

# Research on Agritourism

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California's year-round playground

## 1 Agritourism

-Impacts, Industry, the Market

## 2 California Agritourism

-Agriculture leader

## 3 Central Valley and Fresno Agritourism

-Importance





*"I want the family farm - the backbone of our country's heritage - to thrive and survive for future generations."*

**Jane Eckert**

Eckert AgriMarketing  
Agritourism Marketing Professional



# What is Agritourism?

Agritourism is defined by the UC Davis Small Farm Program as a *commercial enterprise* at a working farm, ranch or agricultural plant conducted for the enjoyment or education of visitors, that *generates supplemental income* for the owner.



# **Agritourism can include....**

- Farm stands or shops**
- U-pick**
- Farm stays**
- On-farm tours and classes**
- Fairs and festivals**
- Pumpkin patches**
- Christmas tree farms**
- Winery weddings**
- Youth camps**
- Orchard dinners**
- Barn dances**
- Hunting and fishing**
- And more...**



# Implications of Agritourism

**Long Term**

**Investing in future generations of farmers who will carry on historical family traditions**

**Conserve prime farm land**

**Preserving Valuable Resources**

**Future generations will have access to the same natural wonders that the current generation will experience**

**Promotes Sustainable Growth**

**Innovative**

**No fixed recipe for agritourism. Plenty of opportunity to build the platform for California and Fresno**

**Gives character to CA regions; sets them apart**

## Some Considerations...

- **The greater the farm's distance to a city of at least 10,000 residents, the greater the likelihood of the farm's participation in a recreation business.**
- **Decisions to visit farms are based on**
  - Convenience
  - Diversity of attractions
  - The opportunity to purchase value-added products

Farm-Based Recreation: A Statistical Profile  
(Brown & Reeder, 2007)

