

# Agritourism Master Plan for Clackamas County

A comprehensive, explanatory and practical approach to developing and promoting Clackamas County as one of the world's premier agritourism travel destinations, in order to increase travel-related revenues and tourism jobs in Clackamas County while strengthening the economic future of local farms.

Produced for the:

Clackamas County  
Tourism Development Council  
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OREGON'S  
**MT. HOOD**  
**TERRITORY**  
explorers welcome

2012

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## I. Introduction

The Clackamas County Tourism Development Council (TDC), through its grant process, initiated a comprehensive and practical approach to “master plan” the development of agritourism in the county. The Master Plan defines the basic framework of agritourism and allows the TDC to envision, initiate, organize, plan, budget, manage, develop and report the work of the TDC.

The plan draws from the evolution of agritourism over many decades in the United States and in Europe and puts forward proven concepts of development. In addition, the plan builds on the expertise of numerous local, national and international specialists who are experts in their respective fields and in the overall discipline of agritourism. Clackamas County farmers representing major farm sectors, farm-related businesses and organizations also provided input.

The Master Plan provides the agritourism community (TDC, the Board of County Commissioners, staff, partners, stakeholders and landowners) with a benchmark, or common base of information. This benchmark may be used to compare progress over time. The explanatory plan includes extensive detail, case studies and development opportunity scenarios meant not only to promote overall understanding of the industry, but also to provide practical information for tourism developers who are building programs.

The Master Plan is powered by the TDC, Danielle Cowan, the Clackamas County Tourism and Cultural Affairs staff and the Board of County Commissioners. It was authored by Mary Stewart, MARStewart Group, with some information provided by partners Cogan Owens Cogan, LLC (agritourism models; some land use law analysis); Roth Bates, Inc. (research of existing plans); and Stanley D. Miles (economic history and projections). Kathi Jaworski and Jae Heidenreich provided guidance on format and content. In addition, many other experts who provided information are acknowledged at the end of each section.

### **Agritourism Development, the White Paper & Tourism Development Task Force**

The Tourism Development Task Force (2009) identified Key Points and Recommendations to be fulfilled through agritourism development. As the Tourism 5-year plan is created in 2012, it may be helpful to compare progress made on the 2009 goals, and to incorporate new ideas from this Master Plan and related works.

- Connect residents and visitors to restaurants and farm events that feature locally-grown.
- Work to change/implement laws that allow farms to host events, markets, tours and home stays while not compromising agricultural and forest resources.
- Create a new wine region.
- Attract the geo-tourism traveler with the richness of offerings, and make it easy for them to find unique lodging, spas, dining, specialty shopping, sightseeing and transportation.
- Encourage the development and support for services needed by visitors to enjoy recreational activities (on farms).
- Develop good quality, unique lodging in rural areas that match the experiences and desires of visitors.
- Provide financial incentives to businesses interested and qualified to provide recreational services to visitors.
- Create an identity for our destination from products manufactured in the county. Items could be feature displays at Destination Welcome Centers and featured on websites, and in catalogs and brochures.
- Develop a consistent signage and communications program.

## II. Profile and Context

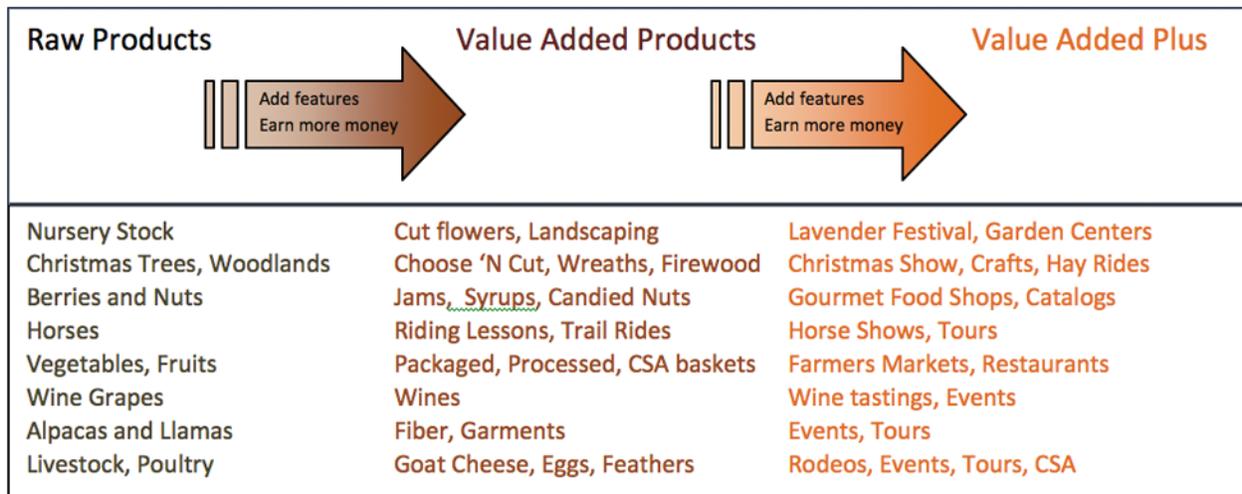
### A. About Agritourism

Agritourism is defined as an enterprise at a working farm or woodland, ranch or agricultural plant conducted for the enjoyment and benefit of visitors that generates supplemental income for the owner. It combines the best of what we produce locally in Clackamas County and our local sustainable vision with the public’s desire for local products and experiences resulting in increased local revenue and in keeping family farms viable.

**Fig. 1 Agritourism Adds Value and Value Plus to Agriculture Production**

Agritourism adds value to raw products. The agritourism industry provides a market for value-added products and once again for value added plus products. As more value is added, more money is earned by the producer. The result is a greater profit earned on the original raw product raised on the farm. (Stewart 2009)

Fig. 1



Stewart 2009

### B. Agritourism is Popular Around the World

Tourism is the largest industry in the world. Agricultural tourism “agritourism” is especially popular. Called “agriturismo” in Italy, and referred to as “sleeping in the straw” in Switzerland, agritourism is well established in Europe, New Zealand and Australia. In the United States, interest in and desire for information about agritourism is growing.

Agritourism promotes the sales of farm products and generates additional farm income while it provides visitors with entertainment, recreation, participation and education and infuses dollars into tourism. It is growing nationwide as farm operators in many states offer agritourism activities as on way to diversity and increase their on-farm profits (Brown. Reeder. 2007).



## C. What is the Business Growth Potential in Agritourism?

Agritourism is a rapidly growing industry in many parts of the country. It is gaining momentum as urban populations grow and search for “down to earth” fun recreational activities close to home. “Many urban residents long to experience more of the countryside than they can see from the highways, yet few have friends and family who are farmers.” (Tosetti 2001). “With the average American now three generations removed from the farm, they are seeking to return to their agrarian roots to learn first-hand how food and fiber is produced.” (Stewart 2003). Europeans seek agritourism as a fulfillment of their romance with the culture of the west. Asians enjoy agritourism as they explore and compare cultural differences in a country setting.



According to University of California agritourism specialists, Holly George and Ellie Rilla, “opportunity knocks at the doors of farmers and ranchers who have vision, skills and commitment. This opportunity unites tourists’ pursuit for well-being and rural experiences with farmers’ and ranchers’ need to supplement their income. It provides operators an opportunity to diversify and protect themselves from fluctuating markets and can allow landowners to benefit financially from wise use of their land.” (H. George, E. Rilla 2011).

Hollie George and Ellie Rilla

### 1. Data about Agritourism Visitors, Income and Jobs

National data sources support the economic development potential of agritourism. Nearly two-thirds of all U.S. adults (87 million) took a trip to a rural destination from 2002 to 2005 (Geisler 2011), and more than 82 million people visited farms during a



one-year period in 2000 and 2001, including approximately 20 million youth and children under the age of 16 (U.S. Forest Service 2003).

Although the economic impact of agritourism has not been thoroughly researched, a variety of state surveys have indicated its importance to the local farm economy. In California, half the operators responding to a state survey reported less than \$10,000 in revenues for 2008, while 21 percent (55) had Agritourism revenues of \$100,000 or more; one-third of the operators had annual gross profits of between \$10,000 and \$99,000 (Rilla et al. 2011).

### 2. Tourism Pays!

In 2010, tourism and travel composed nearly 9 percent of the global economy (ILO 2010). The number of “person-trips” in the United States increased as well, though numbers are down during the 2009 economic downturn. (One person-trip is a trip of more than fifty miles from home for reasons other than work or school.) In 2008, Americans took 1,987 billion person-trips, down 0.6 from 2007 (OTTI 2010).

### 3. Jobs Here Have Remained Stable

In Clackamas County, tourism employed 4,700 people in 2010, down from a peak of 5010 in 2007. In spite of the economic downturn, the jobs have remained fairly stable. It is likely that tourism is a much more significant part of the local job count in more rural communities, especially those near Mount Hood (Jaworski 2012).

#### 4. Why Vacation?

Agritourists vacation away from home, in the rural countryside. The Agri-Business Council of Oregon's Agritourism Workbook (2003, 2007) reported the following reasons people vacation away from home, ranked according to importance.

##### ***To build and strengthen relationships***

The primary reason Americans travel on vacation is to spend time along with their family. They want to be together with their family in stress-free surroundings, and they consider a trip away from home to be the ideal opportunity. They view travel as a time to rekindle and strengthen their relationships. Many Americans also view travel as a time to start new friendships, as they look for social interaction throughout their trips.

##### ***To improve health and well-being***

Vacations are vital to travelers' physical and mental well-being, both for individuals and families.

##### ***To rest and relax***

Americans on vacation want to rest and relax. A trip away from home is a trip away from work and worry. When they return, they feel refreshed and renewed.

##### ***To experience adventure***

Some travelers vacation away from home to find adventure. They want their vacations to provide excitement, be it dangerous or romantic.

##### ***To escape***

Most tourism surveys indicate that many people travel to escape their daily routine, worry and stress, and to attain what they sense is missing in their lives (Krippendorf 1986). They seek something different: perhaps a better climate, a slower pace of life, cleaner air, prettier scenery or quieter surroundings.

##### ***To learn***

Better-educated travelers reported that they travel to learn and discover. They want to see, hear, touch, and feel unfamiliar things. More specifically, they want to learn or practice a language, study a culture, explore gourmet foods or wines or investigate spirituality.

##### ***To mark a special occasion***

Many Americans vacation away from home to celebrate life milestones and special occasions. New relationships, marriages, birthdays, and professional achievements provide a reason. These people usually travel with loved ones, creating memories that last a lifetime.

##### ***To save money or time by traveling locally***

Tourists sometimes take short, local vacations to save money or time. Indeed, both money and time limit nearly every vacation decision. Some vacationers are very frugal.

##### ***To reminisce***

Another reason Americans travel is to relive fond memories. Some vacationers—particularly older ones—visit a farm to rekindle memories of the simple rural lifestyle they once knew. Although these people buy food, lodging, transportation and souvenirs, they in fact are purchasing a sentimental journey.

##### ***To view nature***

In addition to the above survey information, a recent U.S. Fish and Wildlife survey reported that on average nature tourists view wildlife to observe nature's beauty, relax from daily pressures, get away from home, and be with family and friends (Leonard 2008). These tourists like learning about nature, being physically active, and meeting people with similar interests. Social interaction and relaxation are particularly important, sometimes secondary to seeing wildlife.

## 5. The Trend to Buy Local Healthy Food

Visitors are trekking to rural areas in pursuit of healthy food choices. They will travel to find the juiciest berries high in antioxidants, the creamiest goat cheese free of hormones, the freshest greens grown using sustainable practices, the leanest meats raised by a farmer whom the visitors can get to know personally, and just-laid eggs from hens they can see scratching about in the chicken yard or pasture. Visitors will come to farms or farmers markets to buy their weekly or monthly food, and to buy seasonal foods in large batches for food preservation, historically known as “putting food by.”



Two young shoppers learn how to select healthy foods at the Oregon City Farmers Market.  
Photo: Barbara Fleming. 2011

**Acknowledgements:** Contributors to this section include - Agritourism and Nature Tourism in California, H. George, E. Rilla, U of C Agriculture and Natural Resources, publication 3484. Agritourism Workbook, Agri-Business Council of Oregon, Revised, (Turco, Stewart 2003), 2007. Kathi Jaworski-Write to Know

## D. Strong County Agriculture Supports Successful Agritourism

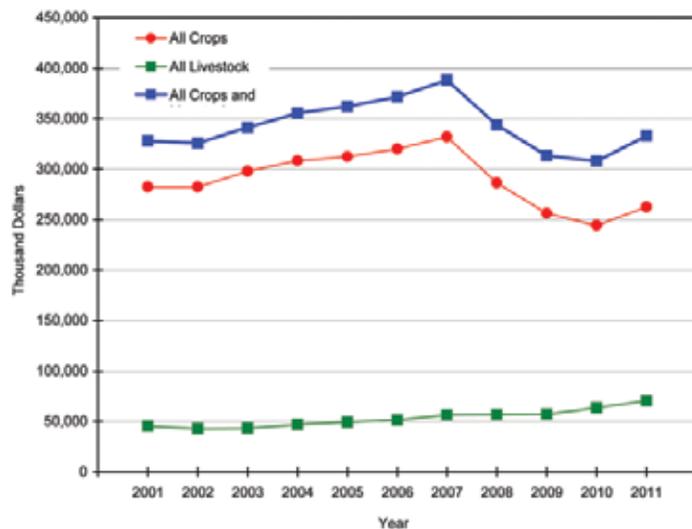
### 1. One of the top four ag-producing counties in Oregon

Clackamas County has a long history of successful agricultural production. The agricultural sector of the county's economy is an important foundation for the region and contributes significantly to the health and well-being of its citizens. With a growing interest in sustainable and locally-produced farm products, Clackamas County's agricultural economy and lifestyle are expected to become more important in the years ahead. (Rural Lifestyles 2009, R. Oberg, M. Stewart.)

Clackamas County consistently ranks between second and fourth annually in agriculture sales “at the farm gate” in Oregon. The county is an agricultural powerhouse that has the capability of growing a variety of agricultural products.

While farm sales have dipped during the recent economic downturn, 2011 sales shot up 12 percent to \$330 million at the farm gate. Ag economists forecast continued improvement in the future, putting the development of agritourism in the county on firm footing.

**Clackamas County 2001-2011**  
Total Gross Farm Sales



Source: Extension Economic Information Office, Oregon State University

Fig. 2

## 2. A 40 - year Economic Snapshot of Agriculture in Clackamas County

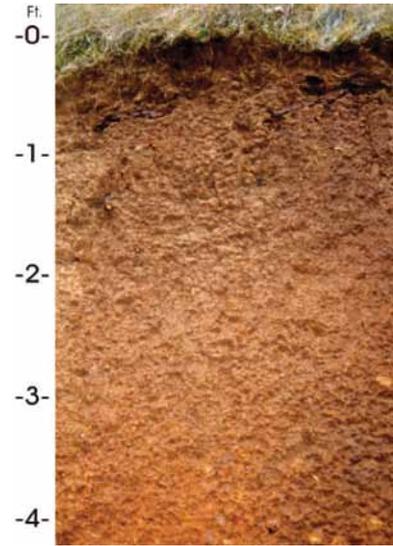
According to Stanley D. Miles, Agricultural Economist Emeritus, Oregon State University, in his report generated for this Master Plan, Clackamas County is one of the top counties in Oregon in agricultural production and sales. Sales have gone from about \$100 million in 1980 to \$355 million in 2005, and dropped to \$295 million in 2010 with the economic downturn. The farm economy ticked back up in 2011 with sales of \$330 million. Sales are expected to continue to recover in the coming years as the economy strengthens, so agriculture remains an important part of the economy and future of Clackamas County. The grains, hay and forage, and grass and legume seeds categories have gone down in past years and will probably not be back to previous numbers given the demand for higher valued crops.

- **Grains** have gone from more than 21,000 planted acres in 1980 to less than 5,000 acres in 2010. This acreage was down to 1,700 acres in 2000 but has gone back up some in recent years. This is due mainly to the price of wheat showing some strength.
- **Hay and forage** has gone from 27,200 acres in 1980 to more than 35,000 acres in 1990 and then gradually gone down to less than 18,000 acres in 2010. Strengthening hay prices in recent years may push this back up some in years to come.
- **Grass and legume seeds** have gone from more than 11,000 acres in 1980 to 6,400 in 2010. And, probably down even more in 2011. This is down almost half in the 40-year span and is due primarily to price. The economic downturn in recent years has really affected the price of grass seed as homeowners, golf course managers, and other users just are not buying much grass seed.
- **Tree fruits and nuts, small fruit and berries and vegetables and truck crops**, have bounced around somewhat in the last 40 years but the acreage is about the same. The demand for these products should be fairly strong from the Portland Metropolitan area in the years to come.
- **Nursery Crops** is the big item. Sales have gone from \$22.5 million in 1980 to \$114.3 million in 2010. Sales reached a peak at \$162 million in 2005. Sales should return once we get out of the economic doldrums of recent years. Sales of nursery crops have increased dramatically in Oregon and in Clackamas County. We have the right environment to grow the many different trees, shrubs, flower bulbs, etc. These crops are shipped all across the U.S. and many foreign countries.
- **Greenhouse crops** have grown over the years, but on a much smaller scale. Sales went from \$3.5 million in 1980 to about \$19 million in 2010; with a high in 2005 of \$24.9 million.
- **Livestock** in the county have been fairly consistent with a few changes. Chicken eggs have gone from \$9.4 million in 1980 to \$34.9 million in 2010. Eggs are now produced (primarily) in large operations on a few farms. Cattle and dairy numbers are going down gradually. Broilers are staying about the same as well as miscellaneous animals.
- **Christmas trees** are still the largest sales in the state, yet are at a low point in a 20-year cycle. Predictions are for recovery. Sales went from \$36.4 million in 2007 to \$25.7 million in 2010. Acreage dropped from 19,000 in 2007 to 16,900 in 2010. This commodity benefits from a strong county transportation program. Some farms are finding it difficult to work with demands for palletization, pest control and shortage of labor. Growers encourage that marketing continue with messaging that it is the Christmas Tree Capital of the World.

### 3. Natural and Intellectual Assets set Clackamas County Agriculture Apart

#### Soils, Water and Climate

The county's soils are some of the best in the world. In much of the county's valley or prairie land, the soils are deep, friable, fertile and free of rocks making them an excellent medium for growing hundreds of different crops, managed woodlands and lush pastures to graze livestock and horses. The recently-chosen official state soil, "Jory," is common to the county's geography. Both ground and surface water are available for irrigation, although water is more plentiful in some areas than others. The growing conditions of rainfall and moderate temperatures add favorably to the list of assets.



Jory soil

#### Proximity

The distance to move farm and timber products to market is much easier than many Oregon counties and many transportation methods are available. The county is on the edge of Portland - the state's largest population center, and a reasonable travel time from Salem, Corvallis, Eugene and even Medford, Bend and Seattle are within a half-day drive.

#### Business Development Resources

Hand in hand with the rich natural resources, are the technical assistance resources of informal education and support available from the Oregon State University Extension Service including the North Willamette Experiment Station, federal farm and conservation agencies, farm non-profit organizations and the county's departments of Business and Economic Development and Tourism and Cultural Affairs.

#### Landowner Vision and Talent



Land owners are weighing how they can optimize the production value of their farmland while also pursuing traditional or innovative activities that appeal to their own business sense, interests, values and personalities. For example, there is a marked local interest in sustainable farming, in the green movement and in food systems development.

Caleb Kirk of Marquam Meadows Fruit Company, Molalla, is a second generation apple grower with a vision for expanding his business in the future. Photo: Mary Stewart 2011

#### 4. Agritourism is an Alternative Market Channel for Agricultural Products

When it comes to the distribution of products including foods, Christmas trees and landscape materials, agritourism would be considered an alternative market channel, as compared to a mainstream market channel.

These alternative market channels can be divided into two categories: **farm-to-consumer** marketing and **farm-to-firm** marketing.

In **farm-to-consumer** marketing, the farmer sells directly to individual consumers without an intermediary. Farmers markets, farm stands, specialty nurseries, subscription farming schemes (also known as community supported agriculture or CSA, in which consumers prepay for a season's worth of farm products, thus sharing the risk with the farmer), pick-your-own operations, and flea markets are the most common forms of farm-to-consumer marketing.

In **farm-to-firm** marketing, the farmer sells directly to other businesses, such as a larger farm stand, specialty garden center or restaurant.

