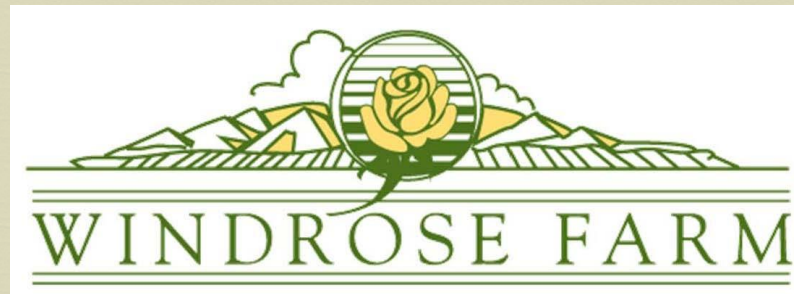


# Makin' Hay in Agri-tourism



# Who We Are...How We Met & Why We Work Together

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CB



# Who We Are...



So you think ...  
You can MAKE hay in Agritourism?



Like money, it doesn't grown on trees...



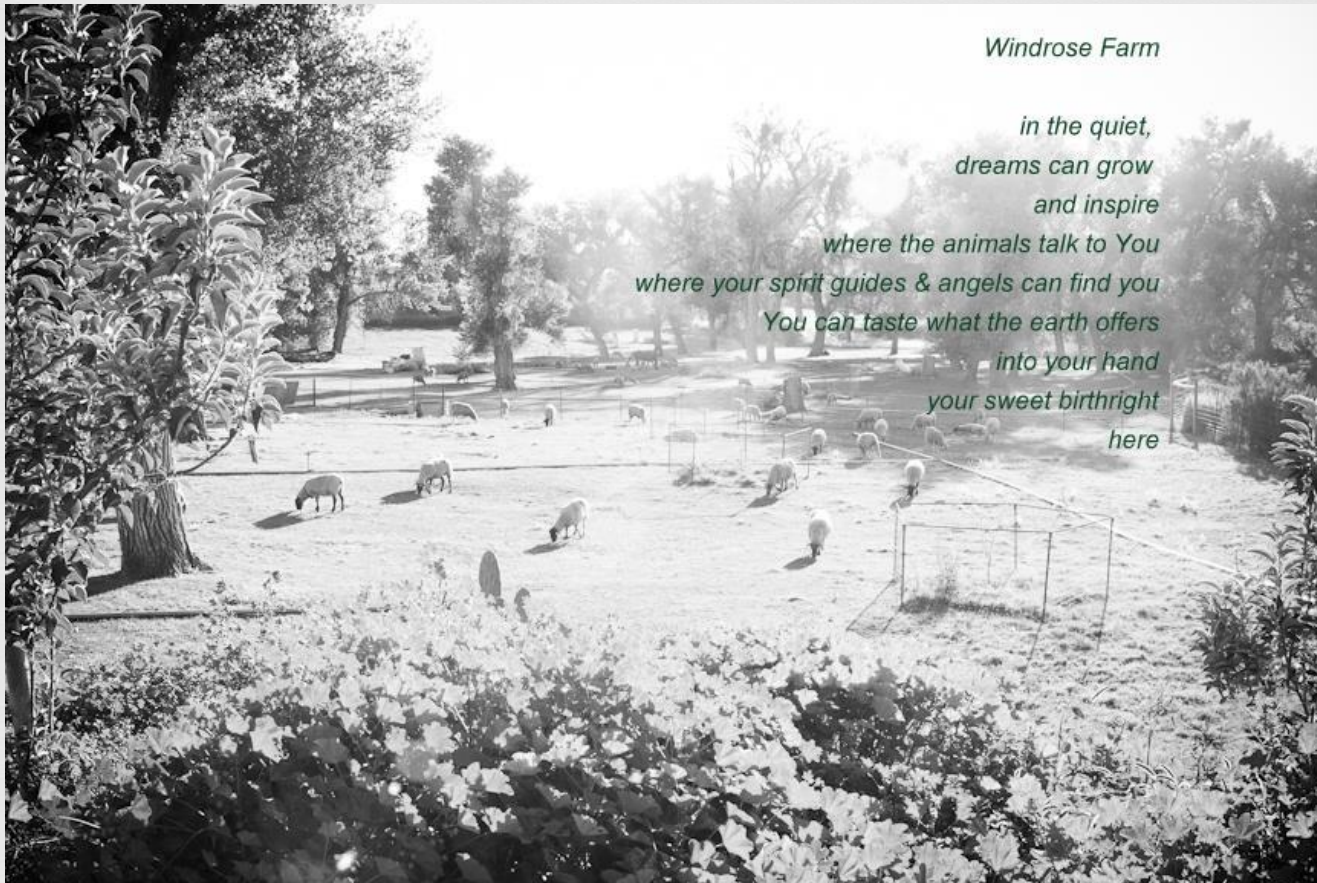
*Pix credit: smokeysdaughter.blogspot.com*

or does it?

