

Farm & Ranch Tours Spark Interest in Agritourism: A Tale of Two Tours



Sierra Valley Barns, Birds & Barbecue

June 18, 2005

Placer Farm & Barn Tour

October 9, 2005

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Anatomy of the 2005 Tours

Sierra Valley

Barns, Birds & Barbecue

- Inaugural event – bus tour limited to 135 participants
- Ranching community dating from mid-1800s, primarily cattle
- Sierra Valley split between Plumas & Sierra counties
- Idea grew out of workshops sponsored by UC Extension, High Sierra RC&D Council
- Little previous contact between tourism and agricultural community
- Arts groups declined to be involved due to funding problems

Placer Farm & Barn Tour

- 2nd year (one day event in 2005, 2 days in 2004)
- Self drive tour
- Outgrowth of AGROart™ competition
- Significant infrastructure for events & festivals in Placer County
- Agricultural Marketing Program funded by Board of Supervisors
- Good cooperation between Agriculture and Tourism entities, Arts Council
- Thriving Farmers Market structure
- Existing & recognizable PlacerGrown brand



Sierra Valley Barns, Birds and Barbecue



June 18, 2005

www.SierraValleyBarns.com

Mission Statement

- The Sierra Valley Barns, Birds and Barbecue Tour will foster awareness about the connections between farming, ranching and the environment in Sierra Valley.
- It will help establish a foundation within the Sierra Valley community for future agritourism and nature tourism activities and events by encouraging landowner and community participation.
- It will enhance Sierra Valley's visibility in the tourism market, and will create opportunities to extend the tourism season into non-traditional periods.

Organization

- Event Coordinator – paid with Assistance Grant from Tahoe National Forest
- Steering Committee of 18 including tourism, agriculture, non-profit and business representatives and all tour hosts
- 6 Steering Committee meetings plus post-event evaluation
- Preview Tour in September, 2004
- Marketplace, Bus Host and Barbecue sub-committees; pre-event briefings for all volunteers
- Event Coordinator's deliverables included "How to" Guide

Promotion



SIERRA VALLEY
Barns, Birds, & Barbecue

Saturday, June 18, 2005
Rodeo Grounds, Sierraville

6:30 - 9:00 a.m. Guided Bird Walk, Feather River Land Trust - Maddalena Property
9:00 - 5:00 p.m. Farm and Ranch Tour (including lunch) - Agricultural Heritage • Oral History • Historic Barn Conservation • Roping & Cutting Demonstration • Organic Produce • Native Plants
4:00 - 8:00 p.m. Sierra Valley Marketplace - Art, Crafts and Artisans of the Sierra Valley
5:00 - 9:00 p.m. Barbecue and Music by the Hair Farmers
Full-day Tour, including Lunch, Marketplace and Barbecue Dinner - \$25.00 Adult \$10.00 Child
Sierra Valley Marketplace & Barbecue Dinner \$10.00

Tickets: (530) 283-6345 or (800) 326-2247
www.SierraValleyBarns.com

Major Sponsors:

Sponsors: Interwave Concepts, Inc. • Plumas County Visitors Bureau • Plumas Sanitation • Pritchard Advertising
Sierra County Chamber of Commerce • Sierra County Historical Society • Sierra Valley RCD • California Rangeland Trust
Donors: Donna Mills • High Sierra Beef • Leland Cross • Plumas-Sierra County Farm Bureau • Anne Chadwick

Website www.SierraValleyBarns.com

Poster

Event Brochure – with map & bird list

Event Calendar Listings - 13

Press Releases (3) - Resulting in 11 articles

Advertising - 1 ad in Feather Publishing's
6 publications in Plumas and Lassen
counties; comp. sidebar in Sierra Heritage

Agritourism Workshop

Press Passes to event (4) – resulting in 3
post-event articles and several leads for
next year

Sponsors

Major Sponsors (\$1000 and above) – 13

Feather River Land Trust, Genasci Ranch, Bar One Cattle Company, Green Gulch Ranch, Sierra Valley Farms, Sierra Business Council, U.S.F.S. Tahoe National Forest and Plumas National Forest, U.C. Cooperative Extension, Sierra Economic Development District, High Sierra Resource Conservation & Development Council, Hemig & Erle Real Estate, Sierra Heritage Magazine

Sponsors (\$300 - 999) - 10

Donors (under \$300) – 11

Total raised - \$17, 736

Benefits included:

- name, logo and link on website
- name & logo on posters
- names listed in event brochure
- mention in press releases
- acknowledgement on stage at barbecue
- complimentary event tickets offered to Major Sponsors and Sponsors

Program: Bird Walk and Introduction

6:30 - 9:00AM Guided Bird Walk,
Feather River Land
Trust's Maddalena
Property

9:00AM Barns, Birds and
Barbecue Tour begins
with introduction at
Rodeo Grounds



Program: Farm & Ranch Tour



Genasci Ranch, Loyalton

Owners: Jim & Mary Genasci,
Attilio Genasci

Featuring: historic barn & bunk
house, conservation easement,
ranch history with Attilio Genasci



