

Creating Agritourism Policy

Lessons from Three California Counties

Presented by

UC Cooperative Extension Capitol Corridor

UC SAREP Agritourism Program

Pleasants Valley Ag Association

Sept. 19, 2024, 9:30 to 11:30 a.m.



UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

Cooperative Extension

**This presentation is
being recorded!**



UNIVERSITY OF CALIFORNIA
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■ Cooperative Extension

El Dorado County

LeeAnne Mila, Agricultural Commissioner/ Sealer of Weights & Measures

Gordon Helm, Madrone Tree Hill



Ranch Marketing and Winery Ordinance Update and Discussion

05/08/2024

06/24/2024

08/09/2024



Overview

- HISTORY
- ISSUES
- COMPLAINTS
- NEXT STEPS

Issues

- Activity tracking and enforcement
- Lack of emphasis on requirement for agriculture as primary use.
- Impacts of amplified music and speech to surrounding land use issues.
- Commercialization of Agricultural Properties



2021- BOS and
Ag. Commission Ad Hoc

2022 – Ad Hoc Meetings

2023 – Ag. Commission and
Planning Commission

06/20/2023 – Final Reading



Board of Supervisors Direction 06/20/2023

Supervisor Thomas opened the public hearing and upon hearing from staff and the public closed the hearing. A motion was made by Supervisor Parlin, seconded by Supervisor Turnboo to: 1) Approve the California Environmental Quality Act (CEQA) Addendum to the Targeted General Plan Amendment & Zoning Ordinance Update (TGPA-ZOU) Final Environmental Impact Report consistent with Sections 15162 and 15164 of the CEQA Guidelines (Attachment C); 2) Approve the Proposed amendments to the Zoning Ordinance, incorporating additional changes recommended by the Planning Commission, and adopt and authorize the Chair to sign Ordinance 5177 for Title 130 Zoning Ordinance of the El Dorado County Code (Attachment E) based on the findings as presented by staff; 3) Direct staff to return to the Board of Supervisors, Agricultural Commission and Planning Commission approximately one (1) year following the effective date of the Ordinance allowing staff to determine the most efficient way for providing an update; 4) **Direct staff to continue to define how to determine that agriculture production is the primary use or function of the property;** and 5) Direct staff to correct clerical corrections to the Ordinance.

Complaints 23/24

- Amplified Noise at Special Events
- Agriculture as Primary Purpose
 - Amount of Events
 - Event Posting Timelines
 - Declining Property Values
 - Outdoor Smaller Events Not Counted
 - 3 Day Weddings
 - Special Events Listed as Marketing Events
 - Complaint Log Issues



Photos: Floral Farm Weddings, Heritage Weddings, Findley Farms, Twenty Mile Taste Weddings

Reporting

Special Events	Operation	Number	Charitable
2024	19	153	10
2023	11	64	1

Special Events Numbers	5 or Less	6-10	11-15	16-20	21+
2024	9	5	3	1	2
2023 Reporting started July 1st	5	4	2	0	0

*As of 08/12/2024

Topics Discussed With Various Groups

- No Amplified Noise at Special Events.
 - CUP for Amplified Noise
- Limit the Number of Special Events
 - CUP for anything past the limit allowing for individual review
- Weddings not on Ag. Zoned Land
- Wedding Ordinance
- Limit the Amount of Places Allowed to have Special Events
- Larger Parcel Size Restrictions for allowing Special Events

Potential Recommendations:

- Enforce Agriculture is the Primary Use
 - Utilize 5yr Average from the Crop Reporting
 - Approved Annually by the Agricultural Commission
 - Number of Events Based on Raw Crop Value
- Limit Special Events to 12 per 5 Acres per Year
- In Accordance with Agriculture as the Primary Use
 - Ability to get 2 more Events for Every Additional 5 Acres
 - Max 24
- Yearly Administrative Permit for Special Events
- Eliminating the Complaint Log
- Annual Crops Changing to a 5 Acre Qualification
- Real Estate Disclosure

Potential Recommendations:

