Economic Opportunities and Community Benefit, The Potential For AgriTourism

Riverside / San Bernardino / San Diego AgriTourism Summit
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Opportunities

• The opportunities are boundless only restrained by your effort and your imagination
• But first........
Let’s look at where we came from
In the beginning:

- No agriculture
- Therefore no agritourism
- Then.......
People went on the move
A new day dawned: Agricultural Revolution

THE FERTILE CRESCENT
Benefits

- Feed more people
- Larger populations
- More specialization
- Man was on his way
- The world economy would never be the same
- Agritourism has begun
Drawbacks

• Exclusivity
• Haves and have nots
• Some of the first agritourists visited to steal and plunder
Industrial Revolution

- People flock to the city
- Small family
- Farming started to decline
- Beginning of the industrialization of food production
Farming is no longer Sexy
So Where are we Today???
Current Trends
Current Trends

Organic is no longer hippie food
Current Trends

Farmers markets are blowing up
Current Trends
Current Trends

Slow Food
Current Trends
Current Trends

Farm Dinners
Current Trends

Field to Fork

FARM to TABLE
Current Trends

Chic Food Hubs
Current Trends
Current Trends

• Grocery Store Consolidation
• Retail Store Collapse
• On-Line Shopping / Instant Gratification
Current Trends

• Millennials order from their phones and expect two day free delivery
Current Trends

• At the same time they want or seek out real authentic experiences
• They have the time and the desire to go out and find them
• Transportation is better cheaper and more reliable
What does all this mean???
Let’s look at an example

• The Winery
Winery

• Basically a factory
• Who would go on vacation to visit a factory???
• Literally millions of people
Winery

• Going from a few hearty folks exploring the hinterlands to a booming tourism draw
• Not long ago there was wine tasting for free
• Now not only do they charge but there is also fees for tours of the factory
Winery

• More tourists increased retail sales which increased profit margins
• Increasing the items available in the tasting rooms increased incremental sales
• Offering more innovative ways to capture more time and more sales
• VIP tastings and tours
• Weddings and events
• Restaurants
Winery

• These factories change the whole economic structure of the area while keeping a somewhat agrarian lifestyle intact
• Cultural changes: museums, arts and research
• Hospitals and health care
• Infrastructure
• Property values increase
• Tax revenues rise
• Local merchants flourish which enhance this whole upward spiral
Economic Permaculture
The Future

• Celebrity Farmers
• More Authentic Experiences
• Better more wholesome food
• With the decline of the shopping mall experience our new consumers will be searching for the next new thing that combines the key components listed above
Endless Opportunities

• Increase your footprint
Offer more to keep guests for longer more involved experience

Food and beverage (Food Trucks are awesome)
Tours
Education opportunities
Events
Partner with other farmers / crafters / producers
Endless Opportunities

• Laser Beam Focus
• Find out what makes you unique and put ALL of your effort, focus and energy into making it the absolute best

Telling your story in every way possible

Like the French AOC or Italian DOP
Endless Opportunities

• What resonates with you and your situation
• How do you take these positive trends and make them your own
The Future
It is here!!!

• Celebrity farmers such as Joel Salatin are making an impact
The Future
It is here!!!

Visionaries in our midst creating the shopping malls of the future
The Future
It is here!!!

• There are many more Celebrity Farmers here
• There are creative and innovative ideas that will move us into the future
• A rising tide raises all ships
• As we step into the future and take advantage of all of the current trends that are causing the tides to rise
• The whole region will feel the impact of the Local agritourism boom
The Future
It is here!!!

Happy and Profitable Farming!