



Agritourism Intensive 2012-2013 – San Diego

Offered by UC Cooperative Extension and the UC ANR Small Farm Program in partnership with the San Diego County Farm Bureau

Course Syllabus

Course Overview

This course will introduce the student to the range of opportunities for diversifying a working farm or ranch by providing enjoyment and education to visitors for profit. Local experts will guide participants as they assess their own farms or ranches for agritourism potential and start creating business, risk management and marketing plans for their own agritourism operations. Local experienced agritourism operators will share their own experiences and will be part of a supportive network of advisors as class participants plan and start new enterprises.

Students will participate in individual exercises and will share their work during small-group discussions in class, and will have homework assignments to complete between the class sessions. The homework will include completing several assessment worksheets in cooperation with family or business partners, as well as writing first drafts of parts of their own business plans. Class instructors will provide each participant with individual feedback on all assignments turned in.

The participants will be encouraged to (but not required to) participate in group online discussions about the classes, readings and individual planning work.

Dates: Wednesdays, December 5, 2012, January 9, 2013 and February 19, 2013
Times: 9:00 a.m. – 3:00 p.m. each session (lunches included)
Location: San Diego County Farm Bureau, 1670 East Valley Parkway, Escondido, CA 92027
Cost: \$50 for 3-session course
Information: Penny Leff, UC ANR Small Farm Program, paleff@ucdavis.edu, 530-752-7779

Course Outline

Session 1: Consider the possibilities and challenges – Wednesday December 5, 2012

- 8:30-9:00 **Registration/Continental Breakfast**
- 9:00-9:15 **Welcome /Overview of the workshop series**
Ramiro Lobo, UCCE and Penny Leff, UC ANR Small Farm Program
- 9:15-9:30 **Why agritourism? Why buy local?**
Ramiro Lobo, UCCE and Patrick Brady, Ravenhill Orchard
- 9:30-10:20 **Successes in agritourism – Experienced operators tell their stories, discuss costs & benefits and start-up challenges, followed by Q&A**
Patrick Brady, Ravenhill Orchard
Thom Curry, Temecula Olive Oil Company
Joni Miringoff, The Flower Fields

- 10:20 -10:35 **Break**
- 10:35-11:00 **Assessing your farm or ranch for agritourism potential**
Overview of assessment process
- 11:00 – 11:15 **Individual exercise** using worksheet to begin assessment
- 11:15-12:00 **Navigating the permitting and regulatory process** – *facilitated by Casey Anderson, San Diego County Farm Bureau*
Joe Farace, San Diego County Planning and Development Services
San Diego County Environmental Health Department representative
- 12:00 – 12:30 **Lunch**
- 12:30 -1:30 **Legal liability and risk management strategies**
Rusty Rumley, National Agricultural Law Center
- 1:30 – 2:00 **Liability Insurance for agritourism**
Scott Marquart, Farmers Insurance Group
- 2:00 -2:15 **Checklists for assessing risk management on your farm or ranch**
Penny Leff, UC ANR Small Farm Program
- 2:15 -2:45 **Small group discussions to share preliminary ideas**
- 2:45 – 3:00 **Homework discussion and evaluation of today’s class**

Homework – due at beginning of next class:

- ❖ reading in text and supplemental reading,
- ❖ Complete assessment worksheets of participant’s own farm or ranch for agritourism potential, involving family members and partners in the process.
- ❖ Begin evaluation of the potential for several current or possible agritourism activities on participant’s farm or ranch.
- ❖ Complete risk assessment checklists for farm, ranch or agritourism operation

Session 2: Business Planning and understanding Hospitality – Wednesday January 9, 2013

- 8:30-9:00 **Sign in/Continental Breakfast**
- 9:00-9:10 **Welcome /Overview of the day**
Ramiro Lobo, UCCE San Diego County
Penny Leff, UC ANR Small Farm Program
- 9:10-9:30 **Small Group exercise** – share assessment of farm or ranch for agritourism potential and analysis of possible agritourism enterprises
Facilitator: Penny Leff, UC ANR Small Farm Program
- 9:30-10:30 **Introduction to business planning**
Joe Molina, Business & Entrepreneurship at MiraCosta College
Overview of planning process steps & resources
Discussion of mission statement, business concept, goals, objectives
Introduction to “One page business plan” exercise
- 10:30-10:45 **Break**

- 10:45-11:15 **Individual exercise** – Begin drafting mission statement, business concept, goals
- 11:15 -11:45 **Budgeting & cash flow**
Joe Molina, Business & Entrepreneurship at MiraCosta College
 Discussion of budgeting and cash flow projection
 Presentation of budgeting/cash flow projection exercise
- 11:45 -12:15 **Individual exercise** – begin budgeting exercise, listing unknowns, startup costs
- 12:15 – 12:45 **Lunch**
- 12:45 -1:30 **The hospitality business – finding, understanding, and caring for your visitors**
Alex McGeary, Shadow Mountain Vineyards & Winery
Andrea Peterson, Blue Heron Farm B&B
- 1:30 – 2:00 **Fitting agritourism into your farm or ranch, but keeping it a separate business**
Karen Archiplay, Archi's Acres
- 2:00 - 2:30 **Small group exercise** – discuss challenges encountered so far in the process
- 2:30 – 2:45 **Report back** on major challenges so far and strategies for overcoming challenges
- 2:45 – 3:00 **Discuss homework, complete class evaluation**

Homework – due at beginning of next class:

- ❖ Complete first draft of “one page business plan”: mission statement, business concept, goals and objectives; complete first draft of first year budget.
- ❖ Consult with insurance agent, county planning department, and/or experienced agritourism operator

Session 3 – Market analysis and effective marketing – Tuesday, February 19, 2013

- 8:30-9:00 **Sign in/Continental Breakfast**
- 9:00-9:10 **Welcome /Overview of the day**
Ramiro Lobo and Penny Leff
- 9:10-9:40 **Small Group exercise** – share and discuss any or all of the homework assignments
Facilitator: Penny Leff, UC ANR Small Farm Program
- 9:40-10:10 **Conducting a market analysis**
Rob Lewis, Archi's Acres
- 10:10-10:25 **Break**
- 10:25-11:00 **Effective websites and social media for agritourism**
Owen Salerno, Suzie's Farm
- 11:00 -11:30 **Creating a marketing strategy**
Diane Callan, Archi's Acres
- 11:30 -12:00 **Individual exercise:** draft outline of a marketing strategy
- 12:00 – 12:30 **Lunch**
- 12:30 -1:00 **Small Group Exercise:** Share individual marketing strategy drafts in small groups

- 1:00 – 1:30 **Organizing a regional agritourism association** - working together for mutual success
Peggy Evans, Temecula Valley Winegrowers Association
- 1:30 – 1:45 **Creating an elevator speech**
Karen Archiplay, Archi's Acres
- 1:45 – 2:00 **Individual exercise:** write an elevator speech
- 2:00 – 2:15 **Small group exercise:** share elevator speech with each other
- 2:15 -2:30 **Individual exercise:** Complete 6 month action plan
- 2:30 – 2:45 **Wrap-up and class evaluation**

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