- Change Language from “capable of producing” to “currently producing”
 - Contiguous Properties
 - Annual Crops Changing to a 5 Acre Qualification
-
- No Changes to Marketing and Room Rental Events

5 Year Average Grapes

Grapes	Acreage	Tons/A	Total Tons	\$/Ton	Total Value
2021	2696	2.39	6432	\$1,604	\$7,207,273
2020	2624	2.38	6235	\$1,802	\$9,663,459
2019	2636	2.66	7023	\$1,671	\$12,092,373
2018	2674	2.4	6849	\$1,673	\$11,168,707
Average		2.46		\$1,688	

So if you have 5 acres of Grapes you would have a crop value of \$20,762 per year, based on the 5 year average.

$$5 \text{ acres} \times 2.46 \text{ tons/acre} \times \$1,688 \text{ \$/ton} = \$20,762$$

5 Year Average Apples

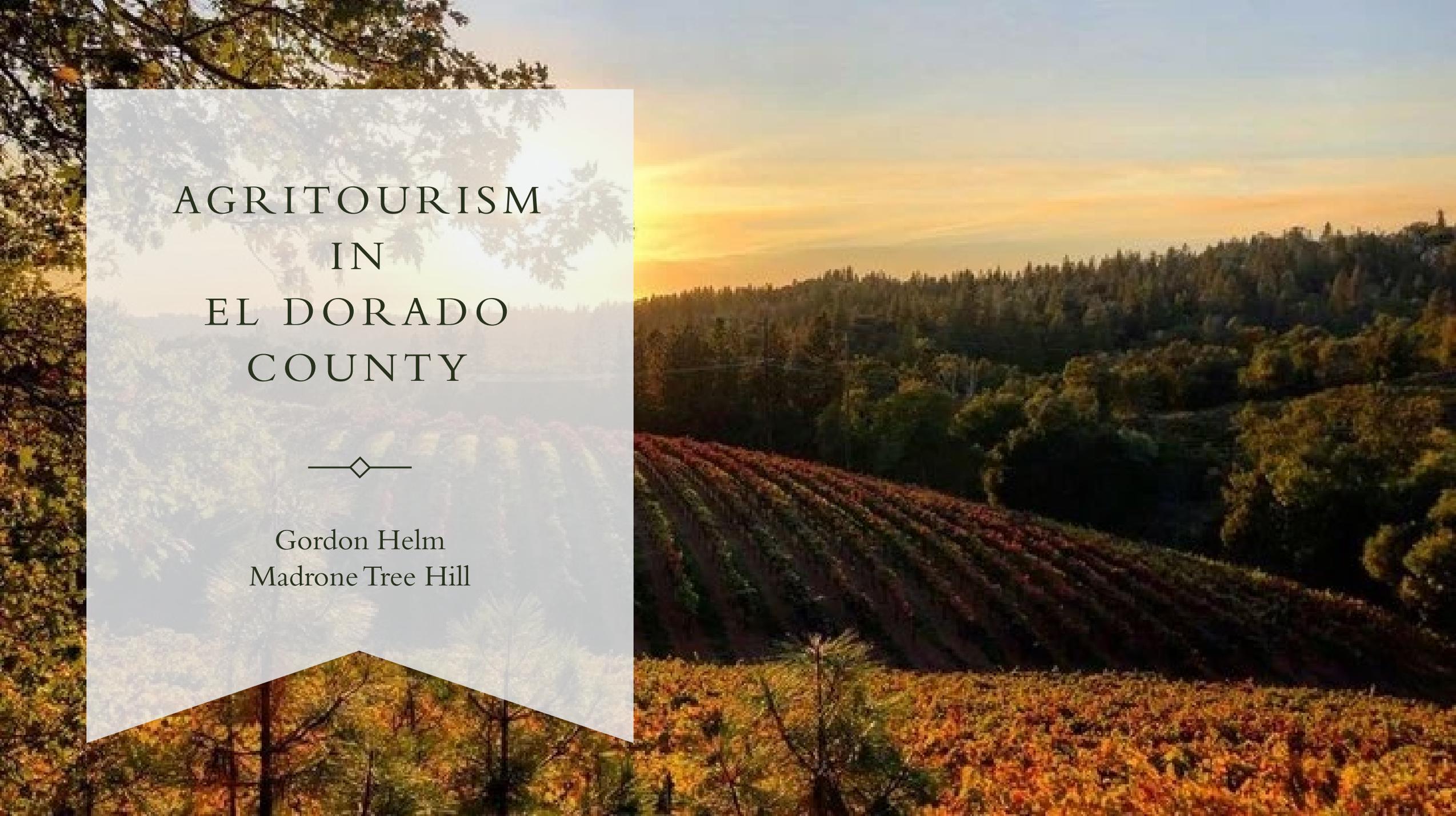
Grapes	Acreage	Tons/A	Total Tons	\$/Ton	Total Value
2021	831	6.18	5136	\$4,833	\$7,207,273
2020	835	6.78	5635	\$2,965	\$9,663,459
2019		5.70	4763	\$2,620	\$12,092,373
2018		7.60	6350	\$2,750	\$11,168,707
Average		6.57		\$3,292	