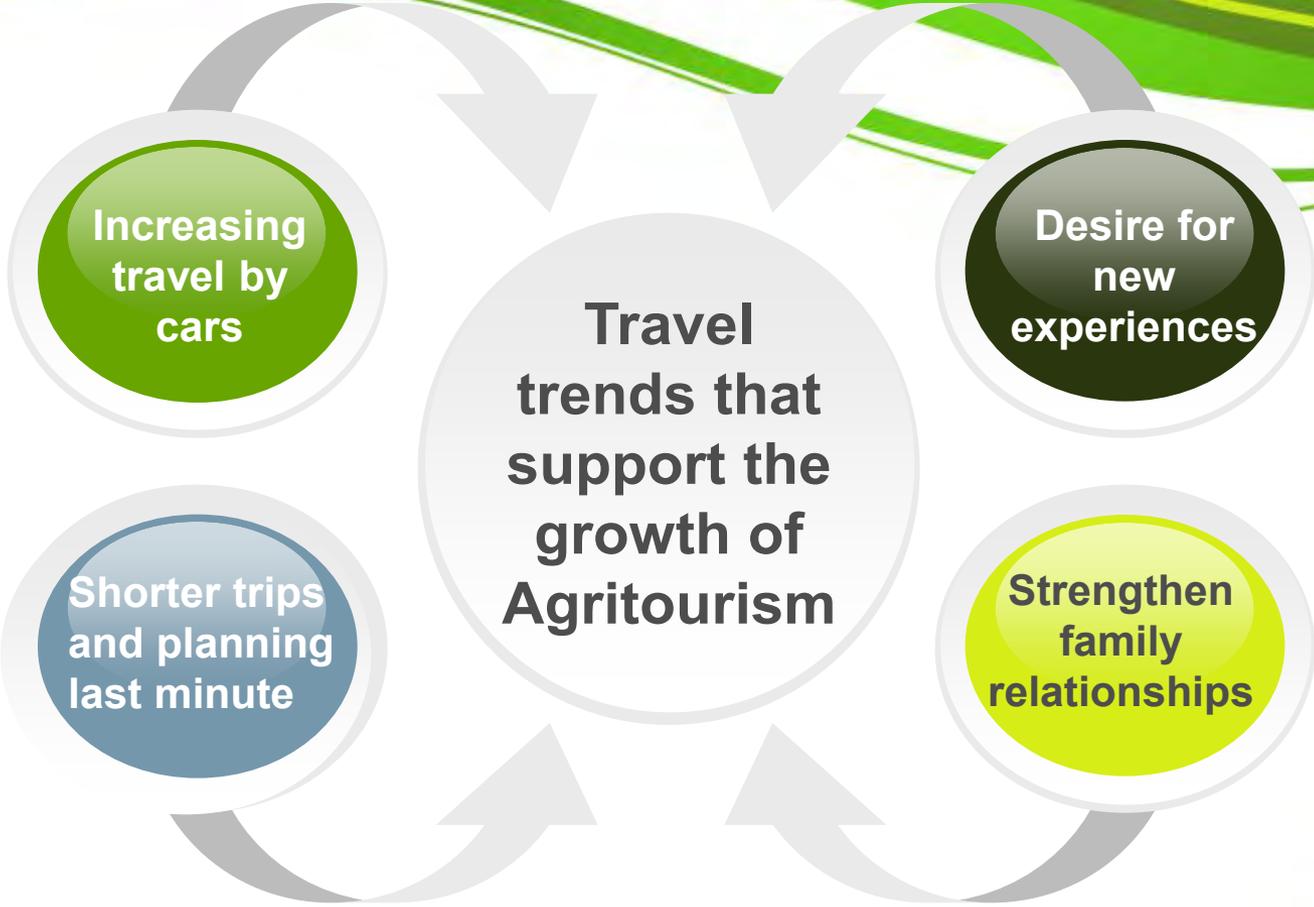




“More than half of all personal trips in the US are made within a 300-mile radius of the traveler's home, and more than one-third are made within 150 miles.”

South Carolina Sea Grant Consortium, Agritainment





# California's Agriculture Industry

- CA grows more than half of the nation's fruits, vegetables, and nuts. It is the top agricultural state and has been for more than 50 years.
- Agriculture generates approximately \$36.2 billion a year.
- Produces more than 350 crops. Many are commercially produced only in CA, including:
  - **Artichokes, almonds, olives, kiwi fruit, pomegranates, raisins, clingstone peaches, pistachios, walnuts, and more...**