Generally speaking, in these alternative market channels, farmers are "price makers," able to determine prices because their products have distinct characteristics that are not easily substituted and that consumers or other firms want. Additionally, these market channels often are suitable for small, diversified farm operations because customers at these markets frequently want to buy a variety of products.

#### Good to Know Enhancing Potential for Smaller Farmers

Agritourism is riding the crest of an emerging wave of alternative marketing channels now enhancing the potential for smaller farmers—and mid-size and larger farmers who wish to add a new revenue stream—to generate larger revenues by offering products with specific qualities or production process characteristics not commonly available from mainstream suppliers.

These might include featuring unusual or "heirloom" varieties of products (especially agricultural products with characteristics that deteriorate or diminish when transported long distances). Other traits that may increase marketability include organic certification, integrated pest management, sustainable farming methods, or locally grown product.



Left: A local example of a specialty nursery is Out in the Garden Nursery, Molalla.

Right: 19th Street Farm and Ribera Vineyard in West Linn sell directly to Allium Restaurant, also in West Linn.

**Acknowledgements:** Adapted from *Emerging Market Opportunities for Small Scale Producers*, USDA, 2009

### III. Qualitative Assessment of the Six Sectors of Agritourism

#### A. Sector 1: Farm & Ranch Recreation

Visitors can exercise, relax, and explore the outdoors. Includes: fee fishing, fee hunting, fee horseback riding, fee hiking, fee biking, fee birding, fee photography, and outdoors guiding.

##### A.1. Increasing For-Fee Recreation on Farms

There is a great deal of potential for increasing farm revenue through Fee Recreation on Clackamas County farms. Currently many farmers graciously allow people to use their farmland for recreation, including access to water bodies and natural areas, without charging them a fee.

Farmers could use help determining if there is a potential for fee recreation on their land, and then education about how to prepare for visitors. There is also the question of how much to charge for Fee Recreation. Once a fee structure is established, some adjustment may need to be made in the farm's insurance policies and farmers should consult their insurance agents.

The rural tourism recreation activities listed in Fig. 3 may not be considered farm use on EFU land and may have land use issues in relation to farm use. Some are compatible, and many are not. It is important to realize that these agritourism activities need to be reviewed against criteria established for other nonfarm uses such as private parks and home occupations, depending on the county code.

Examples of Clackamas County Farms Currently Involved in Fee-Recreation Include:

- Rainbow Trout Farm (fishing, picnicking),
- Fir Point Farm (restoring nature trail for hiking, hay maze),
- Liepold Farm (corn maze, hay rides, pumpkin pulps),
- Mira Monte Farm Horseback Riding (trail riding, summer camps),
- Demonstration Farms: Hopkins Demonstration Forest (hikes), Philip Foster Farm (historical games).

#### Ideas for For-Fee Recreation on Farms

- Access to water bodies, natural areas, and scenic sites
- Archery
- Bicycle riding and rentals
- Bird-watching; wildlife viewing
- Camping
- Canoeing, kayaking, boating
- Fishing from stream or riverbank
- Fishing-trout ponds
- Gathering mushrooms, wild berries, plants, flowers, rocks and gems
- Grass sledding
- Hang gliding
- Hiking
- Horseback riding (rent horses or bring your own; provide guide)
- Hunting; junior hunts
- Mountain biking
- Nature photography
- Off-road biking
- Picnicking
- Rock climbing and rappelling
- Scenic trails: walking, jogging, cross-country skiing, hiking, snowshoeing, horseback riding
- Shooting range: firearms, moving-target skeet
- Stargazing
- Tricycle maze for children; tricycle racing
- Tubing on rivers, ponds, lakes
- Turkey shoots

Fig. 3

## A.2. Development Opportunity: Private Campground

### Case Study: Snowline Tree Farm/CSA, Molalla – Private Campground Development

The Greif family manages a small woodland, grows Christmas trees, sells those Christmas trees wholesale and also has a well-developed U-cut Christmas tree program with wreaths, swags, crafts, homemade cookies and other amenities. In the warmer months, they also have a newer, small Community Supported Agriculture (CSA) membership program and sell eggs. They are members of the Molalla Country Farm Loop. Their farm is zoned Forest Timber 1 and Timber 2. They apply for and receive an exemption, every other year, for the farm use on timber land.

They would like to develop a private overnight campground on a small portion of their farm. Snowline's farm has a pocket of gently sloped land, which is isolated from neighboring farms and edged by a semi circle of woodland, where it is more difficult to grow and harvest Christmas trees. They would like to convert that Christmas tree growing land parcel to a campground, including yurts or tents with woodstoves, and as the project develops, add an element of food service: a kind of "American Plan" in the wood, by suiting up a taco truck to serve as a chuck wagon. As the project develops, there is potential for two creek-fed small ponds to be stocked for fee fishing. This would provide a lodging option during Buckeroo events and create a new revenue stream.

Land use laws have been identified as a possible barrier. See LCDC administrative rule; 660-030-0130(19) for EFU lands and OAR 660-006-0025(4)(e) for forest land to see the discussion of campsite size and yurt use.

A yurt is a temporary building located on the ground or on a wood floor with no permanent foundation. Yurts and tents with flooring and woodstoves are being used with success in private campgrounds.



**Recommendation:** Approve and support the development of campgrounds on private farmland, including land zoned Forest.

## A.3. Development Opportunity: Hiking, biking or equestrian trail connecting farms and winery on the Canby Area Farm Loop.

Farmers in New Era would like to see a hiking, biking and/or equestrian trail wind around the farmland area starting with the demonstration gardens at Rare Plant Research and ending with King's Raven Winery. A barrier to this development is that the farms along the route are concerned that the public will have access to the farms and may cause damage or theft. Possible solutions to the landowner's concerns are to have the trail fenced, to have the trail start on private land, and that the hikers or trail riders must have a guide that is affiliated with this group of farms in order to use the trail. A model to compare and contrast is the vineyard trail ride in Yamhill County.

#### **A.4. Development Opportunity: Recreational horseback riding for horseless horse lovers**

Clackamas County is the center of Oregon Horse Country. To meet the demand for horseback riding, there are a variety of riding opportunities available—regardless of whether the visitor wants to ride only once, several times, or become permanently involved in equestrian sports. Many of the stables in Clackamas County offer lessons as well as host 4-H or Pony Clubs. Stables often have horses that are available for short-term and long-term lease that may be used for the youth group activities, as well as programs for adults to lease a horse part time or full time.

One area needing development and promotion is trail rides. There is a market for groups who would like to ride horses in a natural area on a farm. The market is there both for those who have their own horses and are looking for a place to ride, as well as those who want to rent horses and ride with a guide. Encourage the development of trails.

An opportunity for horse and stable owners is to become a licensed guide and offer trail rides off the farm in parks or on other public land. Permission will need to be obtained from the Parks Service or BLM to use the land for trail rides. There are some established equestrian trails (such as in Tryon Creek Park) available for organized rides. More information is available about becoming a guide from the Oregon Outfitters and Guides Association [www.ogpa.org](http://www.ogpa.org)

#### **A.5. Development Opportunity: Bird-Watchers**

The fastest sector of the nature tourism business is bird watching. It is more popular than hiking, camping, fishing or hunting. It's even more popular than golf, reported Fortune Magazine, with Americans preferring bird-watching to golfing as a way to unwind during vacation (USFWS 2000). According to the National Birding Survey conducted in 2006, the average birder is fifty years old and more than likely has a better-than-average income and education (Leonard 2008). The higher the income and education level, the more likely a person is to be a birder. The survey presented information on the participation and expenditure patterns of 48 million birders in 2006. Trip-related and equipment-related expenditures associated with birding generated over \$82 billion in total industry output, 671,000 jobs, and \$11 billion in local, state and federal tax revenue. This impact was distributed across local state and national economies.



In short, bird-watchers represent a significant market segment that farmers and ranchers can attract to supplement their income. When farmers cultivate healthy habitats, they bring in birds that bring in bird-watchers who bring in dollars. In 2010, there were 37 birding and wildlife festivals at the California watchable wildlife website [www.cawatchablewildlife.org](http://www.cawatchablewildlife.org)

**Acknowledgements:** Bird Watchers information adapted from *Dean Runyan Research on recreation-* <http://industry.traveloregon.com/Research.aspx>

## B. Sector 2: Educational Experiences

Visitors can learn something new or improve a skill through hands-on experiences, classes, demonstrations, and tours, or simply through conversations with the farmer. Includes: wine tasting, cooking schools, 'How To' demonstrations, educational and historical tours, visit a farm to see/watch flowers bloom, alpaca babies, sheep shearing, planting or harvest. Farm loop tours (clusters of closely-located farms to visit) may include all of the above educational experiences.

Within the Educational Experiences sector, some of the subsectors and clusters showing the most immediate promise or "low hanging fruit" for agritourism development are the wine industry, farm loops and the equine industry.

### B.1. Emerging Wine Industry a Strong Agritourism Prospect

While the number of acres planted to vineyard and tons of winegrapes harvested in Clackamas County is relatively small, wine grapes and wines are an emerging industry segment. The climate and suitable vineyard sites with choice soils and slopes are complementary to successful viticulture, and the close proximity to population centers provides a great potential for agritourism through education about, tasting of and consumer-direct sales of wines from Clackamas County.

According to National Agricultural Statistics Service (NASS) Oregon, in 2010 there were 48 Clackamas County vineyards in commercial production. The vineyards grew winegrapes planted on 411 acres, and harvested 296 acres, producing 1.67 tons per acre for a total production of 494 tons. Decreased wine grape production in 2010 was attributed to a variety of reasons including poor fruit set for some growers, a very cool growing season, mold, birds, and deer. Clackamas County appears to rank 11th in the state for acres of vineyard planted. Yamhill County has the largest planting.

There appear to be three distinct pockets of wine-growing areas in the county: 1. Chehalem AVA on the northwest edge of the county, 2. East valley wineries (from New Era south to Marquam) and 3. West Linn. Areas 2 and 3 are part of the Willamette Valley AVA. Small farm-vineyard tasting rooms and wineries may be permitted on all of the natural resource zones in Clackamas County—including EFU, Ag/Forestry and Rural Residential -zoned lands—subject to review of the planning department.

For more information about the NASS vineyard study:

[www.nass.usda.gov/Statistics\\_by\\_State/Oregon/Publications/Vineyard\\_and\\_Winery/vw\\_2010\\_final.pdf](http://www.nass.usda.gov/Statistics_by_State/Oregon/Publications/Vineyard_and_Winery/vw_2010_final.pdf)

#### Good to Know Economics a Precursor to Growth

According to Dr. Patricia A. Skinkis, Viticulture Extension Specialist & Assistant Professor with the Oregon Wine Research Institute at Oregon State University, a major consideration for Agritourism and winery development is economics. She encourages the county to understand who their producers are. "Just because there are vineyard acres and the potential to make more money with a winery does not mean that they have the capital to do so. Furthermore, they may not be set up to do so. In this economy, having the proper business plan is essential, and I think that many growers who are very small and have established vineyards/wineries have learned while doing rather than being prepared prior to establishing their business. This puts them at a disadvantage in moving forward, and there needs to be educational outreach and development of their own understanding of their business operation on the vineyard and winery end before they can focus 100 percent on marketing and agritourism," says Skinkis.



**Recommendation:** Approve and support the development of campgrounds on private farmland, including land zoned Forest.

## **B.2. Case Study #1: Barriers Caused by Land Use Laws and OLCC Procedures**

While there are currently no major wineries in Clackamas County matching the scale of the largest wineries in Oregon, there are several commercial boutique wineries and commercial small-farm vineyards with tasting rooms in operation. In addition, there are several small-farm vineyards currently working through the zoning and permitting process so that they may open on-site tasting rooms or to expand the number of days their existing tasting room may be open to the public.

There is potential for additional small farm-vineyard businesses to develop winery business plans, and for new and larger-scale acreage vineyards to be planted in Clackamas County. The feasibility of larger-acreage vineyards in Clackamas County is worth investigation and consideration, since larger production-size wineries have recently planted sizable vineyards in northern Marion County.

Some vineyard businesses only grow grapes with the goal to sell to other wineries on contract. Other vineyard businesses are designed to grow grapes for wine production at their own estate winery and still other vineyard businesses are designed to grow grapes for wine production, have wine made from their grapes off-property and market their wines through a tasting room on their property or in a rural population center. Regardless of size, all the businesses that make wine hold a winery license from Oregon Liquor Control Commission (OLCC) to make and sell their own wine.

With that license, they may make wine on their property or may make the wine off-property. That OLCC license must be supplemented with local land use approval before a vineyard business may make wine on their land or before they may operate a wine-tasting room on their land. According to Oregon land use laws, vineyard businesses on EFU-zoned land cannot produce wine on site unless they have at least 15 acres in grapes. This may be 15 acres of grapes on the estate or a combination of estate acres and acres of grapes purchased from a neighboring farm with a different owner that adds up to 15 acres in total. Some counties authorize facilities as a commercial use in conjunction with farm use as a small scale food processing facility (<10,000 feet).

A farm that both grows grapes and produces wine on their land is known as an estate. An estate winery making wine from their own vineyards is desirable because farm-vineyard owners receive a greater profit margin if they use their grapes to produce and sell wines under their own label rather than just selling the wine grapes to another winery. Wine is considered a value-added agricultural product. Estate wineries can distribute those wines consumer-direct from their winery through direct sales to consumers through their tasting rooms, establishment of wine clubs and online sales, by offering winery tours and events to further build consumer relationships and repeat buying.

Often wineries may purchase wine grapes from other viticulture areas and use them to develop new wine offerings or to blend with the estate grapes in order to change the character of the wines. These practices make it possible for a winery to increase wine production volume and develop new wines to meet consumer preferences.

*Case study #1, continued.*

**Small, Farm-Vineyards required to make Wine Off Site:** In Clackamas County, small farm-vineyard businesses (fewer than 15 acres) required to make wine off -site include, but are not limited to:

West Linn:

- Ribera Wines; (not EFU zone) they grows grapes; have wines produced in another county; sell from a recently-completed tasting room on their farm;

Chehalem AVA wineries on the western edge of the county:

- K&M Wines – (not EFU zone) they grows grapes; have wines produced in another county—are working with planning department to get permanent county approval for tasting room;
- Terra Vina Wines – (EFU zone) they grows grapes; have wines produced in another county; sell from a tasting room in another county; and as of 2012 they also sell their wine from their farmstand;
- Quailhurst- (unknown zone) they grows grapes; have wines produced in another county and sell from a tasting room on their farm;
- Beckham Estate Vineyard—(not EFU zone) they grow grapes; have wines produced in another county; have just received permanent approval for tasting room on their farm;
- Carabella – (unknown zone) they grows grapes; have wines produced in another county; tasting event Thanksgiving weekend in a tent.

The small farm-vineyards that are not yet permitted to sell from on-site tasting rooms because they are currently working through the permitting process are very enthusiastic about making that business expansion. In two cases, once approval is received, the small farm-vineyards will be able to sell their wines on-site instead of selling from a tasting room in another county. This business goal is consistent with Clackamas County’s green philosophy and keeps the agritourism dollars centered on winery tasting rooms in the county.

**Activity Level and On-Site Wine Tasting Rooms:** Agritourism activity level of the winery or small farm-vineyard business is important when considering land use laws. Several business models are observed in Clackamas County, and current land use ordinances do not easily accommodate all business models.

Business Models by Activity Level:

- Wasson Bros; makes wine in Sandy from their grapes grown in Oregon City – open daily for tasting.
- Some commercial wineries including St. Josef’s have a winery-based tasting room open on weekends and by appointment.
- Some commercial wineries and small farm-vineyards have tasting rooms open only on the weekends and by appointment during the warmer months, including AlexEli, Oswego Hills, Quailhurst, Ribera and Christopher Bridge.
- Still others have their tasting rooms open less frequently—one day a month from spring through fall and by appointment, or on the traditional holiday weekends of Thanksgiving, Labor Day and Memorial Day, such as Cabella.

Some small farm-vineyard businesses desire to have their on-site tasting rooms open more frequently, but appear to be limited in the number of days of operation by land use laws. Lands that are EFU appear to have more of these restrictions than non-EFU lands.

Recent legislation, SB 960, has created a framework for activities and events allowed on EFU land, but it is still not possible for a small farm-vineyard on EFU land to operate their on-site tasting room for regular weekend tastings and not for true “events” unless they are selling wine from their farm stand. The question could be asked, “Shouldn’t wine be allowed to be sold from a farm with the same frequency as selling any raw or value-added product, such as nuts, nursery stock, eggs, fresh produce or jams from a farm stand?”

A definition of the terms “activity” and “event” is needed and consideration of the question of whether wine tasting (sampling) to generate sales is truly an event, or just part of the process of selling an ag product.

### B.3. Potential Land Use Zoning Ordinance Changes for the Wine Industry

The Clackamas County Planning Director is working to develop a way to accommodate the process of granting permits to small farm-vineyard businesses who wish to establish wine tasting rooms yet are open less frequently, such as those open only one day a month and/or on the holiday weekends. He envisions the development of a *Planning Director Review*, a permit process that will be less complex and less costly than the current \$3,700 Conditional Use Permit process. The director currently has this idea under consideration in his review of all zoning ordinances.

One possible home for the *Planning Director Review* permit process, as applied to small farm-vineyards in Rural Residential and Ag/Forestry zones, is in the Level Three Major Home Occupation 822.05 section of the ordinances.



**Recommendations:** *Modify the county land use ordinances to accommodate the business models of small farm-vineyard tasting rooms in Rural, and Ag/Forest zones. Work to modify the state land use laws to accommodate the business models of small farm-vineyard tasting rooms on EFU land less than 15 acres in size.*

*Monitor and be involved in wine industry-related policy and legislation. Oregon’s wine industry continues to be in discussion internally and with other entities to find agreement on industry definitions and on activities and events permitted on wineries. Clackamas County should advocate for small wineries and small-farm vineyards that have or desire wine tasting rooms.*

## **Case Study #2: Barrier - Some Farm-Vineyard Owners Confused by Need for Land Use Permits beyond OLCC Licensing and Operations Procedures**

When vineyard businesses decide to make wine from their own grapes, they go through a licensing process with the Oregon Liquor Control Commission (OLCC). The design of that OLCC license process has caused confusion because there appears to be a county sign-off on the approved application, and landowners have assumed there is no need for additional permits with the county in order to open an on-site tasting room. When vineyard business owners receive no additional contact or instructions about county permits from the county or from OLCC after the OLCC license is received by the farm, some landowners have the impression that they do not need to pursue additional county permits.

### **What is the Source of the Confusion?**

Some landowners are not aware of the need to communicate with the planning department when they are considering business expansion to include on-site wine tasting, and for those landowners, the design of OLCC license application may give them the false sense that no additional permit from the county is needed.

In looking at the approved OLCC license, the business owner sees the OLCC official's signature, and also a section of the form that is signed by a representative of the county. Apparently the form is reviewed and signed by the Sheriff's office and not by the planning department, causing a disconnect.

This licensing process with OLCC results in the receipt of a license certificate that grants approval of: Various wine-related activities on their premises, including the following:

- Wholesale sales of wine or cider to the OLCC or OLCC licensees
- Retail sales of wine, cider or malt beverages directly to the consumer for consumption on or off the licensed premises.
- Ship up to two cases (not more than nine liters per case) of wine each month for personal use and not for resale, to any Oregon resident who is at least 21 years old.

### **And may also allow the holder to do the following:**

- Exercise the above privileges at a 2nd or 3rd premises with OLCC approval.
- Hold a *Full On-Premises Sales license* (see conditions)
- Apply for a Special Event Winery license
- Provide on-premises wine tastings
- Exercise winery license privileges at another licensed winery (with OLCC approval)
- Request approval to deliver wine and malt beverages in factory sealed containers to consumers on any day after the day the licensee receives the order.

### **The OLCC License Certificate reads as follows:**

- *Issued to: Name of business*
- *Trade Name: Name of Vineyard or Winery*
- *Located at: (usually location of the vineyard if the office is there as well)*
- *Privileges: This license allows the licensee to import, bottle, produce, blend, store, transport and*

*export wines, and allows wholesale sales to OLCC AND Licensees and retail sales of malt beverages and wine for consumption on or off the licenses premises (417.223)*

- *Signed by the Executive Director of OLCC and shows an expiration date and license number.*

In the licensing process, the county Sherriff's department investigates and signs off on the applicant business before the OLCC license is issued. The basis used for approval by the Sherriff's office as well as the level of coordination between Sherriff's office, County Planning and OLCC needs further investigation.