So if you have 5 acres of Apples you would have a crop value of \$108,142 per year, based on the 5 year average.

$$5 \text{ acres} \times 6.57 \text{ tons/acre} \times \$3,292 \text{ \$/ton} = \$108,142$$

Thank You!!!





AGRITOURISM
IN
EL DORADO
COUNTY



Gordon Helm
Madrone Tree Hill

A dirt road with tire tracks curves through a forest of tall evergreen trees. The sky is clear and blue. The ground is reddish-brown soil with some wood chips.

Agritourism in El Dorado County

- Introduction
- Madrone Tree Hill - Overview
- Agritourism in El Dorado County
 - Apple Hill Growers
 - The Ranch Marketing Ordinance
 - Madrone Tree Hill - Agritourism

Madrone Tree Hill – A Generational Christmas Tree Farm – formerly “Go Bee Dee Christmas Trees”



What is Madrone Tree Hill?



About Madrone Tree Hill



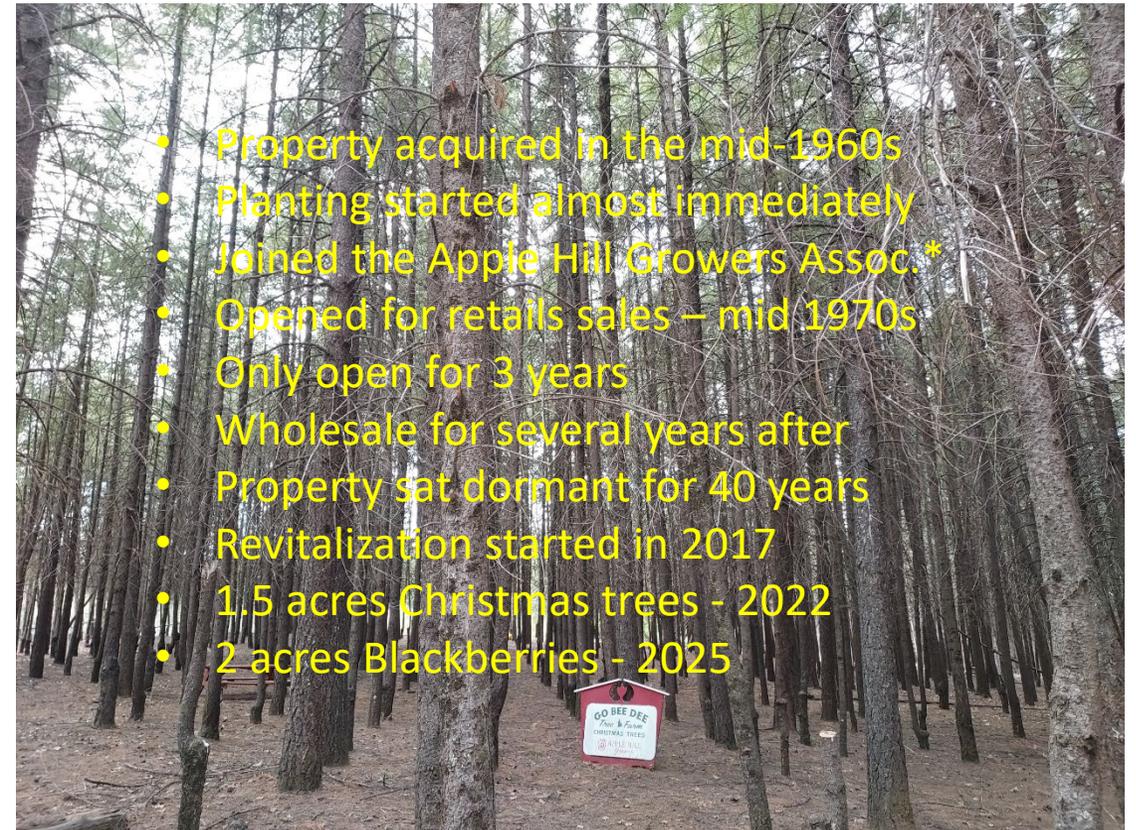
- Located in Sierra foothills
- 3000' elevation
- 1 mile from US-50
- 40 acres
- Hilltop with 2 streams
- No structures other than sales booth
- Water provided by local utility service
- No electricity
- Vacation rental on adjoining property



