



GROWING AGRITOURISM OPPORTUNITY ON YOUR FARM



SMALL FARMS CONFERENCE

FEBRUARY 18, 2017



PRESENTATIONS BY

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FACILITATED BY Melissa Fery, OSU Small Farms Program



**SO YOU THINK YOU MIGHT WANT TO ADD A
FARM STAY (OR OTHER TYPE OF AGRITOURISM)
VENTURE TO YOUR OPERATIONS?**

Scottie Jones
Leaping Lamb Farm
Alsea, OR



Leaping Lamb Farm Stay



Alsea, Oregon

[Home](#)

[Farm Stay](#)

[About the Farm](#)

[Activities](#)

[News & Media](#)

[Testimonials](#)

[Farm Blog](#)



Photo Paul Roderick

Scottie & Greg Jones

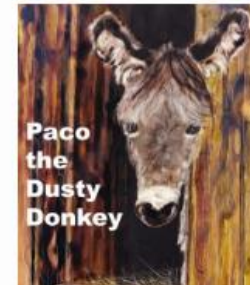
20368 Honey Grove Road

Alsea, OR 97324

Phone/Fax: 541-487-4966

[info\(at\)leapinglambfarm.com](mailto:info(at)leapinglambfarm.com)

[check availability
OR
make reservation](#)



**Paco
the
Dusty
Donkey**

PRIMER - FARM STAY START-UP

(MUCH OF THIS CAN BE APPLIED TO OTHER AGRITOURISM VENTURES)

1. Regulatory
2. Legal and insurance
3. Lodging
4. Infrastructure and Amenities
5. Activities
6. Financials: Start-up
7. Financials: Operating Income
8. Marketing/Internet savvy
9. Who's in charge?
10. Competition

Reality Check: is this a good idea?



REGULATORY

- **Farm/ranch zoning**

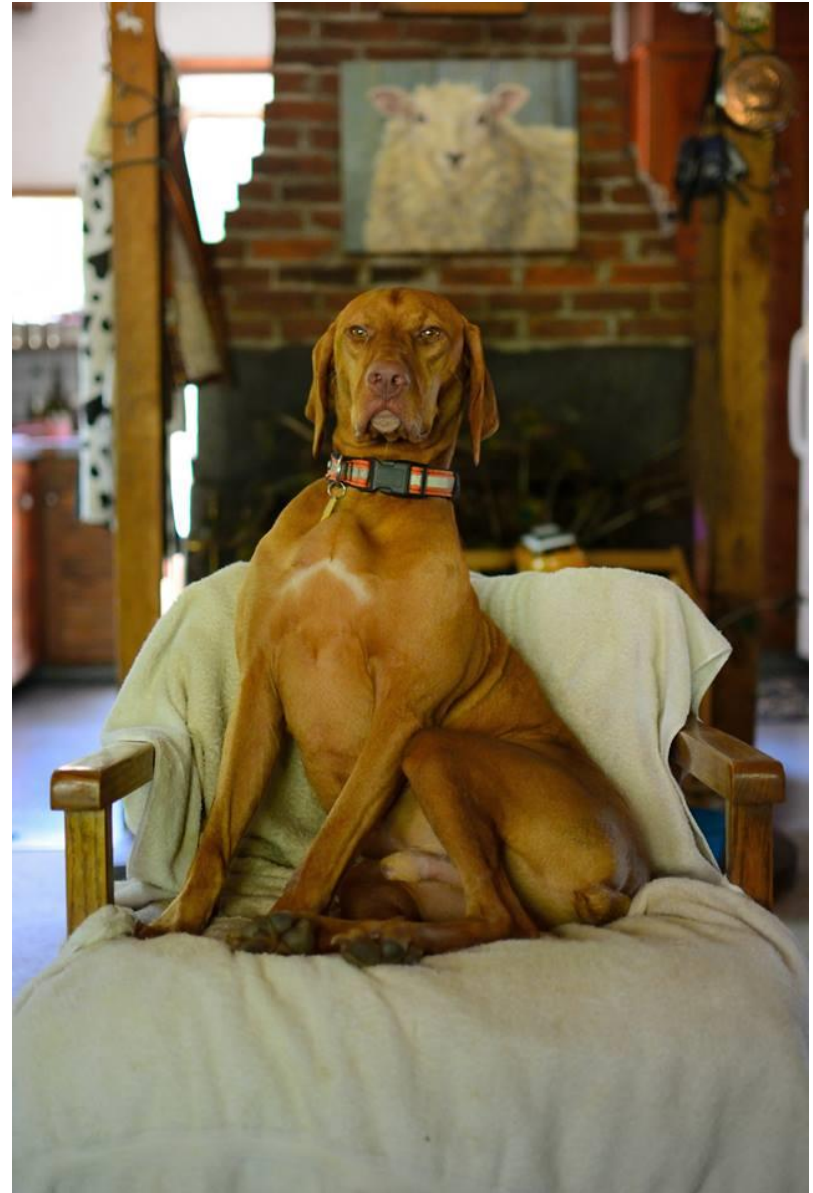
- County planning dept – permits (ie, building, water, septic, public works, fire, etc)

Hint: talk to your neighbors before you talk to planning. Neighbors can tank your idea fast if you don't get them on board.

- **Lodging tax license**

- State Department of Revenue
- Local (city or county)?

Hint: ask your local B&B



REGULATORY (CONT)

- Fictitious name registration and business entity - doing business as (DBA)
- OSHA – if you have employees
- Food handling - Dept. of Health and/or Dept of Ag
- BLM and US Forest Service – special-use permits
- Fish and Game – hunting permits





RISK MANAGEMENT - LEGAL AND INSURANCE

- Lawyer
 - Business entity
 - Terms and Conditions and Release from Liability Waivers
- Insurance
 - Business liability policy – not covered under farm policy
 - May need broker
- Limited Liability Agritourism sign (SB 341)



Image by: Willow Witt Ranch, Ashland OR

LODGING

- Assess your existing assets
 - Lodging and lodging potential (i.e. campsites)
- Your budget and vision will shape build-out
 - One star to five star
- Options
 - Camping
 - Glamping
 - Building
 - Existing

LODGING -EXAMPLES

- Rooms in your farmhouse
- Rustic cabin
- Guest house/cottage
- Platform tent
- Yurts
- Tipis
- RVs
- Converted farm building
- Campgrounds
- Mobile home
- Tree house
- Entire farmhouse
- Tiny house
- Pet and livestock facilities



Images by Abbey Road Farm in Carlton, Ore.

