

# UC SAREP Agritourism

## Overview, Current Projects, Opportunities to Collaborate

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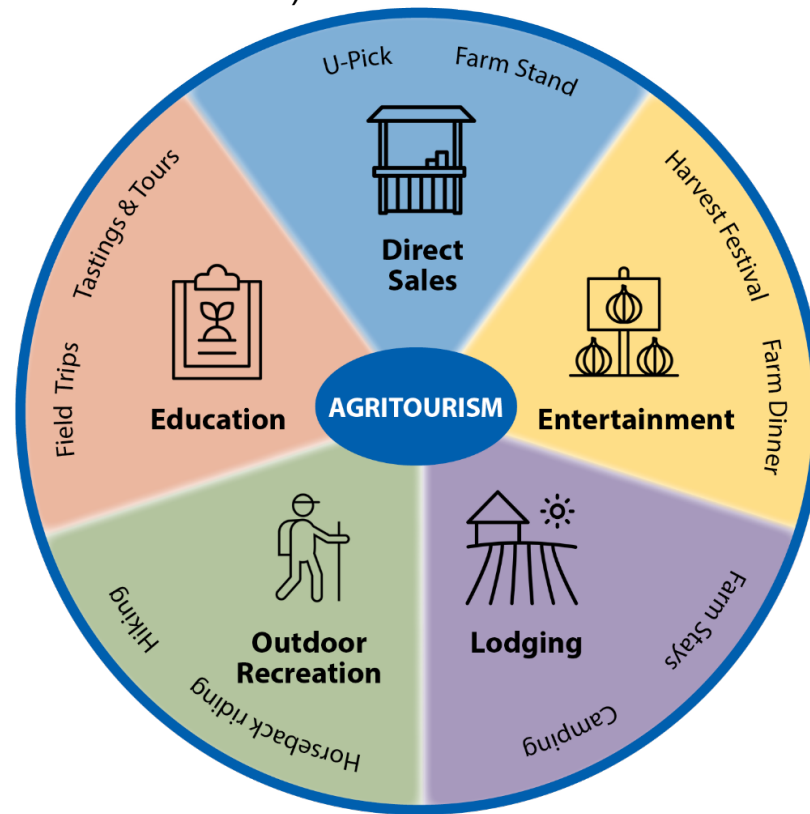
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# What is Agritourism?

A commercial enterprise at a working farm or ranch conducted for the enjoyment and education of visitors, and that generates supplemental income for the owner or operator (University of California definition)



## On-Farm Direct Sales:

Farm Stand, U-Pick

## Educational Experiences:

Farm Tours, Workshops, Demos

## Entertainment/Events:

Harvest festivals, Farm to Table Dinners, Weddings

## Accommodations:

Farm Stays, Camping

## Recreation:

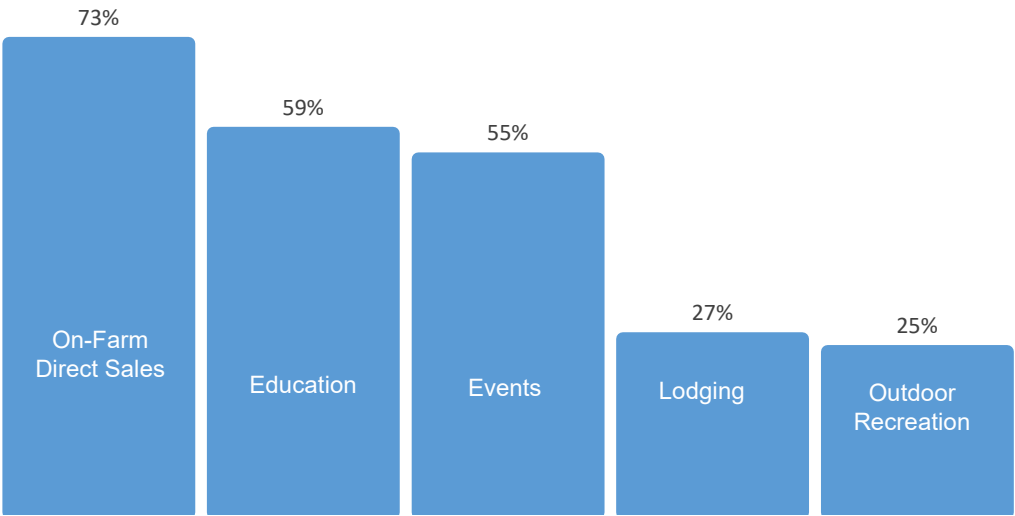
Fishing, Horseback Riding, Bird Watching