In some cases, the approved OLCC license was received by the farm-vineyard, but they received no education about the need to contact the county regarding permits. This resulted in confusion and lack of county permits because it appeared the county had signed off on the winery license and so it was assumed no further action was needed by the farm-vineyard. In at least one case, a subsequent request to OLCC for physical changes to a wine tasting area was approved but that request was never passed by the county planning department.

### **Winery Privileges**

A winery license allows for the manufacture, storage and export of wine or cider in Oregon. It allows for the sale of wine and cider to wholesale and retail licensees in Oregon and to individuals in Oregon for consumption on or off site. There are optional privileges arranged through OLCC that allow for consumption at a special event winery or special event.

**Recommendations:** *Farm-vineyard business owners need to work with both the OLCC and the county planning department to ensure all the necessary permits and licenses are in place. To improve the chances of this happening, consider adding county planning staff or consultant time to design and deliver a landowner education campaign pertaining to the planning, land use laws, permit procedures and licensing of wineries and on-site wine tasting rooms.*

*When the Clackamas County Sheriff's department approves an OLCC license application, they should alert the planning department, who in turn should proactively complete a contact with the farm-vineyard to: 1. Determine what permits are already in place and to 2. Educate the landowner about county permits that may still be needed, 3. Offer assistance and education.*

*Another approach is to mandate OLCC to not approve licenses until they obtain a land use compatibility statement from the county planning department stating that the proposed use is authorized by county land use codes.*



Mark Stewart 2010

**Acknowledgements:** Contributors to this section include, Dr. Patricia A. Skinkis, Viticulture Extension Specialist & Assistant Professor with the Oregon Wine Research Institute at Oregon State University

### C. Sector 3. Agri-tainment

Visitors have fun, find entertainment, make crafts, exercise, shop for gifts or seasonal décor. Includes: on-farm flower festivals, harvest festivals, corn mazes, holiday wreath making, craft-making at farms, lead alpacas, feed horses, and trout fishing.

Clackamas County has some definite assets in agri-tainment. Some of the farms with larger agri-tainment offerings are:



Mark Stewart 2012

**Wooden Shoe Tulip Festival** - Iverson Farm, Monitor. 150,000 visitors come to Clackamas County over a 4-6 week period in late March through April to view fields of tulips and daffodils in bloom, and enjoy food and other vendors, gift shop, activities. Purchase bulbs and cut flowers.

**Oregon Lavender Festival** - A mid-July tour 24 lavender farms, including Clackamas County farms: Starr Alpaca, Lavender Thyme, Barn Owl Nursery and Lavender at Stonegate.

**Liepold Farms Harvest Festival** - Liepold Farm, Boring. Huge crowds come to the farm during October to find the perfect pumpkin and fall decor, run through the corn maze, take a tractor-drawn hay ride around the farm, and enjoy the pumpkin pult, pony rides, kid's activities, crafts and food.

**Molalla Buckeroo, Molalla** - An action-packed rodeo event held during the 4th of July holiday.

**Bushue Farms Pumpkin Patch** - Bushue Farms, Boring. A nice crowd comes in October to ride the pig train out to select a pumpkin. Visitors may also play in the hay maze; make dirt babies and crafts under cover.

**Snowline Tree Farm, Molalla** - During Christmas tree harvest time from Thanksgiving to just before Christmas-crafts for kids (such as making a pinecone bird feeder) in the covered area by the warm fireplace.

**Alpacas at Marquam Hill, Marquam** - A large, modern barn packed full of show-quality alpacas. Gift shop. Meet the BIG and funny guard dogs who keep the alpacas safe from predators. Groups welcome.

**Rosse Posse Elk Farm, Molalla** - A petting zoo where human kids can play with the goat kids and see many farm and unusual animals up close.

**Rainbow Trout Farm, Sandy** - Catch a trout and make a memory. 10 sparkling pools on an estate. Fee fishing -pay by the inch. Fishing equipment provided. Free fish cleaning. Barbecue area.

**Cedar Springs Alpacas, Sandy** - See and pet the gentle alpacas and hear the story of their lives. New babies in spring and summer. Animals, yarn and fiber for sale. Picnic, Hobbit cottage, kids play area.



**Recommendation:** Update the inventory of agritourism farms on a continuous basis; and perform a proactive inventory survey annually.

## D. Sector 4: Hospitality Services

Visitors enjoy the hospitality of winemaker dinners, overnight farm stays, and private events hosted on the farm.

### D.1. Farm Stay and Bed & Breakfast Operations

Promoting the success of Farm Stay and Bed & Breakfast (B&B) operations is a positive economic strategy for rural population centers and farms/rural areas outside city limits in Clackamas County. While B&B operations may be located in cities as well as rural areas, Farm Stays are located only on farmland. Farm Stay operations may also be registered as B&B operations. Farm Stays are an emerging farmland use and organizers are trying to establish Farm Stays as an entity separate from Bed & Breakfast stays. Farm Stay operations need to collect and pay the transient tax at the rate determined by the county in the same manner that a Bed & Breakfast operations would.

Farm Stays bring revenue to the families who operate them, and to nearby businesses such as Farm Loop farm stops, historic farms, restaurants and rural retailers that need the lodging options to encourage travelers to come to the area, to stay overnight and also to extend their stay in the area.

These private, homey and relaxing accommodations provide ideal lodging for families, small groups, outdoorsmen, and bicycle or motorcycle touring groups. Small groups, families or individuals interested in helping work a farm, birding, bicycling, photography, hiking, fee hunting, fee fishing or fee recreation such as horseback riding and camping all find this type of lodging appealing.

#### a. What is a Farm Stay?

A Farm Stay is an overnight stay on a farm, giving you the experience of life in the country on a working farm. A Farm Stay is a hosted accommodation, which means the hosts provide a personal on-the-spot welcome to their guests on arrival and they are “available” for them during their stay for advice or suggestions of the locality. The host’s focus is on establishing a warm and friendly, though not intrusive, relationship with their guests. Sometimes guests may help work the farm, such as gathering eggs, grooming animals, or helping with planting or harvesting of crops.

#### Good to Know

**Farm Stay U.S. [www.farmstayus.com](http://www.farmstayus.com)  
A Resource for Farm Stay Development**

Farm Stay U.S. is a member organization across all 50 states; however, it is based in Oregon and, as such, is active in assisting local farms and ranches interested in adding lodging to their operations. Less than three years old, Farm Stay U.S. is in the process of compiling training materials for its membership of both new and existing operations so that there is a clear understanding of necessary precautions, steps, and regulations required when hosting guests on a farm or ranch. The founder is an Oregon farm stay operator herself.

To fit the criteria for membership, farm or ranch partners must be working operations growing livestock and/or produce for sale to the public. Alternatively, farms and ranches growing and using everything for themselves in a self-sustainable model, and non-profit farms educating their guests through on-site food production are also welcomed as members. These characteristics were chosen to distinguish farm and ranch stays from regular bed and breakfast accommodations. Membership is paid at varying rates depending on the level of marketing desired on the site.

Farm Stay U.S. believes the majority of Americans are hugely disconnected from their food and the land. Farm stays provide an opportunity to put down the cell phone and connect with all a rural life has to offer.

Farm Stay operations may or may not also register as a Bed & Breakfast, but could be regulated under Bed & Breakfast ordinances until the term Farm Stay can be added to county and state land use laws.

#### **b. Farm Stays Popular in Europe**

In Switzerland, agritourism and Farm Stays are referred to as “sleeping in the straw.” While that may not be literally what happens, it does suggest the element of romance that visitors find so compelling – to go to the farm and to reconnect with the land at the simplest level. Farm Stays are a popular tourism destination in Europe, with many farms hosting visitors. These visitors may choose to just enjoy the scenic serenity of their visit, or might help work the farm. A popular model in Italy is a demonstration tour, which takes the visitor on a progressive, experiential farm-culinary learning experience taking them from field to the hands-on creation of a food item such as cheese.

#### **c. Development Opportunity: Add Farm Stay Accommodations and B&Bs in Rural Towns**

In 2012, there are 10 B & B lodging operations in Clackamas County. Most of these accommodations are located in the Mt. Hood area region of Clackamas County. None of these operations are Farm Stays located on farms. All three Clackamas County Farm Stays present in 2007, have closed. These Farm Stay operations were also registered as Bed & Breakfast operations.

Three farms have expressed interest in developing Farm Stays, and t currently working through the permitting process. With an awareness program and with the support of the Planning Department and Tourism Development Department, several Farm Stay operations could be established in the county.

Farm stay accommodations have been authorized in EFU zones as home occupations and Room and Board facilities (both listed in the EFU zone as “conditional uses” subject to state law and any additional law a county may establish.) Farms should work with the county planning director in regards to county application and interpretation including the establishment of a special Agritourism District to accommodate the unique zoning needs of Farm Stays.

A Bed & Breakfast in a rural population center has recently re-opened. Prairie House Inn in Molalla has been refurbished and has expanded their food service.

#### **d. Case Study #1: Farm Stay Operations in Clackamas County:**

No Farm Stays are currently operating in Clackamas County. Recently closed accommodations are:

- Molalla: Rosse Posse Elk Farm (their farm remains part of the Molalla Country Farm Loop) Closed because of the schedules of their busy school-aged children was not compatible with the needs of lodging guests.
- Molalla: Maple House Cottage - South Sawtell Road. Closed due to family changes. Not planning to reopen at this time.
- Mulino: Mulino House Bed & Breakfast and Quilt Studio. Closed because of road construction. Physically moved the building to another location. Plans to reopen unknown at this time.

**e. Case Study #2: Farm Stay models outside Clackamas County on farms or in rural population centers surrounded by farmland:** Many other models are present in Central, Eastern and Southern Oregon.

*Columbia Gorge area:*

Hood River: Sakura Ridge [www.sakuraridge.com](http://www.sakuraridge.com)

Hood River: Bella Vista [www.bellavista.com](http://www.bellavista.com)

Parkdale: Draper Girls Country Farm [www.drapergirlscountryfarm.com](http://www.drapergirlscountryfarm.com)

*Yamhill Co:*

Carlton: Abbey Road Farm [www.abbeyroadfarm.com](http://www.abbeyroadfarm.com)

Carlton: Lobenhaus Bed and Breakfast and Vineyards [www.lobenhaus.com](http://www.lobenhaus.com)

Dayton: Stoller Vineyards [www.stollervineyards.com](http://www.stollervineyards.com)

Dayton: Wine Country Farm [www.winecountryfarm.com](http://www.winecountryfarm.com)

McMinnville: Youngberg Hill Vineyards and Inn [www.youngberghill.com](http://www.youngberghill.com)

Newberg: Deer Haven Farms [www.deerhavenfarmsbb.org](http://www.deerhavenfarmsbb.org)

Yamhill: Flying M Ranch [www.flyingmranch.com](http://www.flyingmranch.com)

*Northern Willamette Valley/Coast Range:*

Alsea: Leaping Lamb Farm [www.leapinglambfarm.com](http://www.leapinglambfarm.com)

Hubbard: B and B Orchards

Independence: Chatoe Rogue Hop n' Bed [www.rogue.com/locations](http://www.rogue.com/locations)

### Good to Know

#### How is a Bed and Breakfast different from a Farm Stay?

A Bed & Breakfast (B&B) is a lodging and limited meal operation. A bed and breakfast can be sited within a population center or on rural land or farmland. The operator or owner must reside at the B&B. Bed & Breakfast operations located in a city will also need to comply with the regulations of that municipality. There are different structure types and appearances allowed in Clackamas County:

- Bed and Breakfast Homestay.
- Bed and Breakfast Residences: Single-family dwellings, guest houses, and Historic Landmarks are the only eligible structures for this use. In zones R-2.5, R-5, R-7, R-8.5, R-10 and HR zoning districts, the maximum number of guest rooms allowed is five.
- Bed and Breakfast Inns: This use may be established only in single-family dwellings, guest houses, Historic Landmarks, and pre-existing structures built as manor houses or inns. *N zones R-15, R-20, R-30, FU-10, RR, Ra-1, RA-2, RRF-5 and FF-10, the maximum number of guest rooms is seven.* No new structures may be built for this use except in commercial or multifamily zoning districts. Once an inn reaches six rooms in size, it must obtain a restaurant license, and be ADA compliant.

#### Bed & Breakfast Operations in Clackamas County:

- |  |   |
|--|---|
| • Brightwood/Sandy/Aspen Creek: Hidden Woods Bed & Breakfast | • Milwaukie: Sandes of Time Bed & Breakfast   |
| • Brightwood: Brightwood Guest House Bed & Breakfast         | • Molalla: Prairie House Bed & Breakfast (was closed; recently reopened)(member of Molalla Country Farm Loop) |
| • Clackamas: Clackamas River House                           | • Sandy/Welches: Sandy Salmon Bed & Breakfast (member of Sandy Area Farm Loop)                                |
| • Damascus: Fagan's Haven Bed & Breakfast                    | • Welches: Doublegate Inn   |
| • Eagle Creek: Hidden Lake Retreat                           |   |
| • Happy Valley: Mt. Hood Manor Bed & Breakfast               |   |

The Oregon Bed and Breakfast Guild (OBBG) [www.obbg.org](http://www.obbg.org) is a membership organization for Bed & Breakfast operations. They offer cooperative advertising through the Guild's website, a print brochure, toll-free information phone line, and lodging gift vouchers. Details: 1-800-944-6196.

**Recommendation:** Tourism, County Planning and Business Development departments work together to build an inventory of Farm Stays, followed by a program to build awareness of Farm Stays accommodations in the county.

**Recommendation:** Work to develop a special Agritourism Zoning District that will better accommodate Farm Stays.

**Recommendation:** Working within state land use laws, add a definition of Farm Stay to the county code.

*"A Farm Stay is an overnight stay on a farm, giving you the experience of life in the country on a working farm. A Farm Stay is a hosted accommodation, which means the hosts provide a personal on-the-spot welcome to their guests on arrival and they are "available" for them during their stay for advice or suggestions of the locality. Sometimes guests may help work the farm, such as gathering eggs, grooming animals, or helping with planting or harvesting of crops."*

*Farm Stays should be allowed in the zoning ordinances wherever Bed & Breakfast operations are allowed.*

**Recommendation:** Work to change state land use laws to allow Farm Stays in accessory structures or a portion thereof, including Guest Houses and Studios. To prevent misuse of the building as a long term rental, set a limited number of days each guest could stay. In addition, to accommodate visitors with small children or special medical needs, allow the presence of a refrigerator, and in farms that cannot get a commercial kitchen because of the presence of animals, allow the presence of cooking facilities in the farm stay accommodations.

**Recommendation:** Work to change state land use laws to allow Farm Stay operations to lodge enough guests to make economic sense for the operation.



Leaping Lamb Farm Stay in Alsea is a strong local business model

**Acknowledgements:** Contributors to this section include: Scottie Jones, Farm Stay U.S. and the Oregon Bed & Breakfast Guild.

## D.2. Preparing and Serving Food to Visitors on Farms in Clackamas County

As agritourism develops, more and more farms are expressing interest in serving food to farm visitors as part of their product marketing, for hospitality, and to add revenue to their bottom line. The addition of food service requires some familiarity with zoning ordinances, and with food service licensing.

### D.2.a. Getting Ready to Serve Food on Farms

- 1. Check zoning ordinances.** When farms consider serving food other than tasting samples to the public—either as a giveaway or for sale—the first step is to check the zoning ordinances to make sure food service is allowed in their farm’s zone. This does not apply to serving samples of the agriculture products raised or processed on the farm, which is allowed in all zones. For help with zoning ordinances, visit the county planning department website or contact staff.
- 2. Check with Health Department.** If zoning does allow food service, and farms want to prepare and serve snacks or meals, they should contact the county health department and inquire about food service licensing. There are temporary and permanent licenses. When the farm starts serving food to visitors in a volume larger than a sample, they need to work with the county health department.
- 3. Cookies OK but verify menu.** The preparation of low-risk foods given to farm visitors as a hospitality practice, such as non-perishable cookies, is generally not a food service practice the county or state would want to take the time to inspect, and so can usually be done without need for a license, however, it is recommended you call the county health department to verify the menu.
- 4. Check well water.** If well water is used in the preparation of food, for dish washing, or for consumption, farms should contact Clackamas County Community Health for information about water testing and if necessary, state approval for the water source. For information on water testing and water source approval in Clackamas County contact Joel Ferguson (503) 742-5367.
- 5. Understand and use safe food handling procedures.** Whenever food is prepared, safe food handling procedures must be used to protect farm families and the public from food or water-borne illness. For example, it would be devastating if E. coli bacteria found its way into fresh pressed apple cider, or Staph A caused stomach upsets when a farm snack was not handled correctly. In order to prevent harm to farm visitors, as well as to prevent damage to a farm or event’s reputation, it’s important to follow the applicable 2009 food code safe food handling procedures when preparing food for visitors, whether that food is given away or sold. For basic information about keeping food service safe, visit: <http://public.health.oregon.gov/Partners/foodsafetycounty/Pages/index.aspx> [http://oregon.gov/ODA/ADMD/docs/pdf/gap\\_dm\\_pamphlet.pdf](http://oregon.gov/ODA/ADMD/docs/pdf/gap_dm_pamphlet.pdf)
- 6. Consider hiring a chef or caterer.** An alternative idea to preparing food on the farm is to hire a licensed chef or caterer to prepare and serve the food. The caterer prepares the food in a licensed commercial kitchen and supplies all the necessary licenses and usually some insurance. Servers should have adequate training in food handling (serving).

**7. Purchase prepared food.** Another alternative idea is to purchase prepared and packaged food at a store and serve that food.

**8. Processing and packaging food on a farm is not Food Service.** For new information about processing and packaging foods on farms for direct sale to the end user from the HB 2336 Farm Direct Bill, see Appendices A, B and C.

## D.2. b. Food Sampling and Types of Food Service on Farms

**1. Food Sampling:** Serving samples of food produced on the farm for tasting, as part of a farm's marketing efforts, does not require inspection of the food handling area or licensing. Farmers should follow safe food handling procedures including: cleaning and sanitizing food contact equipment, washing hands well before serving samples, washing hands after using the restroom, keeping animals away from the area where food samples are served, providing a hand washing station for visitors (pump soap, a potable water container with an adjustable drain spigot, a container for collection of waste water, and paper towels), and ask visitors to wash their hands after touching animals or soil. Farms may serve a sample up to 2 oz. in size per product. Serving portions larger than this requires an inspection and possibly a permanent or temporary restaurant license.

**2. Special Event Food Service:** If food will be prepared and served to farm visitors at a special event, an inspection and temporary restaurant license from the county health department will be needed in addition to land use permits. Farms do not need to call Oregon Department of Agriculture regarding this inspection. The cost of that temporary license in Clackamas County is currently \$118. Examples of this type of food service are barbecues, salads & sandwich lunches for tour groups, festival food, and Farm to Fork dinners.

**3. Ongoing Food Service:** If food will be prepared and served on a regular basis for visitors to the farm, then a restaurant license will need to be obtained from the county health department in addition to county land use permits. The cost of a permanent restaurant license through the county health department is typically \$400, but the price varies according to capacity. The license needs to be renewed annually.

**4. The Predominant Rule** – Farms will usually not need to be inspected and licensed by both ODA and the Health Department. The two agencies have a cooperative agreement used to determine who has licensing authority or responsibility. When more than 50 percent of sales are predominant, it is that predominant agency that inspects and licenses the farm to handle food. For example, if more than 50 percent of the farm sales are from food processing and packaging, then ODA will issue the appropriate license and conduct inspections. If more than 50 percent is for food service (food for immediate consumption), then the Health Department will provide the inspection and licensing. For a special event, however, contact the Health Department.

### Good to Know The Pickle Bill Allows Small-scale, On-farm processing of Food for Sale

Legislation that took effect January, 2012 (HB 2336) allows for the preparation of certain types of foods for sale at on-farm or off-farm direct markets, without the need for a kitchen inspection. If a farm makes less than \$20,000 in annual sales of these products, and is preparing low-risk processed foods including jams, syrups and high-acid canned foods such as pickles, the kitchen does not need to be inspected.

However, in the processing of these foods, Direct Market Rules from Oregon Department of Agriculture do need to be followed.