Let's start by asking ourselves a few questions...



# WHO are WE?



*Windrose Farm*

*in the quiet,  
dreams can grow  
and inspire  
where the animals talk to You  
where your spirit guides & angels can find you  
You can taste what the earth offers  
into your hand  
your sweet birthright  
here*

# WHAT do WE do?



What is your Core Business?  
What do you Grow - Produce - Raise?



What's possible  
for one farm, may not be  
possible for another.



# WHO is your customer?



Local?



Tourist?





# WHERE do we do it?



Are you located  
Roadside?

You may have good bones already in place for an agri-tourism operation;  
access, gathering place aka packing shed, good roads, trails for tours, etc.

In a tourist area?



Off the  
beaten path?

# WHY do we do it?

## Top 10 reasons...



1. Earn a Living
2. Provide a sustainable product
3. Make Money
4. Create a healthy food choice
5. \$\$\$
6. Educate
7. Pay the Bills
8. Offer an entertaining experience
9. Invest in our family's future
10. Quality of Life!

*I cannot emphasize enough the importance of a good teacher.*

*Temple Grandin*



# What we have found to work...



Areas of argi-tourism we have found to be most viable:

# Table to Farm Dinners



Celebrate what you grow by inviting local Chef's to prepare your seasonal offering for guests.



# It's A LOT of Work, but the rewards can be bountiful!



## Weigh the Romance vs the Reward

- Self performed vs. Event Planner
  - Partnerships with fellow farmers
  - Co-op/trade with a local Chef
  - Use what you Own vs. Rentals
- ~Rustic-Eclectic is in!



Getting the word out can be  
expensive, use your connects!

## Planning a farm dinner

### What are your goals for the dinner?

Your goals for your dinner will help you establish the target attendees, the ambience, the date, the menu and the price for your event. A single event may encompass several goals at the same time. Some goals and reasons for offering farm dinners include:

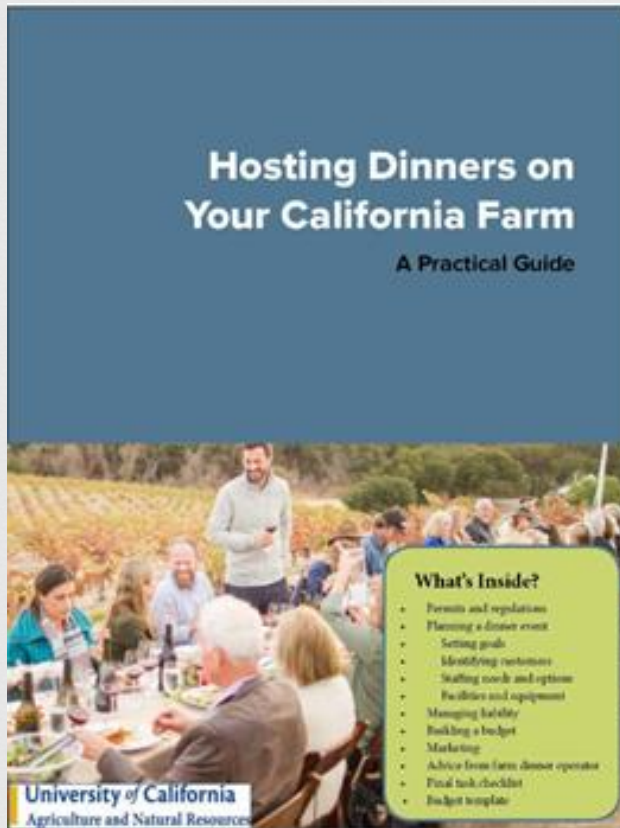
- Increasing farm revenue, diversification of the income stream
- Improving cash flow in a slow season
- Raising money for a specific farm project or infrastructure
- Raising money for a cause or non-profit organization you are aligned with
- Building stronger connections and loyalty with regular farmers' market or CSA customers
- Introducing new or different clientele to the farm
- Highlighting the farm's relationship with chefs who use farm products, promoting both chef and farm
- Showing off farm products and farm experiences in a different season (i.e. a summer dinner on a farm known as a fall festival destination can showcase summer fruit-picking opportunities)
- Marketing value-added products (Winery dinners often aim to break-even on the dinner and make money by selling wine.)
- Marketing the farm as a venue for future private events, such as weddings