USDA Agriculture in the Classroom

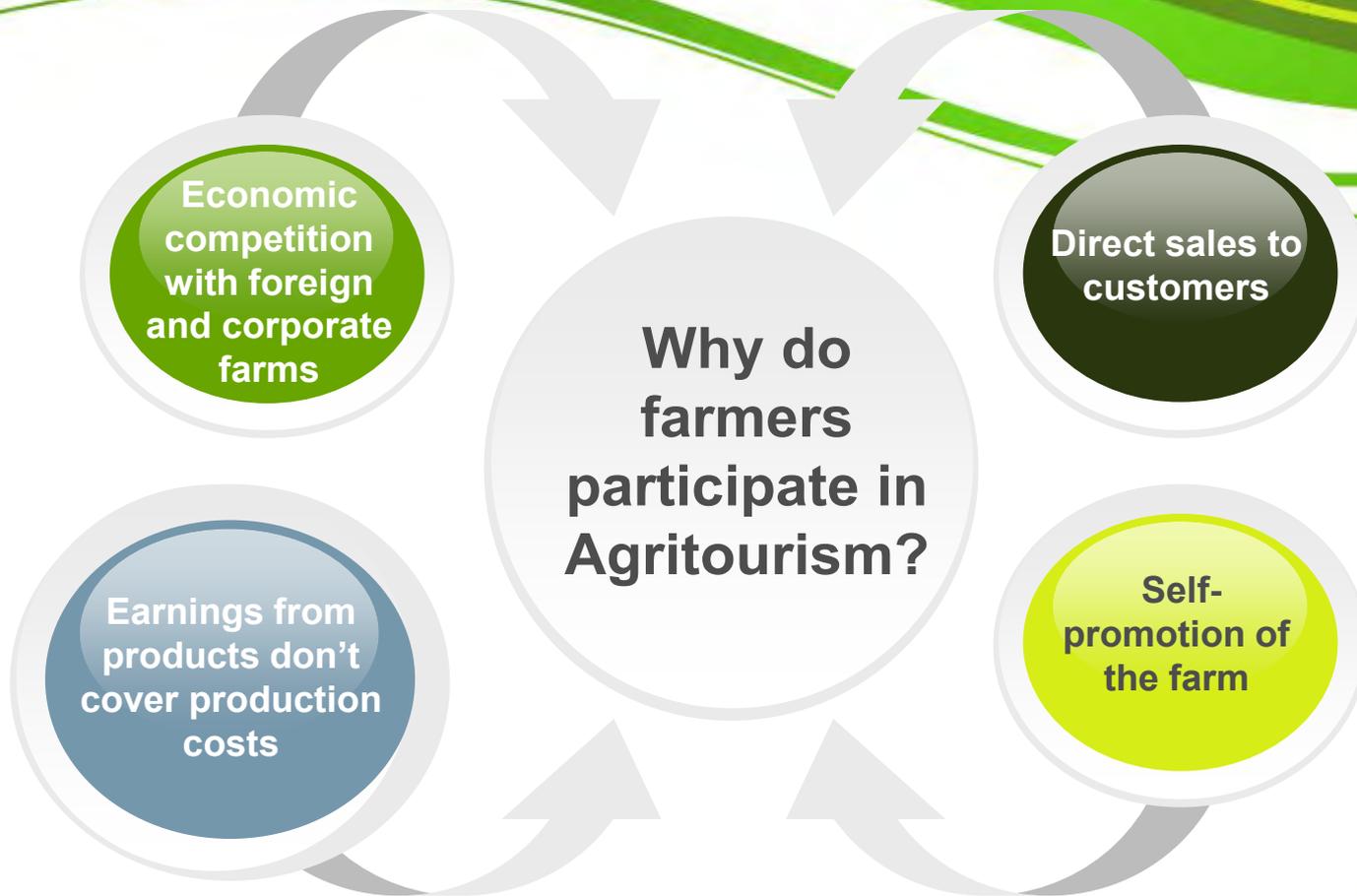


# Positive impacts of agritourism on farmers

- **On-farm recreation offers several potential benefits to farm operators.**
  - Supplements income from farm production activities
  - Fully employ assets, including farm household members.
- **Farm Market Annual Survey (2005):**
  - Farms engaged in agritourism tend to have more employees, resulting in job creation
- **In 2007, approximately 685 CA farms reported a total of \$35 million in revenue related to agritourism.**

CA Agritourism Operations and Their Economic Potential are Growing





# Implications of ranch recreation

- A viable tool to enhance ranch income, improve cash flow, educate the public, and meet new people
- Typical consumer is interested in what the ranch grows, how it grows, and why it grows certain crops.
- Neighboring ranches can be more complimentary than competitive as they will benefit from first-hand exposure by being in the same area
- Liability insurance is a great concern
- RLS International – Wyoming based consulting firm for recreational ranching



# Agritourism Marketing Strategies

- Word of mouth
- Signage
- Mailing lists
- Disbursed literature
- Paid advertising
- Social media networking

## Effectiveness of Strategies:

UC Small Farm Center Research Brief states that word of mouth has been the most effective strategy.

