AGRICULTURE + TOURISM = EDUCATION

PRESENTED BY
CARMEN SNYDER
OF SONOMA COUNTY FARM TRAILS
Winter Squash $5
Tomato Juice $5
Rhubarb $5
Corn Meal $1.50
Pineola $3
Whole Strawberries

This Table
All Baskets $4
Boats $6

Bodega Red Potatoes

Apples $3

Grapes

Cherry Tomatoes
PRODUCT REFERENCE GUIDE

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CHAMBERS OF COMMERCE • SANTA ROSA CHAMBER OF COMMERCE • BODEGA BAY AREA CHAMBER OF COMMERCE • COTATI CHAMBER OF COMMERCE • GUERNEVILLE CHAMBER OF COMMERCE • CLOVERDALE CHAMBER OF COMMERCE • HEALDSBURG CHAMBER OF COMMERCE • GEYSERVILLE CHAMBER OF COMMERCE • PETALUMA AREA CHAMBER OF COMMERCE • KOHNERT PARK CHAMBER OF COMMERCE • FORTVILLE CHAMBER OF COMMERCE • SEBASTOPOL CHAMBER OF COMMERCE • SONOMA VALLEY CHAMBER OF COMMERCE.
The mission of Sonoma County Farm Trails is to ensure the continuing economic viability of Sonoma County agriculture by instilling an appreciation of food & farming as a vital part of our community and lifestyle.
43rd Annual Map & Guide
Over 40,000 copies distributed for free at County Libraries, Visitor’s Centers, & more
Website
An online tool to search Sonoma County agricultural businesses by products & services, educational offerings, methods & certifications, region, point of sales & visiting hours.
Tips For The Trails

Please confirm in advance that farms/destinations are receiving visitors, as many of our members are not regularly open to the public.

Use a trusted map source or GPS for detailed directions.
Bring a cooler and basket/bag for purchases.
Drive slowly on dirt roads.
No smoking at the farms.
Wear good walking shoes with closed toes.
Bring protection from the sun & layers for cool afternoons.
Keep children with you at all times, and leave your pets at home.
Pack snacks/drinks and carry out anything you bring with you.
2015 COUNTY CROP REPORT STATISTICS

Apples:
2,229 acres, $3,752,400;
(Gravenstein Apple: $1,115,000)

Olives:
427 acres, $521,500

Winegrapes:
58,235 acres, $446,538,900

Fruit & Nut
(excluding Winegrapes, Olives & Apples):
187 acres, $329,400

Vegetables:
512 acres, $12,355,200

Livestock & Poultry:
$74,876,700

Milk:
$119,506,200

Wool:
$105,600

Eggs:
$53,291,300

Pasture:
6,521 acres, $652,100* ($100/acre)
*average potential grazing value per acre of forage

Rangeland:
21,816 acres, $6,436,300* ($20/acre)
*average potential grazing value per acre of forage

Field Crops
(excluding Pasture & Rangeland): 11385 acres, $5,425,600

Apiary Products
(includes Honey, Wax, and Hives rented for pollination):
$97,400

Nursery Products:
$32,585,000
SONOMA COUNTY AGRICULTURE 2015
(Percentage of Total Production Value)

Fruit and Nut Crops (60%)

Vegetables (1.5%)
Field Crops (1.5%)
Nursery Products (4.4%)
Livestock and Poultry (10%)
Livestock and Poultry Products (22.6%)

2015 Sonoma County Crop Report
One of the ways that Sonoma County has distinguished itself from other agricultural areas of the state is by focusing on the production of premium, high quality agricultural products that are produced in a way that is sustainable, and focuses on good stewardship of the land and our natural resources. - Tony Linegar, Agricultural Commissioner
TWO BELLY ACRE FARMS
SEBASTOPOL, CA
TWO BELLY ACRES FARM
SEBASTOPOL, CA
FULL HOUSE FARM
SEBASTOPOL, CA
Sonoma County Farmers’ Market Guide

Tuesday
Guerneville Community Farmers’ Market
Space is full. April-November
Frostilla Farmers’ Market
8 am–7 pm | Year Round
Petaluma East Side Farmers’ Market
10 am–3:30 pm | Year Round
Valley of the Moon Certified Farmers’ Market
5 pm–7 pm | May-October

Wednesday
Healdsburg Certified Farmers’ Market
8 am–3 pm | June-October
Petaluma Certified Farmers’ Market
4:30 pm–6:30 pm | June-August
Santa Rosa Community Farmers Market
9:30 am – 11 am | Year Round
Santa Rosa Downtown Market
5 pm–8 pm | May-August
Santa Rosa Original Certified Farmers Market
8:30 am-12:30 pm | Year Round

