

# OREGON AGRITOURISM NETWORK

Fall Network Meeting

November 3rd, 2016

[Industry.TravelOregon.com/agritourism](http://Industry.TravelOregon.com/agritourism)





# Umpqua Valley Agritourism Tour





**WELCOME!**

Let's share a bit of history of how we've got here...

# Oregon Agritourism Development 10-Year Vision



- Oregon is recognized as a world-class destination for interesting, educational, fun and life-changing food and farm-based experiences.
- Visitors find diverse, accessible and high quality opportunities to experience excellent food and bountiful landscape throughout the whole state.
- Easy for Oregon visitors to explore, dine and experience life on a farm, and to connect agritourism experiences with other nearby visitor experiences.
- While agriculture remains the primary function of farms and ranches, exposure to visitors through agritourism enhances these operations.
- The success of agritourism brings increased prosperity to Oregon communities.



# Oregon Agritourism Network Priorities

- **POLICY:** The regulatory framework for agritourism (state and local) is clear and improved, so that agritourism businesses compatible with the intent of land use law and public health regulations are able to operate efficiently.
- **INDUSTRY DRIVEN NETWORK:** Agritourism businesses are well-networked to produce, promote, learn and pursue supporting policies.
- **MARKETING:** Oregon has implemented a strategic agritourism marketing plan that is appropriately connected with culinary tourism marketing.
- **STANDARDS:** Based on a clear definition of agritourism (including crossover with culinary tourism), locals and visitors can discover agritourism products and services that have been vetted for authenticity and quality.
- **EDUCATION:** Young people have a close, knowledgeable connection with the state's ag sector as a part of Oregon's history, culture, health and economy.
- **ECONOMIC IMPACT:** Agritourism tangibly contributes to vitality of Oregon agriculture and communities.



# AGENDA

1. Welcome and Introductions
2. Agritourism Industry Presentations
  1. State of the Oregon Wine Industry
  2. Capitalizing on Tourism Gaps – Stories and Successes in the Umpqua Valley
  3. Wild Rivers Coast Farm Trail Best Practices
3. Action Team Updates
4. Topical Table Discussions
5. Opportunities and Trainings
6. Introduction to SOWI – UCC

*Wine Tasting to Follow*



AMERICAS  
SBDC®



# GROUP INTRODUCTIONS

1. Name
2. Title & Organization
3. What community are you from?







**Pinot Noir**

PLANTED  
74

Agritourism Industry Presentations





# State of the Oregon Wine Industry



# OREGON WINE STATE OF THE INDUSTRY

**MICHELLE KAUFMANN**  
Communications Manager



OREGON  
WINE  
BOARD

# OWB ESTABLISHMENT AND PURPOSE

The Oregon Wine Board was created in 2003 by HB 3442 and established as a semi-independent state agency.

## Charter

“The Oregon Wine Board shall operate for the purpose of supporting enological, viticultural and economic research to develop sustainable business practices for wine grape growing and wine making within Oregon and supporting the promotion of Oregon’s wine grape-growing and wine-making industries.”



# 2016-17 BOARD OF DIRECTORS

<u>NAME</u>	<u>BUSINESS</u>	<u>LOCATION</u>
Dr. David Beck	Crawford Beck Vineyard	Amity, OR
Ellen Brittan	Brittan Vineyards	Carlton, OR
Michael Donovan	Irvine Vineyards	Ashland, OR
John Pratt	Celestina Vineyard & TeSoAria Winery	Medford, OR
William Sweat	Winderlea Vineyard & Winery	Dundee, OR
Steve Thomson	Cristom Vineyards	Salem, OR
Doug Tunnell	Brick House Vineyards	Newberg, OR
JP Valot	Silvan Ridge Winery	Eugene, OR
Hilda Jones	Abacela	Roseburg, OR

# INDUSTRY OVERVIEW



OREGON  
WINE  
BOARD



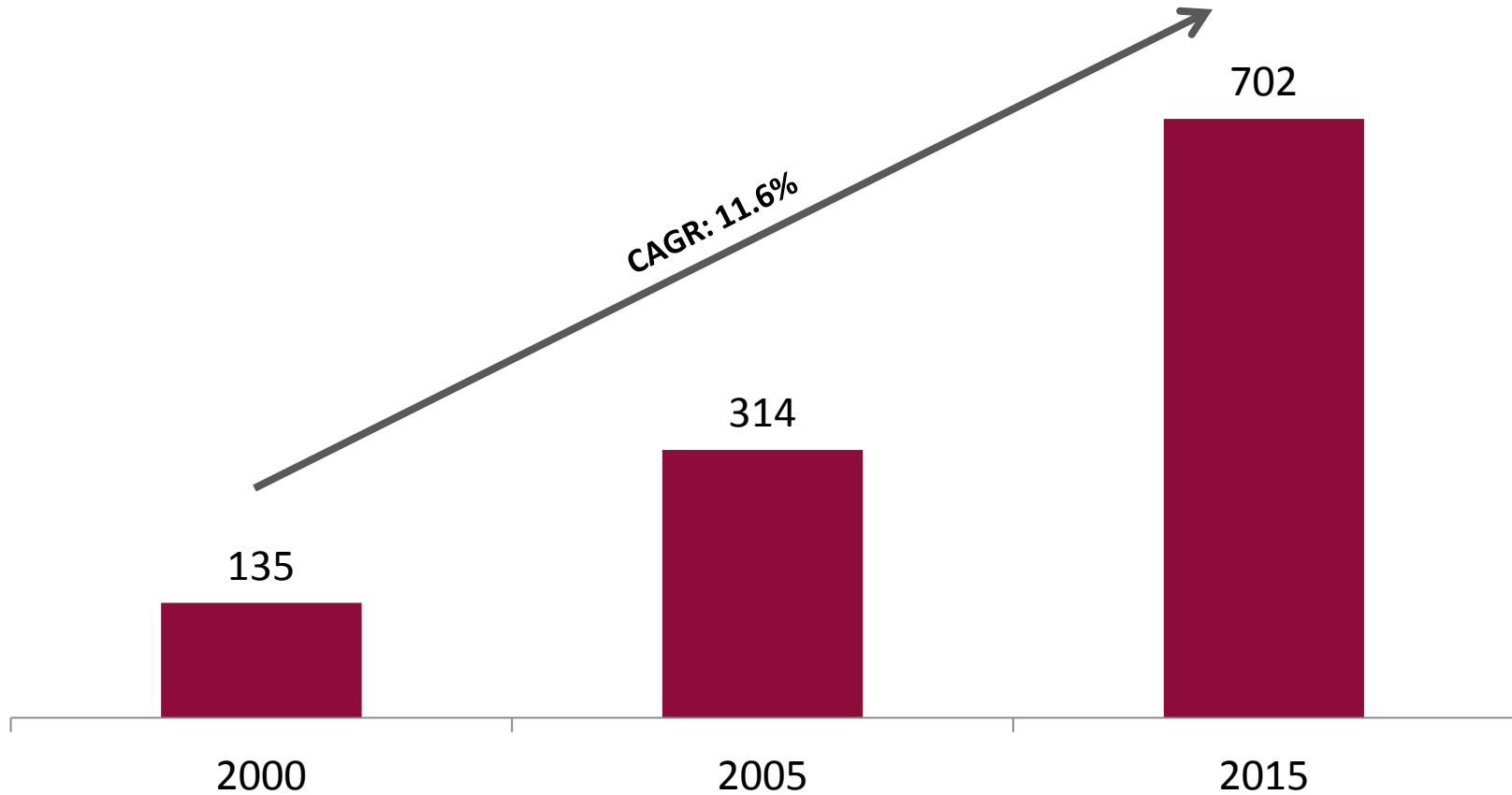


**Over the past six decades, Oregon has built on a foundation of pioneering spirit to achieve a global reputation for exceptional wine quality, responsible farming, collaboration and innovation.**

**The results have made Oregon the envy of those around the world who follow fine wine. The esteem in which Brand Oregon and our viticultural areas are held is the reason talent and investment capital migrate here and consumers around the world demand Oregon wine.**

