

# Teaching and supporting agritourism

**What resources do farmers and ranchers need to start and succeed with agritourism?**

**What resources are available?**

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# Agritourism is a completely new business for most farmers and ranchers

**Agritourism is hospitality interacting with production**

- Requires new skills
- Involves new regulations
- Involves new risks
- Requires new partners
- Requires a supportive community



## Farmers and ranchers starting agritourism enterprises need:

- to understand their potential visitors' needs and motivations
- to evaluate their family's goals, skills and resources
- to plan strategically and re-evaluate regularly
- to hire, train and manage new staff



## Farmers and ranchers starting agritourism enterprises need:

- to manage risk
- to navigate a regulatory maze
- to learn new marketing tools, develop new strategies
- to collaborate with others in their community
- to communicate and network with other agritourism operators

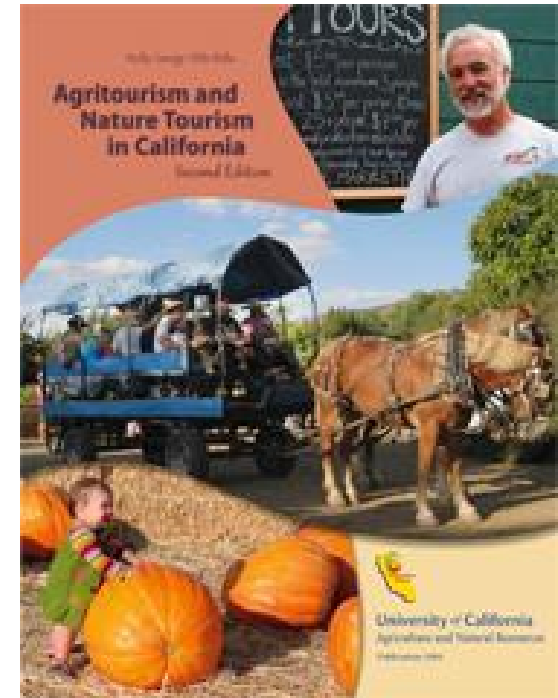
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## Resources for learning the agritourism business:

- *Agritourism and Nature Tourism in California*  
extensive manual – 2<sup>nd</sup> edition now out
- UC Small Farm Program website  
<http://sfp.ucdavis.edu/agritourism/>
- Reading list of suggested online resources



## Resources for learning the agritourism business:

- Upcoming workshops & classes in Fresno, Tulare & Glenn Counties
- UC Davis Extension Online Agritourism Development course  
[UC Davis Extension website](#)
- NAFDMA conferences and advanced learning retreat  
(Networking Association for Farm Direct Marketing and Agritourism)
- Regional and local agritourism associations



## **New Partners for Agritourism Operators:**

- Small Business Development Centers
- Convention and Visitors Bureaus
- Visit California, California Visitor Centers
- Tour organizers, Organizations of target customers
- County planners and regulators
- Insurance providers
- Investors
- Travel writers, bloggers and media experts
- Vendors of food and services
- Chefs, artists, musicians, naturalists, teachers
- Other local agritourism operators and agritourism associations

## Other resources from the UC Small Farm Program:

- Free online agritourism directory and calendar  
[www.calagtour.org](http://www.calagtour.org)
- Email newsletter, *AgTour Connections*  
(sign up at <http://sfp.ucdavis.edu/agritourism/>)
- Facebook page, [www.facebook.com/agtourconnections](http://www.facebook.com/agtourconnections)

**Thank you!**

**Please stay in touch**