

A woman in a plaid shirt and jeans walks down a dirt path in an orchard. The trees are lush green with some yellowing leaves, suggesting late summer or early autumn. The path is covered in fallen leaves. The overall scene is peaceful and rural.

# THE PATH FORWARD FOR OREGON AGRITOURISM

OREGON DEPARTMENT OF AGRICULTURE  
JUNE BOARD MEETING

6.13.19

## WHAT IS AGRITOURISM?

- Agritourism is the opportunity for consumers to have unique rural cultural and educational experiences that provide producers additional marketing and revenue opportunities.



## Activities that take place directly on the farm, ranch or other agricultural site, such as:

- Farm or ranch work experience
- U-pick operations for harvesting fruits, vegetables, Christmas trees
- Farm Stands
- Guided tour of farm or ranch operation
- Hay rides and horseback riding
- Farm and Ranch Stays
- Farm to table events
- Seeing and feeding farm animals
- Hunting, fishing, crabbing and clamming, either guided or unguided
- Educational tours and activities
- Photography and painting
- Bird-watching and wildlife viewing



# BENEFITS OF AGRITOURISM TO FARMERS

- Connects consumers through direct marketing and sales
- Increased revenues
- Paying jobs for family members
- Seasonal flexibility
- Customer engagement
- Stepping stone for succession planning





## BENEFITS OF AGRITOURISM TO THE COMMUNITY

- Increase local tax bases
- Creates new employment opportunities
- Connects urban/rural communities
- Offers the public with insight into the value of agriculture
  - Oregon's Economy
  - Food, Clothing, Shelter
  - Builds support for Conservation of Land & Water

# AGRITOURISM NATIONWIDE

- Nearly 50% of states have added agritourism to legislation
  - Liability
  - Right To Farm
- Partnerships between agencies result in the most positive growth of agritourism
  - North Carolina
  - Colorado
  - Oklahoma
  - Tennessee



# AGRITOURISM IN OREGON

- Agritourism is not considered an accepted farming practice
- Practice is implemented through a patchwork of statutes and regulations
- SB 960 created parameters for agritourism events; at this time 17 counties have included agritourism events in their county code