# OREGON WINE BY THE NUMBERS

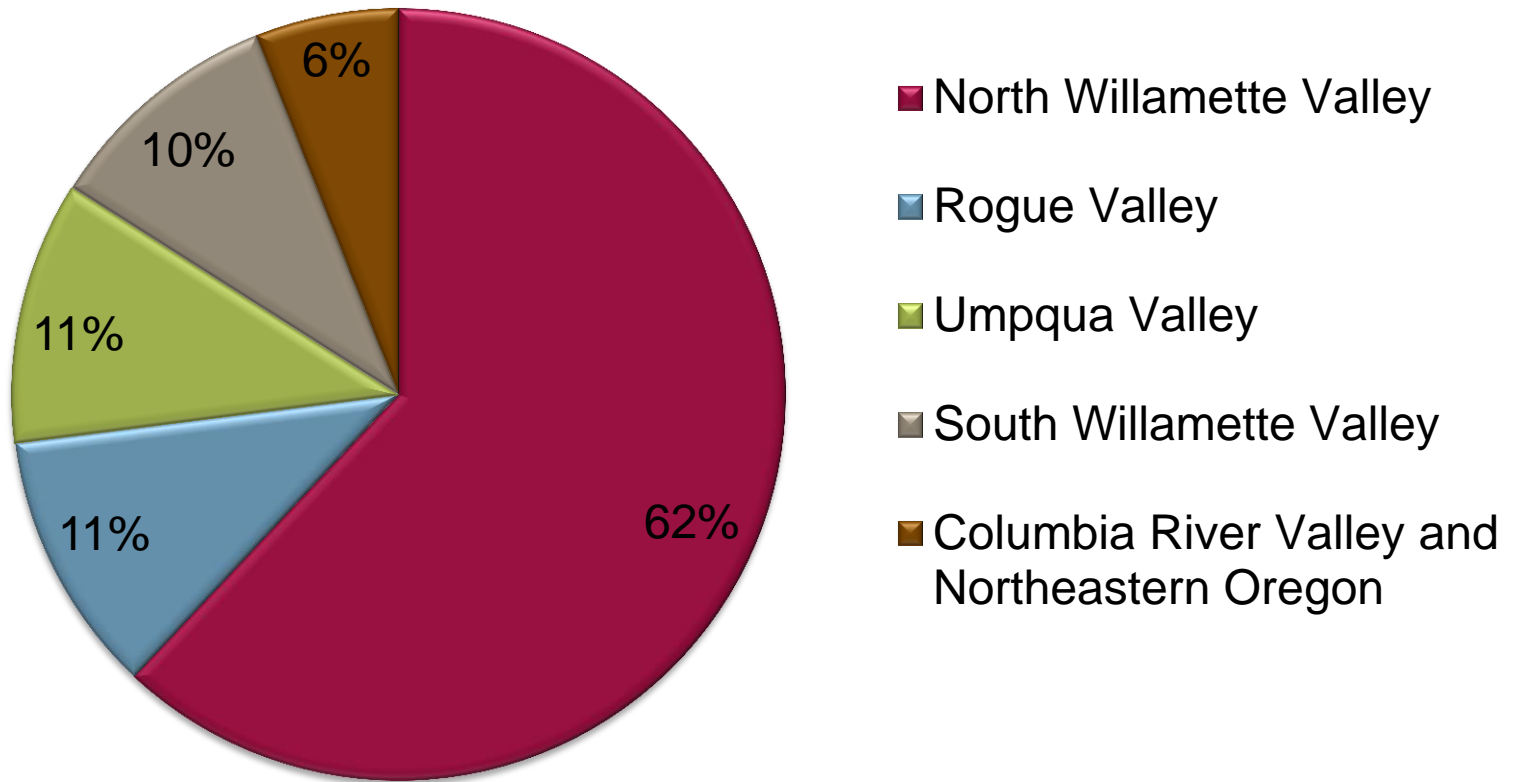
**Oregon Wineries: 2000-2015**





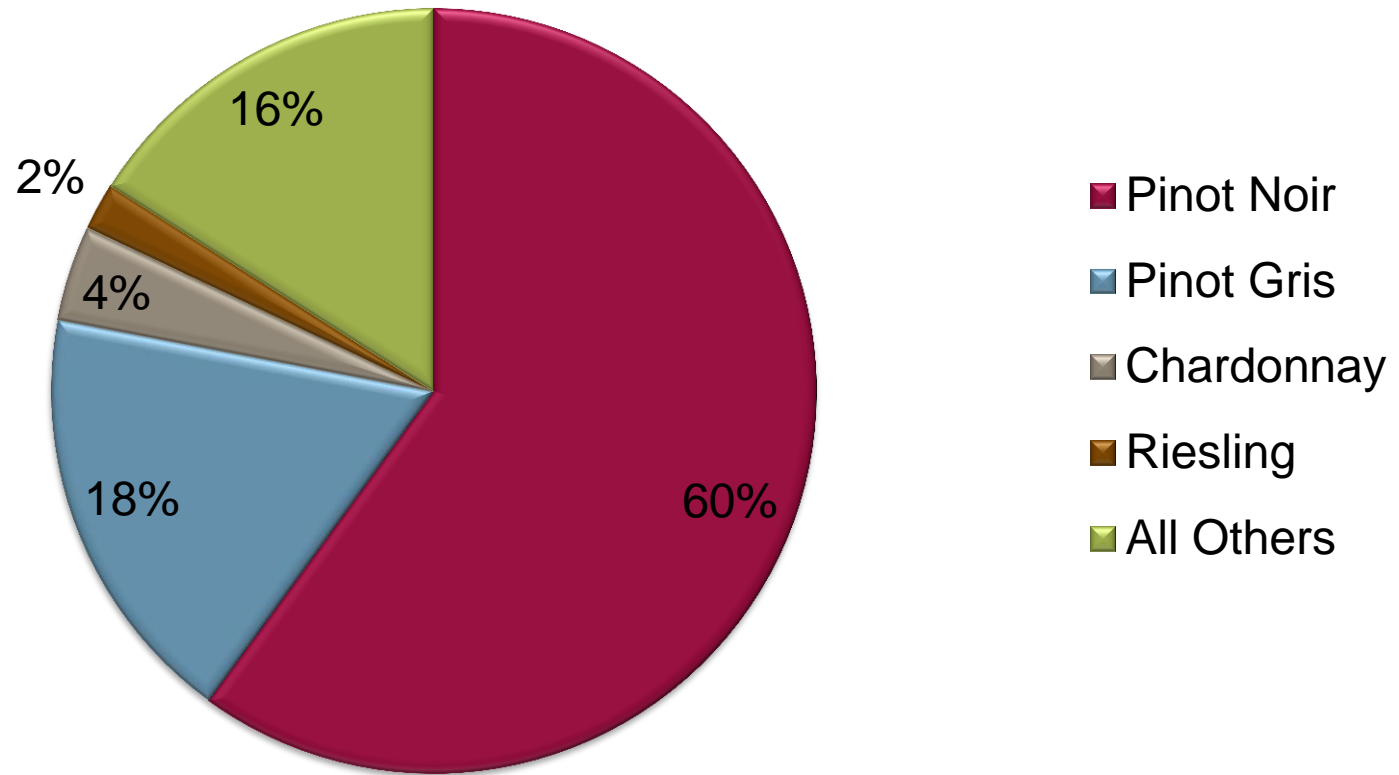
# OREGON WINE BY THE NUMBERS

## GRAPE PRODUCTION BY REGION



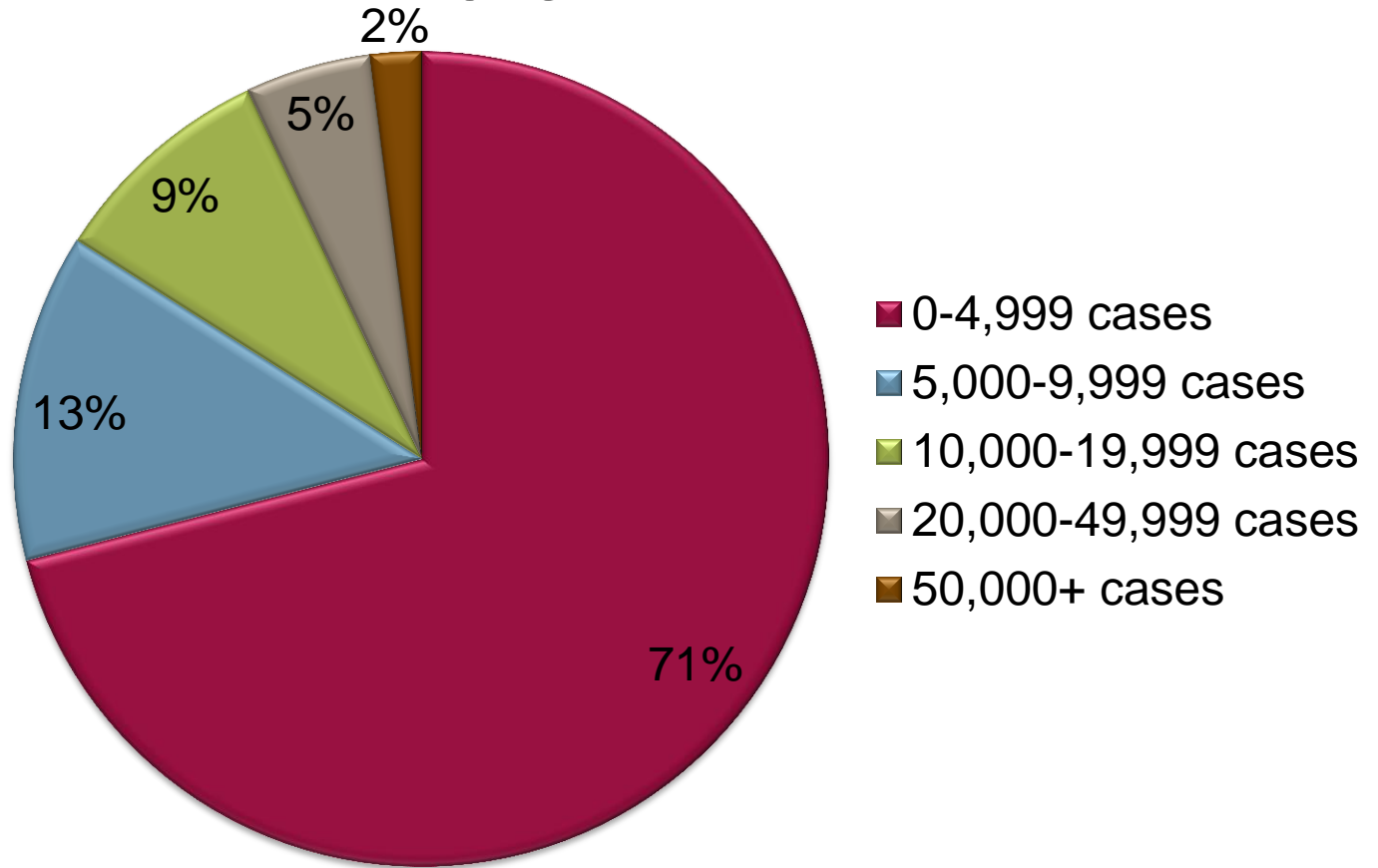
# OREGON WINE BY THE NUMBERS

## GRAPE PRODUCTION BY VARIETY



# OREGON WINE BY THE NUMBERS

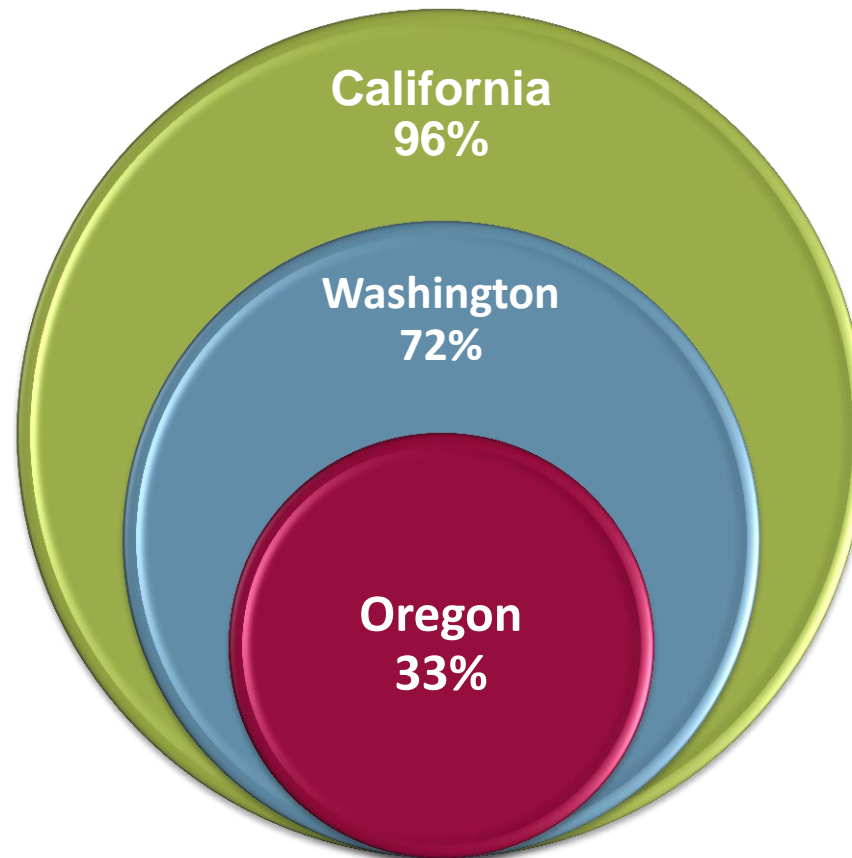
## WINERY SEGMENT BY ANNUAL PRODUCTION VOLUME





# OREGON WINE BY THE NUMBERS

## AVAILABILITY OF REGIONAL WINES ACROSS THE U.S.



# ECONOMIC IMPACT



OREGON  
WINE  
BOARD

# OREGON WINE BY THE NUMBERS

\$3.35 billion

17,099 jobs

7,000 rural  
jobs

\$208 million  
in tourism  
revenue





# OREGON WINE BY THE NUMBERS

1 million of Oregon's overnight visitors visited a winery

1.1 million say that “taking a winery tour” was a trip motivator

*Source: Full Glass Research, 2013 OWB Economic Impact Study*