History of Madrone Tree Hill



- Located in Sierra foothills
- 3000' elevation
- 1 mile from US-50
- 40 acres
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- Property acquired in the mid-1960s
- Planting started almost immediately
- Joined the Apple Hill Growers Assoc.*
- Opened for retail sales – mid 1970s
- Only open for 3 years
- Wholesale for several years after
- Property sat dormant for 40 years
- Revitalization started in 2017
- 1.5 acres Christmas trees - 2022
- 2 acres Blackberries - 2025

Agritourism in El Dorado County

APPLE HILL GROWERS ASSOC.



- Established in 1964
- Brought about by a pear blight
- Goal of promoting apple cultivation and attracting tourists to the region. (Pre 'Agritourism')
- Apple Hill Smorgy
- Today: Over 50 member farms
- Includes fruit, berries, Christmas trees, flowers, wineries, breweries
- Over 1.8M visitors annually (Sept-Dec)
\$350M economic value

Agritourism in El Dorado County

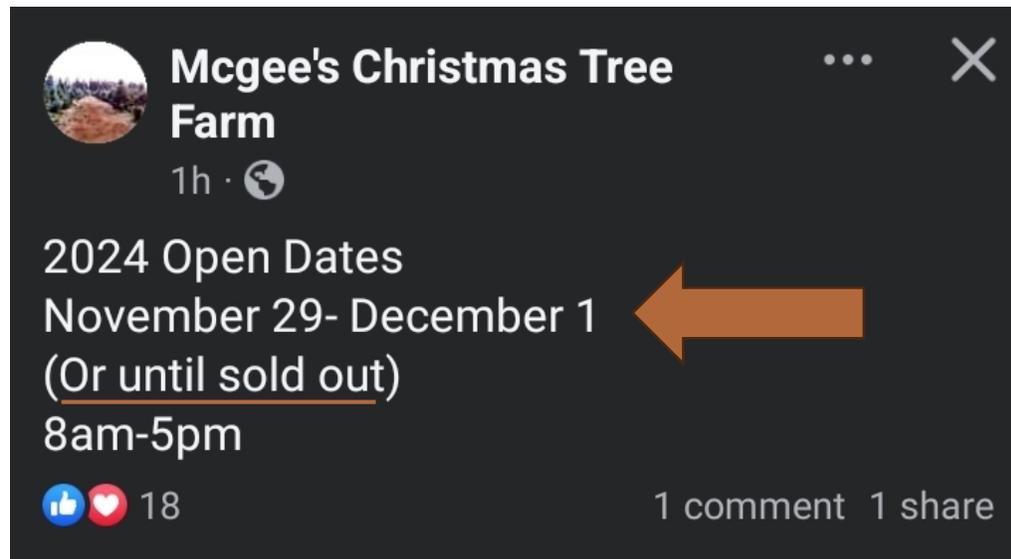
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Agritourism in El Dorado County & Madrone Tree Hill