LODGING - LOCATION ON THE FARM

- Location – where on the farm is there room for...?
 - Guest lodging
 - Multiple units
 - Various lodging types
 - Lodging for animals and livestock?
- Proximity to activities
- Draw a site map



INFRASTRUCTURE

- Water and sewer (septic, porta potties?)
- Electricity
- Parking and road access – emergency vehicle
- RV hookups
- Cooking facilities
- Prepared campsites, or camp anywhere?
- Stalls, corrals, runs
- Fencing



AMENITIES

- New/remodeled/rustic/con temporary
- Private or communal space
- Private or shared bathrooms
- Off grid amenities – composting toilets, solar showers
- Internet/wifi/cell service/TV
- Air conditioning/heating
- Long list depending on level of 'luxury'



Image by: DIY Country Gardens

ACTIVITIES OFFERED

- Helping with chores
- Cattle drives
- Riding
- Outdoor recreation
- Hunting and/or fishing
- Bird-watching
- Classes (cheese, soap, cooking, weaving)
- Depends on what you like to do and what you have time to do/potential income to make it worth your time



FINANCIALS: START-UP EXPENSES

- Lodging
- Infrastructure
- Supplies
- Legal
- Insurance
- Marketing
- Permits/Fees/Licenses
- Bedding, Furniture, Appliances, Kitchen, Bath, Décor



FINANCIALS: OPERATING REVENUES

- Revenue: nightly/weekly fee per room
 - Research local hotels, motels, B&Bs, campgrounds, hostels
 - Talk to local farm and ranch stay operators
 - Go for simple fee structure
 - Will you charge for extras (food, activities, etc.)?
 - Choose a price point – aim low to start (exceed expectations, then you can raise your price)



FINANCIALS: OPERATING EXPENSES

- Figure an average of 20-30% of revenue
- Federal tax form Schedule E - examples
 - Banking/merchant services
 - Dues/memberships
 - Food
 - Insurance
 - Housekeeping
 - Maintenance/repairs
 - Marketing/advertising
 - Supplies
 - Utilities



MARKETING

- Local, regional and state tourism agencies
- Website and social media (Facebook, Instagram, Pinterest, Twitter, YouTube)
- Online sites:
 - Niche: U.S. Farm Stay Association
 - Vacation Rental: VRBO, HomeAway, Airbnb, Hipcamp
- Contacting local news organizations
- Word-of-mouth reviews: Trip Advisor and Yelp
- Google business listing



WHO'S RESPONSIBLE?

Job description: reservations, hosting, cleaning, accounting, cooking, marketing, grounds keeping

- You
- Family member
 - Is this a paid position?
- Employee(s)
- Start-up may be different person than day-to-day



COMPETITION

Other Businesses:

- Hotels, motels, vacation rentals, AirBnB, camping sites
- Outfitters
- Parks – national and state
- Restaurants

Opportunities:

- Consider who can you co-brand with?
- Didn't mention farms and ranches – these are your allies





REALITY CHECK: IS THIS A GOOD IDEA FOR YOUR OPERATION?

- Is the timing right?
- Do you have the time to invest in start-up?
- How long do you anticipate doing this?
 - Historically B&B hosting has limits – 5-7 years

CREATING YOUR BUSINESS PLAN

- Research the parts you don't know
- Flesh out as you go along
- Edit/change/update
- Try out different scenarios

**This is not farming.
This is hospitality.**



AGGREGATING INFORMATION FOR SMALL BUSINESSES

- Hard to find all this information in one place
- Connecting across the full industry was challenging - all interested but hadn't come together
- Industry identified a need to collaborate, connect and communicate

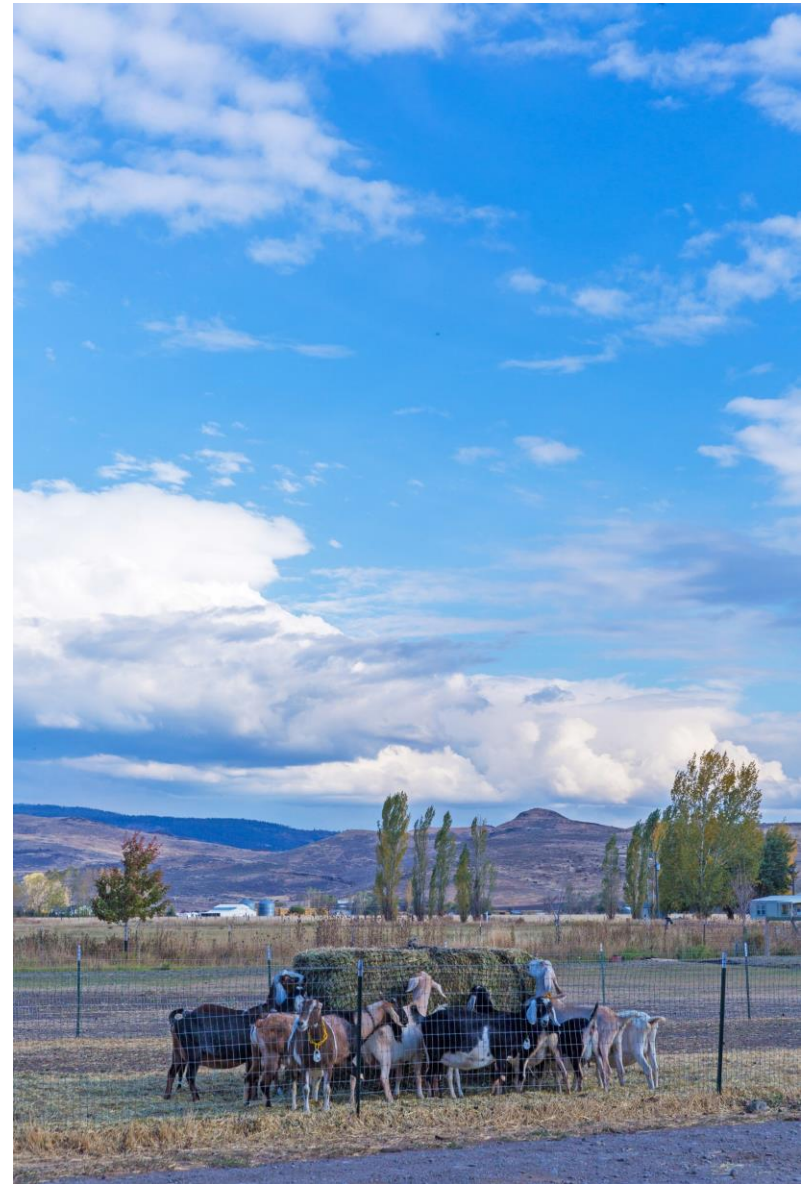


OREGON AGRITOURISM NETWORK



PATHWAY TO A STATEWIDE AGRITOURISM NETWORK

- OSU held two Agritourism Summits designed to bring industry together to discuss key topics
- Need identified for consistent convening to build collaborative network
- Travel Oregon assembled a core leadership team to design the goals for the network
- Travel Oregon convened several working group meetings with large groups of agritourism industry stakeholders
- Working groups and leadership team finalized six major goals