*Source: Longwoods International, 2011 Oregon Visitor Report*

*Source: MMGY Travel Horizons , Wave II, April 2013*



Oregon

W  
C 000000

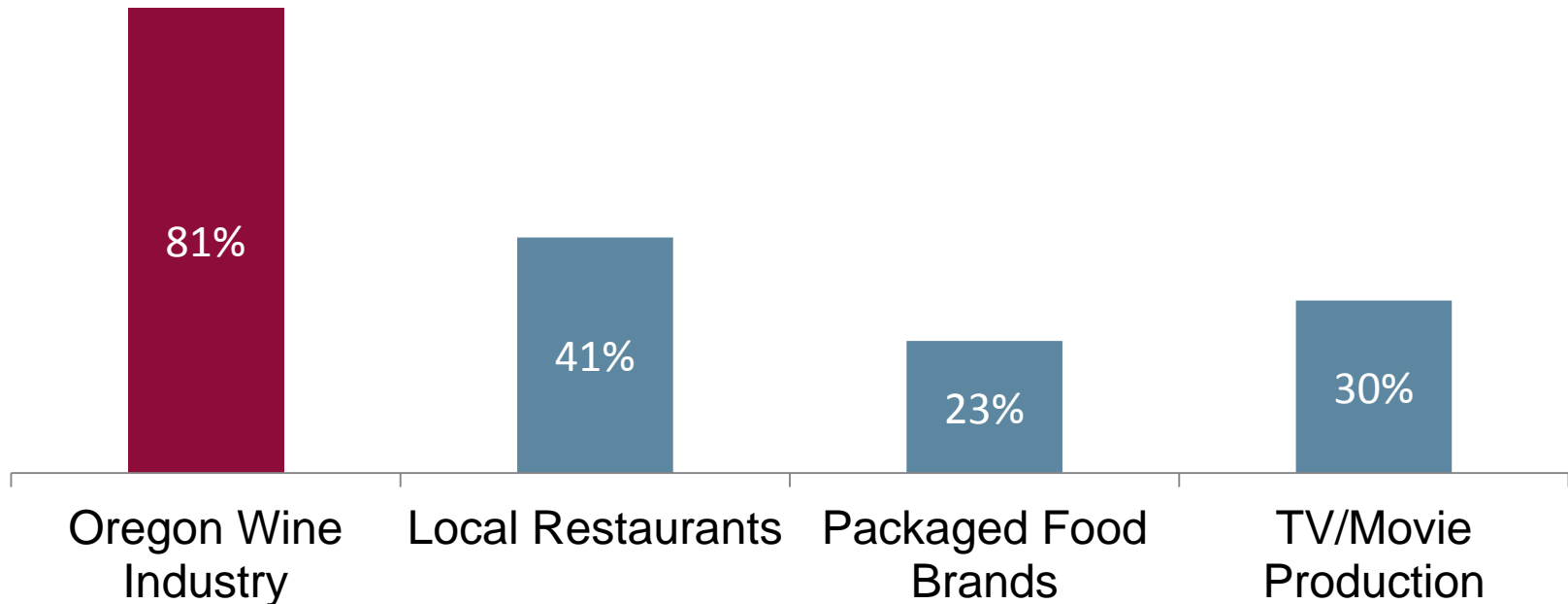
MONTH  
STICKER

WINE COUNTRY

YEAR  
STICKER

# OREGON WINE BY THE NUMBERS

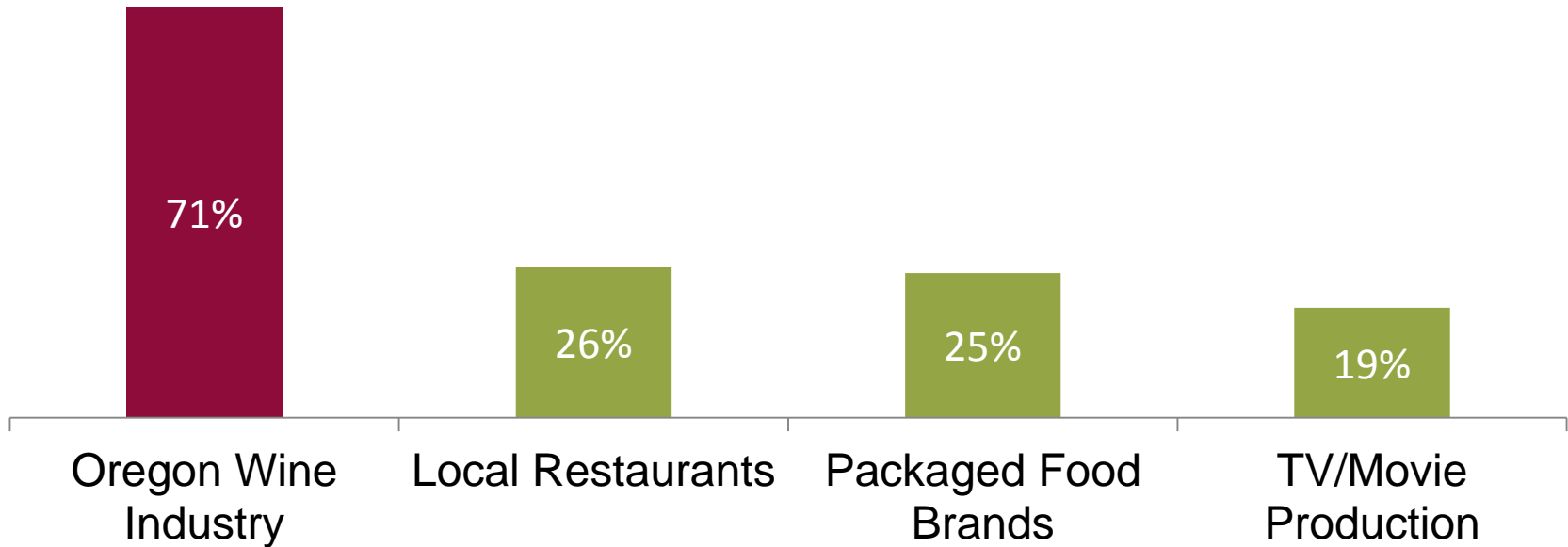
**“THIS INDUSTRY HAS SIGNIFICANTLY IMPROVED OREGON’S REPUTATION”**  
(% AGREE)





# OREGON WINE BY THE NUMBERS

**“THIS INDUSTRY HAS A MAJOR IMPACT ON OREGON’S ECONOMY”  
(% AGREE)**



# MARKETPLACE INSIGHTS



OREGON  
WINE  
BOARD

# OREGON WINE REPUTATIONAL ATTRIBUTES

**Handcrafted, artisan wines**

**Small, family farms**

**Organic, sustainably made**

**Food-friendly wines**





# OREGON WINE ACCLAIM

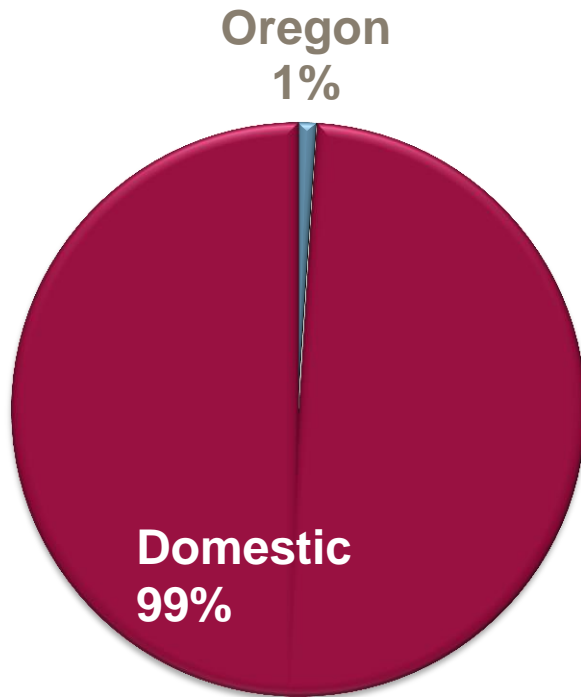


*“The story of Oregon wine no longer begins and ends with Willamette Valley Pinot Noir, as many of the state’s most exciting new offerings hail from Southern Oregon.”*

