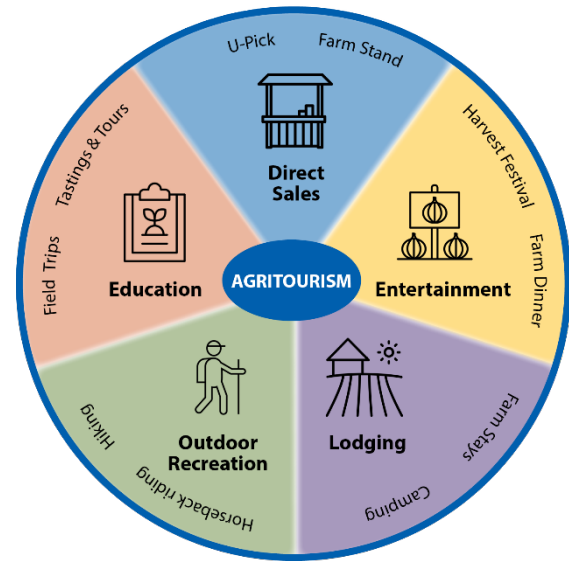




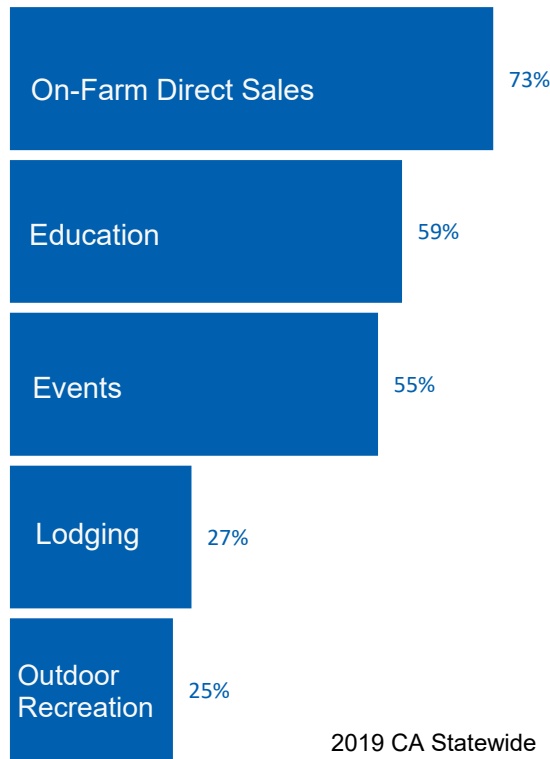
Getting Started in California Agritourism

What is Agritourism?

Agritourism is a commercial enterprise at a working farm or ranch conducted for the enjoyment and education of visitors that generates supplemental income for the owner or operator. Agritourism activities typically fall within five categories: On-farm Direct Sales, Education, Entertainment/Events, Lodging, and Outdoor Recreation.



Agritourism Experiences Offered by California Operators



Is Agritourism Right for Me?

Agritourism can have many benefits for California farmers and ranchers as well as the public. Agritourism can increase and diversify farm income, connect agritourism operators to customers, and provide a connection to community; however, it is not right for every farm or every farmer. Farmers and ranchers considering agritourism need to think about their goals and how agritourism activities might help them achieve these goals. They need to assess their own and the community's resources, review legal, human, financial, neighbor-related, and regulatory limitations, and evaluate the potential of various agritourism activities.

What to Consider

Below are sample questions to consider when deciding if starting an agritourism enterprise is right for you. More resources, including worksheets, examples, and case studies can be found on the California Agritourism website: ucanr.edu/sites/agritourism.

Assessing Goals & Potential
What do I want to achieve in starting an agritourism enterprise?
Do I enjoy interacting with people and creating a hospitable environment?
Is my farm easy to find and access from a main road?
Will my family pitch in and/or can I afford to hire help?
Business Planning
How will the agritourism enterprise fit into my overall farm business?
What are the start-up costs and financial resources needed to run my agritourism enterprise?
How will I define, measure, and track my progress?
Permits & Regulations
How is my land zoned and what activities are allowed on my land according to my county's regulations?
What permits are required to operate my agritourism business?
Liability & Risk Management
Am I willing to increase risk by inviting members of the public onto my property?
Have I discussed my agritourism enterprise with my insurance company?
Do I have a safety plan and have I taken necessary precautions to protect myself and my guests?
Marketing Strategy & Partnerships
Who is my target audience and how will I reach them?
Who can I partner/collaborate with to extend my reach?

Getting Started

- **Get informed:** Assess your resources, potential, and county-based regulations. Visit the California Agritourism website (ucanr.edu/sites/agritourism), attend a training, and talk to your county planning department to gather information.
- **Learn from others & network:** Talk to and learn from other agritourism operators. Connect with community-based and membership organizations that are supporting agritourism and local food systems in your region.
- **Make a plan:** Develop a business and marketing plan. Visit the California Agritourism website for sample business plans, work with your local Small Business Development Center or find other local resources to help you get started.
- **Get started:** Don't be afraid to start small and learn as you go. Have a plan to capture what is working and what can be improved upon.

Resources

- California Agritourism Program: The UC SAREP Agritourism Program provides resources, information, and trainings for those involved in California agritourism, and beyond. The California Agritourism website provides resources, guides, fact sheets, presentations and contacts to support those involved in agritourism (ucanr.edu/sites/agritourism)
- County planning departments and tourism bureaus
- Small Business Development Centers (sba.gov/local-assistance/resource-partners/small-business-development-centers-sbdc)
- National Children's Center for Rural and Agricultural Health and Safety (marshfieldresearch.org/nccrahs)
- National Agriculture Law Center (nationalaglawcenter.org)