FORMATION OF THE AGRITOURISM NETWORK

- Launched in November 2015
- Convenings are held 3x per year around the state – Boardman, Roseburg, Corvallis
- Growing group of farmers, ranches, tour operators, agencies and associations
- Common goal of developing Oregon as the premier place for authentic agritourism experiences



STATEWIDE GOALS

- Inventory and assess agritourism **land-use policy** and regulatory framework
- Evaluate the **economic impact** of agricultural tourism for working landscapes
- Develop an agritourism **marketing** plan connected to culinary tourism
- Connect and **educate** young people about the state's agricultural sector
- Connect agritourism businesses through an **industry driven network**
- Create **standards** of agritourism businesses to offer quality, authentic visitor experiences



MOVING THE NEEDLE ON STATEWIDE GOALS



- Over 150 **leaders** related to the agritourism industry have participated in the rotating Oregon Agritourism Network meetings
- A comprehensive matrix and map of **agritourism policies** has been developed inclusive of all 36 Oregon counties.
- \$65,000 out of \$100,000 has been designated or raised for funding an **economic impact study**
- Network is defining how to lead on being “**industry driven**”
- The **Oregon Agritourism Handbook** and **Marketing Toolkit** created



MARKETING TOOLKIT



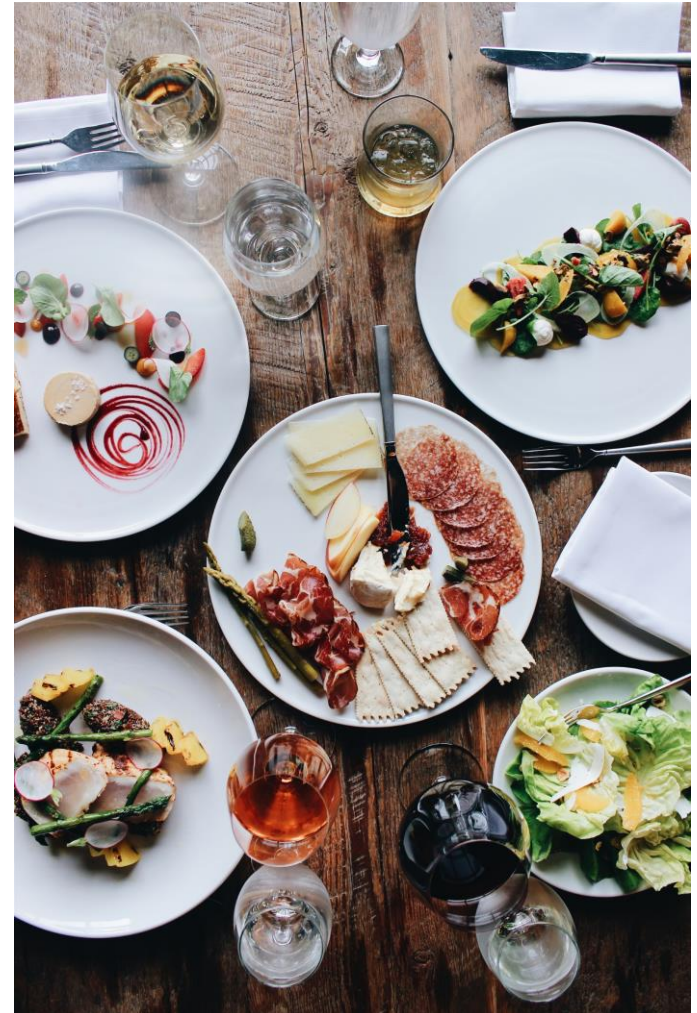


OREGON AGRITOURISM HANDBOOK



PURPOSE OF THE AGRITOURISM HANDBOOK

- Share information through one comprehensive, central resource hub
- Build a foundation and common language around standards
- Strengthen and grow quality, authentic visitor experiences
- Address gaps in information that are essential to doing business – e.g. land use policy, managing risk, and marketing
- Designed to be living document – constant updates and new information



THE OREGON AGRITOURISM HANDBOOK

- Over 82 pages of content developed by Travel Oregon staff, contractors, and action team members
- Outside resources from other agencies, states and countries
- Content includes:
 - Easy reading PDFs
 - Videos
 - Presentations
 - Research
 - Assessments
- Hosted online on industry website by Travel Oregon



HANDBOOK CONTENT

I. Why Consider Agritourism?

II. Assessing your Potential

III. Complying with Legal and Regulatory Requirements

IV. Managing Risk

V. Business Planning

VI. Marketing Toolkit

VII. Visitor Experience

VIII. Productive Partnerships

*Let's take a
look!*



PLANNING, POLICY & PERMITS





ACTIVITIES SUCH AS:

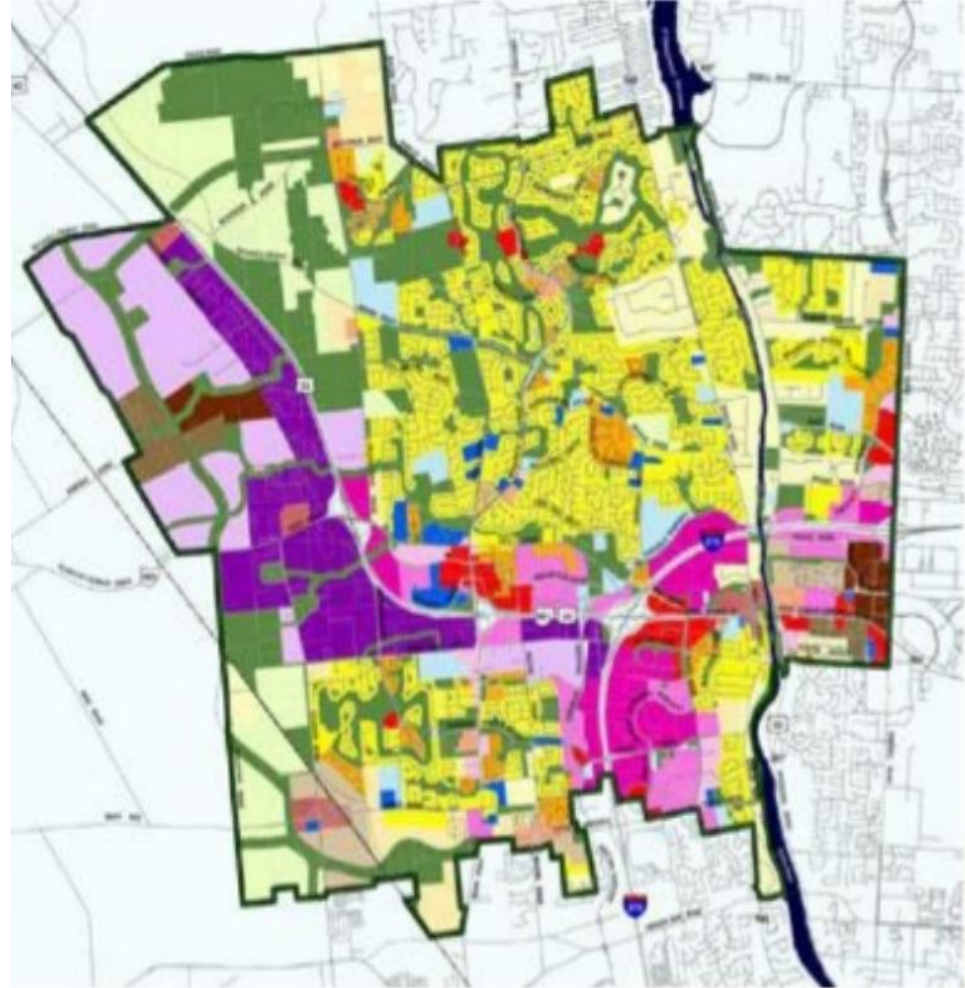
- Farm Dinners
- Harvest Festivals
- Guest Ranch/Farm Stay
- U Pick/U Cut
- Farm Stands

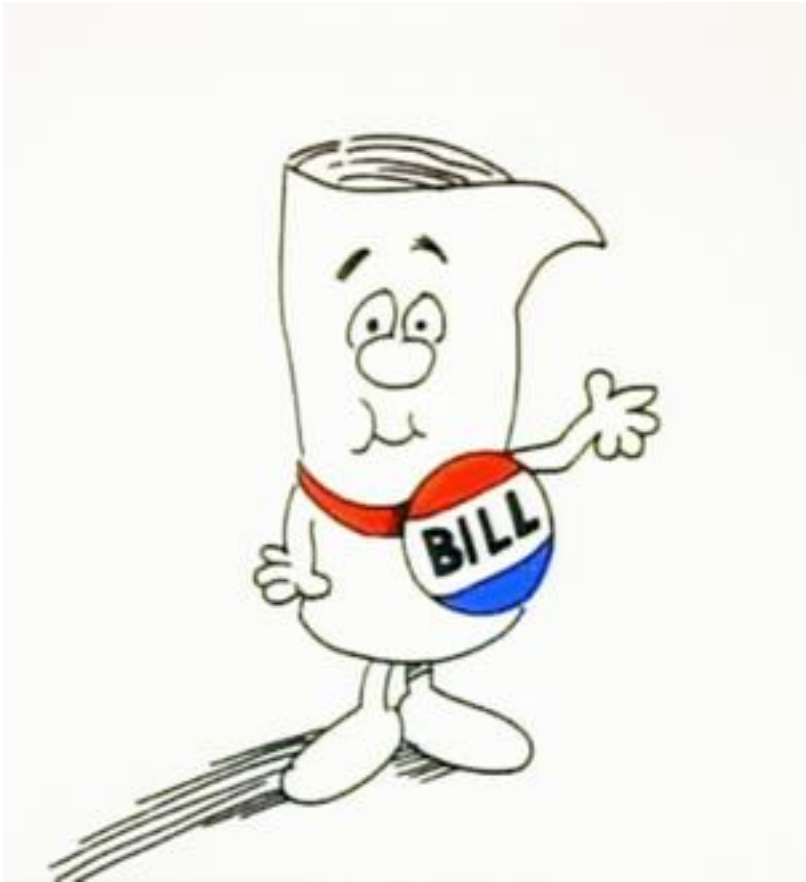
PERMITS FROM:

- Land Use Planning
- Health Department
- Fire Marshall
- Oregon Department of Agriculture
- Oregon Liquor Control Commission

LAND USE PLANNING

- Since 1973 Oregon has had a strong statewide planning program
- Statewide goals are implemented through local planning
- One size doesn't fit all, even if you're neighbors
- "Agritourism activity" in statute vs in practice





SENATE BILL 960

Creates processes by which county **may** conditionally approve agri-tourism and other commercial events or activities related to and supportive of agriculture in area zoned for exclusive farm use, including area designated as rural reserve or as urban reserve.

CALL YOUR PLANNER!

- Provide your address and/or tax lot #
- Share as many details about your business plan as possible – number of guests, parking, similar ventures
- Be patient & open to new ideas
- Ask questions, lots of them
- Think of your planner as your partner & ally



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
Types of Agritourism											
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

	Definitions (State or County Law)	Types of Allowable Uses (may be subject to County review)	Limitations / Requirements
Farm Use (ORS 215.203)	Statute allows direct sales and direct marketing of farm crops	Direct sales & marketing <ul style="list-style-type: none">● U-Pick● U-Cut● Christmas tree sales● Community Supported Agriculture (CSA's)	Limited to crops grown/harvested on site.

Farm Stands

	Definitions (State or County Law)
Farm Stands (ORS 215.283(1)(o)) (OAR 660-033-0130(23))	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	Limitations / Requirements
<p>Direct sales of farm crops and livestock produced on the farm or other farms in Oregon and retail incidental items.</p> <p>“Fee based activity to promote the sale of farm crops sold at the farm stand...” could potentially include a variety of uses, as follows (based on recent Bella Organics Ct. of Appeals case):</p> <ul style="list-style-type: none">● small-scale gatherings (birthdays, picnics)● corn mazes● school tours● pumpkin patch rides● hayrides● farm animal exhibits● farm product food contests and food preparation demonstrations● farm to fork dinners (outdoors)	<p>Specifically does not include temporary or permanent structures:</p> <ul style="list-style-type: none">● designed for occupancy as a residence or for activity other than the sale of farm crops or livestock● for banquets, public gatherings and public entertainment <p>Annual sales of incidental items and fees from promotional activities limited to 25% of total annual farm stand retail sales.</p>

Agri-tourism key provisions

“agri-tourism and other commercial events and activities related to and supportive of agriculture”

- Established by Senate Bill 960 in 2011
- 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 event license
 - land use permits
 - for a single event
 - up to 6 events
 - up to 18 events
- 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 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)

	Definitions (State or County Law)
Agri-tourism / Commercial Events or Activities (ORS 215.283(4))	<p>State law does not specifically define the term “Agri-tourism” or specific activities and events that could be considered agri-tourism.</p> <p>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.</p> <p>The regulations apply to “agri-tourism and other commercial events and activities related to and supportive of agriculture.”</p>

Agri-tourism etc. (cont)

Limitations / Requirements

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
- etc.

