AGENDA

TUES, JULY 10 | 9AM-NOON

• Introductions and Framing
• Trends Affecting Agritourism and Its Role in Farming
• Building A Shared Short List of Critical Issues and Opportunities

15 MIN. BREAK

• How Could Increased Coordination Address These Critical Issues and Opportunities?
• Moving the Mountain – Taking Action
• Final Thoughts and Next Steps

NETWORKING LUNCH: NOON – 1PM
MEETING OBJECTIVES

• Increase understanding of work being conducted by agencies and organization to advance agritourism in Oregon

• Share knowledge about relevant trends, critical obstacles and opportunities for agritourism

• Explore concrete opportunities for high-impact coordination of effort

• Broaden committed leadership for high-impact coordination of effort
PRESENTATION & DISCUSSION

TRENDS AFFECTING AGRITOURISM AND ITS ROLE IN FARMING

• ERICK GARMAN, ODA
• SHARI SIRKIN, FRIENDS OF FAMILY FARMERS
• ERIKA POLMAR, PLATE & PITCHFORK
OVERVIEW OF AGRICULTURE IN OREGON

- 16,300,000 acres in production agriculture or 26% of total land
- 34,400 farms in Oregon (2016)
- Average farm size is 474 acres
- Over 60% of farms are less than 50 acres
- Farms 500 acres or more in size comprise about 88% of the land area in farms
- 1,200 Oregon Century Farms
- 39 Oregon Sesquicentennial Farms
- 96% of farms in Oregon are family owned and run
- 22,722 women farmers in Oregon (or 39%)
OVERVIEW OF AGRICULTURE IN OREGON

- Oregon’s agriculture industry is economically linked to approximately $50 billion of sales from all sectors (or 13.2 percent).
- Agriculture employs over 326,000 full/part-time workers.
- 80% of production leaves the state; 40% of production leaves the country.
- Ag and food products are the third largest export sector in terms of value.
- Ag accounts for about 9% of total state exports.
OVERVIEW OF AGRICULTURE IN OREGON

- Over 220 commodities produced in Oregon
- Helps create greater stability throughout the industry over time.
- Most of Oregon’s ag products are not federal program commodity crops.
- Varied size of farms and methods of production.
- Average age of farmer/rancher in Oregon is 60 – owning 10 million (or 64%) of Oregon agriculture land
- Between 1954 & 2012, farmland dropped 22% from 21 million to 16 million acres
OREGON DEPARTMENT OF AGRICULTURE

• Our Mission: Ensure healthy natural resources, environment, and economy for Oregonians now and in the future through inspection and certification, regulation, and promotion of agriculture and food

• Oregon Department of Agriculture supports all agriculture equally in the state
WHY AGRITOURISM?

• Farms provide:
  • Jobs
  • Healthy economies
  • Conservation of natural resources
  • Local food systems

• Farms also need resources to cultivate resilience.

That's where agritourism comes into play.
<table>
<thead>
<tr>
<th>AGRITOURISM ACTIVITIES DESIRED?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Family Farms:</strong></td>
</tr>
<tr>
<td>• Farm Store</td>
</tr>
<tr>
<td>• Farm Tours &amp; Dinners</td>
</tr>
<tr>
<td>• Corporate Events</td>
</tr>
<tr>
<td>• Value-Added Products</td>
</tr>
<tr>
<td>• Food Service</td>
</tr>
<tr>
<td><strong>New Land Owners:</strong></td>
</tr>
<tr>
<td>• Retreats – fitness &amp; lifestyle</td>
</tr>
<tr>
<td>• Weddings</td>
</tr>
<tr>
<td>• Farm Stays</td>
</tr>
<tr>
<td>• Music venues</td>
</tr>
<tr>
<td>• Food Service</td>
</tr>
</tbody>
</table>
WHAT’S PERMISSABLE?

- Winery
- Cidery
- Restaurant in conjunction with a winery
- Room & board for five unrelated person in an existing residence
- Home occupations
- Farm stands
- Guest ranch
- Agritourism and other commercial events or activities that are related to and supportive of agriculture
- Private parks, playgrounds, hunting & fishing preserves or campgrounds
- Outdoor gatherings
ADOPTION OF SB 960

- **Green** = agritourism events language incorporated into ordinance
- **Red** = no distinct agritourism language in ordinance
MOST FREQUENT ASSISTANCE REQUESTS

• My neighbor complained and now I have a letter from planning
• I’m not in EFU but I own a farm how do I ____
• I want to host overnight guests
• How can I have events on my property
• I can’t get insurance
• Why can’t I sell anything other than my crop at my farm stand
• I bought a farm and want to have a music/yoga venue
• Why isn’t my honey considered a VAP?
• I want to sell my meat directly to consumers
• I need a ___ permit but I’m not farming yet.
• I got my permits but now I need another.
• I want to have weddings on my farm
BUILDING A SHARED SHORT LIST OF CRITICAL ISSUES AND OPPORTUNITIES

• Educate county and regional agencies as well as policy makers about the benefits of agritourism and the associated activities that are currently permissible. Encourage the development of an easy-to-understand and transparent process for operators to legally expand their businesses to include agritourism. Establish best practices to support counties in bringing their codes current.

• Provide technical assistance for agritourism operators so that they can effectively navigate and be in compliance with laws, codes and permitting requirements.

• Develop a marketing and communications strategy to advance agritourism in Oregon and provide operators with support on how to engage with that framework.

• Provide opportunities for operators to network, learn, and gain assistance with business planning from other operators and resources providers.

• Improve interagency coordination to support the sustainable development of agritourism including: creating a more connected process for businesses and operators to understand and meet necessary requirements, and supporting a more streamlined process.
DISCUSSION

Does this list resonate with your knowledge and experience?
TABLE DISCUSSION

How could increased coordination address these critical issues and opportunities?
DISCUSSION
QUESTIONS

• How would collaboration add value to working on this issue?
• Do you have specific strategy ideas?
• Who are the key partners to engage in a collaborative approach?
• Identify a clear first step and timing.
MOVING THE MOUNTAIN – TAKING ACTION
WHERE DO WE GO FROM HERE?

• What is needed for coordinating next steps?

• What, if any, specific actions can and should be started now?

• Who can take a leadership role in strengthening organizational connections and/or advancing specific actions?
FINAL THOUGHTS & NEXT STEPS