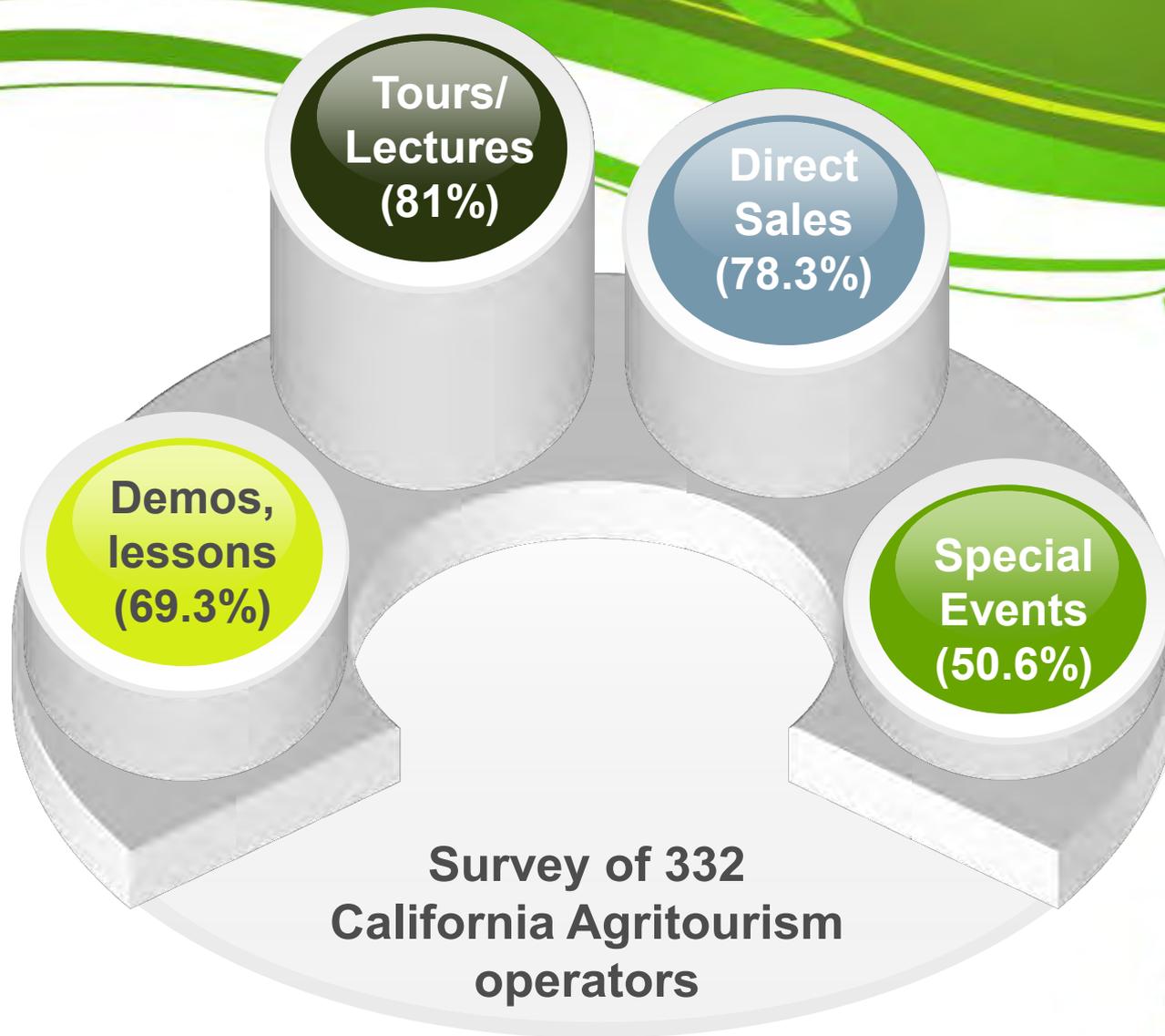
UC Small Farm Program



# Targeting Potential Markets

- Identify the natural resources of land and assess inherent people skills
- Close proximity to urban population means attraction of many families and the more “emptiness” there is, the better.
  - **Most people are looking to escape and relax.**
- National parks, monuments, and other nearby attractions can be used as an asset in attracting customers
  - **Yosemite, Kings River, etc.**

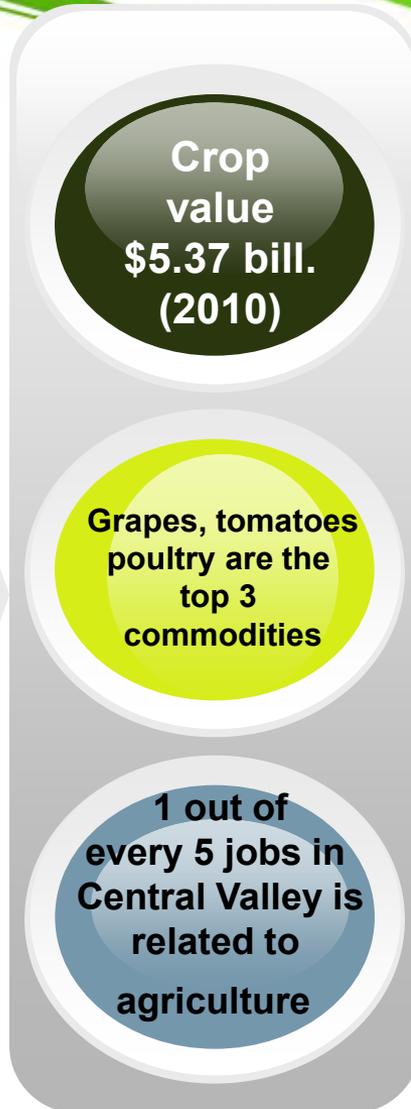




# Agritourism in Fresno

Fresno County has the **highest market value of agricultural products** produced in California

Fresno County is a leading producer of agricultural products in California



# Agritourism Adventures in Fresno

- [Milla Vineyards](#)
  - Grape stomping, wine tasting, bottling, wine education
- [Simonian Farms](#)
  - U-Pick fruits
- [Bravo Cheese Factory](#)
- [Forestiere Underground Gardens](#)
- [Blossom and Fruit Trail](#)
- [Pistachio Country Store](#)
- [CSU, Fresno Farm Tour/Farm Market](#)



# Fresno as an Agritourism Destination

Fresno has a rich history as an agricultural city and region, which will provide for a unique experience

Experience

Land Stewardship

Endorses honor of the land and conservation of natural resources

Agritourism promotes the **image** of our region

It also helps to promote **pride of our agricultural heritage**

Self Pride

Partnerships

Newfound opportunities for partnering with key nonprofit and government entities



**Future  
Courses of Action**

**Embrace  
Challenges  
(Liability,  
permitting)**

**Strategize  
and  
Collaborate**

**Symposium  
with  
Farm  
Operators**

# References

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- Agritainment: Farm and Ranch Recreation <http://www.ag.ndsu.nodak.edu/ced/resources/farmranch/introduction.htm>
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<http://www.nal.usda.gov>
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- National Survey on Recreation and the Environment (NSRE)  
<http://www.srs.fs.usda.gov/trends/Nsre/nsre2.html>
- Jane Eckert's firm specializing in marketing agritourism  
<http://www.eckertagrimarketing.com/agritourism.html>





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