# OREGON AGRITOURISM STEERING COMMITTEE



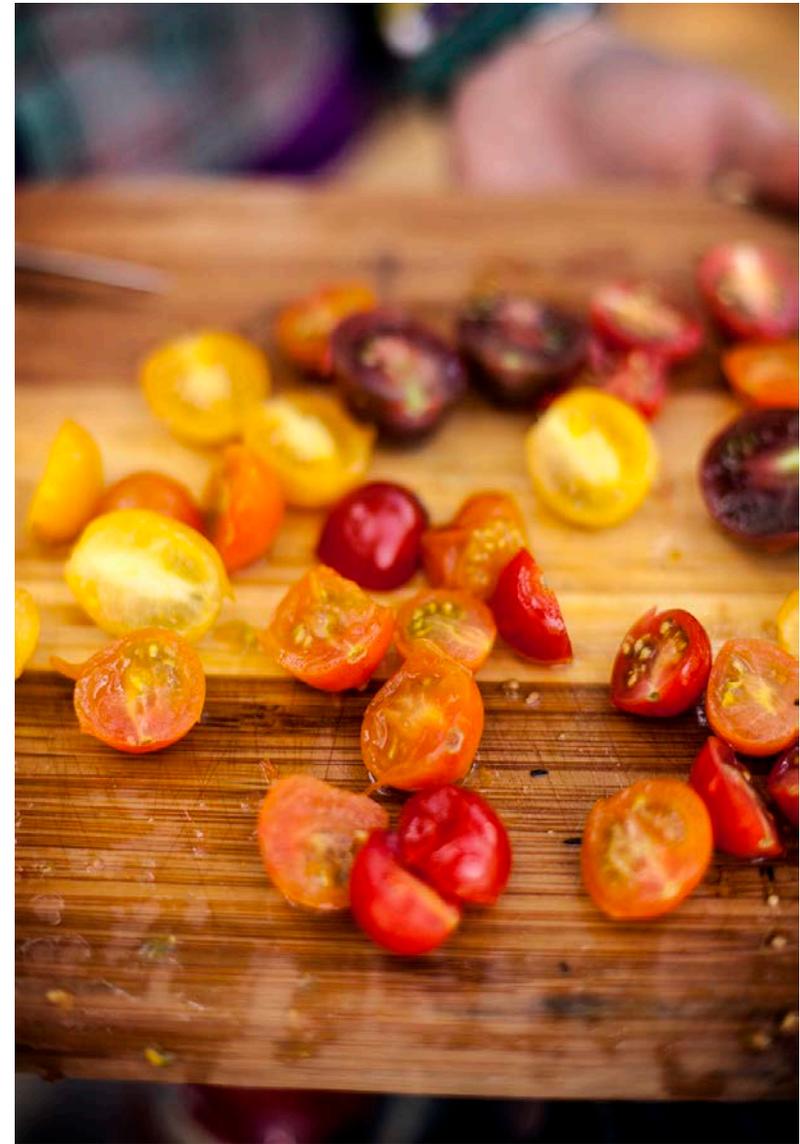
## PRIORITIES OF THE STEERING COMMITTEE

- Improve inter-agency and organizational coordination to support the sustainable development of agritourism
- Build a better understanding and increase support for agritourism
- Support agritourism business to improve current, establish new and expand existing operations.
- Explore, and improve statewide and county-level policy issues and structural barriers and solutions to growing a robust agritourism economy