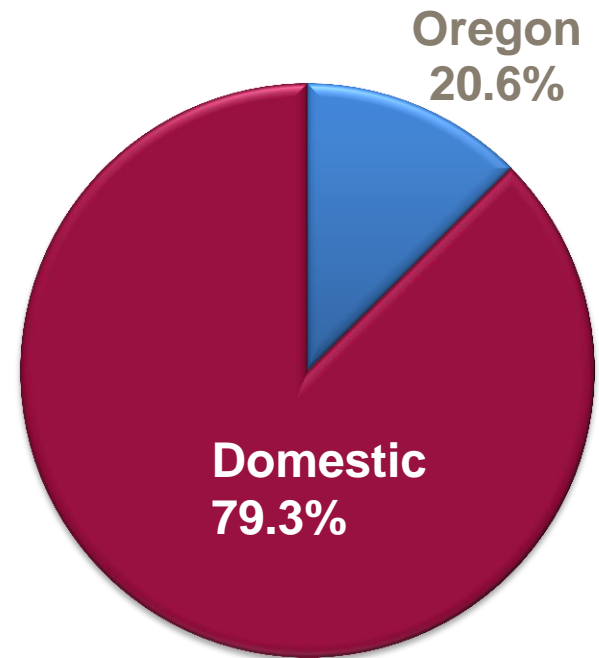
**Paul Gregutt**  
**Wine Enthusiast**  
**January 2016**

# OREGON WINE REPUTATION FOR QUALITY

## DOMESTIC WINE PRODUCTION - 2015



## WINE SPECTATOR 90+ RATED DOMESTIC WINES IN 2015



# OREGON WINE ACCLAIM

*“Roam from the Rogue Valley to the Applegate Valley, all the way north up Interstate 5 to the Umpqua Valley, and you’ll find about as many types of good wine as you would in your beloved bottle shop. Good wine. Albariño, Tempranillo, Chardonnay, Syrah, Viognier, Cab Franc, Malbec, and yes, plenty of Pinot Noir too.”*

**Rachel Levin**  
**Sunset Magazine**  
**October 2015**





# OREGON WINE BOARD PRIORITIES



OREGON  
WINE  
BOARD

# RESEARCH PRIORITIES

**Oregon Wine Board** has invested **\$1.8 million** in grant funding over the past five years to advance scientific **research in viticulture and enology** in the state.