Thursday
Guerneville Certified Farmers’ Market
5:30 pm-7:30 pm | June-August
Russian River Certified Farmers’ Market
2 pm–5 pm | Memorial Day-September
Windsor Certified Farmers’ Market
5 pm-8 pm | June-August

Friday
Guerneville Certified Farmers’ Market
5:30 pm-7:30 pm | Year Round
Occidental Bohemian Farmers’ Market
9 am–2 pm | June-October
Rohnert Park Farmers’ Market
2 pm–5 pm | June-October
Sonoma Valley Certified Farmers’ Market
8:30 am-12:30 pm | Year Round

Saturday
Healdsburg Certified Farmers’ Market
9 am–2 pm | May-November
Oakmont Farmers’ Market
9 am–2 pm | Year Round
Petaluma Certified Farmers’ Market
2 pm–5 pm | June-October
Rose Hill Farms Certified Farmers’ Market
2 pm–5 pm | May-November
Santa Rosa Community Farmers Market
9 am–2 pm | Year Round
Santa Rosa Original Certified Farmers Market
8:30 am-12:30 pm | Year Round

Sunday
Bodega Bay Community Farmers Markets
10 am–2 pm | May-October
Kentwood Community Farmers’ Market
11 am–2 pm | June-August
Bowland Farms Certified Farmers’ Market
10 am–2 pm | Year Round
Santa Rosa West End Farmers Market
10 am–1 pm | Year Round
Sebastopol Farm Market
1 pm–3:30 pm | Year Round
Windsor Certified Farmers’ Market
10 am–1 pm | April-December

Visit market websites for more information.
VICTORIAN
FARMSTEAD
MEAT COMPANY
SEBASTOPOL, CA

BEEF
LAMB
PORK
CHICKEN
SAUSAGE
Spring Tour
Blossoms, Bees & Barnyard Babies
April 29 & 30, 2017

- Explore Sonoma County’s vibrant agricultural community
- Experience life on the farm, behind the barnyard gates
- Meet your farmers, vintners & artisan producers
- FREE ADMISSION AT MOST FARMS

RSVP at FarmTrails.org

Something for Everyone!
Bees - Bunnies - Chickens - Cows - Goats - Horses - Sheep - Water Buffalo
Farm Tours - Tastings - Animal Cuddling - Hay Rides - Workshops & Demos
Cheese - Cider - Flowers - Honey - Lavender - Produce - Olive Oil - Wine
Food Trucks - Picnic Sites - Farm Stands - Country Stores - Crafts
Weekend Along the Farm Trails
Visit Sonoma County Farms for two days!
Meet your farmers and buy directly from the source.
Enjoy tours, tastings & educational activities.

September 23 & 24, 2017

Go to farmtrails.org for tour details and tickets.
• Keep an eye on your children at all times.
• Please drive slowly on dirt roads.
• Wear good walking shoes.
• Absolutely no pets allowed, even in cars, please.
• Bring protection from the sun.
• Please carry out anything you bring with you.
• Purchase delicious local options along the trail and enjoy a picnic.
• Bring a water bottle to stay hydrated during the warm weekend.
• Read itinerary closely. Some destinations are only open one day.
• Use a trusted map or GPS, as cell reception is not reliable in some areas.
• Keep in mind, the nearest distance between locations ranges from 3 - 15 miles.

FOR SELF-GUIDED TOURS

Tips for the Trails

- Map out your route with an online guide in advance.
- Keep your stroller within sight at all times.
- Use a stroller map or GPS, as cell reception is not reliable in some areas.
- Read itineraries slowly. Some destinations are only open one day.
- Bring a water bottle to stay hydrated during the warm weekend.
- Please carry out anything you bring with you.
- Bring protection from the sun.
- Please drive slowly on dirt roads.
- Keep an eye on your children at all times.
- No smoking at the farms. Thanks for your understanding.

PO Box 452, Sebastopol, CA 95473 • farmtrails@farmtrails.org • 707.837.8896 • www.farmtrails.org

Artful Arrangements

Free Admission, but tours are REQUIRED to see any wild animals. Please park in the back lot.

Visit this iconic, bio-diverse farm. Join a free guided tour at 10am, 12 or 2pm

Live Oak Farm is in the midst of its second season

Saturday & Sunday
(707) 347-9646
1030 Lohrman Lane, Petaluma, CA 94952
LIVE OAK FARM

Pumpkin Blaster! Special tours, cow milking
demos, & activities are available($5-$15). At Live Oak Farm enjoy seasonal bounty & learn about expanding the farm. Guided farm tours, $15/adult & $7/child at 11am, 1pm & 2:45 pm

Visit this iconic, bio-diverse farm. Join a free guided tour at 10am, 12 or 2pm

Tara Firma Farms, families can tour the grounds, petting zoo, hay rides, cow milking demonstrations & more!