No limitation on annual sales to farm income

Wineries

	Definitions (State or County Law)
Wineries ORS 215.452 (smaller wineries) ORS 215.453 (large wineries)	<p>Small Winery</p> <ul style="list-style-type: none">● Less than 50,000 gallons on at least 15 acres● More than 50,000 gallons on at least 40 acres <p>Large Winery</p> <ul style="list-style-type: none">● At least 150,000 gallons on 80 acres or more <p>“Agri-tourism or other commercial events” in conjunction with wineries includes:</p> <ul style="list-style-type: none">● Outdoor concerts for which admission is charged● Educational, cultural, health or lifestyle events● Facility rentals● Celebratory gatherings● Other events <p>The promotion of wine produced in conjunction with the winery is a secondary purpose of the event.</p>

Wineries

Types of Allowable Uses

Operations that are directly related to the sale or marketing of wine produced in conjunction with the winery -- (Includes limited service restaurants and sale of incidental items directly related to onsite wine sales).

2011 and 2013 legislation added allowances for:

- Agri-tourism or other commercial events
- Charitable activities for which the winery does not charge a facility rental fee
- Clarified food/beverage provisions associated with B&B's at wineries

Winery activities may include:

- Wine Tour / Tasting
- Wine club meetings
- Winemaker luncheons/dinners
- Business activities for wine industry professionals
- Open Houses to promote wine
- B&B / Room & Board facilities
- Educational, health, lifestyle events

Wineries

Limitations / Requirements

Agritourism/commercial event/charitable activities are allowed:

- up to 18 days per year for smaller wineries
 - 1 - 6 days not a land use decision
 - 7-18 days land use permit
- up to 25 days per year for larger wineries (restaurants may be 25+ days)
 - land use permit is required

Both 7-18 and over 25 day applications must address potential impacts and must:

- Be subordinate to the production and sale of wine
- Not create significant adverse impacts to uses on surrounding land

Income from limited service restaurants and sale of incidental items must not exceed 25% of income from wine sales.

Outdoor Mass Gatherings

	Definitions (State or County Law)
Outdoor Mass Gatherings ORS 433.735(1) ORS 433.750 ORS 433.755 ORS 433.763(1) OAR 660-033-0130(33) OAR 660-033-0130(34)	<p>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.</p> <p>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.</p> <p>Counties are allowed to make modifications to this definition (e.g., “large gatherings” in Marion County)</p>

Outdoor Mass Gatherings (cont)

Types of Allowable Uses	Limitations / Requirements
<ul style="list-style-type: none">● Concerts● Festivals● Fairs● Carnivals	<ul style="list-style-type: none">● Mass Gatherings<ul style="list-style-type: none">○ Subject to review by the Planning Commission<ul style="list-style-type: none">■ Demonstrate compatibility with existing land uses■ Not materially alter stability of land use pattern of the area■ No permanent structures are allowed● Small or “Other” Gatherings<ul style="list-style-type: none">○ Not subject to review (e.g. not a “land use decision”) <p><i>Agri-tourism and other commercial events or activities may not be permitted as mass gatherings under 215.283(4) ~ however they are being permitted this way in some counties.</i></p>



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AGRITOURISM COMES IN MANY FORMS

Photo credit: Paul Deatherage, Leaping Lamb Farm

WOODEN SHOE TULIP FESTIVAL

WOODBURN, OR



The Wooden Shoe Tulip Farm is located at [33814 S. Meridian Rd. Woodburn, OR 97071](#) [Hours & Directions](#)

Tulip Fest
2017 TULIP FEST
March 24th – April 30th
[VIEW DETAILS & ORDER TICKETS](#)

Host your wedding or event in the beautiful
Wooden Shoe Gardens
[LEARN MORE](#)

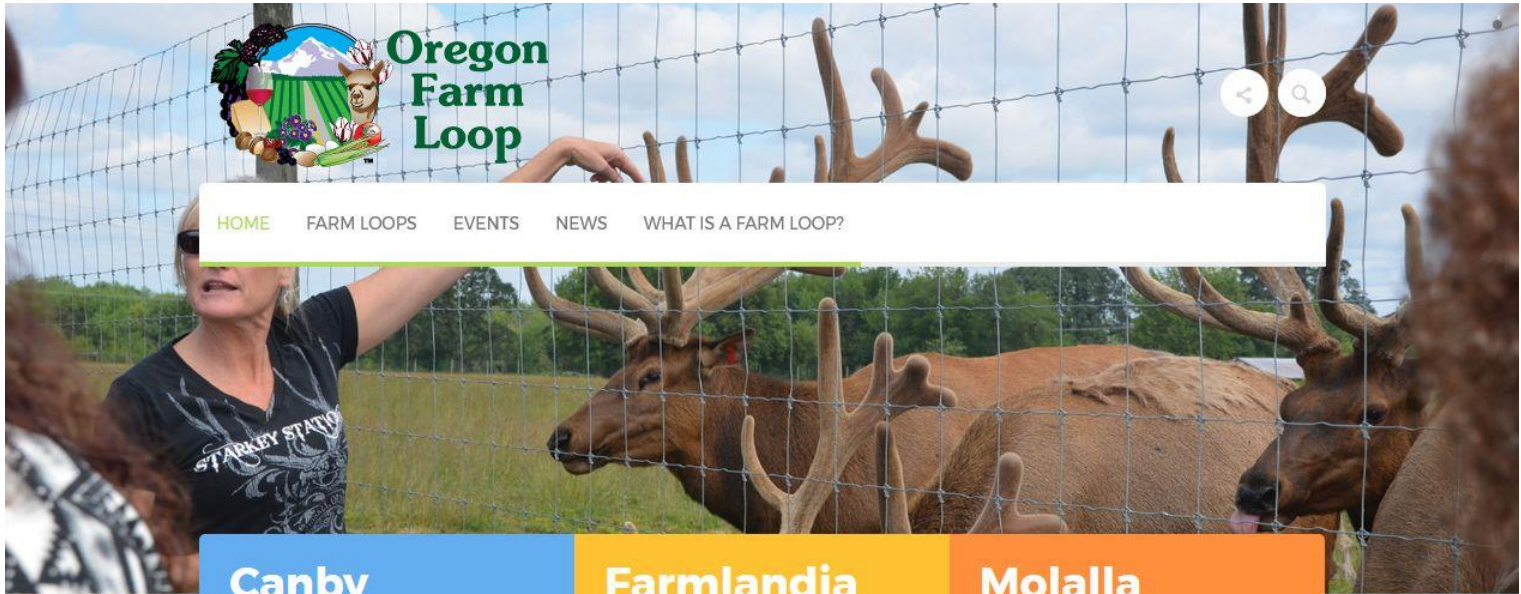
Tulip Fest
Season Passes
[BUY TICKETS](#)

Tulip Fest
Activities & Events
[LEARN MORE](#)

Month-long spring festival – attracts over 100,000 people

FRUIT AND FARM LOOPS

HOOD RIVER, CANBY, FARMLANDIA, MOLALLA OR



Oregon Farm Loop

HOME FARM LOOPS EVENTS NEWS WHAT IS A FARM LOOP?

