



Agritourism in the Sierra San Joaquin Region

October 2025
CA Jobs First Outdoor Rec and Tourism



Agenda

- Regional overview
- Economic Impact of travel
- Sector activation opportunities (not plan)
- Partners

S2J2 Regional Overview

California's Central Valley is a global agricultural powerhouse. However, its commodity-driven economy fails to produce the number/quality of jobs needed for area residents.

- Over 13,650 farming enterprises
- 350 commodities annually (worth \$70B)
- 60% of the nation's fruits and nuts
- 30% of its vegetables.
- 45% of the region's workers struggle to put food on their own tables.
- Children are 68% more likely to live in poverty than in the rest of the nation.¹
- Unemployment is over twice the national average.²
- The region's Farms-Food-Future (F3) Initiative, founded in 2019 as a part of Fresno DRIVE,



1. U.S. Census Bureau. (2019). Employment status: 2015–2019 American Community Survey 5-Year Estimates (Table S2301).
<https://data.census.gov/cedsci/table?q=United%20States&t=Employment%20and%20Labor%20Force%20Status&g=0500000US06019,06031,06039,06047,06107&tid=ACSST5Y2019.S2301>

2. U.S. Census Bureau. (2019). Selected economic characteristics: 2015–2019 American Community Survey 5-Year Estimates (Table S1701).
<https://data.census.gov/cedsci/table?q=United%20States&t=Official%20Poverty%20Measure&g=0500000US06019,06031,06039,06047,06107&tid=ACSST5Y2019.S1701>

Welcome Travellers!

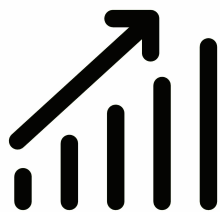
Economic Impact of Travel in the Central Valley, 2024



\$8.4M in Direct spend



85,150 jobs



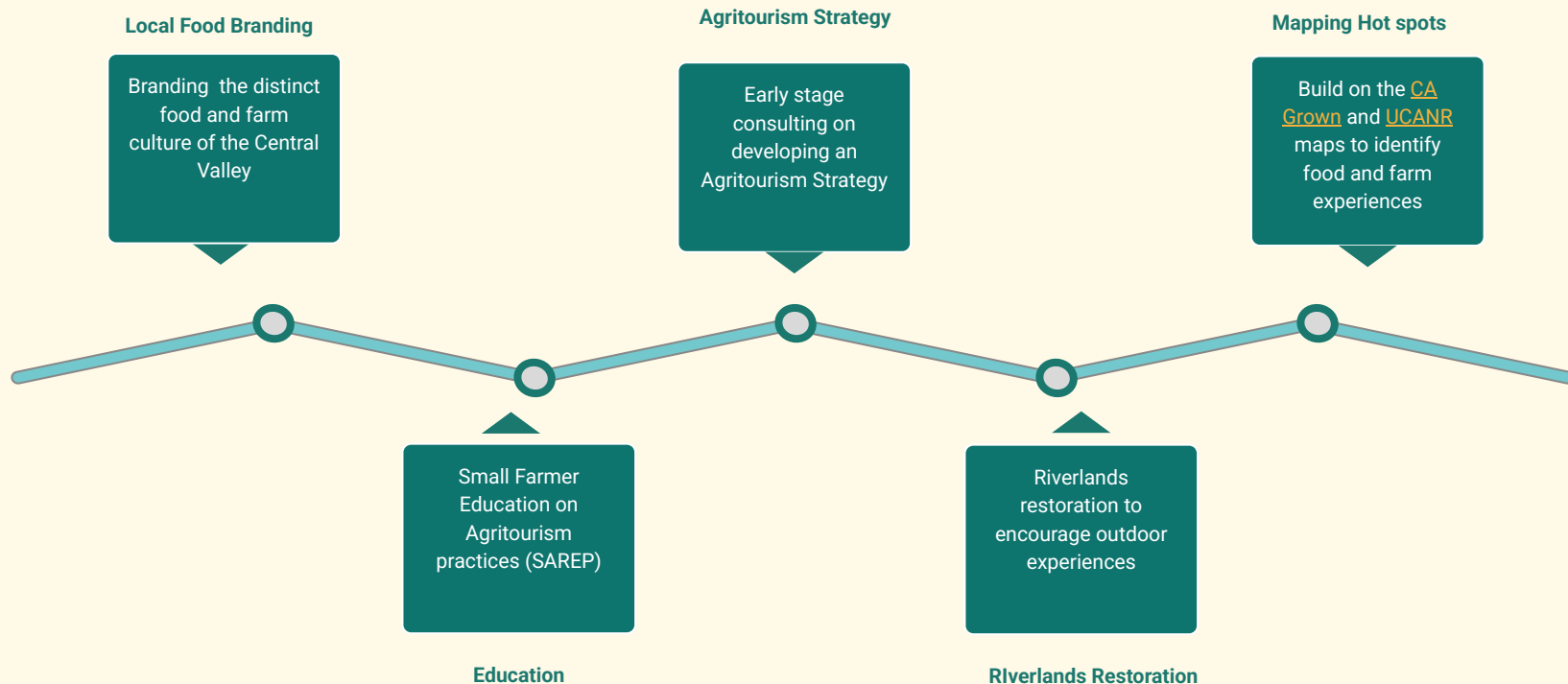
- 8.1% increase in Direct Earnings from 2023 - 2024 (driven by Arts, Entertainment and Rec increase and Visitor Air increase)
- 4.1% increase in direct employment