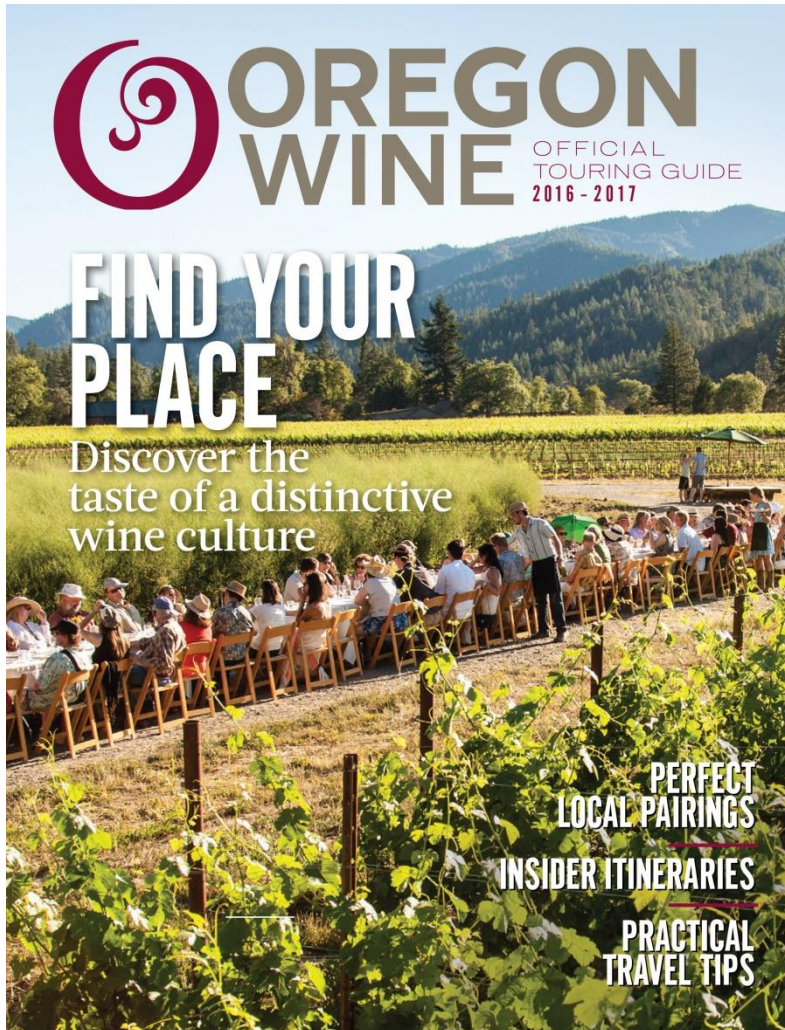
## Research Priorities

Develop wine quality

Educate wine grape growers

Improve vineyard and winery business practices and economics

# MARKETING PRIORITIES



- The inaugural edition was published in April 2016
  - Funded through a Wine Country License Plate grant administered by Travel Oregon
- By the end of June 2016, 191 Oregon winery tasting rooms and other businesses had requested a shipment of guides
- Consumers in 39 states have requested a guide be sent directly to them free of charge
- The Touring Guide is also available to view for free digitally at [oregonwine.org](http://oregonwine.org).

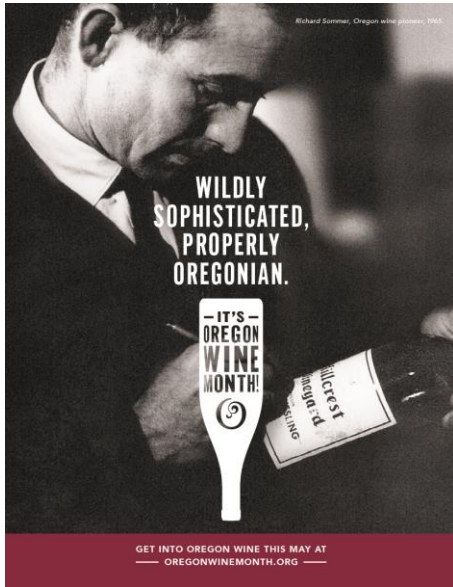


# MARKETING PRIORITIES

- Partnership with Travel Oregon and Alaska Airlines
  - Year-long program commenced April 2014; now extended through spring 2017
- Encourages tasting room visits and, more importantly, purchases
  - Alaska Mileage Plan Members can check a case for free from any Oregon airport (and Walla Walla, WA)
  - Complimentary tastings at more than 300 participating wineries
- More than 5,000 cases checked on Alaska from Oregon since program inception!



# MARKETING PRIORITIES

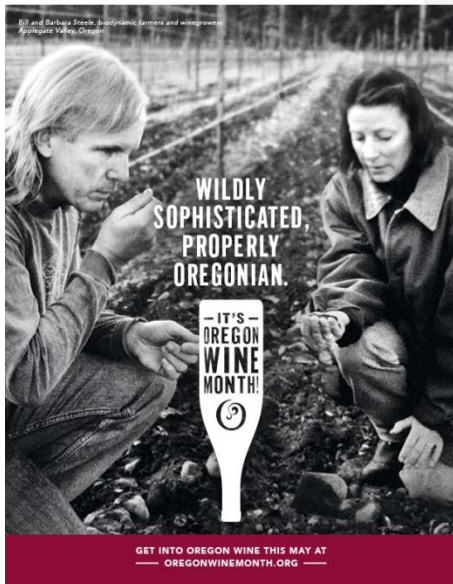


## THREE-PART MISSION

1. ENCOURAGE A  
SWELL OF TRADE SUPPORT

2. BUILD THE OREGON WINE BRAND  
WITH CONSUMERS

3. CREATE A PLATFORM FOR  
TACTICAL WINERY PROMOTIONS



# MARKETING PRIORITIES



The Oregon Wine A-List Awards recognize restaurants across the world displaying enthusiasm for Oregon wine and a deep appreciation of the diverse regions, varietals and producers of Oregon.

## OBJECTIVES:

- **Grow the presence of Oregon wine** on restaurant lists in Oregon, nationally and internationally
- **Express appreciation** and build relationships with Oregon wine's biggest, most influential fans
- **Increase sales** of Oregon wines at restaurants

112

**Recognized  
Restaurants**

# MARKETING PRIORITIES

The screenshot shows the Oregon Wine Board website. At the top right, there are links for "Home" and "Industry". The main navigation menu includes "INTRO", "HISTORY", "PLACE", "AVAS", "WINE", "DOWNLOADS", and a search icon. The logo, a stylized swirl, is on the left. The main banner features a grayscale photo of a winery with the text "LEARN, TEACH, SELL OREGON WINE" and a "GET STARTED" button. Below the banner are three sections: "INDUSTRY STATISTICS" (70% of Oregon wineries produce fewer than 5,000 cases per year), "OREGON WINE HISTORY" (Oregon wine history dates back to 1847), and "ENVIRONMENTAL STEWARDSHIP" (Oregonians are fiercely protective of the land). Each section has a "View More Stats", "Learn more", or "Find out how" link.

Home Industry

OREGON WINE BOARD

INTRO HISTORY PLACE AVAS WINE DOWNLOADS Q

LEARN, TEACH, SELL  
**OREGON** WINE

GET STARTED

**INDUSTRY STATISTICS**  
70% of Oregon wineries produce fewer than 5,000 cases per year  
[View More Stats >](#)

**OREGON WINE HISTORY**  
Oregon wine history dates back to 1847.  
[Learn more >](#)

**ENVIRONMENTAL STEWARDSHIP**  
Oregonians are fiercely protective of the land.  
[Find out how >](#)



# EDUCATION PRIORITIES

- Expansion of the delivery model of current educational programs for **BOTH** business and technical support to include:
  - online webinars
  - online tools and resources
  - hands-on, statewide learning workshops

# INDUSTRY PRIORITIES

## MAKE **INDUSTRY.OREGONWINE.ORG** YOUR GO-TO RESOURCE FOR:

- **MARKETING** toolkits
- Grapevine newsletter archive
- Event submissions for industry and consumer calendars
- Upcoming **EDUCATIONAL** opportunities and materials from past seminars
- Updates on OWB-sponsored technical **RESEARCH**
- Marketplace listings for grapes, bulk wine and job opportunities
- Vineyard and Winery Census Reports, Harvest Reports and Economic Impact Studies

# A LOOK AHEAD FOR OREGON WINE

- Develop awareness and appreciation of Oregon wine quality among consumers
- Engage with trade influencers to increase availability of Oregon wine
- Drive competitive advantage through industry education
- Foster industry understanding and impact of funded scientific research