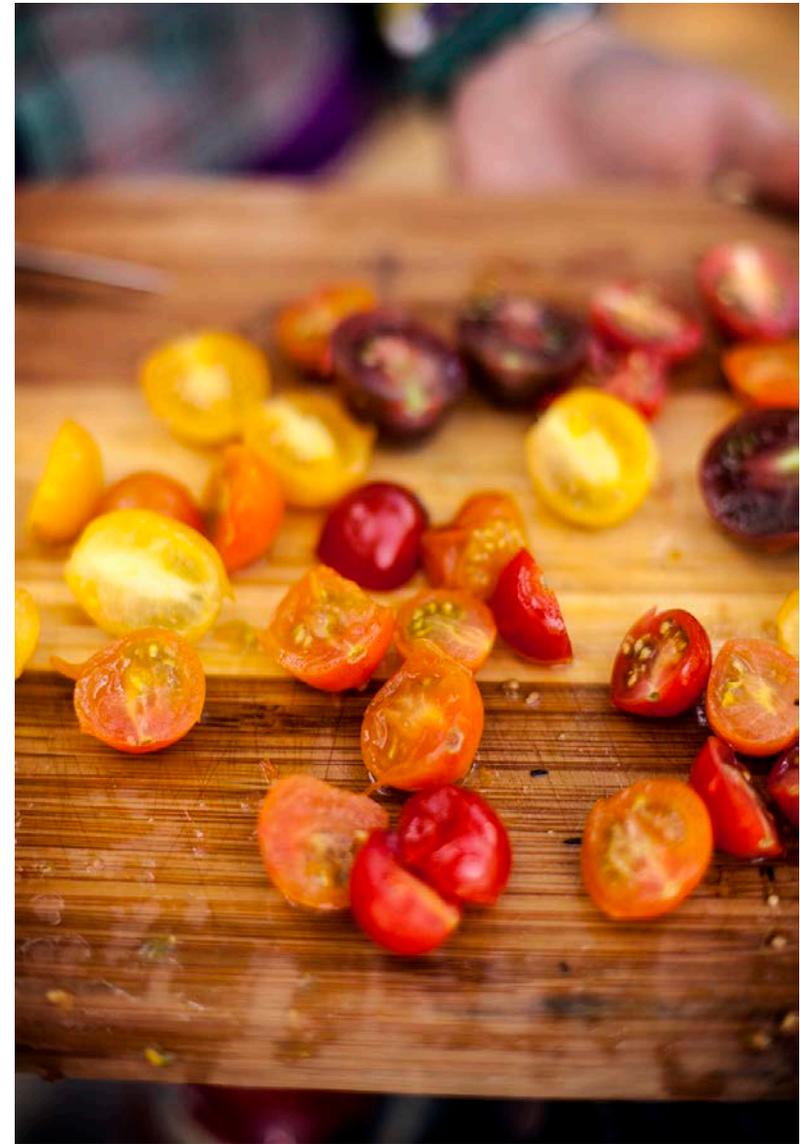
## PRIORITIES OF THE STEERING COMMITTEE

- **Improve inter-agency and organizational coordination to support the sustainable development of agritourism**
  - Convene Agritourism Coordination Meetings and Steering Committee
  - Focus on key agencies and associations, including our work to get here today
  - Build understanding of practices from other states



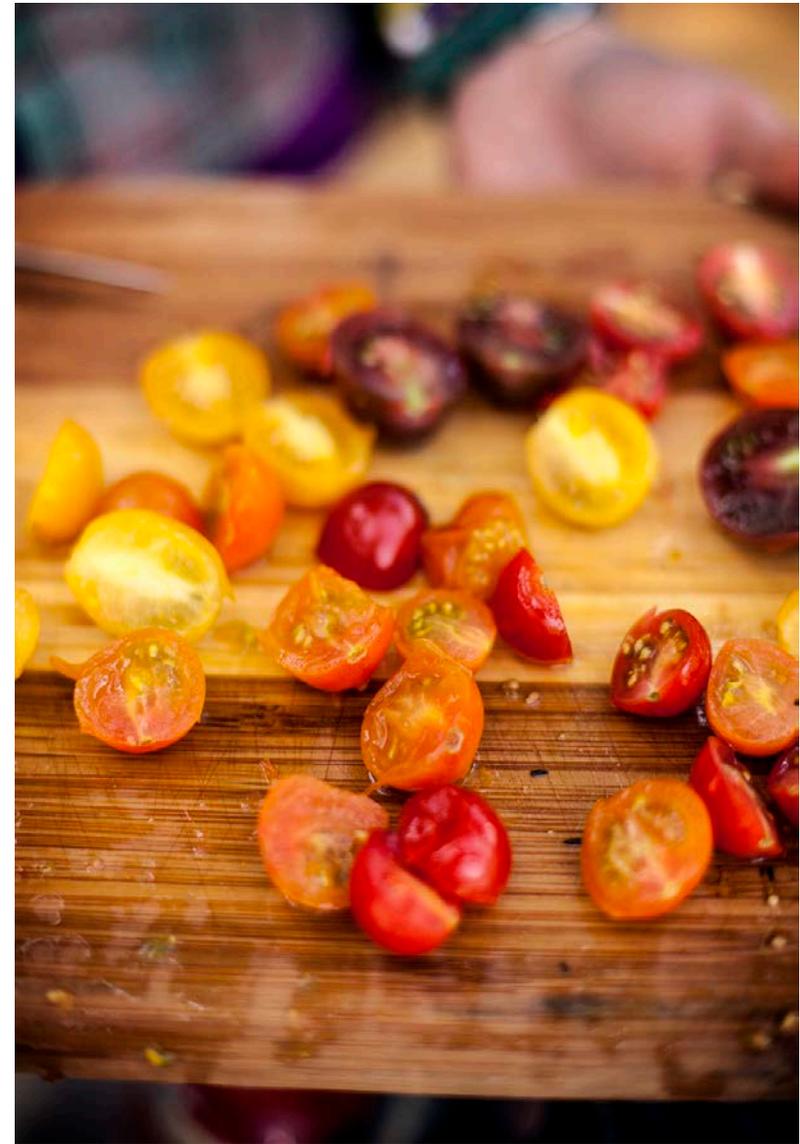
## PRIORITIES OF THE STEERING COMMITTEE

- **Build a better understanding and increase support for agritourism**
  - Aiming to develop an agritourism economic impact methodology and study
  - Focusing on key agencies and organizations, including presentations at conferences