Source: <https://assets.visitcalifornia.com/media/?viewType=grid&mediaId=FEAF6B85-3A6E-47FF-8F3C4DC1AF8CA7E3>

What drives those dollars?

- **Gateway to national parks** → room nights, dining, fuel (Yosemite; Sequoia & Kings Canyon).
- **Wine & agritourism** → tastings, farm visits, U-pick
- **Major expos & fairs** → spikes in hotels, restaurants, retail. (World Ag Expo in Tulare drives tens of millions in local/regional impact in a few days.)

Sector Activation Opportunities



Who's with us!

Honey

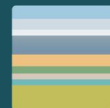


Sustainable Agriculture Research & Education Program

A program of UC Agriculture & Natural Resources



CAFF
COMMUNITY ALLIANCE
with FAMILY FARMERS



SEQUOIA
Riverlands Trust
SERVING LAND *and* PEOPLE



F3 FARMS
FOOD
FUTURE
LOCAL



THE VINE



Appendix



S2J2 Regional Restoration Plan

Initiative Led
by:



End-of-Meeting Survey

Other Things to Consider for this Project

Workforce Development (needs to be prioritized - what jobs could exist, how can we fund this?)	Implementation Timeframe (how long are we thinking this plan could be in effect)	Ag Economy vs. Conservation (can we strike a balance to preserve ag and expand conservation?)	Youth Education, Partnerships with Schools (how to get more young people involved?)
Networks / Partnerships (leveraging existing networks/partnerships, forging new partnerships, expanding the circle & increasing engagement)	Community Health & Resilience (physical & economic health, resilience against natural disasters)	Other Systemic Needs (Housing, Food, Mental Health, Safety - everything is interconnected)	Funding / Sustainability (how do we fund projects and make sure they are sustainable?)
Restoration in Urban Areas (i.e. incorporating more native plants in urban parks, along highways, backyards; restoring golf courses, etc.)	Awareness and Resources (need to spread the word to more people, need more resources for people to get involved)	Other Ways of Engaging Community (Focus Groups, Interviews, Targeted Outreach to certain communities)	Climate Change
Tribal knowledge & inclusion	Using land as a resource beyond hikes, picnics (can we encourage gardening for medicinal/cultural plants, fishing, hunting, etc.)	Prioritize Public Access for Disadvantaged Communities	Suitability guide for native plants

Sequoia Riverlands Trust, Restoration Plan Ideas



THE VINE

S2J2 Regional Plan: Nature Based Solutions

2.4 Strategy D: Promote Sustainable Tourism (including Eco- and Agri-Tourism) to Educate the Public, Support Local Economies, and Conserve Land

The S2J2 region's vision is to restore its hydrologic function, expand nature-based climate solutions broadly across land cover types while promoting responsible food systems (please see the Responsible Food Systems investment plan). The impact of this landscape level transformation further enhances the ability of the region to build a strong agri- and eco-tourism sector that supports local communities to have a highly improved quality of life while simultaneously creating a foundation that aligns with the goals of the State's new "Visit California" initiative.

To encourage sustainable tourism in the four-county region, the following may be undertaken:

- **Build greenbelts at the urban-rural nexus** of cities, and surrounding areas, by stabilizing urban-rural interfaces with urban forestry, agroecology, and natural habitats. This strategy would reduce emissions and support groundwater recharge.
 - Ensure funding covers project construction and maintenance through recurring funding streams.
- **Create outdoor education and natural resources programs** to educate youth about natural resources, and thus support career pathways in nature-based solutions.
- Encourage groups of working landowners to sustainably engage in agritourism via appropriate policy, infrastructure, and insurance, and **promote sustainable tourism** to educate the public, support local economies, and conserve land. This strategy will increase travel to farms or natural areas and encourage nature education.