Saturday at 12 & 2 pm; Sun. 2 pm. ($15 Adults; Sat-$12, Sun @$10 adults)

This suggested Southern loop is jam-packed & kid-friendly! Stop by Artful Arrangements to find all sorts of fall activities from a U-Pick Pumpkin Festival, sample sweet & savory pies at Petaluma Pie Company, or tryexceptional grass-fed butter. Enjoy lunch: organic hot dogs, nachos and more. FREE ADMISSION.

South Sonoma County cont’d

Pumpkins! U-pick pumpkins, petting zoo, hay rides, cow milking demonstrations & more!

Saturday & Sunday
(707) 3796 I Street Extension, Petaluma, CA 94952
TARA FIRMA FARMS

At this sustainable family-owned farm, families can tour the grounds, petting zoo, hay rides, cow milking demonstrations & more!

Saturday & Sunday
(707) 347-9646
1030 Lohrman Lane, Petaluma, CA 94952
LIVE OAK FARM

This organic dairy has been family owned and operated since 1938. The milking animals are grass-fed on over 500 acres of pasture. Great for families!

Saturday & Sunday
(707) 664-0452
1130 McClelland Rd, Petaluma, CA 94952
MCCLELLAND'S DAIRY

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Types of Agritourism

**Educational Opportunities:** Farm Tours, Workshops, Demos

**On-Site Activities:** U-Pick, Animal Interactions, Tastings

**Direct Sales:** Farmstand, CSA Pick-Ups, Value Added Products

**Events:** Farm to Table Dinners, Harvest Parties, Weddings

**Recreation:** Farmstays, Picnics, Fishing, Hiking, etc.
BACKYARD AT GREEN STAR FARM
SEBASTOPOL, CA
OAK HILL FARM
SONOMA, CA
please enjoy our Delicious & Organic Fresh Produce
Piano Farmstand

Write down What you take
Put your $ in the Safe

Thanks for stopping.
Strawberries - $6

please refer to produce list on table for prices...
OPEN FIELD FARM TOUR WITH LAND PATHS
PETALUMA, CA
GARLOCK TREE FARM
SEBASTOPOL, CA
Join us in Two Rock on October 29, 2016 for an elegant evening at Olympia's Valley Estate.

**Fall Feast**

Enjoy a fabulous meal prepared by celebrated Chef Brandon Guenther from ingredients grown in our foodsbed & sourced from Farm Trails members.

**Live Auction with Supervisor James Gore**

**Dance Music by Caboots**

Visit farmtrails.org for more information and to purchase tickets.

Proceeds benefit scholarships for young farmers.

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**Menu October 29, 2016**

Meet Your Farmers VIP Reception

Iron Horse Bubbly, Devoto & Tilden Shed Ciders, Woodbox Sour Ale, & Fine Sonoma County Wines

Grilled Terra Vegetable Florentine Polenta Squares with Farm-Fresh Delicacies

Laguna Farm Pork

Michele Anna Jordan’s Walnut-Pomegranate Granola

Valley Ford Cheese Co. Estero Gold Reserve

**Roast & Roast**

Laguna Farm Roasted Pumpkin & Apple Soup Sips

Michele Anna Jordan's Heritage Turkey Picadillo

**Local Tastes**

Prescott Farm Olives, Michele Anna Jordan’s Laguna Farm Sancerre, Village Bakery Brads, McClelland’s Butter & Monte-Bellaia of California Olive Oil

Piano Farm Chocolates & Laguna Farm Lettuces

with Valley Ford Gorgonzola Dolce, Gabriel Farm Persimmons, Laguna Farm Beets, Toasted Pepitas, Pomegranates, Oak Hill Farm Radishes & Quince Devuting

Slow Roasted Poult Lamb with Herb Salsa Verde

with Laguna Farm & Terra Vegetables Roasted Roots

Front Porch Farm Solero Wheat Berries with Terra Vegetables Delicate Squash, Laguna Farm Mashed Leeks and Dino Kale, & Handpicked Herbs

Sustainable Catch of the Day

with Tierra Vegetables Fennel, Lemon, Caper & Herb Salad

and F Arrowhead Farm Marrowful Heirloom Beans

**Featured Wines**

Dutton Gallo 2014 Dutton Ranch Pinot Noir

Hartford Family Winery Chardonnay

Porter Creek Vineyards 2012 Old Vines Zinfandel

Preston Farm & Winery 2015 Sauvignon Blanc

**Dessert Station**

Olympia’s Orchard Organic Golden Delicious Apple Cobbler with Double 8 Dairy Flue & Late Water Buffalo Gelato

