



Agritourism As An Enterprise Diversification Strategy for California Producers

**University of California Davis, Department of
Agriculture and Resource Economics**

The University of California Davis, Department of Ag and Resource Economics, in partnership with producer organizations and the National Ag Law Center, conducted workshops delivering strategies for understanding, evaluating and managing risks of Agritourism enterprises on small-scale farms and ranches. Training was delivered through a series of three separate workshops, including a business planning session – bringing in local partners from each region to introduce participants to potential partners. One key to success for participants was the development of a support network which included experienced agritourism operators, tourism professionals, county staff, small business planning professionals and fellow class participants. Whether they were new and beginning farmers or experienced farmers looking to expand their agritourism operations, participants learned that communication among family members and/or business partners or

farm owners was a critical link to their operation's success.

As a result of this program, 97 small-scale producers increased their understanding of potential Agritourism enterprises, regulations and risk management and assessed the risks, costs and benefits of current or planned Agritourism businesses; 77 participants began drafting business plans, discussed their assessments of their own farms and ranches for Agritourism potential with each other, and learned about the hospitality business, and 68 participants learned about effective marketing and began drafting their marketing strategies. Within three months following the workshops, 3 producers completed business plans, 13 began implementing business plans and 15 implemented new marketing strategies, 7 made changes to reduce legal risk and 11 established ongoing consultation relationships with experienced Agritourism operators or fellow class participants.



“After the class, we applied for and received a USDA grant to develop a feasibility study for an on-site local creamery at our dairy operation. We have hired students from the university business department and a woman who ran the recent dairy show to do the marketing survey. I have also developed release of liability paperwork for our dairy tours.” –Dairy Producer





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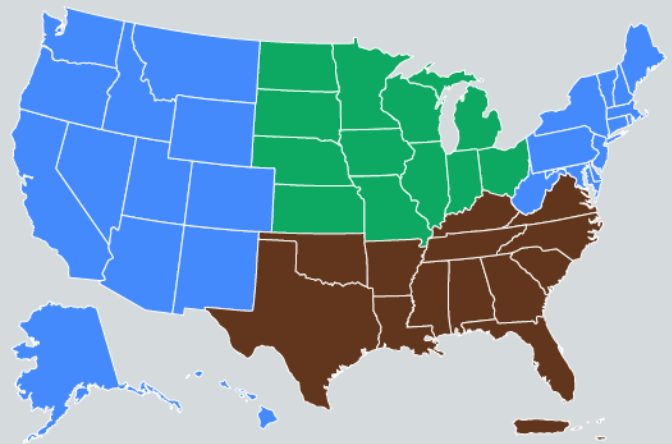
National Institute
of Food and
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**“Educating America’s farmers and ranchers
to manage the unique risks of producing food
for the world’s table.”**

Extension Risk Management Education (ERME) is delivered through four regional centers that provide grant funding and leadership within their regions.

Projects are producer-focused, results-based and encourage public-private partnerships. Funded projects must identify targeted results that will help producers manage risk and then describe how the project will measure those results.

Extension Risk Management Education has funded innovative programs that have generated tangible results for producers in every state. ERME is committed to funding results, providing transparent accountability, and encouraging collaboration. View the accomplishments of all funded projects on our website.
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