Farm Example: A winery currently licensed by ODA wants to prepare pizza on a continuous or regular basis in their brick oven and serve it with their wine tasting. Since they are already licensed by ODA for the processing of making wine they should first contact ODA for a plan review to determine if the winery meets minimum construction standards for the proposed food service activities. After the winery receives approval from ODA for the permanent food service facilities, the farm still needs to go through the county zoning ordinance permit process. If a licensed winery cannot meet minimum facility requirements for preparing food for immediate consumption under their current ODA license, they must contact the local county health department for approval to temporarily serve food for immediate consumption during an event. ODA does not approve outdoor food service activities or food service activities without adequate permanent facilities. Outdoor and non-permanent food service activities at ODA licensed facilities need temporary restaurant licenses issued by the local county health department.

### **D.2.c. Bed & Breakfast Food Service:**

Bed & Breakfast and Farm Stay operations need to consult county zoning and the health department for complete information on food service licensing requirements. Bed & Breakfast operations must have a B&B license. If the B&B serves lunch, dinner, both, or cater they will need a restaurant license. The state health department's website contains the application form and additional helpful information:

<http://public.health.oregon.gov/Partners/foodsafetycounty/Pages/index.aspx>

#### **Good to Know**

##### **Preparing Foods in Domestic Kitchens on Farms**

Foods may be processed and packaged on farms for sale with appropriate inspection and licensing. The Oregon Administrative Rules 603-025-0200 guides and mandates how food may be prepared in domestic kitchens. This pertains to only processed and packaged food. If farmers want to serve non-packaged food at the farm, they need a temporary or permanent restaurant permit. Adherence to county zoning rules and approval for septic systems may be required.

##### **Establishments Utilizing Domestic Kitchen Facilities**

(1) In addition to the provisions of OAR 603-025-0020 (General Standards of Food Establishments Construction and Maintenance) a food establishment in an area which is part of a domestic kitchen shall comply with the provisions of section (2) of this rule.

(2)(a) All domestic kitchen doors or openings to other rooms of the building or structure shall be kept closed during the processing, preparing, packaging, or handling of commercial foods;

(b) No person other than the food establishment licensee, or one under the direct supervision of such licensee, shall directly engage in the processing, preparing, packaging, or handling of commercial foods and no other person shall be allowed in the domestic kitchen during such periods of operation;

(c) No infants or small children shall be allowed in the domestic kitchen during the processing, preparing, packaging, or handling of commercial foods;

(d) No pets shall be allowed in the structure or building in which the domestic kitchen is located;

(e) No processing, preparing, packaging, or handling of commercial foods shall be carried on in a domestic kitchen while other domestic activities are being carried on in such domestic kitchen, including, but not limited to, family meal preparation, serving, eating, dishwashing, clothes washing and ironing, cleaning of floors, walls, cabinets and appliances, or entertaining guests;

(f) Each domestic kitchen shall include and be provided with the following:

(A) A separate closed storage space for ingredients, finished product containers, and labels for commercial foods;

(B) Separate refrigerated facilities for storage of perishable products or ingredients utilized in the processing, preparing, or handling of commercial foods;

(C) A separate storage area for household cleaning materials and other chemicals or toxic substances.

(g) Medical supplies or equipment shall not be stored or allowed in the domestic kitchen;

(h) All domestic kitchens shall be available for inspection by the department between the week-day hours of 8 a.m. to 5 p.m., and the department shall, if it deems it advisable or necessary, inspect such premises on Saturdays or holidays or other times commercial foods are being processed, prepared, packaged, or handle

For more information:

- [www.oregon.gov/ODA/FSD](http://www.oregon.gov/ODA/FSD)
- Clackamas County Department of Health; Restaurant Inspection and Licensing- Steve Dahl: (503) 655- 8386. [steved@co.clackamas.or.us](mailto:steved@co.clackamas.or.us)
- Oregon Department of Agriculture; Food Safety Division: (503) 986-4720.

**Acknowledgements:** Contributors to this section include: Steve Dahl, Manager of Environmental Health, Clackamas County Health Department and Dawn Smith, Food Program Manager, Food Safety Division, Oregon Department of Agriculture.

**Recommendation:** Educate farms about the need for permitting and restaurant licensing when they approach any of the county departments for development advice. Develop and provide a printed information piece, and supplement that piece with information presented on the county's website. Schedule outreach to various farm organizations.

**Recommendation:** Schedule trainings on "Healthy Food Handling on Farms" in several locations around Clackamas County that would educate farmers on safe food handling practices for tasting samples and for temporary and permanent food service. Include the topic of Healthy Food Handling on Farms in Agritourism training. For basic information on licensing and keeping food service safe: <http://public.health.oregon.gov/Partners/foodsafetycounty/Pages/index.aspx> and [http://oregon.gov/ODA/ADMD/docs/pdf/gap\\_dm\\_pamphlet.pdf](http://oregon.gov/ODA/ADMD/docs/pdf/gap_dm_pamphlet.pdf)

**Recommendation:** Work with ODA and the health department to create a FAQ guide that can provide instruction for food service on farms. There is the need for clear and simplified information to illustrate the steps in the process.

**Recommendation:** Consider a change in the policies that would create a modest fee structure for/and limited frequency restaurant license for farms that prepare and serve food to very small numbers of visitors, but on a regular basis during the growing season.

**Recommendation:** Watch for a revision in the state food codes. The Oregon Department of Agriculture (ODA) and the state's Health Division (OHA) are collaborating to make their two separate food codes into one joint code. The code changes are currently in process and will filter down to the county level automatically; OHA rules should be in place in 2012 and ODA rules should be in place in 2013. The two agencies should be commended for their collaboration to tackle this difficult task.

**Recommendation:** Work to revise the state land use rules to provide the option to allow temporary and permanent restaurant licenses on farms zoned EFU land in situations where this practice will not be detrimental to the production of commercial agriculture in the immediate area.

**Recommendation:** Attract a rustic and cozy boutique hotel to the county – tucked away on one of the interior country roads in the county – serving the demographic who would be attracted to on-farm dinners and farm tours that include food service. Study the weaknesses and strengths of The Oregon Garden Resort. This boutique hotelier may be a potential developer.

#### D.2.d. Development Idea: On-Farm Dinners

On-Farm dinners are a type of culinary tourism that has been gaining momentum and success over the past decade. Clackamas County has all the right “raw ingredients” for successful On-Farm Dinners: close proximity to the state’s largest population center; a strong “foodie” mentality; hundreds of farms that have scenic locations for dinners; multiple sources of a variety of top-quality local food, beers and wines; talented caterers and chefs, and motivated farmers.

The premise of these dinners is to reconnect people to their true source of food and wines while bringing a new revenue source to the farmer. Other names for these events include: Farm to Fork, Field to Table, Plate & Pitchfork, Dinner on the Farm, and Winemakers Dinner. While the event names are different, they are all similar in format and all add up to an enchanting dining experience.

The French Country Style Dinners are a darling of the slow food movement, and include the opportunity for the public to come to a working farm and savor a sit-down, three-to-five-course meal with wines or beers paired to each course. One dinner offered a food-only option at a lower price. The dinners are set in the field, orchard, vineyard or historic barn. The tables are tastefully set with white linen, china, candles and flowers and the menus include several courses of appetizers, entrées, and dessert.

The mouth-watering menus are created from fresh, local foods that are sourced from nearby farms and wineries as much as possible. The varietal choices change depending on what is in season. The chefs seem to enjoy the challenge of taking what is available and preparing a feast that is both delicious and unusual.

The program for the night includes a welcome, the farmer and winemaker telling their stories of food and wine production; tours of the farm by the farmer; the meal and live music.

Four events were studied in depth: Allium Restaurant’s Dinner on the Farm, Farm to Fork, Plate & Pitchfork and Heidi Tunnell Catering. Of the four On-Farm Dinners studied, two indicated the event benefitted a charitable organization that was tied to the idea of sustainable or organic farming. Beneficiaries included Oregon Tilth Organic Education Center and Friends of Family Farmers.

Pricing of the event varied from \$55 per person to \$180 per person. In most cases, the closer the event was to Portland, the higher the price.

The meal is typically prepared and served by a licensed caterer or restaurant chef and staff. In most cases, the meals are prepared in a commercial kitchen and brought to the farm for finishing and plating.

Instead of using professional catering food preparation facilities or restaurant, there is the opportunity for the meals to be prepared on the farm if that farm has a kitchen licensed as a temporary or permanent restaurant. An example of a farm already set up for this is Iverson Farms (Wooden Shoe Tulip Farm), who have a “commercial kitchen” already on site. It would also be worthwhile to investigate and determine if a domestic kitchen on a farm could be used for preparation of a large meal of this nature.

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for the meals to be prepared on the farm if that farm has a kitchen licensed as a temporary or permanent restaurant. An example of a farm already set up for this is Iverson Farms (Wooden Shoe Tulip Farm), who have a “commercial kitchen” already on site. It would also be worthwhile to investigate and determine if a domestic kitchen on a farm could be used for preparation of a large meal of this nature.

Recreation was paired with Farm Dinners when Farm to Fork teamed with Momentum River Expeditions to produce a four-day river expedition down the wild and scenic portions of the Rogue River with gourmet cuisine along the way. Some 21 guests floated by day and consumed artisan meals by night that included wine pairings with each course and discussions with farmers and winemakers around the campfire. The event sold out so will probably be repeated.

Interviews with caterers who run these events have revealed that they would consider Clackamas County as a location for their event. One of the potential barriers, according to the caterers, is the cost of the per event. Also, one caterer indicated that people do not want to have dinner on a farm where they can see the type of animal that they will be eating, such as eating lamb on a sheep farm.



**Recommendation:** *Encourage the growth of Farm Dinners in Clackamas County. Pitch the catering organizations that already have been operating these dinners and encourage them to locate an event in Clackamas County. Work with the Planning Department to offset the cost of the permits if necessary. Provide support to Clackamas County-based caterers and restaurants, such as Allium Restaurant, so they will be encouraged to continue Farm Dinner event development. Encourage new Farm Dinner entrepreneurs.*

#### **Case Study #1: Successful On-Farm Dinner in 2011; More Planned in 2012**

In August, 2011 a partnership of West Linn farms and a restaurant teamed up to produce a very successful on-farm dining experience. Because of the success of this event, additional dinners are planned by Allium in Clackamas County in 2012. Other Clackamas County restaurants, including “503” are exploring a similar event. The partnership involved Miles McCoy, owner of 19th St. Farms in West Linn, chefs Pascal Chureau and Ian Ragsdale of Allium restaurant in West Linn Sarah Bader, owner of Stonegate Lavender Farm in West Linn. Food was prepared at Allium Restaurant, and transported by hot box and coolers in a truck to the farm.

#### **Event Statistics:**

- Audience: 100 (sold out) diners, many from the “neighborhood” of West Linn and Lake Oswego. Some were customers of 19th St. Farms reached through social media.
- Tickets for event were \$55 per person. Gross income estimated at over \$50,000.
- Parking for all the guests was easily handled on-site. The restaurant did suggest parking at the restaurant and carpooling to the site for the next event.
- Location was relatively easy to reach from two exits off I-205; from the west at the Stafford Rd. Exit;

and from the east, at the 10th St. Exit, which takes them through the “Willamette area” retail district.

- The dinner also provided indirect marketing opportunities for all the businesses involved.

The success of this event looks like a marketing opportunity for the nursery (renting the space), 19th St. Farms (vendor of produce for dinner/wedding/event). A description of each partner follows:

- **19th Street Farm** provided fresh produce for the event, connected the chefs to the lavender farm event location and provided some coordination and marketing for the event. 19th Street Farm is a small-acreage farm using sustainable practices to produce a wide range of year-around produce. The farm’s markets include Community Supported Agriculture (CSA), the local farmers market, and direct sales to restaurants, including Allium.

The farm was started on a half-acre lot in 2007, selling mostly to friends and neighbors. Then in 2009, a rare partnership was formed that allowed the farmers to expand their operations and start farming on the flood plain of a nearby residence’s land flanking the Tualatin River— just outside the urban growth boundary. The owner accepted a small payment for rent per year. He also supplied a tractor/tiller and had built a main water line to the edge of where they now farm. His family also has open access to all the produce and they even grow special older and rare varieties of vegetables for his culinary hobby...Medieval cooking. They are now farming roughly two acres on this site, with still some room for expansion.

Then, the flood plain land next to their farm became available. It had been farmed for several years, serving high-end restaurants in Portland, until the farmer died suddenly. Again, there was some infrastructure in place that allowed 19th St Farm to again expand their operations despite their labor limitations.

- **Allium Restaurant:**

Allium catered the event, and carried out considerable marketing of the event with their customer base. This successful restaurant has been open in West Linn for about a year and half. Opened by Pascal Chureau and Ian Ragsdale, it focused on using local, seasonal produce and products on their menu. Both chefs have run successful Portland restaurants and saw opportunities in West Linn. 19th St. Farms has been a vendor from their opening. 19th Street Farm is also featured in one of the restaurant’s monthly Family Dinners, with a menu using the farm’s produce in at least several dishes. This concept is repeated with other vendors. They have also paired with other related organizations such as Oregon Tilth, for one of their monthly restaurant dinners, and the local Luscher Farms for an on-site event that included youngsters being involved in the harvest and preparation of food from the farm.

- **Lavender at Stonegate Nursery:**

This is both a retail and wholesale lavender nursery, with the majority of the income from wholesale. Owner Sarah Bader has extensive background with lavender and has developed unique knowledge. In fact, Timber Press, a leading horticultural press located in Portland, is publishing her new book on lavender. This should lead to many PR opportunities including interviews, speaking (both at the consumer and professional levels), and references both in print and through social media. Meanwhile, Bader puts together several annual events at her nursery, which draw hundreds of guests. This includes an annual lavender festival that is supported and produced by several Willamette Valley lavender nurseries and product companies.

### **Case Study #2: Failed On-farm Dinner 2011; Retry in 2012**

According to Laura Unger, farm store manager for Unger Farms in Washington County, “We had to cancel our farm dinner because the chefs flaked out.” Laura indicted that several independent chefs were tried, but none were a good match because they didn’t want the roles of deciding the menu, and telling the guests about the preparation of the food at the event. The chefs seemed overwhelmed. The lesson she learned was to use an established catering company. But Laura got back on the horse: she has found a talented catering company in the area for her summer 2012 Farm Dinners and proceeds are benefitting the Beaverton and Hillsboro farmers markets. Laura markets the events through her booths at 14 farmers markets in the area and also at her farm store. She feels there is a large and enthusiastic market for these types of dinners.

### **D.3. Events and Activities on Farmland**

The topic of allowing various nontraditional events and activities on farmland has been the subject of much discussion, studies and some legislative action.

#### **D.3.a. Farmland Activities Task Force-Report and Recommendations.**

Once such study and related legislative action occurred in December 2010, when the Association of Oregon Counties completed the “Farmland Activities Task Force-Report and Recommendations” which reviewed current patterns of use on farm land; assessed the impact and compatibility of agricultural tourism on farming operations and the farming community; identified infrastructure needed to support appropriate uses in agricultural areas; and developed recommendations to minimize conflicts.

A Task Force made up of state agencies and interest groups was involved in the process. This group developed a set of principles to guide its work, including:

1. Give preference to “farm use” as defined in ORS 215.203(2) (a) on farmland.
2. Support economic activities that compliment farm use.
3. Seek opportunities for better communication between those wishing to establish non-traditional farm uses and those who may be impacted by such activities.
4. Ensure compliance with public health, environmental health and safety requirements when establishing other uses on farm land.
5. Ensure activities associated with “farm use” (i.e. efficient operation of equipment and transport of products to market in a timely manner) are not impaired.
6. Assist counties with establishment of clear, transparent, and to the extent possible, consistent processes for consideration of traditional and nontraditional farm activities.
7. Identify “best practices” in the public process for consideration of nonfarm issues on farmland.

And the planners and stakeholders raised the following issues:

1. Activities/Events
  - Dinners/food service
  - Entertainment/concerts
  - Charitable, corporate and political functions

- Weddings/reunions
  - “Farm to Table” dinners
  - Bike and running/walking events
  - Pumpkin patches and corn mazes
  - Recreation/sporting events, such as soccer, motor/bike cross, ATVs, etc.
  - Recreational complexes with permanent improvements
  - Shooting Ranges
  - Dog agility training
  - Art and landscape painting at farms
  - Farm stays (similar to dude ranch)
  - Farm to school/education
2. Compatibility
- Traffic volume and congestion
  - Noise
  - Lighting
  - Hours of operation
  - Dust and spraying
  - Trespass
  - Frequency and scale of activity
  - Impacts to resource production (on site and surrounding area)
  - Aesthetics – maintaining rural atmosphere/lifestyle
3. Support Services and Requirements
- Transportation issues such as traffic flow, parking, emergency services
  - Public health requirements, including food service, sanitation, garbage
  - Groundwater/wells
  - Building/fire safety
4. Process
- Consistent county interpretation of what activities are allowed on farm land
  - Public notice
  - Neighborhood compatibility/impact
  - Enforcement
  - Consistency between farm uses
  - Coordination between state agencies and county departments
  - Property tax consequences and differential between farm deferral and tax on land uses for activities/ events.

Upon review, the Task Force found that existing state law did not clearly provide opportunities to conduct activities and events on farmland. While state law was quite prescriptive regarding uses that may be established on farmland, it was vague when it came to nontraditional activities which promote Agritourism. As a result, counties had taken different approaches to address questions related to the establishment of events and activities on farmland.

The Task Force developed a legislative concept that became HB 960, to clarify how events and activities in conjunction with farm use may be permitted on farmland. The bill passed in the 2011 session and amended state statute to include activities that promote farm use. Additionally, two new sections provided for a Limited Use Permit and a Single Use Permit.

One issue of general interest was that of food inspection on farms. Food inspection has been con-

ducted both by Oregon Department of Agriculture and by the Department of Human Services (Health Department). These two agencies are currently developing a new and more efficient process for the inspection of food.

Another issue was related to preparation of food for public consumption on farms (commercial kitchens); restaurant facilities; rental space for conferences, receptions and weddings. The Task Force concluded that these types of activities should be considered through the conditional use permit process as commercial activities in conjunction with farm use. It was intended that counties would have the flexibility, through this process, to determine the level and frequency of food service and have the authority to condition such uses accordingly. The amendment to ORS 215.283 (2)(a) was intended to clarify that commercial activities may include activities that promote farm use and are subordinate to the primary farm use of a tract.

### **D.3. b. Case Studies: Comparison by County of Events and Activities on Farmland**

The following comparisons were taken directly from the June 2010 AOC surveys completed by county planning departments. They were asked to describe the activities, review process, conflicts, other limits, and to evaluate the significance of issues and give suggestions.

#### **Case Study #1 Benton County**

There were activities going on “under the radar” as the activities were not submitted and so not approved by the county and complaints had not been received. Examples include: winery events, coffee stands, produce stands, bike rides, festivals and others. According to the county, many of these events would not be allowed if they were reviewed.

Farm-based processing, farm stays, and events as an element of commercial activity in conjunction with farm use were reviewed under the conditional use permit process. Festivals were reviewed as a Mass Gathering, and produce stands were permitted outright. Occasionally, a farmer would report that a non-farm use in their vicinity made farming more difficult. In Benton County, weddings can be allowed under the provisions for mass gatherings but not allowed as an ongoing business. Regarding the many uses already occurring, county does not pursue enforcement unless complaints are received.

#### **Case Study #2 Hood River County**

Activities include weddings, road rally race, bike touring rallies, bike/ped trail, beer brewery and one bakery. There were a few noise complaints about weddings. With weddings the number of events and guests are regulated, stricter noise standards and operating hours. The road Rally race is regulated by the Sherriff and Public Works Director and the beer brewery is treated the same as a winery. The Bike/Ped trail required stream side mitigation, special gates and signage and closure during orchard spraying.

The review process shows that weddings need a conditional use permit, road rally and bike touring not reviewed, brewery and bike/ped trails needs CUP and bakery need a farm stand application.

This has worked well and is a “nice marriage of tourism with agricultural activities through such things as the Fruit Loop Tour Ride, etc.” ‘HR County suggests counties have as much flexibility and local control as they can so that each county can decide what the best fits are for the rag community and local economy. Many of the non-traditional events occurring on EFU lands are being operated by long-time farmers.

### Case Study #3 Multnomah County

Activities include weddings, large parties, farm to plate dinners, concerts, bike races, fee-based events such as corn mazes, pumpkin slinging, school group tours, hay rides, kid slides, flower sales, corporate picnics

Weddings are not reviewed, farm-to-plate dinners are approved through a farm stand review, some concerts are reviewed, and when they are it's through a farm stand review. Some of the other events are also reviewed and approved through a farm stand review process.

