OREGON AGRITOURISM NETWORK
Fall Network Meeting
November 3rd, 2016
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
GROUP INTRODUCTIONS

1. Name
2. Title & Organization
3. What community are you from?
State of the Oregon Wine Industry
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.”
<table>
<thead>
<tr>
<th>NAME</th>
<th>BUSINESS</th>
<th>LOCATION</th>
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<tbody>
<tr>
<td>Dr. David Beck</td>
<td>Crawford Beck Vineyard</td>
<td>Amity, OR</td>
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<tr>
<td>Ellen Brittan</td>
<td>Brittan Vineyards</td>
<td>Carlton, OR</td>
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<tr>
<td>Michael Donovan</td>
<td>Irvine Vineyards</td>
<td>Ashland, OR</td>
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<tr>
<td>John Pratt</td>
<td>Celestina Vineyard &amp; TeSoAria Winery</td>
<td>Medford, OR</td>
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<tr>
<td>William Sweat</td>
<td>Winderlea Vineyard &amp; Winery</td>
<td>Dundee, OR</td>
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<tr>
<td>Steve Thomson</td>
<td>Cristom Vineyards</td>
<td>Salem, OR</td>
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<tr>
<td>Doug Tunnell</td>
<td>Brick House Vineyards</td>
<td>Newberg, OR</td>
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<tr>
<td>JP Valot</td>
<td>Silvan Ridge Winery</td>
<td>Eugene, OR</td>
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<tr>
<td>Hilda Jones</td>
<td>Abacela</td>
<td>Roseburg, OR</td>
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INDUSTRY OVERVIEW
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.

- 2000: 135 wineries
- 2005: 314 wineries
- 2015: 702 wineries

CAGR: 11.6%

OREGON WINE BY THE NUMBERS

GRAPE PRODUCTION BY REGION

- North Willamette Valley: 62%
- Rogue Valley: 10%
- Umpqua Valley: 11%
- South Willamette Valley: 11%
- Columbia River Valley and Northeastern Oregon: 6%

Source: Southern Oregon University 2015 Vineyard and Winery Census
OREGON WINE BY THE NUMBERS

GRAPES PRODUCTION BY VARIETY

- Pinot Noir: 60%
- Pinot Gris: 16%
- Chardonnay: 18%
- Riesling: 2%
- All Others: 4%

Source: Southern Oregon University 2015 Vineyard and Winery Census
OREGON WINE BY THE NUMBERS

WINERY SEGMENT BY ANNUAL PRODUCTION VOLUME

- 0-4,999 cases: 71%
- 5,000-9,999 cases: 13%
- 10,000-19,999 cases: 9%
- 20,000-49,999 cases: 5%
- 50,000+ cases: 2%

Source: Oregon Liquor Control Commission 2013 Harvest Data
OREGON WINE BY THE NUMBERS

AVAILABILITY OF REGIONAL WINES ACROSS THE U.S.

- California: 96%
- Washington: 72%
- Oregon: 33%

Source: AC Nielsen Total US All Channels ACV 52 w/e 6/16/13
ECONOMIC IMPACT
OREGON WINE BY THE NUMBERS

$3.35 billion

17,099 jobs

7,000 rural jobs

$208 million in tourism revenue

Source: 2013 OWB Economic Impact Study
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: MMGY Travel Horizons, Wave II, April 2013
Oregon Wine Industry: 81%
Local Restaurants: 41%
Packaged Food Brands: 23%
TV/Movie Production: 30%

“THIS INDUSTRY HAS SIGNIFICANTLY IMPROVED OREGON’S REPUTATION” (% AGREE)
“THIS INDUSTRY HAS A MAJOR IMPACT ON OREGON’S ECONOMY” (% AGREE)
Handcrafted, artisan wines
Small, family farms
Organic, sustainably made
Food-friendly wines

928 Total Respondents
Source: 2013 Oregon Wine Reputation Study
“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

- Domestic: 99%
- Oregon: 1%

WINE SPECTATOR 90+ RATED DOMESTIC WINES IN 2015

- Domestic: 79.3%
- Oregon: 20.6%

Source: OIV, Oregon Wine Board
“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 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.
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
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
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
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
Addressing Gaps with Agritourism
Stories from the Umpqua Valley
Wild Rivers Coast Farm Trail

Best Practices and Lessons
Communities Powered by Travel: Wild Rivers Coast, Oregon
2016 FARM TRAIL MAP

Old Town Marketplace Farmers Market
Farmers, Artisan & Seafood Market
250 First St. SW, Bandon, OR 97411
(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 Sydnan 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
Erika Polmar, Plate & Pitchfork
Policy Action Team Leader
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 as U Pick & U Cut
- Farm Stands with promotional activities
- Small or “other” gatherings
- Mass Gatherings
- Agri-tourism
- Wineries

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

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

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!
Please join us for wine tasting
Thank you!