- MTH is in a transitional phase
- Trees are too large and need to be replaced (or too small)
- Additional capital improvements are required
- Clearing, irrigations systems, new plantings - \$\$\$
- Diversify to take advantage of different harvest times or sales opportunities (fruit vs. trees)



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- TIME



- Crops take 3 – 10 years to mature and become productive.
- How to survive during the non-productive years or when some other disaster strikes (frost, fires, pandemic)?
- El Dorado County's Ranch Marketing Ordinance

Agritourism in El Dorado County

The Ranch Marketing Ordinance

- The ordinance was introduced in the early 2000s in response to the challenges local agricultural businesses faced, such as fluctuating crop prices, increasing costs, and the desire to create sustainable farming operations. (A Winery ordinance came about shortly thereafter.)
- The ordinance encourages agritourism, allowing farms to offer experiences and sell products directly to consumers while preserving the county's rural character.
- On-Site Direct Sales
- Tasting Rooms and Wineries (now over 70 wineries)
- Agritourism Activities – Marketing events

Agritourism in El Dorado County

The Ranch Marketing Ordinance

- Event Hosting (12-24 third-party events – venue rental events)
- On-Site Restaurants and Eateries (Bake shops)
- Signage and Marketing



Agritourism in El Dorado County

The Ranch Marketing Ordinance



RMO Updates & Review

- 2023 – Changes were imposed due to residential neighbor complaints
- Primary issue, third-party events with excessive noise
- RMO was brought to members of the Ag. Community for suggested revisions
- Representatives from the various Ag. Groups (AHGA, Farm Trails, Farm Bureau, EDWA, and others) provided input
- Several workshops
- Ag. Commission hearings
- Planning commission hearings

Agritourism in El Dorado County

The Ranch Marketing Ordinance

RMO Updates & Review

- Board of Supervisor hearings
- Changes implemented effective 07/23
- Reviews of implemented changes now taking place





Agritourism in El Dorado County & Madrone Tree Hill

How have I been involved in this process?

- Organizational memberships – Chamber, Farm Bureau, Farm Trails, Apple Hill Growers, and others
- County commissions – Economic Advisory Committee
- Attend Ag. Council meetings (Chamber sponsored)
- Attend workshops, Ag. Commission and Planning Commission hearings
- Attend Board of Supervisor meetings
- Rally the troops – reach out to others who will also be affected

Agritourism in El Dorado County & Madrone Tree Hill

- TIME



- Crops take 3 – 10 years to mature and become productive.
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Third party events

- Hosted dinner events
- Hosted weddings
- Hosted memorials
- Hosted family reunions