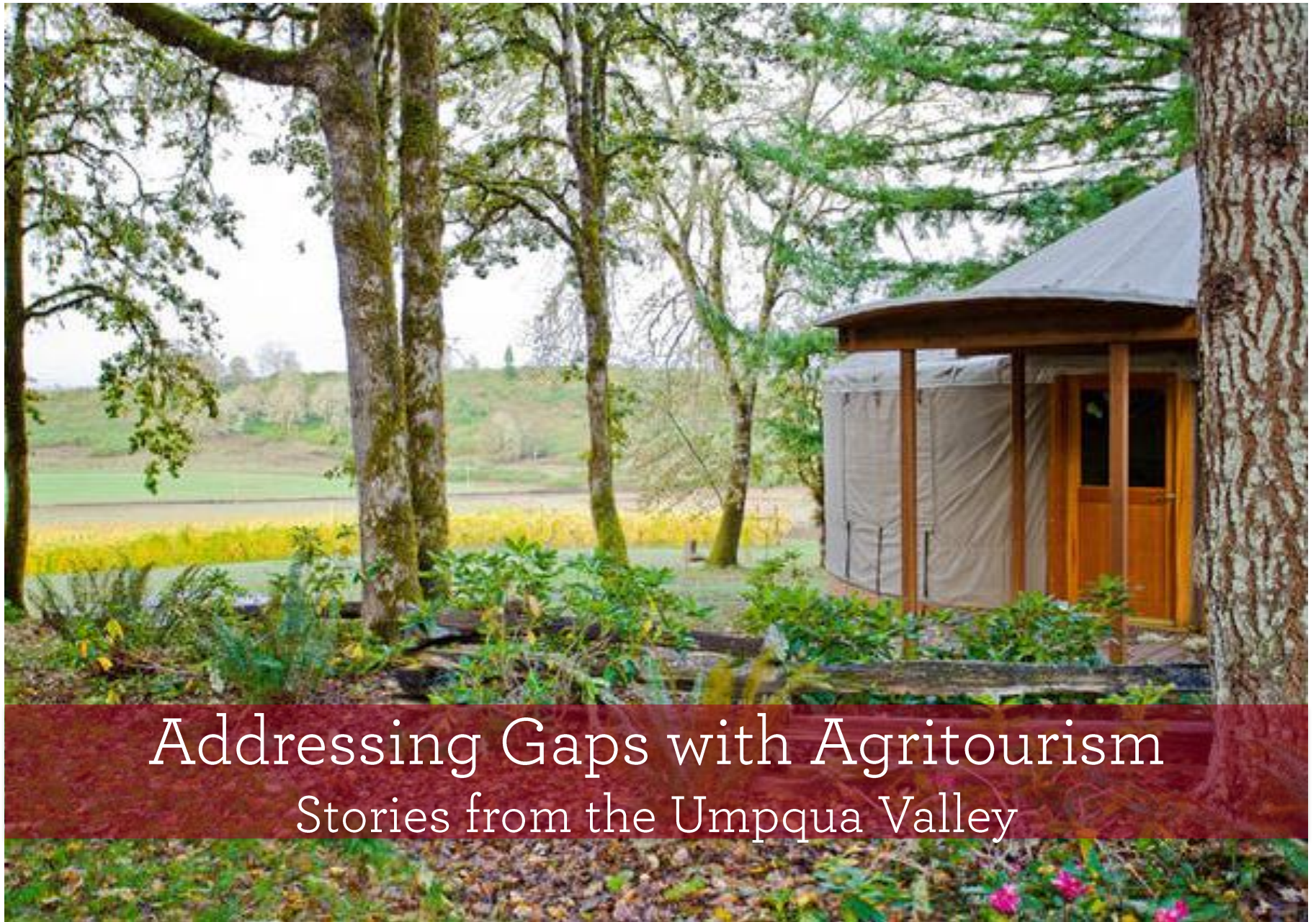


**THANK YOU**



**OREGON  
WINE  
BOARD**





Addressing Gaps with Agritourism  
Stories from the Umpqua Valley



A scenic view of a river with a vibrant red shoreline of fallen leaves and a forest in the background. The water is a deep blue, and the sky is clear. The text is overlaid on a dark red banner at the bottom.

# Wild Rivers Coast Farm Trail

## Best Practices and Lessons





# Communities Powered by Travel Wild Rivers Coast, Oregon

# 2016 FARM TRAIL MAP

**FARM TRAIL WILD RIVERS COAST**  
• OREGON •

**Bandon**

**Old Town Marketplace Farmers Market**  
Farmers, Artisan & Seafood Market  
250 First St. SW, Bandon, OR 97450  
(541) 347-3206

**Twin Creek Ranch Blueberries**  
U-pick Blueberry Farm  
87432 Cranberry Creek Ln. Bandon, OR 97411  
(541) 347-4262

**Valentine Blueberries**  
U-pick Blueberry Farm & Farm Stand  
West of Hwy 101 on Sydnam Ln., Langlois, OR 97450  
(541) 348-2363

**Dragonfly Farm**  
Farm Stand & Nursery  
49295 Hwy 101, Langlois, OR 97450  
(541) 515-8672

**The Spoon**  
Restaurant & Specialty Foods  
48396 U.S. 101, Langlois, OR 97450  
(541) 348-1015

**Valley Flora**  
U-pick Produce & Farm Stand  
Floras Creek Rd., Langlois, OR 97450  
(541) 348-2180

**Jensen Blueberries**  
U-pick Blueberry Farm  
46760 Hwy 101 Langlois, OR 97450  
(541) 348-2473

**Wild Woods Farm**  
Farm Stand  
92584 Silver Butte Rd., Port Orford, OR 97465

**Golden Harvest Herban Farm**  
Deli & Bakery  
620 9th St. Port Orford, OR 97465  
(619) 451-1370

**Port Orford Community Co-op/  
Farmers Market**  
Farmers Market & Grocery  
Hwy 101 & 8th St. Port Orford, OR 97465  
(541) 366-2067

<http://bandon.com/farm-to-table>





# Break!



# ACTION TEAM UPDATES

- Policy
  - Policy Inventory and Language Clarification
    - Erika Polmar
- Product Development
  - Handbook for Agritourism Operators
- Marketing
  - Business Recognition Program
    - Erick Garman