Complaints from neighbors of disruptions to "rural setting life" for non-permitted and permit-ted activities from noise created and excessive traffic on rural roads. Also, complaints of turning EFU land into seasonal circus/fair venues, events potentially hindering movement of farm equipment and emergency services on narrow roads, concerns that farmers will not be able to conduct legitimate farm practices adjacent to public events without being asked to cease. Parking within the right-of-way on narrow roads has also been a problem.

Aside from events qualifying under state mass gathering statutes, events are regulated through the farm stand provisions. All incidental sales, prepared food items and fee-based activities limited to 25% of the total sales of the farm stand, use of structures prohibited, traffic studies required, sanitation must be provided, and the applicant must show a reasonable tie between the farm and the proposed fee based activity and demonstrate the farm is not just being used as a backdrop to the activity. Also consider whether the primary focus is the event itself (commercial weddings) or to promote the sale of farm products (open air "plate and pitchfork" dinners)

Increase over the past few years in the number of complaints received for expanded non-permit-ted and/or non-farm activities occurring on EFU land. Major source of conflict when there are unpermitted activities on EFU land. Typically, if the property has secured permits, there are no major conflicts. The time spent on implementing the farm program has generally increased due to difficult to apply regulations, complaint responses, and issuing land use decisions that cover all of the bases.

Would like to see the state consider allowing zoning changes on select farm lands for true "agri-tainment" operations. These commercial centers could serve as a valuable community asset but should be consolidated into larger, more viable commercial footprints, rather than a scattering of medium-sized businesses throughout the agricultural landscape.

#### **Case Study #4 Polk County**

Activities include weddings, paintball facilities, concerts, art shows, mud bogging.

Most begin as an illegal use and are guided through a land use application as the result of a code enforcement action. Most are then reviewed through an administrative review process. Some require a conditional use permit (home occupations, private parks). However, one-time events that do not trigger a mass gathering are generally not regulated and there are seldom applications for outdoor mass gatherings. Some applications have been denied, such as for motocross tracks, and some have had extensive conditions placed on them, such as mud bogging events.

Not many complaints about activities that are operating in compliance with a land use approval impacting accepted farm practices on neighboring properties. Complaints are typically related to noise, traffic, lighting, and sometimes litter. These complaints may be valid but are typically filed without a clear nexus to how they are impacting accepted farm practices. Some unauthorized activities have resulted in excessive dust and trespassing.

Hours of operation, frequency, parking noise, special engineering for race tracks and spectator stands, security. Potential conflicts are evaluated through the land use process and limit the applicant to a specific proposal that provides certainty for surrounding property owners and the applicant.

Polk's approach has been effective at limiting conflicts. Allowing activities on EFU land is a significant issue in the county as wineries, diversified agriculture (niche organic, gourmet crops, farms stands) and Agritourism are becoming an important part of the rural economic landscape. Overall, activities and events on EFU land have not been a major source of conflict.

Important to understand that many approved activities benefit agricultural enterprise areas and the local economy, while others have provided ways for farmers to supplement their income and provide opportunity in economically distressed rural areas. Dynamic land use laws are needed to foster and balance these opportunities and should be re-evaluated to determine how best to balance conflicts and provide opportunities in the changing agricultural economy. Allowing the opportunity to evaluate EFU activities through the local process, with local control and discretion, is a better approach than a "one-size fits all" approach.

### **Case Study #5 Washington County**

Activities include weddings, bike races, concerts, farm dinners, soccer games. Most are not regulated via land use approvals but are handled by Code Enforcement if complaints are received. Some events, when requested in advance, are categorized as small “mass gatherings” not subject to land use review because the County has not adopted regulations addressing “small gatherings.” Some events may require permits from the Road Operations Division because public roads may be impacted by the event. Weddings and concerts likely occur weekly during summer, bike races occur sporadically. Soccer games reviewed by Code Enforcement. Typical complaints relate to traffic/parking issues spilling onto adjacent private property or public streets. Rarely have farm impacts been the reason for the complaints. Code Enforcement files are opened when complaints are received regarding businesses operating without land use permits. Issues arise when attempting to regulate activities and events on EFU consistent with current OAR’s. The perception in the farming/winery community seems to be that Washington County is stricter than Yamhill County. Without clearer direction on these state standards, conflicting interpretations invite comparisons and conflicts. Sometimes the conflict rises to a level of a major conflict when the difference in approach between different counties is brought to the attention of decision-makers/political campaigns and divides the farming community. As a result, enforcement actions are often abandoned.

Clear and objective standards should be established so that there is consistency across county boundaries, which would benefit landowners and result in better planning decisions. The process of updating OAR’s to respond to new “business plans” would help ensure a balance between economic development goals and protection of farm operations. The OAR’s could clarify whether these new business plans fit within existing allowed non-farm uses, or whether it is a new non-farm use. For example, the OAR’s could clarify whether weddings are allowed as private parks, home occupations, or accessory to a winery. Currently, every county treats them differently. Also, state agency actions must be consistent with local land use. For example, OLCC permits B14 should not be issued when the operation is not permitted by a land use decision.

### **Case Study #6 Yamhill County**

Weddings, winemaker dinners, concerts, reunions, corporate retreats. This year, two groups are proposing half-marathons through the countryside. The winemaker dinners occur year-round and the other activities are typically occurring on summer weekends. Events related to the promotion of farm products are generally reviewed as a conditional use for a commercial activity in conjunction with farm use. Larger gatherings are reviewed as mass gatherings. Many of the smaller events, like weddings, are not reviewed because the county is often not aware of them until after the event.

Considering the large number, there have not been many conflicts. One incident was that a wedding party was alleged to have chased a farmer off his tractor because he was plowing during their event. Limited time, duration and numbers that can attend the events. These limits are generally placed due to the limits of the facility.

At this point, minor source of conflict but one that is growing. Main culprit is the weddings. Over the past 15 years, wineries have gone from hosting the occasional wedding or dinner to aggressively pursuing these uses as part of their business model. Problem is the growing off-site conflicts. In most cases, activities should be allowed through the conditional use process and should only be allowed when there is a clear link to the promotion of farm use.

### Case Study #7 Clackamas County

Activities allowed include weddings, soccer tournaments, outdoor concert, motorcycle/bicycle and ATV tracks and private recreational parks.

Weddings are reviewed under home occupation ordinance. Two conditional use permits have been approved under this ordinance. The ordinance allows up to two events per day. A soccer tournament took place in 2010 unpermitted but for the next year sponsors were told it may only be approved through a Mass Gathering permit. Otherwise, these types of facilities may be permitted on low value farmland as a private park. The outdoor concert was approved in 2010 as a temporary event that did not rise to the level requiring land use approval. The event was deemed a disaster for several reasons and the belief is that events such as this should be reviewed as a Mass Gathering.

Most complaints are noise, dust, trespass, traffic, impacts on groundwater (wells) and surface water, and the ability to conduct common farm/forest practices. Noise is the most common complaint, however, in most cases it is noise conflicts in residential and not farm areas. Traffic is almost always raised as an issue, but traffic concerns are normally relative to overall capacity and the safety of the road system and not impacts on farm uses. Liability issues are also common impacts raised by farmers due to increased activity and people in the area and the concern of conducting common farming practices such as spraying and fertilizing. The County Home Occupation to Host Events ordinance limits the hours of operation, number of events per week and per day, the size of events and also addresses lighting, noise and parking requirements.

Clackamas County has a large EFU land base, much of it in close proximity to the Metro area or one of the many rural cities in the county. Therefore there is pressure to conduct many activities and land uses. Farmers operating valid commercial farms are looking for ways to expand, broaden and market their farms. Additional activities that can be done “in conjunction with a commercial farm operation” should be considered.

Suggestions: Events, private recreational parks and facilities and other similar land use proposals should be evaluated through a conditional use process (public hearing). The nature of these events generally include activities that can have significant impacts on farm uses, with impacts varying based on the proposed use, size and physical characteristics of the property. The combination of all these factors warrant a thorough review to ensure the protection of farm uses in the area.



Wedding venue at St. Josef's winery, Canby

### D.3.c. New Legislation Provides a Framework for Events and Activities on Farmland

#### **SB 960: Agritourism**

This bill took effect in June, 2011 and expands the opportunities for farmers to supplement their farm income with agritourism activities, like special events and weddings, in compliance with county approvals and permits, incidental to farming activities. It provides a framework for the planning of events and activities on land zoned for exclusive farm use (EFU). To view the entire bill, click on: [www.leg.state.or.us/11reg/measpdf/sb0900.dir/sb0960.en.pdf](http://www.leg.state.or.us/11reg/measpdf/sb0900.dir/sb0960.en.pdf)

#### **HB 3280: Expands On-Site Winery Activities (Sunsets in early 2013 unless replaced)**

This bill took effect June, 2011 and relates to wineries in exclusive farm use zones; creating new provisions and amending and repealing some laws. Allows wineries to market and sell wine produced in conjunction with the winery, including wine tours; wine tastings in a tasting room or other location at the winery; wine clubs; and similar activities conducted for the primary purpose of promoting wine produced in conjunction with the winery; market and sell items directly related to the sale or promotion of wine produced in conjunction with the winery, the marketing and sale of which is incidental to retail sale of wine on-site, including food and beverages served by a limited service restaurant, as defined in ORS 624.010; and provide services, including private events, hosted by the winery or patrons of the winery, incidental to the retail sale of wine on-site that are limited to 25 days or fewer in a calendar year. The gross income of the winery from the sale of incidental items may not exceed 25 percent of the gross income from the on-site retail sale of wine produced in conjunction with the winery. To see the entire bill, click on: [www.leg.state.or.us/11reg/measpdf/hb3200.dir/hb3280.en.pdf](http://www.leg.state.or.us/11reg/measpdf/hb3200.dir/hb3280.en.pdf)

#### **HB 1055: Sunsets most of HB 3280 at the beginning of 2013**

SB 1055 is in effect. Unless HB 3280 is replaced, events at wineries will be subject to SB 960



**Recommendation:** Continue to work on the writing and implementation of the new legislation into county zoning code.

**Recommendation:** Work proactively with farms to help them improve existing and to offer new events and activities on their farms. Keep in mind that events and activities on farms should not have a negative impact on agriculture production on neighboring farms and that agriculture production needs to be the dominant income on the farm, and not the events. Help farms who are considering adding or expanding events form a cooperative and synergistic relationship with neighboring farms, and with the nearest rural population center.

**Recommendation:** Work at the state level to distill a definition of “events” and “activities.”

**Recommendation:** Ensure that farms are not precluded from holding events and activities because of size or type of crop grown. Treat events on farmland the same for all of agriculture.

## E. Sector 5: On-Farm Direct Sales

Visitors enjoy buying fresh, packaged and crafted projects from farm stands, wine clubs, specialty nurseries, U-pick, Choose-N-Cut, and other direct sales on the farm or at the plant.

Clackamas County is the home of a wonderful variety of farms who sell their products directly to consumers. In 2012, the county has at least 20 farm stands selling fresh produce, 15 wineries or tasting rooms (and 49 vineyards who raise and sell grapes), 29 specialty nurseries, 21 choose-n-cut Christmas tree operations, 7 pumpkin patches, 1 animal feed mill, 1 food grain mill with a whole grain store, 5 Community Supported Agriculture and 2 micro-breweries. This great variety of faire should appeal to the consumer.

This inventory of destinations can be optimized with development and marketing. Since the county offers even more than popular Sauvie Island, it could be positioned as a great place to go to harvest and buy fresh produce, meat, eggs and cheese as well as landscape plants, flowers, Christmas trees, pumpkins, animals, horses, woolens and fibers, wines, whole grains, candies, nuts, jams, specialty baked goods and microbrews.

### E.1. Farm Stands Provide an Attractive Source of Ready-Picked and Packaged Goodness



Farm stands, also known as roadside stands, produce stands, or farm direct markets, are a time-honored way of selling products right from the farm. Farm stands are small enterprises intended to provide consumers with fresh and flavorful locally-raised foods, herbs, nuts, eggs, meats and cheeses as well as nursery stock—flowers, bulbs, vegetable starts and landscape plants, fiber products such as yarns or hazelnut shells for gardening and value-added products such as jams and wines. In addition to finding fresh, high-quality products, many visitors want to meet and talk with the people who grow the products.

A farm stand provides farmers with the opportunity to display and sell products they are currently harvesting, as well as value-added products from their farm, such as jams. Non-food items produced on the farm are also sold from farm stands, including wool, yarns, flowers, plants, Christmas trees and wreaths. A certain percentage of non-farm products, such as cookbooks and crafts, may also be sold as long as sales revenue is secondary to the farm products.

Farm stands are a feasible way for small enterprises to enter local markets and are an important first step in a company's evolution. On-farm markets come with fewer risks than markets off the farm. The path to success is easier and the consequences of failure are usually less costly than local markets. Once success is achieved at the farm stand level, farms may consider selling product to restaurants, grocery stores or at farmers markets as well as vertical integration to move into production of value-added products.

#### Good to Know

##### Follow the Rules to Keep Customers Safe

There are some special rules for the sale of cow, sheep and goat fluid milk and their value-added dairy products on the farm, and these rules can be accessed on the Food Safety Division's pages of ODA's website. In-shell eggs do need to be stored out of the sun and refrigerated, or packed on ice in a cooler and monitored for temperature. Egg cartons from other retailers may be (re) used, but farmers need to make sure their current contact information is on it, placed over the original name. Farmers using farm stands or considering these stands as a way to distribute ag products, should familiarize themselves with new laws that pertain to food handling and processing, including HB 2337 and SB 960. If a scale will be used to weigh product for sale, it needs to be licensed through the ODA's Measurements Standards Division.

Establishing picnic areas may entice visitors to stay and enjoy some of the wholesome goodness they have just purchased at the stand. Farm stands may also be a venue for classes and demonstrations, or a meeting place for buying clubs or CSA members.

Registering or licensing farm stands with the Oregon Department of Agriculture is not necessary, unless the farmer is selling products produced on other farms. In that case, the farm needs to be licensed as a reseller. It is also important to check the county zoning ordinances, including road access and signage rules.

Under the new Food Safety Modernization Act, the FDA has the authority to visit any farm to monitor farm practices; the rules for the implementation of this act are currently being developed.

Visitors find farm stands through word-of-mouth, roadside stands, farm loop marketing, on-line searches and interactive on-line lists such as Tri-County Farm Fresh Foods and Pick Your Own.com. Clackamas County's tourism website also lists some of the farm stands.

### 3. U-Picks and Choose-N-Cut Attract Visitors who want to “get their hands dirty”

The opportunity to pick or harvest your own food, flowers or Christmas tree is attractive to a certain segment of visitors. There are many farms that allow visitors to participate in the harvest in Clackamas County. U-pick operations offer this, and some Community Supported Agriculture (CSA) operations allow members to help work the farm. Choose-N-Cut Christmas trees are a family holiday tradition that brings family groups to tree farms.

Clackamas County is the Christmas tree capital of the world. However, sales of Christmas trees have seen a decline in recent years. As such, some of the wholesale growers are considering retail sales from their farm or local lots. This will expand the 21 Choose-N-Cut operations already in existence.



**Recommendation:** While revising the inventory of agritourism farms, create a list of county farm stands that could be found online (there is no statewide list at this time). Activate an interactive Clackamas County search-by-product function on the OMHT website. Enhance with an online search by activity: such as hay ride, corn maze, farm tours, pick fresh fruit, pumpkin pult, pet farm animals, etc. In addition to the search function, an alert system would be beneficial. For example, the system could alert registered website users when certain products are ripe, babies have been born and can be viewed, or special farm “events” are scheduled.

**Recommendation:** Enhance the established farm loop program in order to attract more visitors to the area. Provide development and marketing support that will drive more customers to these farms including expanded presence on the county website, social marketing and a formal signage program. Support the creation of a final farm loop so that the all farming areas in the county are included, and the re-invention of the Sandy Farm Loop that includes Estacada, more of Damascus, and Culver. Support the development of Bed & Breakfast and Farm Stays that will provide lodging for visitors who are touring the farm loops. Encourage lodging facilities to offer Farm Loop packages in their marketing and listed in their online description of assets/ things to do.

**Recommendation:** Support a marketing effort to motivate Christmas tree shoppers to come to Clackamas County to shop for their Christmas tree. Establish or enhance theme-based lots with activities that sell Clackamas County trees in cities. Add interest to the drive around the county to get a tree on a farm. One idea for growers to tether a Christmas-themed blow up (snowmen, Santa Claus) at the entrance of their Christmas tree farm. It would be fun for visitors to see all the blow-ups as they drive along. Consider a contest for most original entrance--a people's choice award.

### **Development Opportunity: Farm Stands and State-Administered Federal Nutrition Programs**

Farm stands that are registered as part of the state administered federal nutrition program will attract visitors who wish to use food stamp coupons to purchase fresh food. Oregon currently offers two state-administered federal nutrition programs providing sales opportunities for farmers selling directly to consumers: The Farm Direct Nutrition Program (FDNP) distributes approximately \$1 million dollars to seniors (identified by Seniors & People with Disabilities Division as of April 1 each year), and families enrolled in the WIC (Women Infants & Children) program. Eligible participants will receive these funds as \$4 checks (WIC families receive \$20, and each senior client will receive \$32), specifically to purchase locally produced fresh fruit and vegetables directly from authorized farmers at farm stands and farmers markets from June 1 to October 31.

12 Clackamas County Farms are currently registered to offer the federal nutrition programs. This list can be found at [http://myoregonfarm.org/fdnp\\_wic\\_shopperguide/?page=1](http://myoregonfarm.org/fdnp_wic_shopperguide/?page=1)  
Review the Farm Direct Nutrition Program fact sheet to learn more.

In addition, WIC also provides a separate Fruit & Veggie voucher that allows WIC participants to purchase fresh and frozen fruit and vegetables at authorized retailers or from authorized farmers at a farm stand or farmers' markets. Approximately \$8 million dollars worth of \$5, \$6 or \$10 vouchers will be issued to WIC participants annually. The vouchers are distributed year-round and each voucher is valid for one month. Review the WIC Fruit & Veggie voucher fact sheet to learn more.

#### **How to become an authorized farmer**

To become an authorized farmer and accept Farm Direct (FDNP) checks and/or WIC Fruit & Veggie vouchers, you must own, lease, rent or sharecrop land to grow, cultivate or harvest crops on that land AND grow fresh fruit, vegetables in Oregon or a bordering county to sell at your farm stand or at a farmers market. Farmers must fill out and sign an application with the Oregon Department of Agriculture (ODA) and complete a mandatory training coordinated by the Oregon Health Authority (OHA) to enroll. To request an application packet contact the Oregon Department of Agriculture with your name, farm name, mailing address and telephone number by E-mail or call 503-872-6600. If you are currently authorized and want to add either the Farm Direct (FDNP) checks or the WIC Fruit & Veggie voucher programs you must contact the Oregon Department of Agriculture by E-mail or calling 503-872-6600 to update your application.

**Acknowledgements:** Contributors to this section include: Laura Barton, Trade Manager, Agriculture Development and Management Division, Oregon Department of Agriculture.



**Recommendation:** Encourage all farms in Clackamas County with farm stands/direct farm markets to become an authorized farm and participate in the state-administered federal nutrition programs in order to generate additional sales. Currently only 12 farm stands are registered in the county. To see the listing of these registered farms, visit ODA's Oregon Farm Direct: Farm Stands and Farmers' Markets Directory, and scroll for Clackamas County. [http://myoregonfarm.org/fdnp\\_wic\\_shopperguide/?page=1](http://myoregonfarm.org/fdnp_wic_shopperguide/?page=1)

### Case Study: Diversifying Business with Agritourism in the Christmas tree/Timber sector

#### Timbergrove Farms, LLC- Beavercreek (A Century Farm)

Currently Timbergrove Farms LLC produces a mix of timber (small woodland), and wholesale Christmas trees.

Irv and Joan Wettlaufer would like to expand their business operation as follows:

- Add a Christmas tree U-Cut operation;
- Plant berries and sell them out of a farm stand on their land;
- Have a small lumber mill to make their timber into boards; sell those boards on their farm;
- Put out a sign promoting the sale of these products.

They were informed by the county zoning department (10 years ago) that they cannot operate these agriculture and retail activities on Timber-zoned land in Clackamas County. In Clackamas County, the Forest zone (state term) is called a Timber zone.