Bar One Cattle Company, Vinton

Owners: Jack & Bev Sparrow

Featuring: roping & cutting
demonstration, conservation
easement

Program: Farm & Ranch Tour



Green Gulch Ranch, Vinton

Owners: Byrd & JP Harrison

Featuring: historic hay & dairy barns,
Hunting Club

Lunch served in hay barn



Sierra Valley Farms, Beckwourth

Owners: Gary & Kim Romano

Featuring: organic vegetable farm &
Farm Stand, native plant nursery, ranch
history with Betty & Emilio Folchi

Program: Marketplace & Barbecue

Sierra Valley Marketplace

4:00 - 8:00PM at Rodeo Grounds

Art and crafts that celebrate the natural and agricultural heritage of Sierra Valley; emphasis on artisans who offer innovative and inspirational products and interactive experiences.



Barbecue and Live Music

5:00 - 9:00PM at Rodeo Grounds

Featuring High Sierra Beef hamburgers, local produce and wines. Prepared and served by Loyalton High School FFA



Evaluation

Measuring the Outcome

Sponsorship: \$17736.00

Cash & Grants: \$6200.00

In-Kind: \$9536.00

Ticket Sales: \$3235.00

(Advance - \$ 3025; At Door - \$210)

Wine & Beer: \$ 790.00

T-shirts: \$ 150.00

Total Profit: \$1730.74 (Unaudited; not including income from unsold T-shirts)

Evaluation

Measuring the Outcome: Survey Results

1. How did you hear about Barns, Birds and Barbecue Tour?

Word of Mouth: 53 Website: 4 Newspaper: 29 Event Calendar: 1
Sierra Heritage: 7 Poster: 5 Other: 33

2. How many in your group?

73 Male

95 Female

Largest age groups represented: 50-59 and 60-69

16 children under 12

3. Participated in:

Birdwalk: 32 Farm and Ranch Tour: 90 Marketplace & Barbecue: 97

Total: 219

4. What is your zip code?

58% - Sierra & Plumas counties

22% - Bay Area

9.7% - Placer/Nevada counties

9.7% - Sacramento and El Dorado counties

4% - Nevada

Evaluation

Measuring the Outcome: Survey Results

5. Visitor information:

Live in the local area: 67 Stayed with a friend/family: 7

Number who stayed in a hotel/motel: 11 Avg estimate: \$198

Campground/RV: 0 Avg estimate: 0

Purchased meals in the area: 11 Avg estimate: \$128

Purchased gas in the area: 9 Avg estimate: \$ 30

Other purchases: 6 Avg estimate: \$ 63

6. Would you attend this event again?

Yes: 93 No: 2

7. Have you attended other Agritourism tours or events in California?

Yes: 18 No: 79

8. Have you attended or plan to attend other wildlife events in California?

Yes: 53 No: 34

Evaluation

Measuring the Outcome: Media Outreach Results

Event Website: www.SierraValleyBarns.com

Event Calendars (13)

Articles (11)

Other - Advertisement, Feather Publishing – 6 regional editions; March 9, 2005; Sally Yost – postcard to customers

Bookshelf at Hooligan Rocks website – Regional History – Maren Scholberg's Barns of Sierra Valley in Sierra County

Newsletters - Sierra County Historical Society; UCCE; Audubon;

Evaluation

Measuring the Outcome: NADO Innovation Award



Sierra Economic Development District (SEDD) won a 2005 NADO Innovation Award for Sierra Valley Barns, Birds & Barbecue.

The National Association of Development Organizations (NADO) Annual Innovation Awards program gives national recognition to programs and projects that showcase the diverse activities of the nation's regional development organizations (RDO). The awards program highlight how RDOs are helping to improve the quality of life and economic prospects of America's local communities. But most importantly, the program reinforces the effectiveness of working regionally to address local needs, especially in underserved small metropolitan and rural regions.

SEDD was recognized for this achievement on August 29, 2005 at the NADO Annual Training Conference.

Evaluation: Meeting the Mission

- The Sierra Valley Barns, Birds and Barbecue Tour will foster awareness about the connections between farming, ranching and the environment in Sierra Valley.
 - Strong conservation message
 - Insight into ranching business and value of land to ranchers
- It will help establish a foundation within the Sierra Valley community for future agritourism and nature tourism activities and events by encouraging landowner and community participation.
 - Working relationship between producers, tourism organizations, businesses & resource managers
 - Foundation for future community interaction with ranchers
 - Success inspires other ranchers to participate
- It will enhance Sierra Valley's visibility in the tourism market, and will create opportunities to extend the tourism season into non-traditional periods.
 - Use of Sierra Valley name in event title and all promotion
 - Involved hotels by encouraging them to offer special rates
 - Proved the viability and desirability of ranch tours & events in Sierra Valley
 - Showed need for additional tourism infrastructure, especially in southern part of valley

Placer Farm & Barn Tour



October 9, 2005

www.PlacerFarmAndBarnFestival.com

Mission

AGROart™ Competition



A celebration of agriculture and the arts in Placer County

- The annual AGROart™ competition celebrates the history and progress of Placer County's agricultural and arts industries.
- Watch talented artists, young and old, craft quirky sculptures out of fresh fruits and vegetables. Each year, artists of every age vie for generous cash prizes. After working on creative structures for more than four hours, AGROart™ cash prize winners are announced in several categories.
- AGROart™ is joyful! It promotes the commitment and professionalism of local ranchers, farmers, growers and artists in their respective trade or discipline and their continued role in the economic development of Placer County.