Shona's Cajeta Caramel Organic Apples with Jonathan Apples from Olympia’s Orchard

Artisan Cheese Plate:

Gouda Creamery, Tomales Farmstead Creamery & Valley Ford Cheese Company Mexican Hot Chocolate with Firely Cocoa and Strauss Creamery Milk

Sunshine Coffee with Strauss Creamery
BBQ, Brews and Barn Dance

3rd Annual Kick-off for the Gravenstein Apple Fair

Meet-your-Farmer Cheese & Brews Reception
Dinner prepared by Chefs Daniel Kedan & Marianna Gardenhire
Music by Cahoots • Silent Auction • Dancing

Saturdays, May 30 • 5:30 to 10PM
Join us in Sebastopol!

Tickets available at: GravensteinAppleFair.com & FarmTrails.org

Menu

Artisan Cheeses
Gypsy Cheese Co., Pugs Leap Cheese,
Redwood Hill Farm & Creamery, Tomales Farmstead Cheese,
Werlach Farm & Creamery

Bread
Village Bakery

Spice Rubbed Slow Roasted Pulled Pork
Green Star Farm

Grilled Lamb Merguez
Pozo Ranch

Spiced Top Sirloin
Stemple Creek Ranch, Twisted Horn Ranch

Grilled Tempah
Alive and Healing

Polenta with Maitake Mushrooms
Black Oak Project, Mycopia Mushrooms

Baked Heirloom Nicaraguan Red Beans
Tierra Vegetables

Rye Berry Salad
Bloomfield Organics, Preston of Dry Creek, Singing Frog Farm

Spring Garden Salad with Mustard Vinaigrette
Bloomfield Organics, Laguna Farm, Tierra Vegetables

Fresh Strawberries, Whipped Cream, Vanilla Ice Cream
Bloomfield Organics, Clover Stornetta Farms, Straus Family Creamery

Cider
FoxCraft, Golden State, Specific Gravity, Tilted Shed

Craft Beer
Woodfour Brewing Company

Honey Mead
The Kefery

Coffee & Tea
Taylor Maid Farms

Yerba Mate
Guayaki

Flowers
Devoto Gardens, Harmony Farm Supply, Mackelle’s Garden

This event is made possible by

PLEASE SUPPORT OUR SPONSORS

[Logos of sponsors: Olivos, Dutton Ranch, Backyard]
Chef Tent Schedule
SUNDAY

12 pm • Michele Anna Jordan
Chicken Normandy + Apple Salad

1:30 pm • Jack Herron
Apple Salad + Veggies & Bacon

3:00 pm • Tom Schmidt
Apple & Brie Soup

TASTES | RECIPES | FUN!
Agritourism is any income-generating activity conducted on a working farm or ranch for the enjoyment and education of visitors. Agritourism includes the interpretation of the natural, cultural, historical, and environmental assets of the land and the people working on it. - University of California
Multi-institutional interdisciplinary research group is surveying western agritourism operators as part of 3 year USDA grant: “Place-Based Innovation: An Integrated Look at Agritourism in the Western US”. Diane Gaede/University of Northern Colorado; Penny Leff, Shermain Hardesty & Marcella Valentine/University of California; Martha Sullins & Anders Van Sandt/Colorado State University
Survey Results
“Influences Affecting Agritourism Success in the Western US”

Information Sources Used by Agritourists (from National Survey of Agritourism Visitors)

- Website 17%
- Social Media 10%
- Trip Advisor or Yelp reviews 8%
- Word of mouth and recommendations from family/friends 20%
- Sign outside businesses 5%
- Highway signage listing the business 5%
- Print, online or radio ads 5%
- Referrals from other businesses 3%
- Print materials 7%
- Direct mail/email 4%
- Chamber of Commerce or Visitor's Bureau 4%
- Tourism guide 6%
- Feature story in media 5%

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JOIN US FOR A FREE MARKETING WORKSHOP
Cultivating Your Social Media Presence

SATURDAY, FEBRUARY 25, 2017
9:30 AM – 12:00 PM

Featuring:

Holly Hansen
Holly Hansen PR

Mari Levin
Mari Levin Media

Join Farm Trails’ marketing team for an in-depth look at how social media can elevate your business in this workshop geared towards agricultural professionals & local business owners.

Sebastopol Center for the Arts
282 SOUTH HIGH ST.
SEBASTOPOL, CA 95472

*Free for Farm Trails Members. $20 for General Public.
Eating is an agricultural act.

- Wendell Berry
GOOD FOOD