Jim Johnson, ODA land use specialist, indicates that certain farm uses are allowed in a Timber zone. Erecting a farm stand or converting an existing structure to be used as a farm stand is a separate question and may need to have a permit for the structure.



**Recommendation:** In Forest zones, encourage farm use of retail agriculture sales and value-added business choices, including establishing a U-Cut Christmas tree operation; finding a crop alternative to Christmas trees (berries) and selling those products at a farm stand on their land; and milling their own timber and selling boards on farms.



Holiday visitors enjoy a hay ride while choosing and cutting their Christmas tree on Snowline Tree Farm.  
Photo: Mary Stewart 2011



Right: Choosing the holiday tree is a family affair on Dutchers Tree Farm, including the pooch!  
Photo: Mary Stewart 2011

## **F.1. Farmers Markets: An Effective Consumer-Direct Marketing Method**

Farmers markets are growing in importance to the citizens and farmers of Clackamas County. They provide people with multiple benefits such as access to a variety of fresh, nutritious foods. They connect small and mid-size local farmers with consumers in a unique community gathering; they provide valuable outlets for local growers and they bring people together and build social capital in neighborhoods. Farmers markets are an ancient institution that is enjoying an incredible revival across the nation and here in Clackamas County.

There are several farmers markets in the county—with the most established markets being those in Lake Oswego, Milwaukie, and Oregon City. There are also markets in Boring, Canby, Colton, Estacada, Happy Valley, Sandy, West Linn and Wilsonville. The markets are located at a variety of venues across the county— from the parking lot next to the county buildings in Oregon City, to the common area across from City Hall in Sandy, to Millennium Park in Lake Oswego. Most are in the city center. Possibly the most ideal location is in Lake Oswego, where the park was designed with the farmers market in mind, and includes ample flat space on a footing of pavers for vendors, public restrooms, customer seating, parking and a covered area for entertainment or classes.



Photo: Mary Stewart 2012

### **F.1.a. Markets are an Agritourism Attraction**

People are usually drawn to farmers markets the first time because they are passionate about buying fresh, local food. Once a shopper catches the “farmers market bug” they return regularly. They enjoy meeting the farmers and learning about their family farm history and discussing their philosophy on how they raise their crops, eggs or animals.

“The market is an important place for parents to teach their children about where their food comes from and about good nutrition,” says Jackie Hammond, market manager for the Oregon City Farmers Markets. Her markets offer an ambitious youth education program that grows more popular each year.

According to Tara McDonald, the Executive Director of Your Local Farmers Market Society, which operates the Vancouver, B.C. markets, “Farmers markets are like the new church where people come once a week to meet other, exchange information and gather as human beings.”

### **F.1.b. Even in Growth there are Barriers to Success**

Nationally, the numbers of farmers markets is growing, adding 3000 markets since 2004. In spite of this growth, and all the great benefits the markets provide, farmers markets are as vulnerable as any other business enterprise. Many markets, especially new ones, fail each year. A 2006 OSU study of the failures found that while 62 new markets started in Oregon between 1998 and 2005, 32 did not reopen. Among the factors associated with market failures are the small size of the markets, the shortage of products and lack of diversity in the markets’ offerings, the high turnover in management staff and a lack of stable funding. Further, indicates the study, some cities have not done much to support farmers markets in the communities that host them.

Not all farms and farmers are cut out for farmers market selling. Some cannot overcome the barriers of setup costs, the time away from the farm, lifestyle adjustments and the people skills (or finding willing farm staff or family members with those people skills) that markets require.

According to Chris Heitmann, Project for Public Spaces (New York), “The biggest threat to markets is that they lose their location. Ensuring some form of security for a market to operate is critical. When a market has to move, it virtually has to rebuild the operation from scratch, as considerable investment goes into branding a particular location as the destination for the market.”

Rickard McCarthy, vice president of the Farmers Market Coalition and cofounder of the Crescent City Farmers Market says, “At first sight farmers markets are very simple ancient mechanisms where you have a public space, you bring in farmers, you bring in consumers and it runs itself. But you discover very quickly that there are some critical issues regarding criteria, management, customer service, food handling, licensing, and zoning – all of these issues that market organizers don’t have the skill set or the organizational capacity to handle in a systematic way.”

### **F.1. c. Taking Positive Action**

“Cities are walking a tight rope between embracing the markets – and supporting them as much as possible – and not regulating or bureaucratizing them so that they become encumbered in terms of their development and creativity,” says Gary Stephenson, OSU Extension Service.

In Clackamas County, the markets have spread their schedules out to different days of the week so farmers would have the advantage of selling at multiple markets. This staggered market day schedule also reduces the competition for vendors and customers between markets. Several years ago concerns were voiced in Northern California that the farmers market sector was saturated as communities set up new markets not to meet farmer or consumer needs but rather to promote the status and well being of the community. The recognition that farmer and consumer needs must remain at the forefront is critical.

**Acknowledgements:** Contributors to this segment are: Jim Bernard-County Commissioner and Milwaukie Farmers Market founder; Jackie Hammond – market manager, Oregon City Farmers Markets; Miles McCoy-market manager, West Linn Farmers Market; Larry Lev, OSU Professor and Extension Marketing Specialist, Garry Stephenson, *Farmers Markets: Success, Failure and Management Ecology*. Isabelle Groc, *Planning* magazine.

### **Case Study: Milwaukie Farmers Market**

Jim Bernard and a group of interested citizen volunteers founded the Milwaukie Farmers Market 13 years ago. The market opened with seven vendors on a location across from City Hall in Milwaukie. "The first five years were very challenging!" says Bernard.

The market has been developed by a small band of dedicated and visionary volunteers, led by Bernard. Their commitment has helped the market grow steadily over the years and gross annual revenue now exceeds \$80,000 for their non-profit organization. After paying the costs of running the market, which includes the salary for the market master, the market provides funding for festivals, the local food bank and other efforts that benefit the citizens and business community of Milwaukie.

The market is open Sundays, May through October. With a city information booth, and an environment ripe for community building, the market is a place people go to gather and visit, in addition to buying fresh, wholesome food.

"Probably our biggest asset is location, location, location," says Bernard. People can see the market tents from McLoughlin Street. As part of their promotion efforts, they used to stretch a banner across McLoughlin, but when Oregon Department of Transportation changed their policies, it was no longer possible to hang the banner. Fortunately, with the market's high visibility from the road, signage at the market seems to be working.

Bernard says they have always had live music. "We hire local musicians and that helps them and I have nothing but good things to say," he says.

Vendor relations and strong sales are key to keeping vendor loyalty. Even though there is competition from other markets, vendors know they will make money at the Milwaukie market. Management strives for a good variety of products. Vendors must grow, raise or manufacture what they sell. Products are limited to agriculture including seafood, and value-added agriculture; craft vendors are not allowed. Some vendors travel from Hood River or even eastern Oregon to sell at the Milwaukie Farmers Market.

Keeping steady income and controlling costs is important to the continuing success of the market. Grants from New Season's Market, Clackamas Soil and Water Conservation District and the city were obtained this year. The market master manages the vendors and some of the logistics. Market-goers buy script, in the form of "wooden nickels" instead of paying cash to each vendor. The market makes \$1.50 on each transaction. Bernard says that the market benefits from the novelty of the wooden tokens, since some folks will keep them as memorabilia rather than using them to buy product. The cost of insurance for the market has grown significantly.

Their \$12,000 annual budget for advertising is significant, and they run a mix of print advertisements and are enhancing their website presence.

"The competition in markets may damage some markets and it would be good to have more control over who establishes farmers markets. There is a limited audience," says Bernard. "If they try a farmers market and fail that hurts the farmers, too. I think we are at saturation now," he adds.

In the future, the Milwaukie Farmers Market may relocate to the new plaza next to the light rail station and add a Wednesday market. They will also do more cooking classes, canning classes, things that might promote, and bring special restaurants in.

**Recommendations:**

1. Encourage cities to take the steps to formalize the relationships between farmers market grassroots institutions and the spaces they occupy in the local communities. Make sure that code supports the market's operation so that a complaint can't cause closure. Support the markets as much as possible without regulations and bureaucracy so they retain their development zeal and creativity.
2. Encourage cities to help the farmers market organizations find a suitable location, and then support long-term tenancy at that location.
3. Encourage cities to include farmers market management and operating funds in their future planning and budgets. Currently, some cities in Clackamas County provide some financial support for the market manager position and/or operations of the market, and some provide a staff liaison to help ease the process of permitting, parking and policies and take the burden off market managers.
4. Food policies need to support the establishment and operations of farmers markets and streamline the number of entities that the market managers have to work with in order to keep the market going.
5. Encourage an organized effort for relationship- and network- building and technical training for the market managers in the county. Encourage the managers to share best practices and to make decisions that will be synergistic and attract more shoppers to all farmers markets. This may be a county effort, or part of the metro organization.
6. Study successful farm direct market models, such as Puget Sound Fresh [www.pugetsoundfresh.org/](http://www.pugetsoundfresh.org/) and help implement the best ideas for Clackamas County.
7. Connect with the Oregon Farmers Markets Association and with the Small Farms program of the Oregon State University Extension Service for the latest farmers market growth opportunities.
8. Research and find, or create a way to determine when the number of farmers markets has reached the saturation point in a county. Oregon Farmers Market Association may be doing some work in this area.
9. Monitor food security in the county, and find ways for citizens to have access to fresh, affordable foods in areas where there is no farmers market. One solution is to connect these citizens with nearby farm stands. Another idea is a mobile farmers market, such as the model run by the Gorge Food Network.

**References:**

[www.ams.usda.gov/AMSv1.0/ams.fetchTemplateData.do?template=TemplateS&navID=WholesaleandFarmersMarkets&leftNav=WholesaleandFarmersMarkets&page=WFMFarmersMarketGrowth&description=Farmers%20Market%20Growth&acct=frmdirmkt](http://www.ams.usda.gov/AMSv1.0/ams.fetchTemplateData.do?template=TemplateS&navID=WholesaleandFarmersMarkets&leftNav=WholesaleandFarmersMarkets&page=WFMFarmersMarketGrowth&description=Farmers%20Market%20Growth&acct=frmdirmkt)

## F.2. The Equine Industry and Agritourism in Clackamas County

Equine operations, events and activities have a major economic impact and bright future in the county.

According to Oregon State University Extension Service, the inventory of equines in Clackamas County in 2010 was 15,000. This impressive inventory sets Clackamas County apart as the largest equine county in the state and one of the largest in the nation. Several different categories of equine use are found in the county, along with a variety of breeds. The strength of the equine industry here means there is related business development and exciting agritourism growth potential.

Equine events are a significant source of revenue and range from world-class hunter-jumper shows and barrel racing matches to 4-H horse shows and organized trail rides. Each of these disciplines include activities with horses that attract visitors who come for competitions, clinics, lessons and trail riding. Studies suggest that from four to six people travel with each horse and the average stay is three days, creating a positive impact on lodging, restaurants and other hospitality and retail operations.

While there are some equine event grounds located in the county, the growth of equine activities is currently limited by event ground size, availability and ease of reservation.

In addition, expanded outreach efforts will connect equine event managers who are seeking locations for their events.

### Good to Know

#### Status and Future of Private Equine Properties

According to Debi Laue, real estate broker with Hasson Company, and Terri Wilson, real estate broker with Prudential Northwest Properties, there is currently a glut of equine properties on the market, and sales are beginning to improve as the economy strengthens.

In the early to mid-2000s, equine properties were selling for a premium, and were not easy to find. Buyers were looking for a horse property that was “move-in ready” or on which they could build a small arena and a barn. They were willing to pay a high price to get it.

With the economic downturn, the sales of properties has decreased because: 1. Buyers are having a difficult time finding financing, and realtors are struggling to find market comparisons, especially for properties larger than 20 acres, 2. Buyers are waiting for selling prices to match up with their perceived value of the property, 3. The equine industry is in a slump, with some owners having to sell or give away equines, or decrease their level of care, 4. A lot of properties that had sold before are now coming back on the market, creating a large inventory.

The market for equine properties is starting to return as buyers are gaining confidence. When properties are “priced right,” sellers are getting multiple offers. Debi and Terri predict this trend will continue. Buyers who have cash are getting some real opportunities.

According to Terri, “Right now buyers are looking for 5-10 acres for a private horse operation rather than boarding their horses.” She feels people with a hobby operation want to enjoy their horses for recreation rather than show. The larger barns are still very visible at shows. The 24-stall barns are more difficult to sell now because keeping the barn full is less likely.

Debi predicts the equine property market will recover, and in her opinion, based on decades of working with people in the equine industry, she feels the industry will remain intact because, “People love their horses, so I don’t think the industry will go by the wayside. The entire industry is not in jeopardy, it is just going through a slump, like everything else.”

## IV. Agritourism Models: Lessons Learned from Elsewhere

For the purposes of this Master Plan production, Cogan Owen Cogan LLC conducted a study of domestic and international agritourism models. Four were selected for possible application in Clackamas County. Two of the models are international, one is statewide and one is a local cluster within a state (similar to a farm loop). Information about each model includes: model name, contact for information, summary of the model, detailed description and applicability to Clackamas County.

### A. Name of Model: Italian Agritourism Model

1. **Location and Geographic Coverage:** Italy with provincial and local strategies and membership associations.
2. **Leadership Contact:** Agricultural tourism in Italy has many dimensions and varies somewhat by region. One example of a leading organization of growers is the Gallo Rosso. See: <http://www.redrooster.it/en/>

Südtiroler Bauernbund  
Red Rooster  
K.-M.-Gamper-Str. 5  
I- 39100 Bozen/Südtirol

Tel. 0471 999 325  
Fax 0471 999 492  
E-Mail [info@redrooster.it](mailto:info@redrooster.it)

3. **Summary of the Model:** Italy has a widely recognized advanced system of agricultural tourism that is a vital part of the rural economy. National legislation that established the program in 1985 defines agricultural tourism as “activities of hospitality performed by agricultural entrepreneurs and their family members that must remain connected and complementary to farming activities.” The focus is on small family farming operations often with a high level of craft involved. The policy has evolved in parallel with the Italian Slow Food Movement which promotes special traditional and local food products. This strategy is supported by similar policies of the European Union.
4. **Description**
  - a. Vision: The strategic objective is to halt rural out-migration by keeping farmers on the land.
  - b. Goals:
    - Farming must remain the primary revenue source
    - Supports financially by government and training offered
    - Operators must remain in business at least 10 years and must be under 50 years of age (supporting new farm ownership)
    - Provides for permitted maximum occupancy of faculties e.g. 30 beds in the Venice Region
    - Protects the agricultural industry and regional hotel and restaurant businesses
    - Regulated building and development at the regional and local levels
    - Retains and renovates old buildings
  - c. Organization: National legislation and provincial and local implementation. Growers associations and cooperatives promote and connect local resources to the market.

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<sup>1</sup> See [www.slowfood.com](http://www.slowfood.com) for Slow Food International and [www.slowfoodportland.com](http://www.slowfoodportland.com) for Slow Food Portland

<sup>2</sup> Page 8 of [www.card.iastate.edu/iowa\\_ag\\_review/summer\\_04/IAR.pdf](http://www.card.iastate.edu/iowa_ag_review/summer_04/IAR.pdf)

- d. Activities/Programs (typical):
  - Lodging and meal services
  - Innovative and high quality value-added local products, many are artisanal focused juices, olive oil, cordials, preserves, dried fruit, spirits, vinegar, herbs, cheese, eggs, fruit vegetables
  - Farm bars offering simple high quality local fare
  - Local hospitality and education of others regarding arts and crafts of food and agriculture
  - Links with city, village cultural life e.g., a visit to an urban small hotel might result in a field trip to a farm or a trip to stay on a farm estate might result in a tour of the city's museums or opera
  - Agritourisms (locations and venues) are ranked by stars five, four, and three star as well as educational farms, camping etc.
  - Regional branding and marketing
  - Educational programs such as food tours with hands on wine, cheese, pasta, sauce making, animal study, viticulture, etc
  - Hikes and bicycle tours between villages and farms.
  - Government supported training programs.
- e. Outcomes or Results: A global model of agricultural tourism that diversifies farm income and links urban, village, rural tourist economic venues and economies..
- f. Financing: Various including public agency support for education and training and local or association/cooperative support for local areas marketing and event coordination.
- g. Governance: European Union, Italian government, provincial governments, local governments and local associations/cooperatives.
- h. Links to tourism: National, provincial, local and membership associations or cooperatives
- i. Links to other economic development strategies: Urban and rural connections through event and trip planning.

## 5. Applicability to Clackamas County

- a. Vision (including level of anticipated success/results): Italy's system is a high benchmark for public policy and legislation. The goals and framework of Italy's national legislation may be appropriate for County level policy development. The Italian vision of a healthy farm economy is very similar to the vision of Clackamas County.
- b. Policy: The Italian model, because of its advanced development, may provide a good framework for local policy over time. Successful agricultural tourism similar to Italy's is a long term strategy. It will probably require a regional strategy and possibly state government support.
- c. Program: Elements of the program of Gallo Rosso, a regional association of growers, is suitable for Clackamas County. See: <http://www.redrooster.it/en/>
- d. Projects: The County could assist the growers create an association, maintain a web site, and develop educational and training programs to advance the vision. Standards could be set for categories of growers, events, lodging etc.

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<sup>3</sup> For example Alto Adige region, in the far north of Italy near the Swiss border, agritourisms grew as follows: 1989/33, 1994/1114, 2004/ 2328. 2006/2506. Alto Adige has 13,607 sq.km, 3,8 million visitors from outside the region per year,

<sup>4</sup> Gallo Rosso, a marketing organization, offers its members business consultant services, training courses and conferences, advertizing in catalogues and web pages (in four languages), newsletters with business development ideas, and research. In addition, advertizing in newspapers, radio, TV, trade shows inside and outside Italy are offered. In addition there is a rigorous assessment of the farm environment, facilities, and services. Approved facilities receive the Red Rooster brand icon for exteriors and Three Flowers brand for interiors.

Tourism has benefited from this Association with 223 percent guest arrival growth from 1999-2007 and 207 visitor nights. See [www.redrooster.it/en/](http://www.redrooster.it/en/)

- e. Investments: The County could help support this vision by adopting it and supporting it with Metro, the State of Oregon, and the USDA and supporting it with funding from an occupancy tax or other source.
- f. Collaboration: Economic Development and Tourism, County Planning and possibly Cooperative Extension and the Soil and Water Conservation District. To advance a vision of Italian style agricultural tourism Metro, Oregon Department of Agriculture and the Oregon Department of Land Conservation and Development would be important to make adjustments in permitted land uses and marketing strategies.

**6. Sources:**

www.tourismfutures.com.au/Publications/2009Presentations/Porcaro%20Pauline%20PP.pdf  
 www.card.iastate.edu/iowa\_ag\_review/summer\_04/IAR.pdf (PAGE 8)  
 www.slowfood.com  
 http://slowfoodportland.com/events/  
 www.redrooster.it/en/contact-southtyrol/

**B. Name of Model: British Columbia Agritourism Alliance (BCATA)**

**1. Location and Geographic Coverage: British Columbia, Canada**

**2. Leadership Contact:**

**British Columbia Agritourism Alliance**  
**5266 Coldham Road**  
**Peachland BC**  
**V0H 1X2**  
 info@bcagritourism.ca

**3. Summary of the Model: BCATA** is focused on growing an industry where agriculture and tourism meet. BCATA was formed in 2002 to facilitate the development of an inclusive and viable provincial agricultural tourism sector.

**4. Description:**

- a. Vision: A self-sustaining, vital agricultural tourism industry built on the bounty, values and character of British Columbia’s rural life.
- b. Goals: Facilitate and support:
  - Strategic partnerships among industry partners
  - Establish quality standards
  - Market and product development
  - Education and awareness initiatives which strengthen agricultural tourism in British Columbia
- c. Organization: Board of Directors with committees on publications, membership and ethics, planning and development, communications, historian, events, marketing.
- d. Strategic Plan: Developed in 2002 identified development of an agricultural tourism code of standards to guide operators to attain recognized quality product/service standards for quality control and industry recognition as a major goal. As a result of the plan a quality standards project was launched that established required standards for:
  - Necessary permits and licenses
  - Food safety and serving standards
  - Posted business hours and adherence

- Adequate insurance including liability insurance
- Accurate and current marketing information
- Clean restrooms and staff cleanliness
- Handwashing stations and signs at petting farms
- Maintaining guest areas free from hazards

Recommended standards include:

- Greeting customers in a friendly manner
  - Knowledgeable staff
  - Staff training including customer service
- e. Activities/Programs:
- Quality Assurance Program
  - Branding with logo and highway sign
  - Insurance program for members
  - Provincial government marketing opportunities
  - Use of BCATA accreditation logo
  - Links to:
    1. “Taste” activities: seasonal eating, recipes, dining out, farmers markets.
    2. “Experience” activities: agricultural-touring, festivals and events.
    3. Exploring” activities: farms and ranches, orchards, wineries.
- f. Outcomes or Results: Quality standards, strong association, strong regional brand, economic benefits.
- g. Financing: Dues, advertising revenues, donations, product sales (cookbook and brochure).
- h. Governance: Private non-profit organization Board of Director.
- i. Links to tourism: Fraser Valley Wineries, BC Culinary Tourism Society, Wine Islands Vintners Association, Association of British Columbia Winegrowers
- j. Links to other economic development strategies: BC Ministry of Agriculture and Lands, Capri (a comprehensive insurance source for the industry).