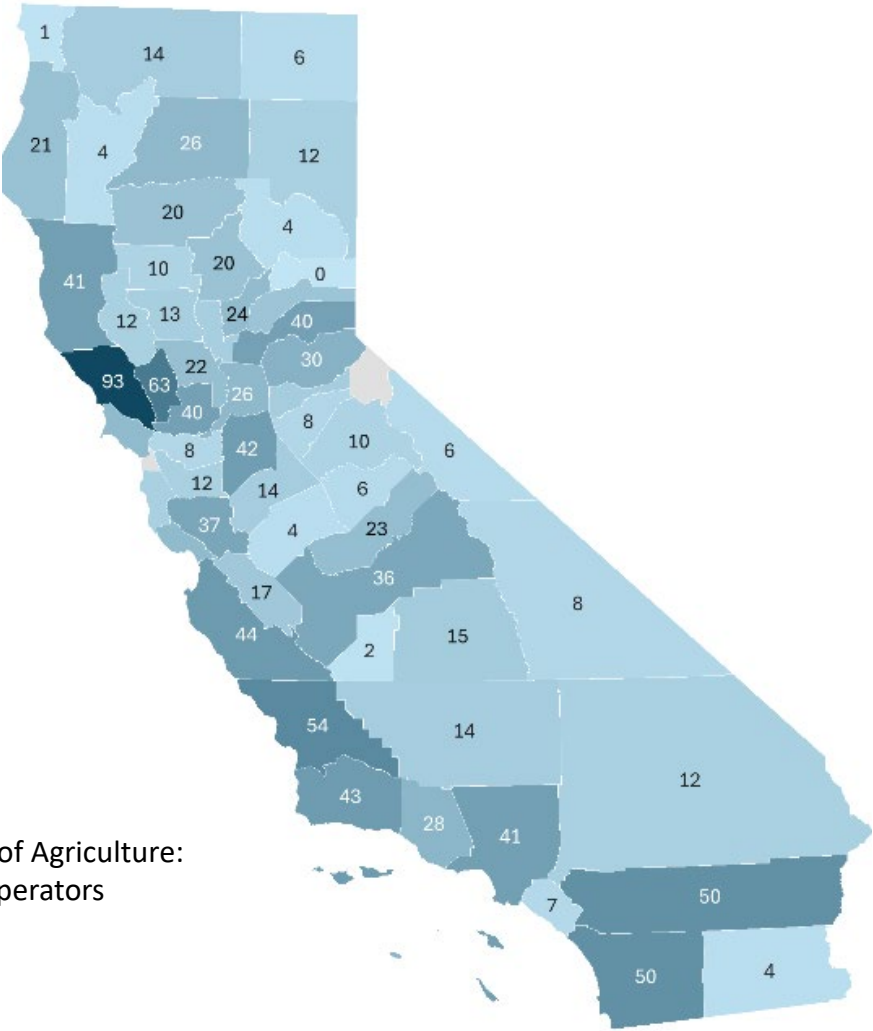
# California's Agritourism Operators



Agritourism Activities Offered\*



2019 UC Survey of Agritourism Operators



2022 NASS Census of Agriculture:  
1245 agritourism operators  
\$99,102,000



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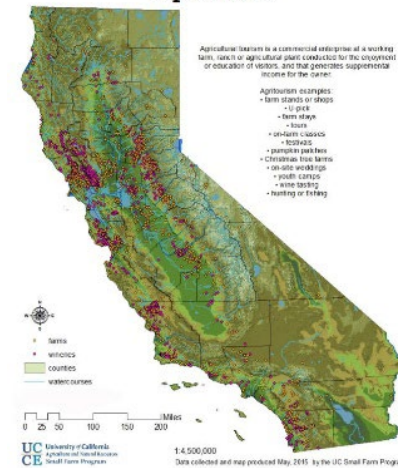
UC SAREP's agritourism work provides resources, information, and trainings for those involved in California agritourism, and beyond, as well as promotes California agritourism opportunities to the general public.

Helping farmers and ranchers diversify their income and increase resiliency

Research & data collection

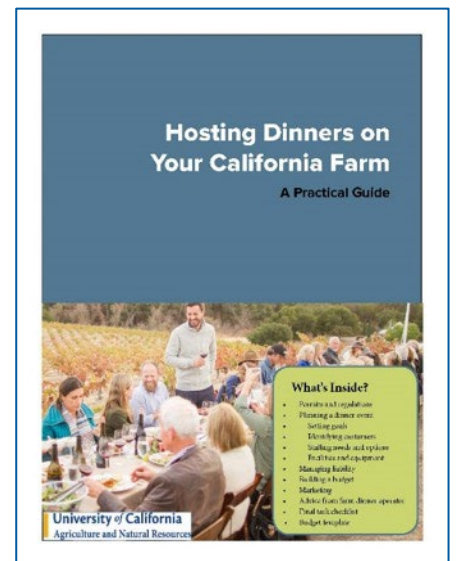
Fostering a statewide network

## California Agritourism and Winery Operations



## What the New June 15th COVID-19 Guidelines Mean for CA Agritourism Operations

California is preparing to get back to normal. On June 15, 2021, capacity and distancing restrictions will be lifted for most businesses and activities, with the exception of



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# UC SAREP Agritourism Current Work

## Education/Extension

- Agritourism Intensive: Virtual training w/regional field days; farmers & ranchers
- National agritourism curriculum: train-the-trainer: build capacity for agritourism stakeholders to support farmers & ranchers (USDA BFRDG: in collaborations w/UWV, Cornell, UVM, Rutgers, UPenn)

## Network/Capacity Building

- Statewide Agritourism Summit: May 2025; late 2026/early 2027
- Ventura County agritourism development strategy (Sustainable Agriculture Land Conservation grant)



# How to Work Together

- Refer interested farmers/ranchers to the resources on the California Agritourism website (<https://ucanr.edu/site/california-agritourism>)
- Sign up for the California Agritourism News Quarterly E-newsletter
- How can I help you build local capacity?
  - Producers need locally-based answers & support, especially w/navigating regulations
  - Place-based agritourism development strategies
- Thought partners and collaborators in:
  - Addressing policy barriers
  - Economic impact studies