Canby
Farm Loop

Gather natural goodness from a farm, pet farm animals, taste hazelnuts and chocolates, sip fine wines produced from the region's Jory soils, watch a rodeo or shop for western wear.

[Learn more >](#)

Farmlandia
Farm Loop

Farm stands with fruits and veggies, U-pick, lavender and herbs, specialty native plants, flowers, baked goods and whole grains, tours of a flour mill, amazing local wines and friendly farm animals.

[Learn more >](#)

Molalla Country
Farm Loop

Find local foods and boutique wines to savor; beautiful plants, flowers and Christmas trees for your house and garden and friendly farm animals or majestic elk. Just 30 minutes from Portland and Salem.

[Learn more >](#)

Farms, wineries, country events – all tied together

E.Z. ORCHARD'S HARVESTFEST

SALEM OR

[HOME](#)[MARKET](#)[HARVESTFEST](#)[SHORTCAKE STAND](#)[EVENTS](#)[CIDRE](#)

HARVEST FESTIVAL

ABOUT

October is Harvestfest month at E.Z. Orchards. Started in 1996 as a way to bring people into closer contact with the fields, orchards and animals of E.Z. Orchards, we are still providing that "real contact" with the farm. Through the years we have added more and more features to our farm for you to experience.

Pumpkin Patch, Corn Maze, Hay Rides and more

IMPERIAL STOCK RANCH

SHANIKO OR

THE RANCH CATTLE SHEEP WOOL

ESTD 1871
IMPERIAL
STOCK RANCH
SHANIKO, OR

(0) MY BAG WHOLESALERS

APPAREL NEWS CONTACT

Sharing Knowledge and Changing Lives

HISTORY
SUSTAINABILITY
EDUCATION
GALLERY
PEOPLE

Many visitors come to the Imperial Stock Ranch each year. With each group that visits, we guide them onto the land and share our experience and observations. We share the history and how things have changed – sometimes for the better, and sometimes not. From old car clubs to chef tours, and producer groups to fiber enthusiasts, we customize every experience to match the interests of those visiting. Sharing our knowledge and vision, and exploring the challenges and solutions with visitors, the ranch helps to work toward a better and more sustainable future.

READ MORE

Educational tours: chefs to fiber enthusiasts,
producer groups to car clubs

OREGON CHEESE GUILD – CHEESE TRAILS

PRIMARILY WESTERN OREGON

Creameries to Visit

1 Ancient Heritage Dairy
1311 SE 7th St., Portland, OR 97214
info@ancientheritagedairy.com
971.229.0950 | Tours by appt.
AncientHeritageDairy.com
Handcrafted, French- and Italian-style
sheep and cow cheese.
Shop at Alma Chocolate, 140 NE 28th Ave
Hours Mon-Sat 11-6, Sun 12-5

2 Briar Rose Creamery
19231 NE Fairview Drive, Dundee, Oregon 97115
503.538.4848
BriarRoseCreamery.com
Artisan fresh and aged goat and cow cheese.
Fri/Sat: 11-5

3 By George Farm
176 Yale Creek Rd., Jacksonville, OR 97530
541.899.5650
ByGeorgeFarm.wix.com/growit
Farmstead organic cow cheese.
By appointment

**4 Crushpad Creamery
(at Wooldridge Creek Winery)**
818 Slagle Creek Rd., Grants Pass, OR 97527
541.846.6364
WCVinery.com
Fresh and aged goat and cow cheese to pair
with wine.
Daily: 11-5

5 Face Rock Creamery
680 2nd St SE, Bandon, OR 97411
541.347.FACE (3223)
FaceRockCreamery.com
Gourmet handmade cow cheese.
Mon-Sat: 10-8, Sun: 10-5

6 Ferns' Edge Goat Dairy
39456 Hwy 58, Lowell, OR 97452
541.937.2093
FernsEdgeGoatDairy.com
Farmstead artisan soft and aged
goat cheese.
By appointment

7 Goldin Artisan Goat Cheese
32880 S. Sawtell Rd.,
Molalla, OR 97038
503.810.1954
GoldinArtisanGoatCheese.com
Farmstead artisan rustic French-
style goat cheese.
Sundays by appointment

8 La Mariposa
815 1st. Ave. E, Albany, OR 97321
541.228.7327
Handcrafted international-style raw cow cheese.
Mon-Fri: 9-6

**9 Ochoa's Queseria
(Don Froylan)**
815 1st Ave. E, Albany OR 97321
541.228.7327
OchoasQueseria.com
Handmade authentic, natural Mexican-style cheese.
Mon-Fri: 9-6

10 Pholia Farm
9115 W. Evans Creek Rd., Rogue River, OR 97537
541.582.8883
PholiaFarm.com
Handmade, raw milk aged goat cheese.
May-Aug, Saturdays: 10-2 and by appointment

11 Portland Creamery Kitchen
1640 SE 3rd Ave., Portland, OR 97214
503.616.4443
Simple, delicious, approachable goat cheese.
Wed-Sat: 11-4

12 Rivers Edge Chevre
6315 Logsdan Rd., Logsdan, OR 97357
541.444.1362
RiversEdgeChevre.com
Sustainable farmstead goat cheese.
Self-serve case, open all year

13 Rogue Creamery
311 N. Front Street, Central Point, OR 97502
866.396.4704 | Mon-Sat: 9-5, Sun: 12-5
Organic Farm Stand, 6531 Lower River Rd.
Grants Pass, OR | Fri-Sun 11-4
RogueCreamery.com
Award winning handmade blue and cheddar cheese
from cow and goat milk.