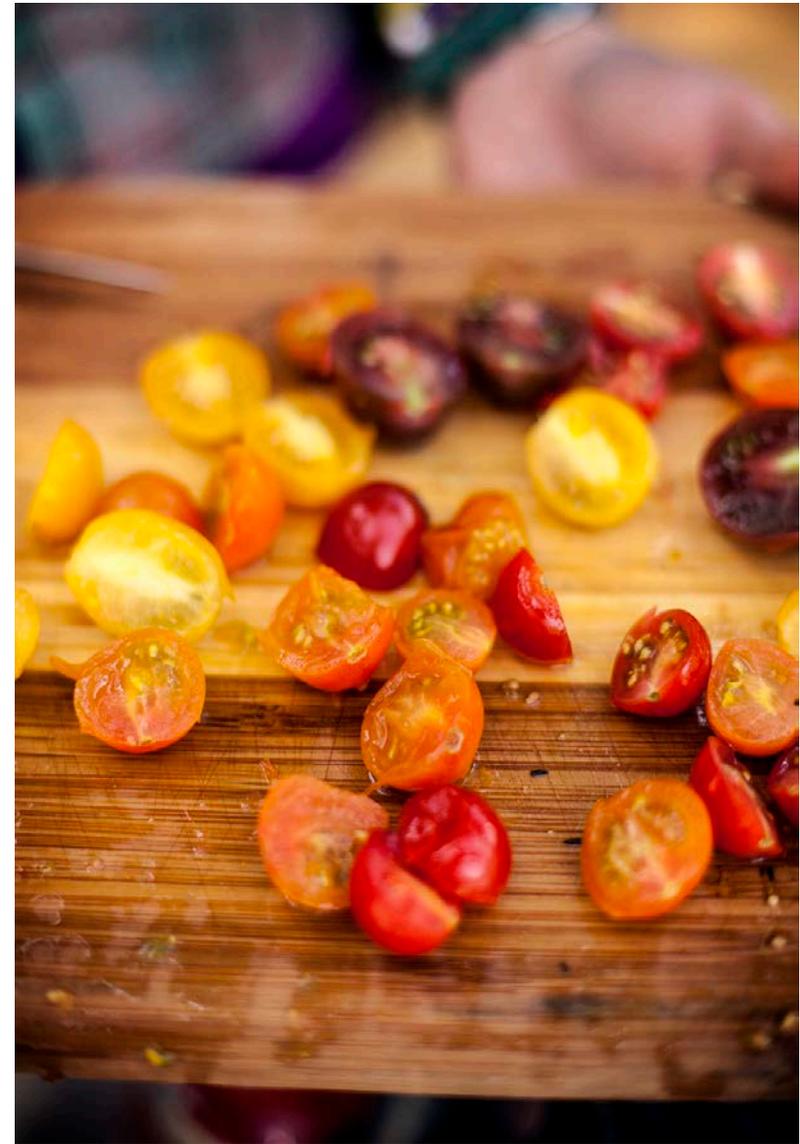
## PRIORITIES OF THE STEERING COMMITTEE

- **Support agritourism business to improve current, establish new and expand existing operations**
  - Provide direct technical assistance to farmers with Erika Polmar of Plate & Pitchfork
  - Ran an agritourism track at the Small Farms Conference
  - Distribute SAFE Agritourism toolkit