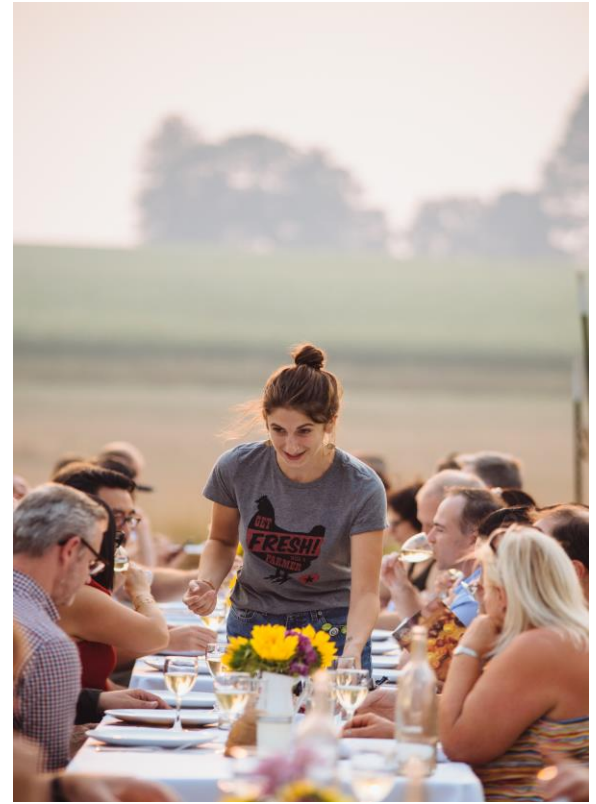
# Agritourism Policy



**Erika Polmar, Plate & Pitchfork**

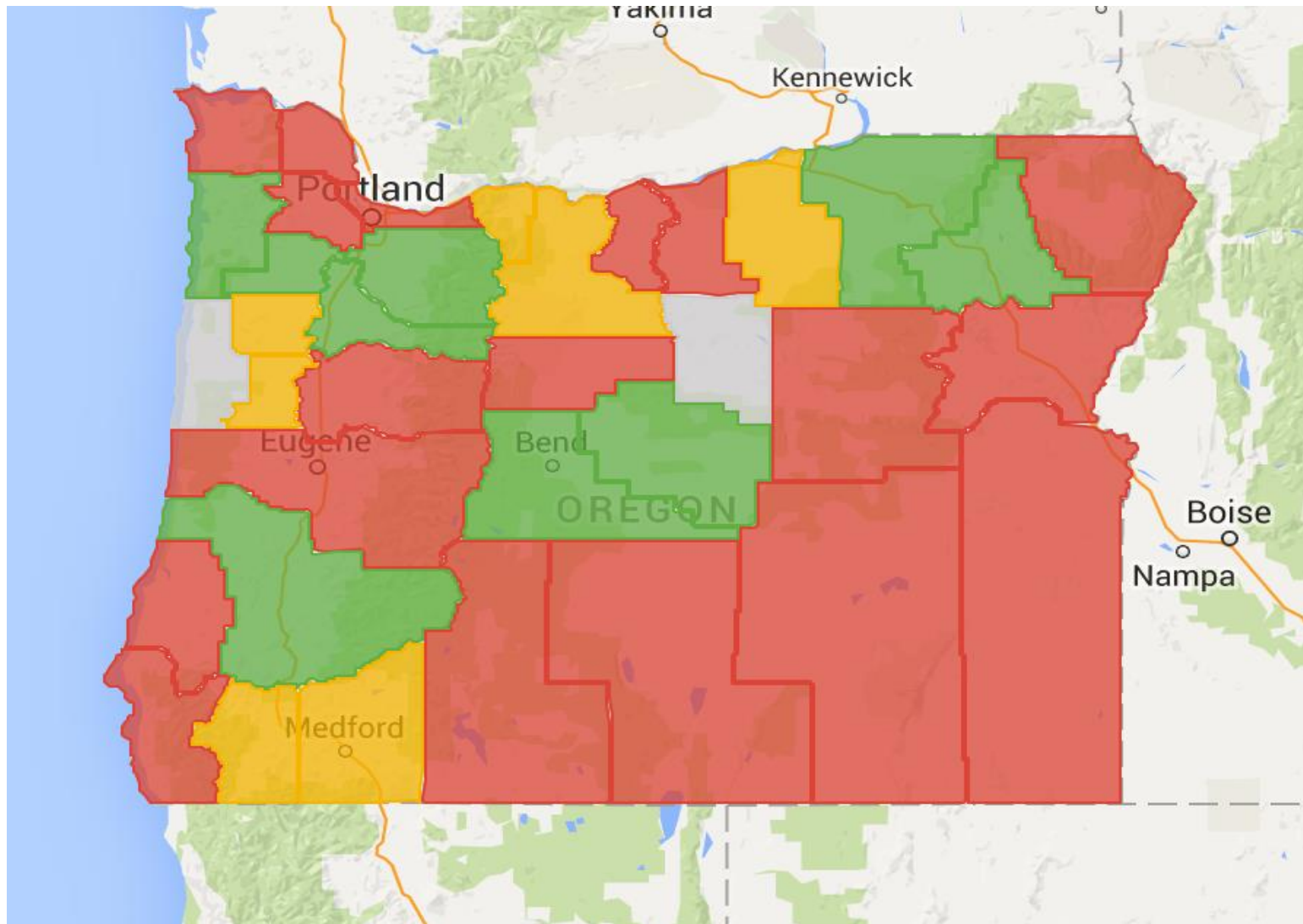
Policy Action Team Leader



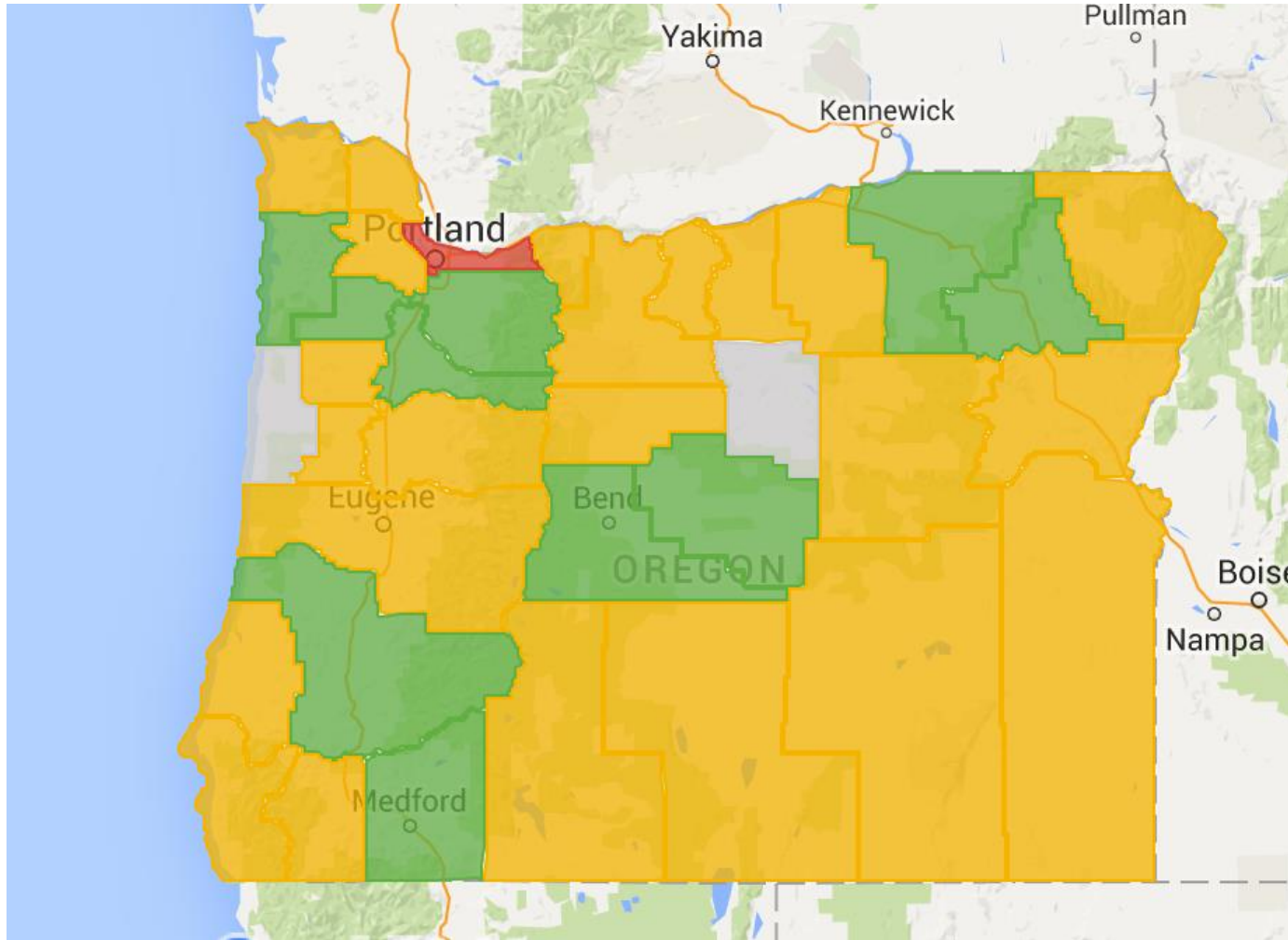


## Agri-tourism: Policy Wonderland

# Adoption of ORS 215.283(4) aka SB 960

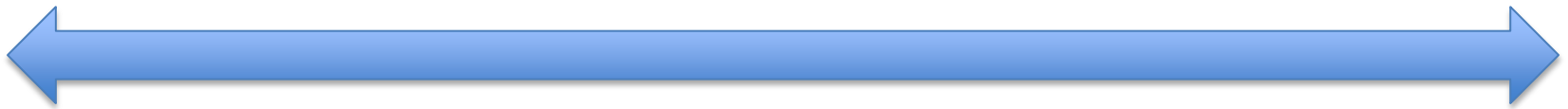


# Adoption of related/helpful statutes



# Spectrum of permissible activities in EFU Zones

There are various ways that special events and activities may be allowed on EFU lands.



