Small group: Regulatory Discussion
- County regulations overview
  - El Dorado County
    - Ranch Marketing Ordinance VERY specific
    - must meet standards
    - Ag comes first! – want ag as backbone of projects
    - can sell “by right”; events mostly require permits
  - Sacramento
    - General Plan supports agritourism, but not a big push from farmers in Sac. County.
    - Urban agriculture ordinances just passed
    - Farm 2 Fork is good promotion program
  - Nevada Co.
    - Winery ordinances being discussed and revised
  - Solano Co.
    - Are people trying to get out of Williamson Act?
- Williamson Act
  - Compatible Uses: Uses that won’t compromise, displace or impair or lead to to the removal of adjacent land from agricultural use.
    - Any use must be consistent with the principles of compatibility
  - Compatible uses can include:
    - Recreational uses
    - Open space
    - Agriculture
  - Ag advisory committees are helpful
  - Property owner should be aware of W.A. requirements
  - W.A. oversight – who enforces?
    - Ag Commission plays a big role in some counties
    - Violation has penalties, remedies, legal recourse
- Single day events
  - How can small events be regulated/permitted for smaller farms that only host one or two events a year?

Small Group: Social Media Marketing Training
- Three most important social media platforms are Facebook, Instagram, Twitter
  - Free
  - Large group of people quickly
  - YOU manage content
- Facebook
  - Authentic story; people can engage and connect
  - Build support and community
  - 4Cs: Connect, Communicate, Content, Commerce
- Use hashtags
- Add a “shop” to FB page to market/sell products
- Add logo “f” reminders to business cards and other marketing
- Use “analytics” to fine-tune
  - Twitter
    - Reach people FAST – larger community
    - Hashtag!!!
  - Instagram
    - Positive platform
    - Natural platform for food pics
    - HASHTAGS!!!! – use them
    - Videos
    - Makes everything look beautiful – use photo filters to amplify
    - Like other people’s photos
  - Rhoma Designs – app for “poster” creation
    - Use on FB, other
    - Can send digitally to print too
    - Versatile, looks great, keeps marketing interesting
  - Remind people on social media that you have a web page so they start going there regularly

**Small group: Financing agritourism development**
- Create membership organization – fee based
  - Pitfalls: farms vs. wineries
  - Challenge is to bridge the gap
- Grant support possibilities
  - USDA Local Food, Farmers’ Market Promotion Program
  - CDFA Specialty Crop Block Grant Program
    - Extensive reporting
    - Requirements are limiting
    - Funds only cover promotion, not “stuff”
- Land Trust funding
- County/City funding
- DMO/tourism partnerships
- Events and other fundraising programs
- Transient Occupancy Tax, Tourism Business Improvement District
- Crowd sourcing

**Small group: Insurance, Liability and ADA**
- Farm insurance policies are too narrow in scope for agritourism
  - Only cover home and farm business, commodity
  - Now with product form changing (grapes to wine for example) farm policy doesn’t cover
  - Commercial general liability policy needed
    - Premium based on receipts
    - Some insurance companies don’t cover ADA suits
- Blending ag and visitors’ coverage is still hard to get underwriters for
- If charging for alcohol, then changes from a guest to a business activity, needs endorsement and added commercial liability policy
- With a farm policy and commercial liability, it is good to add an umbrella policy to extend over all policies
- ADA rules are often interpreted by county staff.
- Workers’ Comp – required for employees, including volunteers
  o Rate depends on employee’s functions
  o Don’t have to be paid to be an employee

**County group discussion: Solano County**

- Needs
  o Determine the needs of
    ▪ Farmers
    ▪ County
    ▪ City
  o New life for Solano Grown
- Opportunities
  o Solano Grown; legal shell – bring back to use
  o Agritourism committee getting organizes
  o Suisun Valley Partnership/Suisun Valley
- Plans
  o Research other Solano Grown type organizations
    ▪ Talk with remaining board members and re-seed board
  o Agritourism committee strategic plan
  o Speak with county Ag Commission

**County group discussion: Yolo County**

- Needs
  o Clarity & balance in policy to address the diverse agritourism interests
  o More events on farms leading to more structure for promotion
    ▪ Vs. only Hoes Down Festival in October and Lavender Festival in June
  o Coordination for smaller farm events
  o Lodging – Capay Valley, Clarksburg
    ▪ B&Bs?
- Opportunities
  o Almond grower/UCD academics/culinary
    ▪ Honey, wine
  o Cyclists, link to destinations
  o Cannabis – “smoke where it grows”? 
    ▪ Cultivation – support small farm diversification
- Challenges
  o Wineries & farming vegetables
    ▪ Timing, busy farmers
- Requirements for food preparation
  - On-farm facilities – bathrooms
  - Attracting people to the farm & region
    - Identifying the diverse audiences
    - Developing on-farm attractins
    - Building critical mass
  - Farmers: producing and marketing
- Successes
  - Road signage
  - Specific product marketing
  - Festivals
  - Partnering through non-profits, CSP, land conservation

**County group discussion: All Other counties**
- Integration of counties – what each has to offer
  - i.e. – Oroville Dam
- Pass through counties – promote that
- Which chambers, organizations are worth the partnerships... time & $$
- Marketing on your own
- Realistic expectations for different levels of agritourism
  - Entry, agritourism, and advanced agritourism
- Focusing on what needs are (may be small)
- Cohesion between entities
- Invite people into the interior
- Limited resources – time and money – follow thorough

**Final full-group discussion**
- Needs
  - Ability for counties to create policy that allows agritourism uses that are compatible with production agriculture.
  - Farmer and rancher commitment to agritourism development and awareness of the benefits of agritourism
  - Larger counties sharing the marketing of smaller counties’ events, smaller counties providing info to larger counties
    - For example, through Farm to Fork
  - Invite them into the interior- share excitement, education, build awareness, peak peoples’ curiosity
  - Be proactive
- Opportunities
  - Farm to Fork – coat-tail on that
  - Sacramento as one of the 10 healthiest cities
  - Biking, hiking, rafting
  - Bay area as a market opportunity
  - Educational events: rice, Pacific flyway
- Writers are OVER Farm to Fork
  - Be authentic, be special, talk about new places

- Next Steps
  - Regional approach is next step up
  - Cross county lines
  - Solano and Yolo CVBs intend to work together
  - Nevada County and partners did a survey of producers and will follow up on that