

# **Organizing Agritourism Support in California: Tools & Strategies**

## ***Supporting Agritourism***

**Robyn Smith  
Mariposa District Conservationist,  
Natural Resources Conservation Service**

**November 4, 2011**



*Note for producers:*

***You don't  
have to do it  
alone...***

*(in fact, it's better if  
you don't).*



# Reach out to others...(Note to “others”: Reach out to your Farmers!)

## ❖ Talk about what you want to do with:

- Friends, family, neighbors, social networks,
- Related business networks & commodities groups,
- Colleges & universities (UC Cooperative Extension),
- County staff (Planning , Environmental Health, Ag. Commissioner...),
- Resource Conservation Districts,
- Resource Conservation & Development Councils,
- Visitors' Bureaus, other tourism entities & Chambers of Commerce, Farm Bureau and more...
- Small Business Development Corporations,
- Agencies & Conservancies
- People who are doing it...,  
people who want to do it...



# Do your research...

## ❖ Ask questions...

Ask more questions...

(people, internet, library, newsletters...)

- What are the rules & regulations?
- Who else might you contact?
- Who might be interested in working together?
- What publications or other information sources are available?
- Is there any related training available?
- How can you best manage risk?
- What are the known costs?
- What works? What doesn't? Why?



# Work with others to remove/reduce barriers!



# *A Few Great Information Sources...*



## ❖ UC Cooperative Extension, Small Farm Program

- <http://sfp.ucdavis.edu/agritourism/>
- <http://www.calagtour.org>

## ❖ Natural Resources Conservation Service

- *Income Opportunities For Your Farm: Alternative Enterprises & Agritourism Resources*
- *Taking the First Step: Farm & Ranch Alternative Enterprise & Agritourism Resource Evaluation Guide*

# *More Great Information Sources...*

## ❖ Sonoran Institute

*The New frontier of Ranching:  
Business Diversification & Land  
Stewardship*

## ❖ Central Sacramento Valley & Yosemite/Sequoia Resource Conservation & Development Councils

*Decision Point, Agrinature Tourism  
Small Business Development  
Workshops*

## ❖ California Association of RC&D Councils

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

## ❖ Eckert Agrimarketing Newsletter & “Home Grown” marketing publications

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



# *Most importantly...*

*Connect with &/or establish support networks to work collaboratively.*

*Share ideas, leverage efforts, resources & successes. Build upon knowledge gained & shared.*

*Support each other for greater benefit for all.*



# For more information:

Robyn Smith

District Conservationist

Mariposa Local Partnership Office

(209) 966-3431

[Robyn.smith@ca.usda.gov](mailto:Robyn.smith@ca.usda.gov)