Farm Use  
such: U Pick & U Cut

Farm Stands with  
promotional activities  
Small or “other”  
gatherings

Mass Gatherings  
Agri-tourism  
Wineries

Agri-tourism: Policy Wonderland



Opportunities in Exclusive Farm Use Zones Allowed by ORS 215.213 & ORS 215.283

Types of Use	Farm Use	Commercial Activities with farm use	Room & Board	Mass Gathering	Farm Buildings	Farm Stand	Home Occupation	Private Park	Guest Ranch	Other commercial events	Wineries
<b>Types of Agritourism</b>											
Recreation	Fishing & Hunting							low-intensity uses such as hiking trails	fishing, hunting		
Education	Farm tours & demonstrations					Farm product promotional activities	Farm skills, craft and cooking classes		farm/ranch skills classes	farms skills, crafts and cooking classes	Wine tasting & tours
Agri-tainment					Equestrian events & dog trials	Corn mazes, hay rides, harvest festivals, petting zoos	farm skills, craft and cooking classes			seasonal festivals and farm related events (up to 18 days)	Up to 18 events that may include concerts & dances
Food Service				catered food		farm-to-table dinners	food processing, breakfast for b&b guests		meals for guests	farm-to-table dinners	Limited food service for tastings. Catered food service permitted
Accommodations			Room & board for up to 5 unrelated persons in existing residence who are working on the farm.				B&B up to 5 rooms	camping in a limited number of tents or yurts	up to 25 units		
Sales	U-picks, CSA	Business to business sales, eg fertilizer & seed		concerts, festivals, etc	Farm stand sales	raw & processed farm products					Wine & Incidentals
Celebratory Events						farm-themed birthday parties					Weddings & retreats.

# Farm Use

Farm Use (ORS 215.203)

**Definitions:** Statute allows direct sales and direct marketing of farm crops

**Types of Allowable uses:** (may be subject to County Review) Direct sales & marketing

- U-Pick
- U-Cut
- Christmas Tree Sales
- Community Supported Agriculture

**Limitations/requirements:** Limited to crops grown/harvested on site

# Farm Stands

*Farm Use (ORS 215.283 (1)(o))*

**Definition:** Farm stands are structures “designed and used for the sale of farm crops or livestock grown on the farm operation, or grown on the farm operation and other farm operations in the local agricultural area, including the sale of retail incidental items and fee based activity to promote the sale of farm crops or livestock sold at the farm stand...”

# Farm Stands (cont)

**Types of Allowable Uses:** Direct sales of farm crops and livestock produced on the farm or other farms in Oregon & retail incidental items

“Fee based activity to promote the sale of farm crops...” could include a variety of uses:

- Small-scale gatherings (birthdays & picnics)
- Corn mazes
- School tours
- Pumpkin patch rides
- Hay rides
- Farm animal exhibits
- Farm product food demonstrations
- Farm to Table dinners (outdoors)



# Farm Stands (cont)

## **Limitations/Requirements:**

Specifically does not include temporary or permanent structures:

- ~ designed for occupancy as a residence or for activity other than the sale of farm crops or livestock
- ~ for banquets, public gatherings and public events

Annual sales of incidental items and fees from promotional activities limited to 25% of total annual farm stand sales.

# Outdoor Mass Gatherings

*ORS 433.735 (1), ORS 433.750, ORS 433.755, ORS 433.763 (1)*

**Definition:** State statute defines “outdoor mass gatherings” to mean an anticipated assembly of more than 3,000 persons which continues or can reasonably be expected to continue for more than 24 consecutive hours but less than 120 hours within any three month period.

Other gatherings are an assembly of 3,000 or fewer persons not anticipated to continue for more than 120 hours in any three month period.

Counties are allowed to make modifications to this definition (e.g., “large gatherings” in Marion County)

# Outdoor Mass Gatherings (cont)

## Types of Allowable Uses:

- Concerts
- Festivals
- Fairs
- Carnivals

**Limitations/Requirements:** Mass Gatherings are subject to review by the planning commission and must:

- Demonstrate compatibility with existing land use issues
- Not materially alter stability of land use pattern of the area
- No permanent structures are allowed

**Agri-tourism & other commercial events may not be permitted as mass gatherings under 215.283 (4)**

# Agri-tourism key provisions

Established by Senate Bill 960 in 2011 for the purpose “agri-tourism and other commercial events and activities related to and supportive of agriculture”

- Counties can choose to adopt these regulations, in whole or in part
- Must be “incidental and subordinate to existing farm use.”
- Different approvals for the different levels or intensities of events, increasing as the intensity of events increases.
  - a single expedited event license vs land use permits for multiple events



# Agri-tourism key provisions (cont)

Required impact findings that the use will not:

- Force a significant change in accepted farm and forest practices on surrounding lands
- Significantly increase the cost of accepted farm and forest practices on surrounding lands

# Agri-tourism / Commercial Events or Activities

ORS 215.283(4)

**Definition:** State law does not specifically define the term “Agri-tourism” or specific activities and events that could be considered agri-tourism.

Customary Definition is: Any commercial enterprise at a working farm or ranch conducted for the enjoyment of visitors that generates supplemental income for the owner.

The regulations apply to “agri-tourism and other commercial events and activities related to and supportive of agriculture.”

# Agri-tourism etc. (cont)

**Types of Allowable Uses:** Statute is not clear about the types of events and activities that might be allowed. Possibilities could include activities related to:

- Education
- Entertainment
- Hospitality
- Outdoor recreational

More specific activities might be:

- Cooking classes using farm products
- School tours
- Farm / Garden / Nursery tours and stays
- Festivals / Harvest days
- Pony rides / Petting zoo / Corn maze / Pumpkin patch and catapult contest
- Musical events
- Farm-to-table dinners

# Agri-tourism etc. (cont)

**Limitations/Restrictions:** State law requires that the activities and events must be “related to and supportive of agriculture” and be “incidental and subordinate to existing farm use.”

State law provides for:

- 1 event expedited license
- 1 event land use permit
- up to 6 events land use permit
- up to 18 events land use permit

All are subject to conditions set by the local jurisdiction, such as:

- Parking
- Noise
- Sanitation
- Signage



# But wait, there's more...

Depending on the type of event or activity you're conducting you'll need additional permits, some of the most common come from the following agencies

- Oregon Department of Agriculture
- County Health Department
- Fire Marshall
- OLCC

*Want to learn more or help build a map through wonderland?*

Join the policy work group!

*Have additional questions?*

Send an email to [erika@plateandpitchfork.com](mailto:erika@plateandpitchfork.com)

Thank you!



Agritourism Product Development





# Agritourism Marketing





**Erick Garman, Oregon Department of Agriculture**  
Agritourism Business Recognition Project Lead

# Agritourism Farm & Ranch Recognition Program

## *CONCEPT*

**Description:** The Agritourism Business Recognition program is designed to help highlight businesses that are committed to creating positive and safe visitor experiences on working landscapes.

### **Two Working Components**

- Consumer facing recognition
- Industry education on how to be visitor friendly
  
- *This program is not intended to be a certification or endorsement.*

# Agritourism Farm & Ranch Recognition Program

## *CONCEPT*

### **Agritourism Friendly Farms, Vineyards and Ranches**

#### **Eligibility:**

- Direct visitor experience component at their physical Oregon location
- Complete application
- Complete educational training videos
- Approval from local & state planning department

#### **Process for recognition**

- Businesses will need to review the program requirements
- Business would offer service directly tied to agriculture
- Complete educational training videos
- Approval from local & state planning department

#### **Incentives:**

- Special recognition through marketing channels including digital and print platforms
- Priority story & feature event listing
- Receive tangible toolkit & agritourism business handbook
- Option to purchase an official sign to display at their business

# Agritourism Farm & Ranch Recognition Program

## *CONCEPT*

### **Next Steps**

- Build an action team around the recognition program
- Review concept internally between Travel Oregon and other state agencies
- Expand recognition program project team to include broader stakeholder mix
- Initial steps to review the concept of an association to oversee process





Pick a group & take a break!





# Topical Table Discussions

- Agritourism Policy
- Agritourism Business Recognition
- Farm Trail Development
- Oregon Wine Resources



# Next Steps

1. Culinary and Agritourism Studio Programming:  
Umpqua Valley and Tillamook Coast
2. Travel Oregon Matching Grants
3. Action Team Engagement







Thank you to the UCC-SBDC!





# SOUTHERN OREGON WINE INSTITUTE







Please join us for wine tasting  
Thank you!