

2019 Agri-Eco Tourism Conference



Audience:

For those who want to start or grow a successful agritourism or ecotourism business. Typical attendees include farmers, woodland owners, vineyard operators, outfitters, forest rangers, tourism program managers and university educators.

Key Speakers:

- Toby Bloom - US Forest Service
“Strengthening Outdoor Economies in Rural Communities”
- Stephanie Larson - University of California “Enhancing Experiences with Agritourism Adventures”

Additional topics include: designing farm tours, visitor safety, industrial hemp tourism, cider industry tourism, county planners Q&A, media relations, and DIY product photography.

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Thurs. March 14

8:30 a.m. – 3 p.m.

Unitarian Universalist
Congregation of Salem
5090 Center Street NE
Salem, OR 97317

\$15 per person Lunch included

Register at: Eventbrite

<https://tinyurl.com/agri-eco2019>

Or contact Audrey Comerford:
(503) 588-5301

audrey.comerford@oregonstate.edu



**Oregon State
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2019 Agri-Eco Tourism Conference

Mid-Willamette Valley

Order of Events



Oregon
Agritourism
Partnership



Thursday March 14, 2019
8:30 a.m. through 3:00 p.m.

Unitarian Universalist Congregation of Salem
5090 Center Street NE Salem, OR 97317

8:00 a.m. Registration, coffee and networking

8:30 a.m. Welcome and self-introductions, door prizes

9:00 a.m. Speaker – Toby Bloom, US Forest Service *“Strengthening Outdoor Economies in Rural Communities”*

9:55 a.m. Speaker – Stephanie Larson, Univ. of California Extension *“Enhancing Experiences with Agritourism Adventures”*

10:45 a.m. Speaker - Audrey Comerford, OSU Extension Service *“Creating Successful Tours of your Farm or Woodland.”*

11:30 a.m. Speaker - Glenn Ahrens, OSU Ext. Forester *“Fire! Keep Visitors Safe on Your Farm and Forest”.*

12:00 p.m. *“Ignite Sessions”*

Industrial Hemp Tourism with Barb Iverson

Cider Industry Tourism

12:30 p.m. Lunch and Networking

1:05 p.m. *“Keeping it Legal”* County Planners update, Q & A.

1:55 p.m. Marketing Break Out Sessions

Kara Kuh, Travel Salem *“Pitch Perfect: Working with the Media to Create Story Opportunities”*

Stephen Ward, OSU Extension Communications Specialist *“DIY Photography: How you can take great photos of products, land and people with your phone camera or SLR.”*

2:45 p.m. Convene for evaluation, thanks and wrap up.

SESSION DESCRIPTIONS AND KEYNOTE BIOS FOLLOW:

Ecotourism Keynote – Toby Bloom, US Forest Service Washington, DC

Presentation Title: Strengthening Recreation Economies in Gateway Communities

Toby will discuss the Forest Service partnership with the Rural Development agency, and how we are bringing together gateway communities, their partners, and experts from conservation, community and economic development to help rural gateway communities diversify their economies by attracting tourism, while improving the quality of life for residents. She will discuss the various financial opportunities and business services that are available, and briefly show some examples of the program in action, as well as other emerging initiatives in USDA and other agencies that support this work.

About Toby Bloom



A native of the DC Metropolitan area, Toby Bloom is the National Program Manager for Tourism and Interpretive Services for the US Forest Service. Some of the current Forest Service initiatives she leads are the development of the National Forest Explorer Mobile App; strengthening recreation economies in forest gateway communities; promoting healthy people and forests through innovative public lands and public health partnerships; and leveraging work with interpretive associations through the Expanded Partnership Authority. Toby was previously the Latin America and Caribbean Program Specialist for the International Programs division of the Forest Service. Before joining the USFS, she developed community ecotourism projects in high biodiversity areas of Latin America and the Caribbean as the Director of Wildlife Ecotourism for Humane Society International, as a technical expert for USAID in Honduras, and in several other consultancies in the region. Toby started her career in recreation and tourism as a tour guide through the US, Canada, and Mexico. Ms. Bloom received her master's degree in Sustainable International Development from Brandeis University.

Agritourism Keynote – Stephanie Larson, University of California Cooperative Extension (UCCE)

Presentation Title: "Enhancing Experiences with Agritourism Adventures"

UCC and Sonoma County Tourism partnered to increase tourism opportunities in Sonoma County, California. Sonoma County, known for its 425 wineries, miles of rugged Pacific coastline, and towering redwood forests; is also the home for many small scale agritourism businesses. The presentation will cover opportunities to enhance local experiences with Agritourism Adventures, combining adventures or experiences with local agritourism operations; farms, dairies, ranches. Adventure activities include experiences like milking cows, making bread, picking fruit, etc. An agritourism "itinerary trail" promoted through the Tourism Board, made available to tour companies, etc., will increase revenues from onsite or online sales. Agritourism operators can also benefit from established tourism, pairing with local wineries with established markets; shipping their products with wine. Itinerary building addressed insurance, marketing and liabilities as they related to multiple itineraries stops. Expanded capacity of agritourism businesses will increase revenues for local agricultural operators and extend vacation stays in Sonoma County.

About Stephanie Larson



Dr. Stephanie Larson, Director, University of California Cooperative Extension (UCCE), Sonoma County; promotes research and extension programs in Sonoma County, along with being the Livestock and Range Management Advisor. She address climate change, food production and ecological and economical management of working landscapes in Sonoma and Marin Counties. She has a BS and MS in Animal Science and a PhD in Rangeland Management. Dr. Larson assists local livestock producers to improve production and marketing of livestock, conducting research in the wise stewardship of lands, humane methods of predator control, and sustainable agriculture for the livestock industry. Her program documents and integrates the ecosystem services provided by rangelands, highlighting the benefits of using grazing animals as tools to address vegetation management reduced fire fuels, improved habitat and increased forage production. She is a licensed certified rangeland manager; she brings public and private land owners and managers together to make science based decisions and polices to manage working landscapes for the benefit of all users.

Stephanie leads efforts to increase agritourism in Sonoma County, working closely with Sonoma County Tourism. Her efforts are bringing more economic opportunities to local agriculture producers, making their operations more sustainable and economically viable.

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Oregon State University Extension Service, Marion County office
1320 Capitol Street NE #110
Salem, Oregon 97301
Main Office – 503-588-5301
Agritourism Office – 503-689-8241
Audrey.comerford@oregonstate.edu
Mary.stewart@oregonstate.edu

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