14 Tillamook County Creamery Association
4185 Highway 101 North, Tillamook, OR 97141
503.815.1300
Tillamook.com
Naturally aged, award-winning cheddar and other
cow cheese.
Daily: 8-6, Summer: 8-8

15 Umapine Creamery
50901 Umapine Rd, Milton-Freewater, OR 97862
541.861.2009 | 541.861.2111
Farmstead fresh and aged cheeses from pastured
cows.
By appointment

16 Willamette Valley Cheese Co.
8105 Wallace Rd. NW, Salem, OR 97304
503.399.9806 | WVCheeseCo.com
Farmstead classic European-style cow cheese.
Tue-Sun: 10-5



Can't make it to a Creamery?

Look for Oregon cheeses at Farmers Markets, retailers, and restaurants around the state. For a list by region, go to the Oregon Cheese Trail page on our website.

Don't miss our annual events, Central Point's Oregon Cheese Festival in March, and Portland's The Wedge in October.

Regional Breakdown

- PORTLAND METRO
- WILLAMETTE VALLEY
- SOUTHERN OREGON
- OREGON COAST
- CENTRAL/EASTERN OREGON

OregonCheeseGuild.org

ALPACAS AT MARQUAM HILL RANCH

MARQUAM OR

ALPACA EVENTS CALENDAR

February 16, 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1 10:00am Open Store & Ranch Tours	2 10:00am Open Store & Ranch Tours	3 10:00am Open Store & Ranch Tours	4 10:00am Open Store & Ranch Tours
5 10:00am Open Store & Ranch Tours	6 10:00am Open Store & Ranch Tours	7 10:00am Open Store & Ranch Tours	8 10:00am Open Store & Ranch Tours	9 10:00am Open Store & Ranch Tours	10 10:00am Open Store & Ranch Tours	11 10:00am Open Store & Ranch Tours
12 10:00am Open Store & Ranch Tours 10:00am Valentine's Day Feb 11th ...	13 10:00am Open Store & Ranch Tours 10:00am Valentine's Day Feb 11th ...	14 10:00am Open Store & Ranch Tours 10:00am Valentine's Day Feb 11th ...	15 10:00am Open Store & Ranch Tours	16 10:00am Open Store & Ranch Tours	17 10:00am Open Store & Ranch Tours	18 10:00am Open Store & Ranch Tours 10:00am Valentine's Day Feb 11th ... 10:00am Visit by Michele Ballantyne ...
19 10:00am Open Store & Ranch Tours	20 10:00am Open Store & Ranch Tours	21 10:00am Open Store & Ranch Tours	22 10:00am Open Store & Ranch Tours	23 10:00am Open Store & Ranch Tours	24 10:00am Open Store & Ranch Tours	25 10:00am Open Store & Ranch Tours
26	27	28	1	2	3	4


UPCOMING EVENTS

- Thu Feb 16 @10:00AM - 04:00PM
Open Store & Ranch Tours
- Fri Feb 17 @10:00AM - 04:00PM
Open Store & Ranch Tours
- Sat Feb 18 @10:00AM - 04:00PM
Open Store & Ranch Tours
- Sun Feb 19 @10:00AM - 04:00PM
Open Store & Ranch Tours
- Mon Feb 20 @10:00AM - 04:00PM
Open Store & Ranch Tours
- Tue Feb 21 @10:00AM - 04:00PM
Open Store & Ranch Tours
- Wed Feb 22 @10:00AM - 04:00PM
Open Store & Ranch Tours
- Thu Feb 23 @10:00AM - 04:00PM
Open Store & Ranch Tours
- Fri Feb 24 @10:00AM - 04:00PM
Open Store & Ranch Tours
- Sat Feb 25 @10:00AM - 04:00PM
Open Store & Ranch Tours

Breeders first but promote with a store, tours, even a farm dinner

PLATE & PITCHFORK

BASED IN PORTLAND AND JOSEPH OR




Powered by: Saffire

STAY IN THE LOOP!

EVENTS ABOUT US PARTNERS BUY TICKETS

The rainy days of fall.
We've tucked away all our gear for winter and are pondering just how to make our next season memorable & fun. Although we're not in the fields, farmers around the state are still busily tending to crops and bringing their harvest to farmers markets and farm stands near you. Hop over to our [partners page](#) to find contact information for a few of our favorites, or visit the [Oregon Farmers Market Association](#) to find a winter market near you!



Farmers Ending Hunger.
This summer with your help, we raised \$22,575 for [Farmers Ending Hunger](#). That translates to approximately 180,600 servings of healthy, locally grown foods that will reach the tables of Oregon's hungriest residents. We're delighted, amazed and so incredibly grateful for your generosity. Together we can truly make a difference! (If you're looking to make an end of year charitable donation just visit their [website](#))


Dinner | Rafting | About Us | Buy Tickets

© Plate & Pitchfork - PO Box 82744 Portland, Oregon 97282
503.655.1031 info@plateandpitchfork.com

Company that books farm and ranch locations
for farm-to-table events


FAIRFIELD FARM CORVALLIS OR

Fairfield Farm



- Home
- What We Grow
- Wwoof/Workaway Opportunities
- About Us
- Order
- Contact

CERTIFIED ORGANIC U-PICK STRAWBERRIES



These sweet & delicious, organically grown strawberries can produce from May until November.
In May & June I am open for u-pick Wednesday through Sunday, 12:00 - 5:00. July - November you are welcome to make an appointment. Call or text 541-760-8163 (between 9:00 a.m. - 9:00 p.m., please).

FROZEN BLUEBERRIES (4 LB. BAG) - \$16.00,
FROZEN STRAWBERRIES (4 LB. BAG) - \$13.00
FROZEN GOLDEN RASPBERRIES (1 LB. BAG) - \$5.00

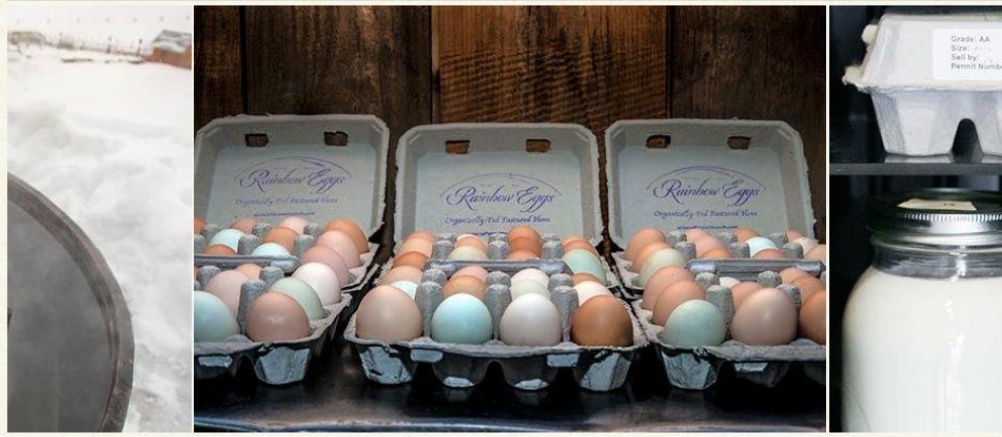
CERTIFIED ORGANIC GARLIC

Type: Softneck

U-pick Tilth certified organic strawberries.
Also grows garlic and blueberries.