## 5. Applicability to Clackamas County:

- a. Vision (including level of anticipated success/results): BCATA is a major provincial (state) level effort. It is a good model for the County for marketing and branding ideas. As a provincial scale project is applicable to the State of Oregon or the Portland Metro area. It has a clear and simple web site to navigate but does not have the excitement of the Apple Hill site.
- b. Policy: This project requires no explicit County policy. Successful agricultural tourism similar to BCATA could probably benefit from the County’s support for incubation of a growers association, strategic planning, land use rules that accommodate the activities involved, co-branding, and links to other agricultural economic sectors including restaurants, markets, processors and distributors and links to related activities in the cities of Clackamas County.
- c. Program: A main program element that should be studied is the BCATA quality assurance program which seems to have elements similar to the Italian system with an intense focus on quality and the customer experience. This approach, which is common in advanced agricultural tourism strategies in Europe and Canada, will be challenging to implement in the Oregon context with local growers relatively averse to regulation.
- d. Projects: The County could assist with strategic planning, forming an Association and maintain a web site.
- e. Investments: The County could help support a feasibility study/strategic plan and serve a convening role for producers interested in forming a similar organization.
- f. Collaboration: County Planning, Oregon State University Extension Service, Farm Loops, and Soil and

Water Conservation District. There could also be a close link to the eco and recreational tourism programs in the County.

6. **Source:** BCATA web site: [www.bcagritourism.ca](http://www.bcagritourism.ca). BCATA overview and information on quality assurance program:  
[www.investcomoxvalley.com/businessresources/documents/B.C.AgriculturalTourismAlliance.pdf](http://www.investcomoxvalley.com/businessresources/documents/B.C.AgriculturalTourismAlliance.pdf).

### **C. Name of Model: California Rural Tourism Strategic Plan**

1. **Location and Geographic Coverage:** State of California and 16 regional lodging and tourism associations in eight regions.

2. **Leadership Contact:**

Jonelle Tannahill  
Rural Tourism Development Manager  
California Travel and Tourism Commission  
980 Ninth St., Suite 480  
Sacramento, CA 95814-2715  
Phone: (916) 319-5438, Fax: (916) 444-0410  
Email: [jtannahill@visitcalifornia.com](mailto:jtannahill@visitcalifornia.com)

Susan Wilcox  
Chief Deputy Director of Operations  
California Travel and Tourism Commission  
980 9th St., Suite 480  
Sacramento, CA 95814-2715  
Phone: (916) 319-5412, Fax: (916) 444-0410  
Email: [swilcox@visitcalifornia.com](mailto:swilcox@visitcalifornia.com)  
[visitcalifornia.com](http://visitcalifornia.com)

3. **Summary of the Model:** The Rural Tourism Strategic Plan is a comprehensive strategy developed by the California Travel and Tourism Commission (CTTC). It is designed as a comprehensive strategy to promote rural tourism in the state. The Planning process includes five steps: data and information collection (SWOT), strategic plan development (goals and objectives), implementation (marketing strategies), measurement and refinement, and maximizing goals.

4. **Description**

- a. **Vision:** To promote California (CA) as one of the world's premier travel destinations in order to increase travel-related revenues and tourism employment in California. (The rural tourism focus is one aspect of addressing the vision of the CTTC).
- b. **Goals:**
  - To extend awareness of the eight tourism marketing regions in CA
  - To act as a catalyst to partnership development between stakeholders and regional marketing groups
  - To facilitate development of fully integrated regional marketing plans with a cohesive approach to incorporate California regional brand into cooperative marketing tactics, public relations opportunities and trade messaging
- c. **Organization:** The CTTC sponsored the plan supported by the staff of the internal Strategic Marketing Group with input from the regional tourism marketing organizations.

- d. Activities/Programs- Strategies and Action Plans:
  - Build the brand/reposition rural tourism unifying all of rural CA
  - Research on the effective use of dollars to increase visitation
  - Develop products that visitors will remember
  - Develop technology to best support the rural brand across the whole industry and coordinate online efforts
  - Create and leverage partnerships with local/regional organizations and cultural/heritage sites
  - Identify creative ways to support rural tourism
- e. Outcomes or Results: A comprehensive strategy that links state and regional strategies. Guides state spending on rural tourism.
- f. Financing: State revenues.
- g. Governance: State level commission and regional partner non-profit organizations.
- h. Links to tourism: To overall state tourism strategy and to regional strategies including recreational and cultural tourism.
- i. Links to other economic development strategies: Not clear.

**5. Applicability to Clackamas County:**

- a. Vision (including level of anticipated success/results): The CA plan provides an inspiring document that is clear and readable. The main result of this document is clarity of strategy within state government, with regional partners, and with cultural heritage and other tourism organizations.
- b. Policy: This plan is comprehensive and identifies the relationship of an area-wide (state) tourism strategy to its regional partner organizations.
- c. Program: The strategic plan is a source of ideas for strategies and tactics for marketing, brand development, research needs, product development for the partners, web site, collaboration and partnerships, and funding.
- d. Projects: The CTTC is currently implementing the short range actions (6-18 months). The idea of short and long range projects can be utilized in the planning for Clackamas County.
- e. Investments: The County is making its investment in developing the strategy at this time.
- f. Collaboration: County Planning, Oregon State University Extension Service, Farm Loops, and Soil and Water Conservation District..There could also be a close link to the eco, cultural, and recreational tourism programs in the County and city tourism strategies. The CA strategy could be a model for the State of Oregon or the Portland Metro area.

**6. Source:** California Rural Tourism Strategic Plan, California Tourism Commission, no date. [www.visitcalifornia.com/media/uploads/files/00698CTTCRuralStrategicPlan\\_3.pdf](http://www.visitcalifornia.com/media/uploads/files/00698CTTCRuralStrategicPlan_3.pdf)

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<sup>5</sup> The strategic plan includes action plans for each key strategy with detailed tactics with timetables of short term (0-18 months) and long term (19-36 months).

#### **D. Name of Model: Apple Hill Growers Association**

- 1. Location and Geographic Coverage:** An area of farmland east of Sacramento near Placerville, California. The area is relatively small with approximately ten miles between the far western to the far eastern ranch and about four miles north to south.
  
- 2. Leadership Contact:**  
Ann Woffard, Director  
Apple Hill® Growers  
P. O. Box 494  
Camino, CA 95709  
(530) 644-7692  
info@applehill.com
  
- 3. Summary of the Model:** Apple Hill is a growers association that was formed including 16 ranchers in 1964 and based its organization on the Washington State Apple Grower Association. To launch Apple Hill the growers sponsored a press picnic where each Apple Hill family hosted individual members of the press for a meal at their home. Many of them became close friends. The growers also produced 50,000 paper litter bags that they passed out at the State Fair that year, offering two pounds of free apples to visitors who brought the litter bag to Apple Hill with them. The Apple Hill Growers Association has grown from 16 original ranchers to over 55 ranchers, including Christmas tree growers and wineries, vineyards, a micro brewery and a spa.
  
- 4. Description**
  - a. Vision: A growers association to promote local farms and ranches agricultural tourism to save the local apple industry and increase farm income.
  - b. Goals:
    - Create a growers association
    - Create web site
    - Establish strong brand in the market creating visibility locally, regionally and, eventually, internationally
    - Attract local, national and international visitors to farms and ranches in the area
  - c. Organization: Board of Directors with committees on publications, membership and ethics, planning and development, communications, historian, events, marketing.
  - d. Activities/Programs:
    - U pick network
    - Publications supported by advertisement revenues including the Cider Press Guide to Apple Hill which are sold for \$2.00 each
    - Maps of the east and west areas of the association
    - Guides for: apple and fruit, summer fruit, products and attractions, Christmas trees, wine and beer, growers serving lunch, easy mobility locations, organic growers
    - Connection to tour and shuttle services, offered by the Eldorado Transit Agency, to provide services to the area during the busiest times of year
    - Kid's activities
    - Harvest Run event to support local school
    - Apple Blossom Festival
    - Ripening guide
    - Links to growers where large groups can be accommodated for events
    - Scholarships to two students per year who have excelled in academics and community service;

- agricultural interests and work at member ranches are also considered when selecting the recipients
- Growers cookbook
- e. Outcomes or Results: Saved part of the rural apple industry, attracts thousands of visitors per year, increased and diversified farm income and has strong grower support, established a strong regional brand.
- f. Financing: Dues, advertising revenues, donations, product sales (cookbook and brochure).  
Member ship dues are assessed based on size of farm: 1-5 acres \$90; 5-10 acres \$190; over 10 acres \$290. A Christmas Tree Grower can be a member without voting privileges for \$175. Other types of vendors can join for the \$175 minimum.
- g. Governance: Private non-profit organization Board of Directors.
- h. Links to tourism: Eldorado County Farm Trails systems.
- i. Links to other economic development strategies: Placerville Downtown, Local advertisers for a wide range of products and services.

**5. Applicability to Clackamas County:**

- a. Vision (including level of anticipated success/results): The Apple Hill project began relatively small with 16 fruit growers and has grown to over 60 fruit, wine, microbrewery and Christmas tree growers. The mix of businesses is similar to the mix in Clackamas County. Clackamas County's mix of products also includes eggs and poultry, meat products, equine activities, and special producers (e.g., Bob's Red Mill). Results in Clackamas County will depend on the willingness of producers to work together and self-finance the project.
- b. Policy: This project requires no explicit County policy. Successful agricultural tourism similar to Apple Hill could probably benefit from the County's support for incubation of a growers association, land use rules that accommodate the activities involved, co-branding, and links to other agricultural economic sectors including restaurants, markets, processors and distributors and links to related activities in the cities of Clackamas County.
- c. Program: The program elements of Apple Hill outlined above are largely suitable for Clackamas County farmers and ranchers.
- d. Projects: The County could assist the growers create and maintain a web site.
- e. Investments: The County could help support a feasibility study and serve a convening role for producers interested in forming a similar organization.
- f. Collaboration: County Planning, Oregon State University Extension Service, Farm Loops, and Soil and Water Conservation District. There could also be a close link to the eco and recreational tourism programs in the County.

- 6. Source:** Apple Hill web site: [www.applehill.com](http://www.applehill.com). Information contained in this profile is based on the web site.

## V. Marketing

### A. Consumer Trends and Types

- Culinary enthusiasts
  - Includes Farm Dinners, Farmers Markets, clinics and demonstrations
- Wine enthusiasts
- Farm enthusiasts – help work the farm, farm stays, farm loop tours
- Families
- Senior Citizen groups
- Nature lovers - Birding and other wildlife watching, photography
- Hunters and Anglers
- Bicyclists, Hikers and Sightseers
  - Sidebar: Package tours
- Campers
- Equine enthusiasts
- Gardeners

### B. Signs, Wayfinding

The creation and use of various types of signage is critical for marketing and to help visitors easily find their way to destinations. Signage can start at main highways and rest stop kiosks, be present at key intersections in the county; at the city- rural interface; along the road if there is a route or loop; and at entrances to agritourism destinations.

### C. Farm Loops as a Marketing Tool

A farm loop is a self-guided or guided tour route that leads the visitor to a collection of farm stops (a marketing group) in a small geographic area. The visitor can pick and choose where to stop for products or experiences along the route. A farm stop is typically a working farm, but also may be a farmers market, country event or business. A farm loop is inclusive of all agritourism entities in the geographic area. It is designed as a year-round destination that would attract visitors both locally and from a distance. Farm loops are in the startup stage in Clackamas County. Farms receive more exposure to their market as part of the larger group than they might individually. Cross-marketing (referral) of other farm loop members is very effective. Each of the farm loops in the county has its own brochure/map and website, yet all the creative has a familiar style. Once the final farm loop in the county is completed, a countywide, comprehensive brochure and website should be created that includes all the loops for broader cross-marketing.

### D. Website, Social Media, Smart Phones

This set of marketing tools are effective since visitors use them so heavily to make their travel plans and to get directions and hours of operation—even when they are already en route. If agritourism destinations have an easy-to-find presence on the county website, social media and mobile phones then chances for visitors to find them are improved. A mobile app for agritourism could be established. Individual agritourism websites need to work well with mobile devices. Agritourism operators should all have a website and a facebook presence and learn how to use these tools. All agritourism farm websites should connect to the county website and to each other's websites. On the county website and facebook, develop system that will alert clientele when products are ripe and ready on a farm, babies or born, and highlights such as "come and see lamb shearing today," or other special events are scheduled.

### E. Events as a Marketing Tool

Agriculture events and activities such as festivals, tours, educational classes and competitions are an effec-

tive way to attract visitors to the county and on to farms and processors where they can purchase agricultural products and experiences. Non-agriculture events, such as weddings, non-animal sporting events and corporate events are also a match for certain farm situations but income from non-agriculture events and activities must be secondary to the agriculture product income. Agritourism farms need help with event promotion.

#### **F. Creative Campaign to Boost Awareness**

Agritourism would benefit by a countywide creative campaign produced to build awareness of agritourism, tied in to the overall county creative campaign.

#### **G. Cross Marketing with Bicycle Touring, Hiking, Equestrian Trail riding and Waterways**

Recreational tourism with bicycles is rapidly gaining a foothold in the county. Using farms and wineries as jumping off points as well as stops along the route is a promising opportunity for development. Farms may organize and present a bicycle event including food service and a shopping shuttle.

The same idea will work with hiking, equestrian trail riding and waterways events and activities.

#### **Case Study: Farm Loops**

A farm loop or farm trail helps people find the answer to that perennial question, “Where does my food and fiber come from?” The interesting and scenic tour routes feature unique farm stops along the way. Visitors can select one or more farms to visit during their outing. Each loop has an official lodging venue.

Visiting a farm loop is a fun and personal way to get to know your local farmer, and to glimpse a first-hand look at country life. On a farm loop, there is a new adventure at every turn of the road. Visitors learn about the food and fiber they use every day, and about the modern farming techniques used to produce them. Or perhaps they will discover products that they may not have known existed. There are lots activities on a farm loop, making it fun for children and adults alike. They can try a corn maze, discover how cows are milked, how elks shed their horns or how Christmas trees are raised, sheered and cut. They may buy some flowers or fresh produce...or even pick it themselves. A farm loop can offer all this and more.

The farm loop experience changes every week, as new foods ripen, landscape plants bloom and are harvested, new babies are born, western apparel and tack offerings change in the stores and different events are held, so visitors can come back again and again for a new experience.

There are two active farm loops in Clackamas County: Canby Area Farm Loop, Molalla Country Farm Loop. The Sandy Area Farm Loop is reorganizing to include Estacada. A fourth loop is planned for introduction in 2013-14 pending available sponsorship.

## VI. Land Use Laws when Applied to Agritourism Development

### A. Overview

Clackamas County holds the urban-rural interface where the urban population center of Portland transitions into land used partially and then exclusively for farming and timber production. Land use laws at the state and county level have been put in place to optimize the future use of land on the rural fringe. Land use laws are a key consideration in the plans for successful development of Agritourism in Clackamas County.

### B. Land Use Laws Protect Farmland

For more than three decades, Oregon has maintained a strong policy to protect farmland. The policy was adopted by the state legislature in 1973. It calls for the “preservation of a maximum amount of the limited supply of agricultural land” (Oregon Revised Statutes 215.243).

The main tool for carrying out that policy is the State-wide Planning Program. Oregon’s Land Conservation and Development Commission (LCDC) sets standards for such planning. The cities and counties then apply them through local comprehensive plans and land-use ordinances. Under this system, all counties in Oregon have adopted planning and zoning measures to protect agricultural land.

Clackamas County government determines how it applies to local rules and regulations to the state land use laws.

### C. Rural Land Use Laws are Localized, Complex and May be Puzzling to Landowners

Land use laws or “zoning” is possibly the most misunderstood area involving rural properties and at the same time, one of the most important areas. These laws determine how land may be used outside the urban growth boundary, from small rural residential parcels up to large farms and forestlands. It’s important for landowners considering a change in land use, or for prospective landowners to check with the County Planning Department for information regarding the zoning of a specific property, since the approved uses will vary. Example: 10 acres of farmland will usually qualify for farm use county-wide, but approved uses on that 10 acres will vary depending on the land use zone and the county ordinances. County ordinances will vary from county to county, so some types of land uses allowed in Yamhill County may not be accepted in Clackamas County and vice versa.

### D. Comprehensive Land Use Designations

The Comprehensive Land Use Plan is the countywide guide for how land is used. Within the Comprehensive Plan map, farmland is divided into big picture designations including unincorporated community, agriculture areas, forest areas and rural areas. In each designation you may have more than one zone. In the Forest designation, there are Timber (TBR) zone and Ag-Forest mixed use zones. In the Agriculture designation there is the Exclusive Farm Use (EFU) zone.

#### Good to Know

##### What is Commercial Agriculture?

The term commercial agriculture means “farming with the intent to make profit in money.” This is not the same as corporate or factory farms. In Oregon, 99 percent of the farms in the state are family farms or family farm corporations. With the exception of only a handful of operations, Oregon farms are not corporate farms. Reference: ORS 215.203(2).

##### What is a Farm?

According to the Census of Agriculture, a farm is a place from which \$1000 or more of agricultural products were produced and sold or normally would have been sold during the census year.

<sup>6</sup> LCDC

### **E. Unincorporated Community Designation**

Unincorporated Communities or Rural (Population) Centers are settlements located outside urban growth boundaries in which concentrated residential development is combined with limited commercial, industrial or public uses. Unincorporated communities in Clackamas County include Beaver Creek, Redland, Mulino, Colton, Marquam, Boring, Wildwood, Welches, Zig Zag and Rhododendron. Farms in unincorporated communities have good potential for agritourism income.

### **F. Agriculture Area Designation**

Agriculture areas are lands in the county capable of supporting commercial agriculture (farming for profit). They are suitable for farm uses because of good soil, suitability for grazing, good climate conditions and have existing (or the potential for) irrigation. Agriculture lands have appropriate land use patterns with areas of large lots, existing farming or land necessary to support farming on land close to existing farms. Agricultural areas have great potential for developing Agritourism. These districts are also the lands that have the most to lose if agritourism is not developed strategically and with the cooperation of neighbors. Agritourism could be considered a value-added soft product of commercial agriculture, and should be developed in harmony with other types of commercial agriculture.

### **G. Forest Area Designation**

Forest areas are composed of existing and potential forestlands suitable for a variety of commercial forest uses. Most types of commercial agriculture are allowed in Forest Areas, even if the agriculture does not involve the growing of trees. Forest Area zones are called Timber Zone or Ag-Forestry mix zone in Clackamas County. Also included in this designation is land needed for watershed protection, wildlife and fish habitat, recreational use, lands with extreme climate, soil capable of growing trees and steep hillsides requiring vegetative cover for stability. Forestland provides buffers from small lot rural residential development, provides wind breaks, has large unpopulated areas for wildlife habitat and includes areas along scenic corridors. Timber zones have great potential for developing agritourism.

### **H. Rural Area Designation**

Rural districts are lands that are outside urban growth boundaries. These rural lands are typically suitable for sparse settlement such as small farms, woodlands or a variety of small to large acreage home sites. They typically do not have public facilities, or have limited facilities, and are not necessarily suitable or intended for urban small lot development. These land parcels have the potential to be of meaningful agricultural or forest use, with thoughtful planning and alignment of resources. Rural Lands have potential as valuable agritourism properties, because of their proximity to urban populations. Also, small acreage farmers might find it more difficult to earn a family wage income from growing crops or raising livestock because they do not have the volume. Agritourism can provide an additional revenue stream.

