out what makes you unique and put ALL of your effort, focus and energy into making it the absolute best

Telling your story in every way possible

Like the French AOC or Italian DOP

Beurre D'Echire



Endless Opportunities

- What resonates with you and your situation
- How do you take these positive trends and make them your own

The Future It is here!!!

- Celebrity farmers such as Joel Salatin are making an impact



The Future It is here!!!

Visionaries in our midst creating the shopping
malls of the future



The Future

It is here!!!

- There are many more Celebrity Farmers here
- There are creative and innovative ideas that will move us into the future
- A rising tide raises all ships
- As we step into the future and take advantage of all of the current trends that are causing the tides to rise
- The whole region will feel the impact of the Local agritourism boom

The Future
It is here!!!

**Happy and Profitable
Farming!**