WILLOW-WITT RANCH

ASHLAND OR



Welcome to Willow-Witt Ranch

Willow-Witt Ranch is a 445-acre gem in Southern Oregon's high country. In this magical valley, owners Suzanne Willow and Lanita Witt have restored a working forest and wetland, and a small farm with exciting [Farm Stay](#) accommodations. Here, you can enjoy a memorable stay and experience nature's beauty on a ranch committed to land conservation and restoration, alternative energy and sustainable agriculture.

[Stay With Us](#)

[Special Events](#)

[Farm Goods](#)

Stay with us

Our Farm Stays allow families to experience life on a farm, a healthy varied forest, and a healing wetland. A stay in our Meadow House, Farmhouse Studio, a Furnished Wall Tent, or your own tent in our forested campground invites you to relax into the rhythm of nature. Hear the wind, breathe in fresh air, drink pure spring water, and taste the difference in food you pick fresh from the garden. Watch stars in a truly dark sky, hike through meadows of wildflowers and forests filled with birds and wildlife, and spend time with contented animals as you reconnect with your family and the

Farm stay (house, studio, platform tents, campsites),
sell at farmers' market, special events, workshops

GATHERING TOGETHER FARM

PHILOMATH OR



Shopping at GTF

Our Farmstand features the diverse array of fine organic produce grown here on the farm and offers much more than your average roadside produce stand.

We have great pastries and breads baked fresh every day. Our organic potato doughnuts are made from scratch each morning, something seldom found in the doughnut world.

Not only will you find our beautiful produce and pastries for sale at our Farmstand, you'll also find Cattail Creek Lamb, Afton Field Farm free-range chicken, Wild Harvest Honey, local free-range eggs, Sweet Creek Foods fruit spreads and pickles, and a whole lot more! Everything we sell here comes from our farm or from other local producers.

Catering

Having a special celebration or event? We'd love to help you feed your guests!



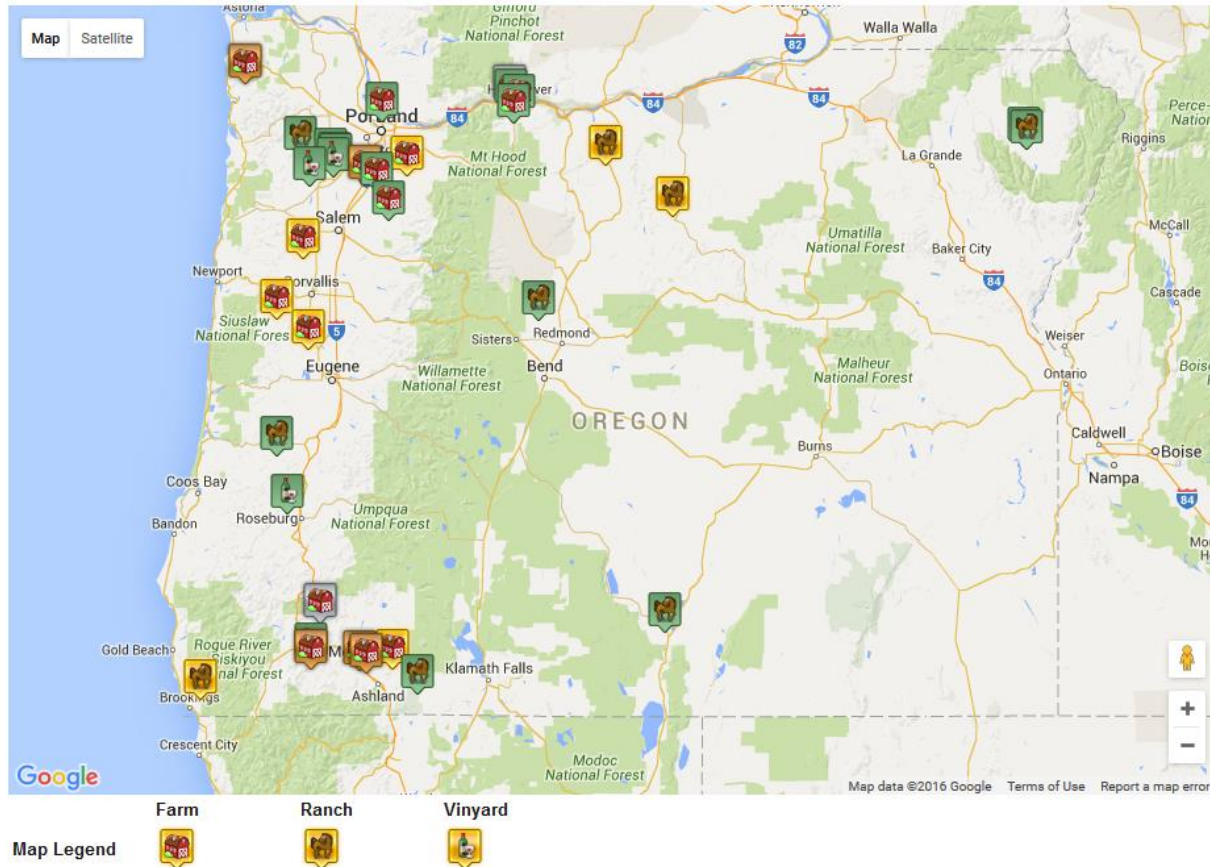
Large market farm with on-farm restaurant,
farm stand, and catering

WE ALL HAVE DIFFERENT MOTIVATIONS

- Financial
 - 92% in USFSA survey cited this
 - If not making money, can you afford to do this?
- Educational
 - 67% in USFSA survey cited this
- Meeting people from all over
 - 52% of USFSA survey cited this
- Other



OUR CONNECTEDNESS GIVES US A VOICE AS OUR STATE'S AGRITOURISM SECTOR



Farm Stay U.S. Mapped Results of Oregon Farm and Ranch Stays – As an Example (www.Farmstayus.com)

CONNECT WITH US, CONNECT WITH OTHER FARMS, STAY AND GET INVOLVED



**...AND PUT YOUR CONTACT INFO ON THAT
CLIPBOARD WE ARE SENDING AROUND**



So we can stay in touch.

THANK YOU!

...AND QUESTIONS?

Melissa Fery

OSU Extension – Small Farms

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