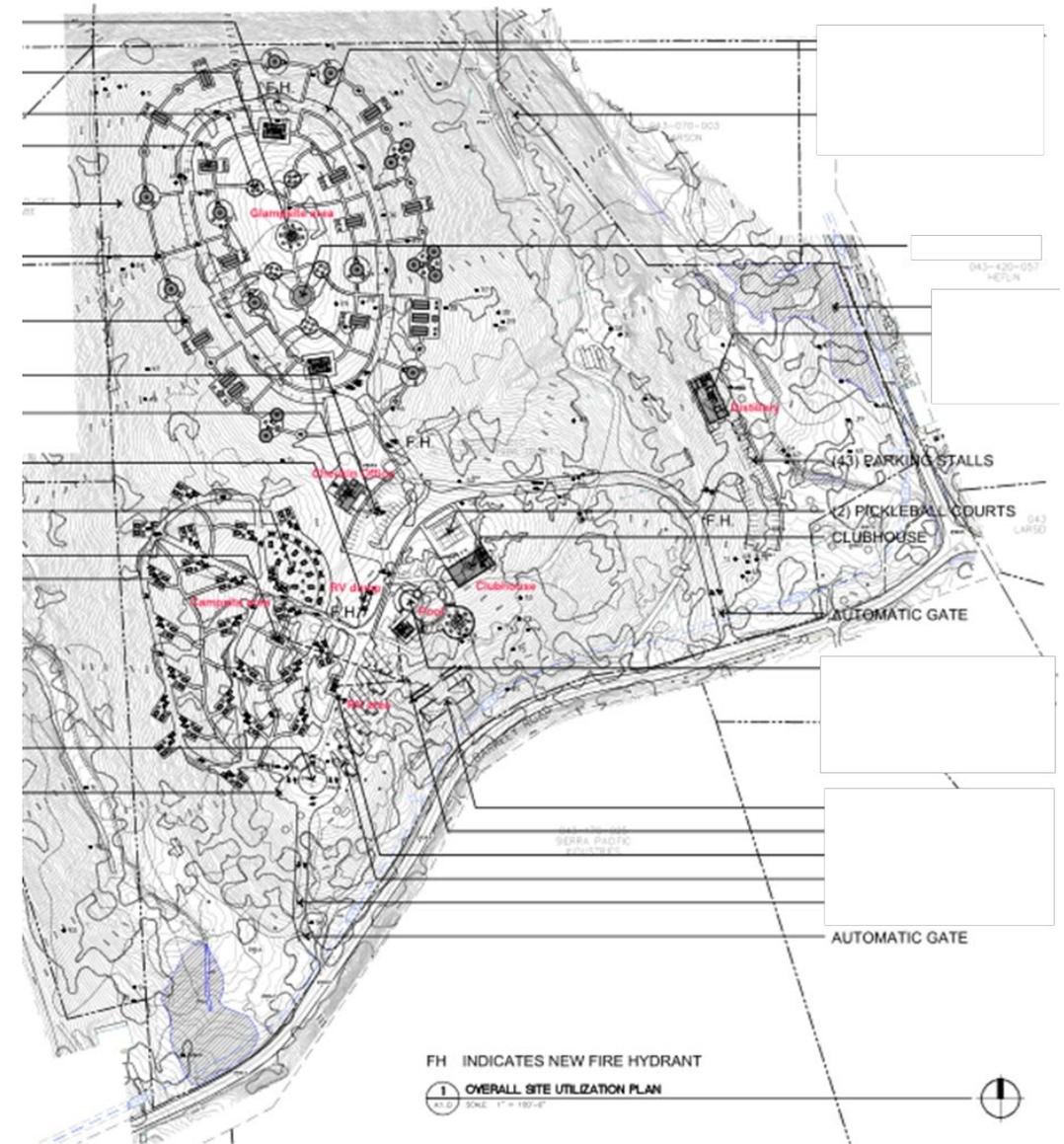
Marketing events

- Haunted Forest w/ discount coupons to all visitors



Madrone Tree Hill's Future

- Continued & expanded agricultural crops
- A unique visitor experience
- Camping/Glamping on the farm
- Expand the agritourism experience
- Distillery – using crops grown onsite and from the other local farms
- Expand the rural economy





AGRITOURISM
IN
EL DORADO
COUNTY



Thank you!

Questions?

