

Inviting the Public onto your Farm: Agritourism

- Along with nature tourism and heritage tourism, agritourism is repopulating the map of rural destinations and is bringing unprecedented numbers of tourists to farms and ranches.
- According to a recent survey, 2.4 million visitors experienced agritourism at California's ranches and farms in 2008, and practitioners say the numbers have soared since then.
- **Types of Agritourism**
 - Hospitality Services
 - Family Fun
 - Exhibits and Lectures
 - Gatherings
 - Heritage Crafts
 - ◆ Rug making
 - ◆ Horse shoeing
 - ◆ Basket weaving
 - Demonstrations
 - For-Fee Recreation Activities
 - Festivals and Events
 - Farm, Ranch, and Community Entertainment
- **Why make my farm an Agritourism destination?**
- Increased exposure for your core activities, be they a farm stand, Community Supported Agriculture (CSA) boxes, a crafting center, or your farmhouse B&B.
- Additional profit center - Many farmers are finding that adding one or two additional activities to their farm routine, that generate new income from agritourism can make a big difference in financially sustaining your farm.
- The USDA Awards Over \$52 million in Grants to Grow Organic and Local Food Economies
- **The USDA has authorized most of these grants through:**
 - Agricultural Act of 2014 (the 2014 Farm Bill)
 - including the Agricultural Marketing Service's (AMS),
 - Farmers Market Promotion Program and Local Foods Promotion Program,
 - and the National Institute of Food and Agriculture's (NIFA) Organic Research and Extension Initiative (OREI) and Community Food Projects (CFP) grant program.
 - Visit <http://www.ams.usda.gov/services/grants>
- **For further reading...**
 - The Good Company: Sustainability in Hospitality, Tourism, and Wine
 - By Robert Girling, Heather Gordy, and Pamela Lanier
 - Sustainable Tourism: A Small Business Handbook for Success
 - By Pamela Lanier
 - Agritourism and Nature Tourism in California--Second Edition
 - by Holly George and Ellie Rilla
 - FarmStar.com
 - Sustainable Agriculture Education (SAGE)

- <http://www.sagecenter.org/>
- <Http://sfp.ucdavis.edu/agritourism/>