*Windrose Farm Goal:  
"Offer guests the most unique farm experience by bringing in our amazingly special personal community of chefs to present our farm's food to our guests."*



*Lonely Mountain Farm Goal: To keep in touch with regular customers.  
"The dinners are not so much about making money, but to get people to come to the farm and see where their food comes from"*

# Valued Resources



Budget Template - Farm Dinner

<b>Income</b>	dinner ticket price		
	# of paying guests		
	gross income from ticket sales		0
	expected on-site product sales		
	<b>total income</b>		0
<b>Expenses</b>			
Food	cost of food produced on farm		
	cost of purchased food		
	cost of purchased drinks		
Staff	Chef, Caterer payment or salary		
	Marketing, organizing payment or salary		
	Farm clean-up, event set-up		
	Hosting, serving and clean-up staff		
	Wine pouring staff		
	Parking attendants, etc. staff		
Marketing	any advertising costs		
Rentals, if needed	tents, tables, chairs, plates, linens, etc.		
	portable toilets, hand washing		
Purchased Equipment and supplies	Cost of purchased plates, tents, tables, chairs, etc. (to be spread over 5 or 6 events)		
Supplies	any disposable plates, napkins, etc.		
	printing menus, signs, etc.		
	cleaning supplies, candles, fuel		
permit fees	event permit, fees		
	liquor permit		
	additional insurance		
facility	wear and tear on infrastructure		
	missed facility rental income		
product sales cost	production cost of products sold on site (estimated at 60% of product sales)	0	
	<b>total expenses</b>		0
	<b>net income</b>		0

# Special Event Venue



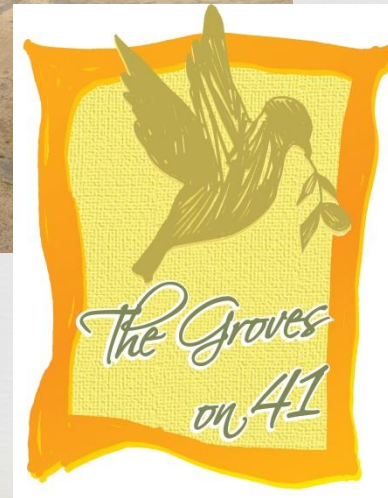
Zoning

Access

Traffic

Parking

Full Service  
vs Self Service







**WHO WE are?** We are a mother & daughter farming team who left our corporate jobs to embark on adventure that would bring us closer to the earth .

**WHAT WE do?** We farm two varieties of olives for the production of extra virgin olive oil, do our own storing & bottling as well as store & bottle for fellow olive growers. The property so close to town gave us a forum to offer an event venue & we quickly learned that these events could help fund our expansion.

**WHO is our customer?** Local and tourist alike, who share a common interest in learning more about where their food comes from.

**WHY we do it?** What started as a farming & food production endeavor quickly morphed into a platform for our real passion, educating the public about all the benefits and reasons to enjoy this ancient food resource.



# Workshops

Do they tie in to your business model?

Bring awareness to what the growers produce via hands on farm workshops.



People LOVE to get their hands dirty!





# FARMstead ED

Bringing folks together with locally grown via Ag Ed experiences, events & gatherings

[www.farmstead.com](http://www.farmstead.com)

## UPCOMING CLASSES & EVENTS



### Yoga with Goats

Tap in to your "Farmer Zen" at this all-level gentle Vinyasa yoga experience.

June 4  
Sunday



### Pasture to Plate: All About Sausage

Learn sausage making secrets at J&R Natural Meats.

June 10  
Saturday



### Cheese Making 101

Cheese making is back by popular demand and hosted by Alcea Rosea Farm.

July 9  
Sunday



### Cheese Making 2.0

Take your basic cheese making skills to the next level!

August 6  
Sunday



### Celebrate Summer: Ice Cream Social

"Get the scoop" from farmers who grow the ingredients & create your own custom flavors!

August 20  
Sunday



### Pop-up Paso Orange County

Join us at this unique food and wine pairing event in Orange County.

August 24  
Thursday



### Pickling & Canning Workshop

Learn the art of preserving your favorite produce at Talley Farms.

August 27  
Sunday



### Heirloom Tomato Festival & Dinner

A weekend all about delicious heirloom tomatoes at Windrose Farm.