Contra Costa County

Jennifer Cruz, Contra Costa County Principal Planner

Barbara Frantz, Tess' Community Farm Kitchen

Agritourism 2024



TESS' COMMUNITY

— FARM KITCHEN —

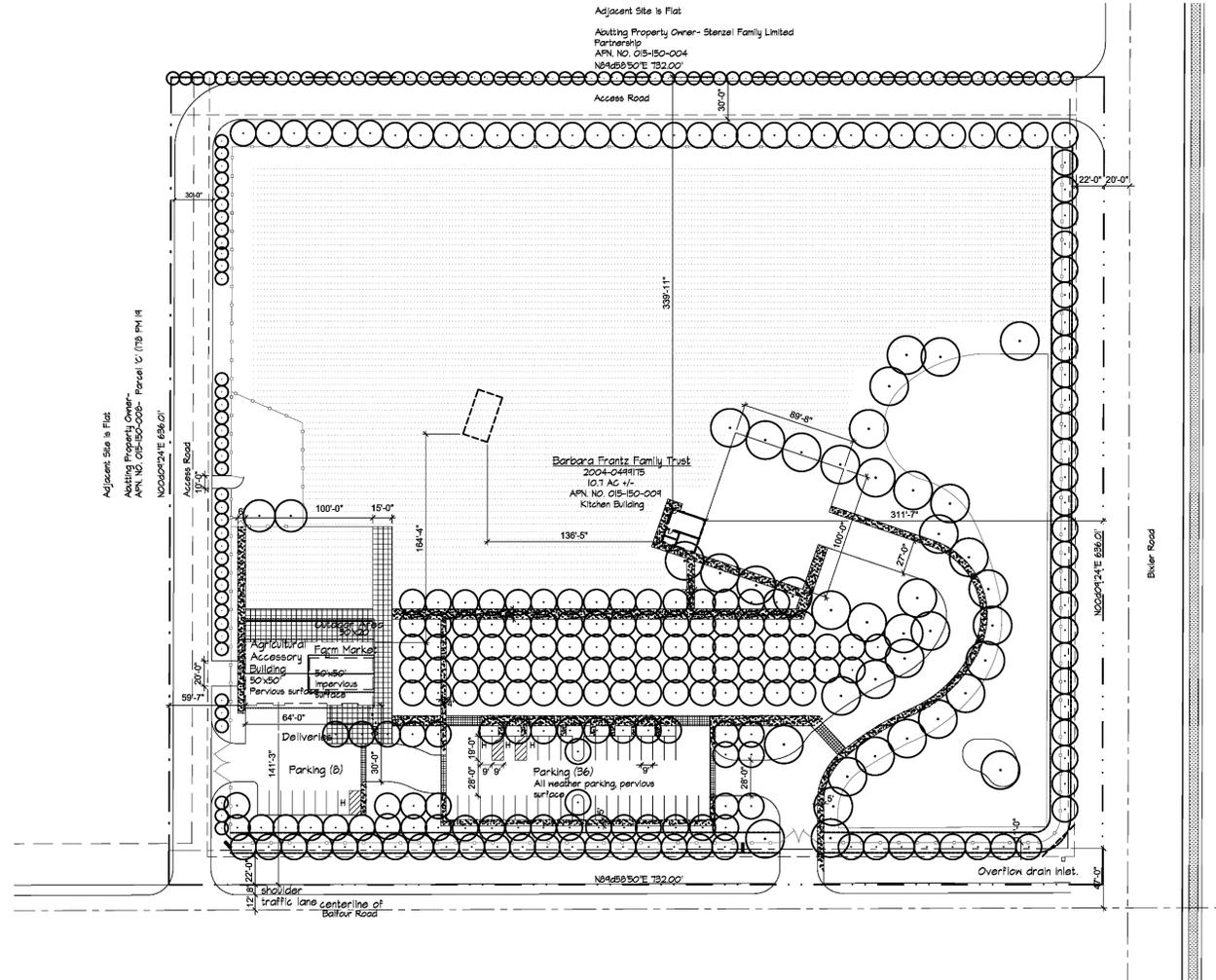
800-800-5373

www.communityfarmkitchen.com

Map of the Area



Initial Layout



The Land – 10.06 acres



The West Side along Balfour Road



From the Orchard



Our Activities



The Back Patio



The Farm Market



The Dining Area



The Commercial Kitchen



The Office



The Front Entrance



Kid's Classes



Why We Do Kid's Cooking Classes



Our Farm Market Ready for an Event



Why we do it!



Santa Barbara County

Rachael Callahan, UC SAREP Agritourism Program

Guner Tautrim, Gaviota Givings

Agricultural Enterprise Ordinance

Santa Barbara County



UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

Sustainable Agriculture Research and
Education Program

Agricultural Enterprise Ordinance Purpose

- To allow a variety of uses that would be incidental to, and compatible with, agricultural uses on lands zoned Agricultural II (AG-II) countywide, and allow incidental food service at winery tasting rooms on AG-I
- AEO would support and encourage the continuation of farming and ranching on agricultural lands.
- The primary use of the land must continue to be agriculture.
- Create a tiered permitting structure, depending on size and intensity of the use