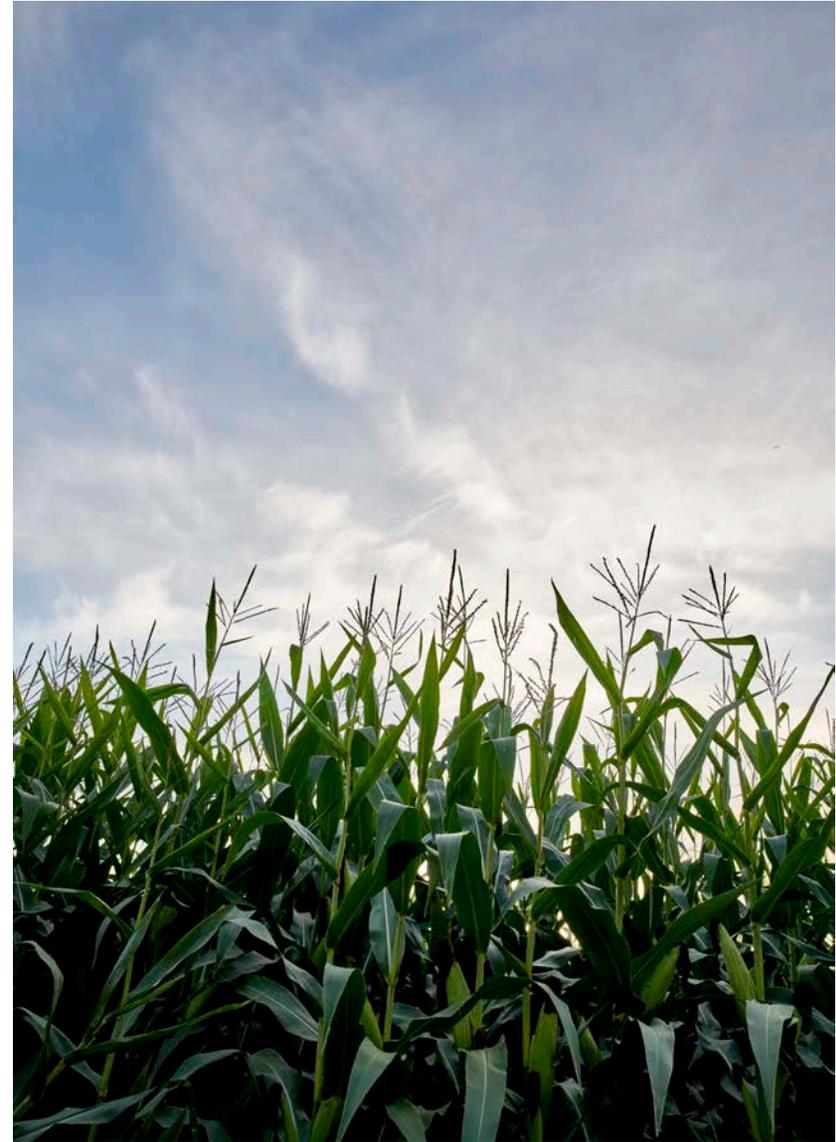
## PRIORITIES OF THE STEERING COMMITTEE

- **Explore, and improve statewide and county-level policy issues and structural barriers and solutions to growing a robust agritourism economy**
  - Collaborate to track legislation
  - Developing partnership with AOC; will present at annual conference



## AGENCIES CURRENTLY REPRESENTED

- Ag Link
- Friends of Family Farmers
- Oregon Farmers Market Association
- Oregon State University
- Marion County Economic Development
- Regional Solutions
- Oregon Wine Board
- Department of Land Conservation & Development





OUR INVITATION TO YOU



## OUR INVITATION TO YOU

**Oregon Agritourism Coordination Meeting**

July 25 – 9:45 AM to 2:00 PM

Son of Man Sagardo

160 NE Herman Creek Ln #102, Cascade Locks

A photograph of three chickens in a wooden coop. One large brown hen stands on the right, looking towards the left. Two smaller brown chicks are huddled together on the left, with a dark green chicken partially visible behind them. The background features a window with a wire mesh and a wall of horizontal wooden planks. The text "THANK YOU" is centered in white over the image.

THANK YOU