September 23-24  
Saturday - Sunday

Tickets available at  
[www.FARMsteadED.com](http://www.FARMsteadED.com)

## UPCOMING CLASSES & EVENTS

JUNE 11<sup>TH</sup>



Pasture to Plate  
All About Lamb  
Workshop

JUNE 25<sup>TH</sup>



Wine & Cheese  
Pairing  
Class

JULY 10<sup>TH</sup>



Grow Your  
Own Spa  
Workshop

**Inside the Olive**  
A CALIFORNIA OLIVE OIL EXPERIENCE  
SUNDAY, MAY 6<sup>TH</sup>  
[WWW.FARMSTEADED.COM](http://WWW.FARMSTEADED.COM)

FARMstead ED Presents...

**Cocktail 101**  
from Garden to Glass  
WITH YES COCKTAIL CO.

**PASTURE TO PLATE**  
ALL ABOUT GRAZING

**TOMATO FESTIVAL WEEKEND**  
WINDROSE FARM | SEPTEMBER 24<sup>TH</sup> - 25<sup>TH</sup>

FARMstead ED  
W•O•R•K•S•H•O•P

**Goats & Alpacas**  
Milking, Making & Crafting

# POP-UP Marketplaces



SIP & SHOP  
*Holiday Marketplace*  
SHOP SMALL  
& support our local artisans

The Chocolate Stache	Life Elements
Deadwood Revival Design	Paso Pups
Fable Soap Co.	Templeton Hills Beef
The Groves on 41	Wayward Baking
Handmade at Hill House	YES Cocktail Co.

Saturday, December 15th, 2:00 - 5:00 PM  
Seven Oxen Winery



Hot Older and Family Fun on the Farm!

Join us for our  
**FARMstead Marketplace**  
Popping-up at Windrose Farm  
A fun and unique holiday marketplace

# And then there's the Heirloom Tomato Festival!



**GET TICKETS**

Coming to both the Windrose Farm Tomato Festival and Tomato Dinner? Enjoy **FREE** Camping in the Apple Orchard Just email us to reserve your spot: [info@farmstewed.com](mailto:info@farmstewed.com)

# Sometimes, you have to Just Say No!

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- ☞ Pick your passion
- ☞ Focus on your strengths
- ☞ ALWAYS do what's best for you and your business.

We said "YES" to everything that came along the first 3 years, whether it be an interview, donation request, participation in other events, and the list goes on. We learned, over time, where we can be both a value add, receive benefit from the exposure and when we need to stay on the farm doing what we do.

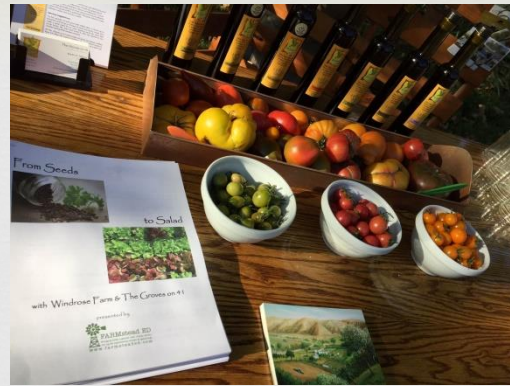
You may reap immediate rewards with a pop-up market place or low cost workshop, though it's the long term value to keep them coming back and talking about it when they get home, so others will want the experience too!

# CROSS-POLLINATION



Without the cross promotion & support with our fellow farmers, producers & local community, we wouldn't realize near the exposure to our farms & ranches





When we support and use each other's products, we get double-triple-quadruple exposure to our own products.

Lamb, while can be tasty on its own, is made into a meal when sides of spinach, salad & bread accompany it.

**BAM! Dinner menu!**

The goat milk requires olive oil & lavender to become a finished bar of soap.

**BAM! Workshop theme**

The tomatoes & greens you sell at your farm stand are needed for the olive oil & vinegar producers to have something to drizzle on.

**BAM! Pop-up Marketplace**



# All of this requires Marketing, PR, Community Involvement & a little good fortune!





SAN LUIS OBISPO COUNTY

# *Farm Trail*

WWW.SLOFARMTRAIL.COM



*"Dreams are the seeds of change.  
Nothing ever grows without a seed,  
& nothing ever changes without a dream"*

*~ D. Boone*

# Thank You!

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**"Agriculture is our wisest pursuit,  
because it will in the end contribute most  
to real wealth, good morals, and happiness."**

- Letter from Thomas Jefferson to George Washington (1787)



Bringing folks together with locally grown

**FARMstead ED**