Agricultural Enterprise Ordinance Process Overview

- November 2020: Planning and Development staff briefed the Board of Supervisors on scope of project, BOS requested to expand the scope
- March 2021 – August 2021: County held 3 virtual workshops, including opportunities for public comment
- August 2023: Draft Environmental Impact Report (EIR) was released
- November 2023 – August 2024: Planning Commission held eight hearings
- August 2024: Planning Commission recommends the Board of Supervisors adopt the AEO



Use	AG-II	AG-II Overlay	Overview
Agricultural Product Sales/Farm Stands	Exempt	Exempt	<ul style="list-style-type: none"> • Structure: max 800 square ft floor area • Ag products grown onsite, other property in county with same owner, or other property within 25-mile radius • Artisanal crafts created in county: max 300 square ft or 20% of sales area • Container plants and imported vegetative holiday products: max 10,000 square ft
Small-scale Campground	Zoning Clearance	Minor CUP	<ul style="list-style-type: none"> • >40-60 acres: max 10 sites • 60-100 acres: 15 sites • 100-320 acres: 20 sites • >320 acres: 30 sites • Landowner cannot provide camping accommodations (yurts, trailers, cabins), no hookups
Educational Experiences and Opportunities	Exempt	Minor CUP	<p><u>Small Guided Tours</u></p> <ul style="list-style-type: none"> • Max 15 attendees/tour • Max 80 tours/year <p><u>Other Educational Experiences & Opportunities</u> (trainings, wildlife viewing, photography)</p> <ul style="list-style-type: none"> • Max 24 days/year • <100 acres: max 50 attendees • 100-320 acres: max 75 attendees • >320 acres: max 100 attendees <p>*No new structures</p>

Use	AG-II	AG-II Overlay	Overview
Farmstays	Zoning Clearance	Minor CUP	<ul style="list-style-type: none"> • >40 acres • 1 farmstay per premises • Existing principle dwelling • Owner or employee must reside on premise while guests are onsite • Max 15 guests/night, 6 guestrooms
Small-scale Events (Mix and Match)	Exempt	Minor CUP	<ul style="list-style-type: none"> • Farm-to-table dinners, cooking classes, weddings, yoga workshops, bike races, trail runs • Max 10 event days/month; 25 event days/year; 10 events/year • 40-320 acres: max 50 attendees • 320-1,000 acres: 100 attendees • >1,000 acres: 200 attendees <p>*No new structures/additions, no amplified music</p>
Incidental Food Service (not at a winery)	Exempt		<ul style="list-style-type: none"> • Non-potentially & potentially hazardous prepackaged foods • Prepackaged meals prepared & delivered by offsite permitted food facility • Food trucks, Catered food <p>*No new structures or additions</p>
Incidental Food Service at Winery Tasting Room (AG-I and AG-II)	Exempt	Minor CUP	<ul style="list-style-type: none"> • Prepackaged foods, meals, or picnics (e.g., salads and sandwiches) • Food truck, Catered food • Outdoor barbecue & pizza oven not part of food truck or catered food operation • Food prepared onsite • *No new structures or additions

Tiered Permitting Example

Educational Experiences and Opportunities

Exempt AG-II	Zoning Clearance AG-II	MCUP
<p><u>Small Guided Tours</u></p> <ul style="list-style-type: none"> • Max 15 attendees/tour • Max 80 tours/year <p><u>Other</u></p> <ul style="list-style-type: none"> • Max 24 days/year • <100 acres: max 50 attendees • 100-320 acres: max 75 attendees • >320 acres: max 100 attendees <p>*No new structures</p>	<p><u>Small Guided Tours</u></p> <ul style="list-style-type: none"> • Max 15 attendees/tour • Max 128 tours/year <p><u>Other</u></p> <ul style="list-style-type: none"> • Max 24 days/year • <100 acres: max 80 attendees • 100-320 acres: max 120 attendees • >320 acres: max 150 attendees <p>*One new structure not to exceed 2,500 square ft floor area</p>	<p>Any not qualifying for Exemption or Zoning Clearance</p>



Please fill out evaluation poll!

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