

OREGON AGRITOURISM COORDINATION MEETING JULY 10, 2018



TRAVEL



OREGON

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

AGRITOURISM ACTIVITIES DESIRED?

Family Farms:

- Farm Store
- Farm Tours & Dinners
- Corporate Events
- Value-Added Products
- Food Service

New Land Owners:

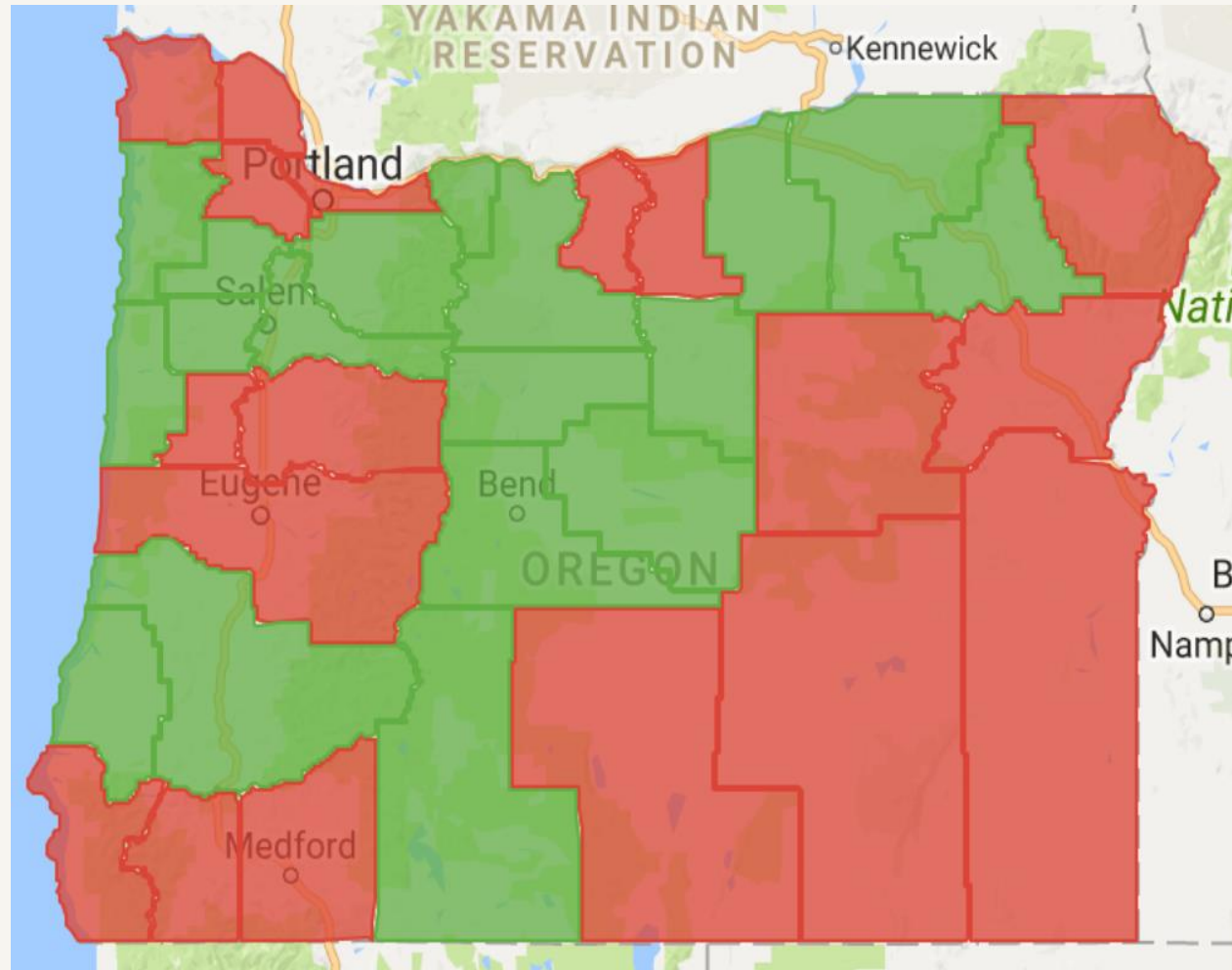
- Retreats – fitness & lifestyle
- Weddings
- Farm Stays
- Music venues
- Food Service

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?

COFFEE BREAK



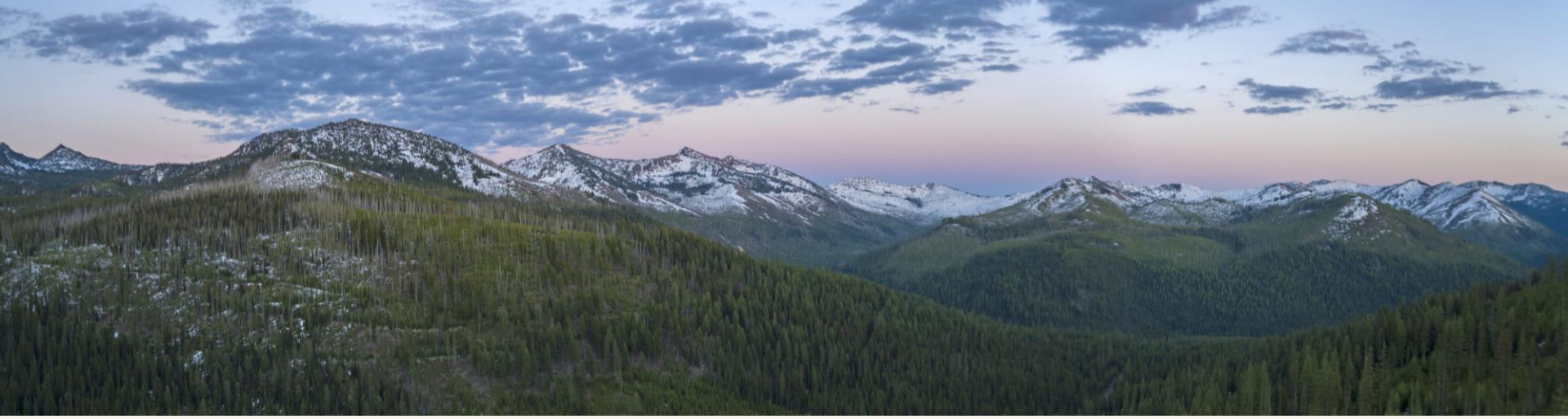


TABLE DISCUSSION

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



An aerial photograph of a winding river flowing through a vast, green, grassy landscape. The river is dark blue and meanders across the terrain, which is dotted with small, dark green shrubs and patches of lighter, dry grass. The word "LUNCH" is overlaid in the center of the image in a white, bold, sans-serif font. The overall scene is bright and natural, suggesting a peaceful outdoor setting.

LUNCH