Mission

The Placer Farm and Barn Tour was created two years ago to enhance the AGROart™ Competition, sponsored by the Arts Council of Placer County.



Organization

- Steering Committee Chaired by Placer County Agricultural Marketing Director, Joanne Neft (founder of the Mandarin Festival and Mountain Mandarin Tour)
- Steering Committee members include Arts Council of Placer County, Placer County Agricultural Commissioner, UC Cooperative Extension, High Sierra Resource, Conservation and Development Council, Placer County Resource Conservation District, Placer Grown, and several producers and local business persons
- Subcommittees include: Farms; Food; Insurance; Demonstrations; Artists; AGROart; Vendors; Media & Marketing (website, brochures, posters); Volunteers; Sponsors

Promotion

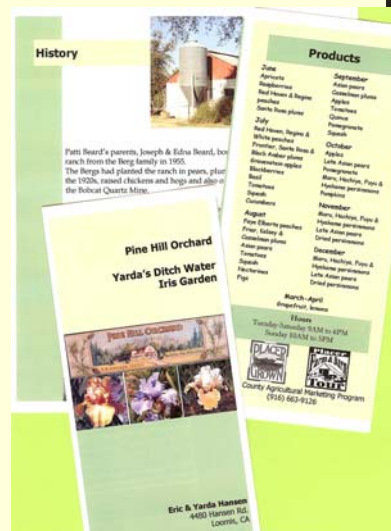
Posters, Flyers, Newspapers, Magazines, Website, Newsletters – it was *everywhere!*

Director of Placer County Agricultural Marketing Program has cultivated close relationships with local media

Brochures created for those who did not already have them – tangible benefit of participation


Map/brochure distributed with tickets

AGROart™ at Blue Goose Packing Shed was the central point of contact on tour day




Placer Farm & Barn Tour

...all things PlacerGROWN




Tickets & Map
(530) 885-5670
Adults - \$5.00
Children & Students FREE




Presented by:
Placer County
USDA
Arts Council of Placer County
University of California Cooperative
Local Farm Hubs

Sunday, October 9, 2005
10 am - 4 pm

- Food
- Artists
- Demonstrations
- Farm Animals
- Fresh Produce
- Wine Tasting

—  —

Explore working farms & ranches, a historic country schoolhouse, wineries, produce markets, and AGROart™ Competition.



www.placerfarmandbarnfestival.com

Sponsors

Placer County Board of Supervisors

Placer County Agricultural Marketing Program

Arts Council of Placer County

UC Cooperative Extension

Placer Valley Tourism

USDA

High Sierra Resource Conservation and Development Council

Local Farm Hosts & Tour Venues:

Beard Ranch, Blue Goose Packing Shed, Fruitvale School, Horton Farm, Lincoln Lavender Farm, Lincoln High School Farm, Machado's Produce, Newcastle Produce, Ophir Wines Gold Blossom Vineyard, Otow Orchard, Pine Hill Orchards/Yarda's Ditch Water Iris Garden, Rieger's Penryn Orchard Specialties, Sanchez Barn, Secret Ravine Winery

And many, many local businesses and individuals

Program

14 Venues:

AGROart™ Competition at historic Blue Goose Packing Shed

Seven Farms and Ranches in Placer County

Two Wineries

Two Produce Stores

Barn with Artists Painting on Location & Art Sales

Historic Schoolhouse with Living History

Lunch available at three locations

All farm & ranch venues had artists, most had additional vendors

Three had cooking demonstrations



Program

Other activities included sheep dog demonstrations, antique farm equipment displays, craft demonstrations, bonsai, *hoshigaki* (dried persimmons), organic farming ...



Program

...wine tasting, livestock displays & cattle processing, wagon rides, mule-drawn farming, alpacas, and MUCH more



Farm and Barn Tours & Agritourism

Allows farmers & ranchers to:

Celebrate agricultural & family heritage

Identify their assets

Bring greater visibility to their products

Test ideas for new agritourism business ventures to diversify & generate new income

Form partnerships with neighboring farms, businesses & community

Work with Visitors Bureaus, Chambers of Commerce, Arts organizations

Encourage urban residents to discover the attractions of rural “working” landscapes

Stimulate demand for local farm products

Educate about sustainable farming and land use practices

Create advocates and allies for protecting and preserving family farms

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Copy of presentation available at
www.NatureMedia.net



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