### **I. Rural Residential Lands**

Rural Area, Rural Residential or small Farm Forest lands are most commonly seen on the edge of the urban growth boundary, or at the border of a rural center. If you look at the map of Clackamas County land zones, you see an abundance of Rural Residential areas on the interface to EFU land. These land parcels have the potential to be of meaningful agricultural or forest use, with thoughtful landowner planning and application of resources. They have potential as valuable agritourism properties, because of their proximity to population centers. Rural Residential areas allow one dwelling unit (mobile home, manufactured home, conventional constructed home) per legal lot. This is subject to obtaining septic approval and meeting other applicable development standards. Minimum setbacks are very important to check in this area (distance from property lines). It is suggested that any setback question be verified with the County Planning Division prior to beginning any development.

## I.1. Types of Rural Area, Rural Residential or Small Farm/Forest Zones

### a. RA-1: Rural Area Single Family Residential

- Located in a Rural Center. Places like Redland, Beavercreek, Boring or Welches.
- Public water is typically available.
- Minimum size for new lots is generally one acre.

### b. RA-2: Rural Area Single Family Residential

- Applies to areas adjacent or in close proximity to Rural Centers. Parcels are typically two acres or less (but not always) and are significantly affected by development.
- Public or private community water may be available.
- Minimum size for new lots is two acres.

### c. RFFF-5: Rural Residential Farm/Forest

- Provides for rural living on larger lots where the area has generally been developed by dwellings.
- The general parcel size is five acres.
- Easily accessible to a rural center or incorporated city.
- Minimum size for new lots is five acres.

### d. FF-10: Farm/Forest

- Areas for rural living on larger lots compatible with farm and forest uses.
- Applies to rural areas developed with a mixture of uses which are generally not high-end commercial type agricultural or forestry uses.
- Areas having a general parcel size of 10 acres.
- Minimum size for new lots is 10 acres.

## I.2. Types of Natural Resource Zones

These areas do not allow homes outright. Land Use Permits are required and specific qualifications must be met before building a home. Natural Resource Districts include areas designated agriculture or forest on the Comprehensive Plan.

### a. Exclusive Farm Use (EFU) Zone

Oregon's land use program places major emphasis on maintaining commercial agriculture\*. EFU zoning limits development that could conflict with farming practices. It keeps farmland from being divided into parcels too small for commercial agriculture. Lands in these zones are automatically eligible for lower property taxes based on the land being farmed.

The goals of this natural resource zone in Clackamas County are to increase agricultural production, protect agricultural lands, air quality and wildlife and increase agricultural income and employment opportunities by furthering the growth and expansion of agriculture uses. While the EFU laws are established by the state LCDC, reviews by the Clackamas County Planning Department are designed to protect agricultural lands from conflicting uses, high taxation and public facility costs such as water and sewer districts. The land typically has excellent to very good agricultural soils and is generally suitable for, or characterized by, small or large scale agricultural farm uses.

- Primary uses are farm and forest activities.
- New residences require application and approval of a Farm Dwelling, Non-Farm Dwelling or Lot of Record Dwelling land use permits.

- The minimum lot size for new parcels is 80 acres.

Farm Dwelling Permit: State law requires parcels deemed to be high value farmland ( a tract that is predominantly composed of high-value soil) to produce \$80,000 in gross annual income for two years in a row or three out of the past five years before an application can be filed with the county. Parcels with less productive, low-value soils must produce at least \$32,500 in gross annual income for two years in a row or three out of the past five years before an application may be filed with the county.

Non-Farm Use Permit: A single family residence not used in conjunction with farm use may be approved but is difficult to get approved. Written findings and a decision are made against established criteria. These findings must be factually based and must conclude that, among other things, the non-farm site is unsuitable for farm use, is compatible and will not interfere or detract from existing or potential farm uses and cannot be physically combined with contiguous farm parcels. A non-farm use does not have final approval until the affected parcel is removed from tax deferral status and all back taxes are paid.

This provision seeks to prevent the addition of non-farm dwellings on farmland.

Lot of Record Dwelling Permit: A single family residence maybe allowed under specific conditions if the parcel was owned prior to January 1, 1985, and has been under the continuous ownership of that pre-January 1, 1985 owner or family member of the original owner. Contact the Planning Department for a definition of ‘owner’ and other requirements.

b. Timber (TBR) Zone – (known as Forest in state Planning terminology)

The purpose of this natural resource zone is to conserve forest lands, encourage forest production and protect forest lands with economically efficient forest practices that assure the continuous growing and harvesting of timber and to protect and enhance watersheds, wildlife and fisheries, agriculture and recreation opportunities that are compatible with forest production. The land generally consists of excellent soils for the production of timber.

- Minimum lot size for new parcels is 80 acres.
- New residences require approval of a forest dwelling land use permit.

c. Agricultural/Forest (AG/F) Zone

The purpose of this natural resource zone is to ensure the compatibility of forest and agricultural operations and to maintain the opportunity of economically efficient mixed forest and agricultural practices. The zoning applies to large areas characterized primarily by a mixture of agricultural and timber uses. The land generally consists of excellent soils for the production of farm and forest products.

- Minimum lot size for new parcels is 80 acres.
- New residences require approval of a Forest Dwelling land use permit or if the predominant use as of January 1, 1993 was a farm use, will require an Agricultural Dwelling land use permit. Forest Dwelling Permit: Several options are available to acquire a forest dwelling permit. Check with the Planning Department for specific requirements.

**J. Reclassifying Zones**

If a landowner wishes to have land rezoned, they should contact their planning department. Final zoning changes are made by the County Commission, subject to comprehensive plan and state laws.

**K. Establishing a New Zoning District for Agritourism in Clackamas County**

Currently there is a special Urban and Rural Residential Zoning District in Clackamas County, known as the

Mountain Recreational Resort District and a Commercial District known as the Rural Tourist Commercial Districts. These districts show flexibility in lodging, signage and other visitor accessories. There would be value in reviewing these districts (section 306; section 504), to see if they might be a model for the creation of an agritourism district in the farming area. This would apply only to rural residential zoned farmland.

#### **L. The Urban Growth Boundary**

The Urban Growth Boundary (UGB) is a line or boundary where the urban land use laws change to the rural land use laws. It provides for an orderly and efficient transition from rural to urban land use, to accommodate urban population and urban employment inside the boundary, to ensure efficient use of land and to provide for livable communities.

#### **M. Nonfarm Activities Accepted for Farm Use**

To clarify what types of activities or uses are suitable for Exclusive Farm Use zone, the state provides the following discussion and a list of Nonfarm Activities Accepted for Farm Use. One of the first steps when a farmer is considering a use that will bring the public on to their land, as in for agritourism, is to ask the zoning department to ensure the proposed use matches the list of Nonfarm Activities Accepted for Farm Use. If the proposed use is a match, then certain land use permits are not necessary. However, even if the “use” is on the list, it may still be necessary to obtain certain permits or inspections, including event permits or home occupancy permits, from the county. Fines may be levied by the county if prior approval is not obtained.

#### **N. The Definition of Farm use (ORS 215.203)**

Farm use means the current employment of land primarily for obtaining a monetary profit by raising, harvesting, and selling crops; feeding, breeding, managing and selling livestock, poultry, fur-bearing animals, and honeybees; dairying; or any other agricultural or horticultural use. Farm use also includes the preparation, storage, and disposal by marketing or otherwise of the products or by-products raised on such land for human or animal use. The definition includes land lying fallow for one year as a normal and regular requirement of good agricultural husbandry; land planted in orchards or other perennials prior to maturity; any land constituting a woodlot of less than 20 acres contiguous to and owned by the owner of land classified for farm use; dry or water covered wasteland in or adjacent to land in farm-use; or land under dwellings or buildings supporting farm practices. Farm use also includes the stabling or training of equines (horses, mules, etc.) along with riding lessons and training clinics. Horse shows as an approved farm use is a grey area, and may instead be considered an event.

Here is a listing of the EFU nonfarm land uses listed in statute. Note that the statute is not the final say in terms of what is allowed in the EFU zone. LCDC administrative rules preclude many of these uses on high-value farmland and also establish additional criteria and definition.

##### **N.1. Accepted Nonfarm Uses permitted in exclusive farm use zones (EFU) in Clackamas County**

See complete rules for important use details.

**Section (1)** The following uses may be established in any area zoned for exclusive farm use. Note: This list may change with each legislation session.

- (a) Churches and cemeteries in conjunction with churches.
- (b) The propagation or harvesting of a forest product.
- (c) Certain utility facilities.
- (d) A dwelling on real property used for farm use if the dwelling is occupied by certain relatives of the farm operator or the farm operator’s spouse.

- (e) Primary or accessory dwellings and other buildings customarily provided in conjunction with farm use.
- (f) Operations for the exploration for and production of geothermal resources.
- (g) Operations for the exploration for minerals.
- (h) Climbing and passing lanes.
- (i) Reconstruction or modification of public roads and highways.
- (j) Temporary public road and highway detours.
- (k) Minor betterment of existing public road and highway related facilities.
- (L) A replacement dwelling to be used in conjunction with farm use if the existing dwelling has been listed in a county inventory as historic property.
- (m) Creation, restoration or enhancement of wetlands.
- (n) A winery
- (o) Farm stands
- (p) Alteration, restoration or replacement of a lawfully established dwelling
- (q) A site for the takeoff and landing of model aircraft, including such buildings or facilities as may reasonably be necessary.
- (r) A facility for the processing of farm crops, or the production of biofuel
- (s) Fire service facilities providing rural fire protection services.
- (t) Irrigation canals, delivery lines and those structures and accessory operational facilities associated with a district
- (u) Utility facility service lines.
- (v) the land application of reclaimed water, agricultural or industrial process water or biosolids for agricultural, horticultural or silvicultural production, or for irrigation
- (w) A county law enforcement facility.

Section (2) The following nonfarm uses may be established, subject to the approval of the governing body or its designee in any area zoned for exclusive farm use subject to ORS 215.296 (Standards for approval of certain uses in exclusive farm use zones):

- (a) Commercial activities that are in conjunction with farm use, including the processing of farm crops into biofuel
- (b) Operations conducted for (A) Mining and processing of geothermal resources, (B) Mining, crushing or stockpiling of aggregate and other mineral and other subsurface (C) Processing of aggregate into asphalt or Portland cement; and (D) Processing of other mineral resources and other subsurface resources.
- (c) Private parks, playgrounds, hunting and fishing preserves and campgrounds. Subject to the approval of the county governing body or its designee, a private campground may provide yurts for overnight camping.
- (d) Parks and playgrounds. A public park may be established.
- (e) Community centers owned by a governmental agency or a nonprofit community organization and operated primarily by and for residents of the local rural community.
- (f) Golf courses on land determined not to be high-value farmland.
- (g) Commercial utility facilities for the purpose of generating power for public use by sale.
- (h) Personal-use airports for airplanes and helicopter pads, including associated hangar, maintenance and service facilities.
- (i) Home occupations as provided in ORS 215.448 (Home occupations).
- (j) A facility for the primary processing of forest products
- (k) A site for the disposal of solid waste approved by the governing body of a city or county.
- (L) One manufactured dwelling or recreational vehicle, or the temporary residential use of an existing building, in conjunction with an existing dwelling as a temporary use for the term of a hardship suffered by the existing resident or a relative of the resident.
- (m) Transmission towers over 200 feet in height.

- (n) Dog kennels.
- (o) Residential homes.
- (p) The propagation, cultivation, maintenance and harvesting of aquatic species that are not under the jurisdiction of the State Fish and Wildlife Commission or insect species.
- (q) Construction of additional passing and travel lanes requiring the acquisition of right of way but not resulting in the creation of new land parcels.
- (r) Reconstruction or modification of public roads and highways involving the removal or displacement of buildings but not resulting in the creation of new land parcels.
- (s) Improvement of public road and highway related facilities, such as maintenance yards, weigh stations and rest areas, where additional property or right of way is required but not resulting in the creation of new land parcels.
- (t) A destination resort
- (u) Room and board arrangements for a maximum of five unrelated persons in existing residences.
- (v) Operations for the extraction and bottling of water.
- (w) Expansion of existing county fairgrounds and activities directly relating to county fairgrounds governed by county fair boards.
- (x) A living history museum
- (y) An aerial fireworks display business that has been in continuous operation at its current location within an exclusive farm use zone since December 31, 1986, and possesses a wholesaler's permit to sell or provide fireworks.
- (z) A landscape contracting business, if the business is pursued in conjunction with the growing and marketing of nursery stock on the land that constitutes farm use.
- (aa) Public or private schools for kindergarten through grade 12

## **N.2. Accepted Nonfarm Uses permitted in Non-EFU Natural Resource Districts in Clackamas County**

For the most part, the list of Accepted Nonfarm Uses on Non-EFU Farmland mirrors the list for EFU lands. There are, however, some differences that have been developed at the discretion of the county planning department.

### **O. Check the CCNRs**

Landowners considering buying property to use for agritourism purposes, such as equestrian properties, need to check the CCNRs attached to that land before the purchase is completed, to ensure that the buildings and events envisioned will be allowed.

### **P. Eligibility for special tax use zoning (also known as Farm Deferral)**

To be eligible for preferential farm value assessment under an exclusive farm-use zone, the land must be employed in a farm use as described in ORS 308A.056. For lands located outside an exclusive farm-use zone, the landowner must file an application with the county assessor by April 1 of the first year in which such assessment is desired. Applications for farm use special assessment only apply to non-EFU zones.

### **Q. Limitation on Restrictions by Governing Bodies**

No state agency, city, county, or political subdivision may enact local laws or ordinances, restrictions or regulations that would restrict or regulate farm structures or accepted farming practices because of noise, dust, odor, or other materials carried in the air, arising from farm operations in farm use zones, that do not extend into an adopted urban growth boundary, unless the practice affects the health, safety and welfare of the citizens of the state. (ORS 215.253)

### **R. Nuisance Complaints**

One of the largest barriers to the development of agritourism is nuisance complaints. These complaints

typically come from neighbors – including both other farms and non-farm properties. These complaints use a significant amount of time and resources by the Planning Department staff, and by the farm that has the complaint lodged against them. The complaints are often emotionally-charged situations, and demand a great deal of energy for all to deal with. It points to the importance of bringing neighbors along in the process of agritourism program development. It also points to the need for zoning department and law enforcement to have some way to end the complaint process once it has been resolved.

A county governing body or its designate may require, as a condition of approval of a single-family dwelling, that the landowner of the dwelling sign a statement declaring that the landowner will not complain about accepted farming or forest practices on nearby lands devoted to farm or forest use (ORS 215.293). Farm operators may want to contact their county planning department regarding this option if nuisance complaints are increasing as a result of new single-family dwellings near exclusive-use farm land. Additionally, the 1993 Oregon Legislature passed “right to farm” provisions (see Chapter 792, Oregon Laws 1993. ORS 30.930 – 30.947), which protect acceptable farming practices from nuisance suits. Since many agritourism activities are not considered a farm use, they would not be protected by Oregon’s Right to Farm Laws. Contact the Oregon Department of Agriculture (Jim Johnson, 503-986-4706) for information on the Right to Farm Law.

Another option for resolving nuisance complaints is mediation. Contact the Oregon Department of Agriculture Farm Mediation Program (1-800-347-7028) to discuss this alternative. Mediation is a voluntary process involving a third-party mediator who facilitates discussions and seeks potential resolutions to the disputes of the parties. This service is underutilized. The challenge is getting all parties to come to the table.

## **S. Land Use Laws and Events and Activities on Farms**

### **S.1. Events Sometimes a Source of Friction between Neighbors**

Events may be a source of concern amongst farming neighbors. If we are to accommodate the development of special events on farmland, there needs to be a measure of cooperation that goes along with it, on all sides of the fence. One source of conflict comes about when a farmer needs to change or delay a farming practice in order to accommodate an agritourism event at the neighboring farm that day, or conversely, an event needs to change to accommodate the farming practice. For example, the weather and occurrence of disease may create the need to spray a plant protectant on the morning of the neighbor’s event, leaving an odor that will be unacceptable to the event client.

The needs of both farms can often be addressed with adequate advance and continuous communications and cooperation. The Oregon Department of Agriculture has some excellent educational fliers on neighbor relations. A proactive program and the development of additional tools to help neighbors communicate and cooperate should be considered.

Increased traffic, or cars parked along roads that is related to events is sometimes the reason for a complaint against events on farms. Slow moving farm equipment on the road, is often a complaint in farming areas.

## **T. Why is there a Land Use Permit Process?**

Any time farmers bring the public onto their land, they are dealing with lots of things they didn’t have to think about before. If everyone knew what to do and followed the rules, we wouldn’t need permits. Permitting makes sure that landowners comply with all the issues that have been deemed necessary to protect the public’s health, safety and welfare. In relation to agritourism, it is meant to keep the public safe when they access farmland for agritourism activities. It is a way to ensure that a minimal level of compliance is happening. It also provides a vehicle for ongoing monitoring. Permitting is a way for government to administer their codes. Often landowners don’t understand the rules and regulations so the permit process is a way for people

to become educated about laws, rules and regulations. Permitting also creates the opportunity for landowner education by the planning department. The planning department is often the first point of contact with farmers and so could refer a landowner to the Business & Economic Development Department or the Tourism Development Department for further business development opportunities.

Permitting is not meant to increase revenue into the county coffers, but in today's economy, fees do need to cover the true cost of considering the permit application. Some counties still subsidize the permits. State law prevents permitting to bring in more money than the actual cost to conduct the process.

#### **U. Lack of Understanding and the High Cost of Failed or Slowed Business Development**

During the course of research for this Master Plan, numerous stories were heard about how a farm's investment in agritourism or agriculture production development was wasted when land use laws stopped the project from reaching fruition, or delayed the project so long that the expected income was so late in coming that the family business economics was put in jeopardy.

Clearly, there would less waste and private farm development dollars could affect more business growth if farm owners better understood and were willing to work within the land use laws.

#### **V. What are Typical Permits Needed for Agritourism Farms?**

1. Site plan review – such as does your building meet setbacks, landscaping, parking. There is a fee for this type of permit. Contact the Building Department in the Transportation & Development department to start the permit process; indicate your interest in applying for a site plan review. <http://www.clackamas.us/transportation/permits/process.htm>

2. Land Use permits – use will be allowed subject to criteria (called a Conditional Use Permit in Clackamas County, and called a Land Use Subject to Review Permit in some counties). This means that conducting the proposed activity on the farmland may not be allowed outright, but “subject to review” it may be permitted. By state law, the planning department must reply to the permit application within 150 days, and must take action within (an additional) 150 days. Contact the planning department to start the permit process; indicate your interest in applying for a Conditional Use Permit.

3. Road Approach Permits or Road Permits (Access related codes)

Ensures that vehicles driven by the public can enter and exit the farm safely. When a farm applies for a land use permit, their situation will be analyzed for access.

4. Other

- Variances – change in setback due to physical and engineering
- Septic tank permits related to building something
- Building permits\* – structural

\*Note: whenever there is a change in occupancy planned for a building, a building permit must be completed. An example of this is when converting a garage to a wine tasting room or to use as a farm stand.

- Licenses relating to food service (ODA or county health) and food processing (ODA).

#### **W. Accommodating Land Use Ordinances for Small Size Operations with Low Activity Level**

Some small family farms and wineries, grow/process only a small volume of product, and have only a limited number of customers who visit their farms to buy product (or pick up previously-ordered product) during their open farm days/ open season. Some have a regular but light flow of visitors, such as a small specialty nursery, and others have a certain harvest window, such as an organic blueberry farm, and some have special weekends

they are open, such as the traditional Thanksgiving, Labor Day and Memorial Day Weekends for the small wineries. For small farm-wineries in Rural Residential zones, the Planning Director is considering the development of a “Planning Director Review” permitting process that will offer an alternative option of low-activity permitting.

#### **X. Comparison of Lane Use Zones in Six Counties**

For this Master Plan, Cogan Owens Cogan attempted a comparison of the land use zones in six counties close to Portland and found this task to be difficult because the county code writers do not use the same terms and there appears to be a lack of universal definitions.

A survey of Clackamas, Columbia, Hood River, Multnomah, Washington, and Yamhill counties showed a broad range of regulations on agriculture-related uses in agriculture and rural zones that are often more restrictive than state requirements. Wineries are allowed in all six counties, but regulations vary on other activities such as event hosting, farm stays, farm stands, signs and parking, storage, and the processing and sales of agricultural products. This indicates that some county ordinances are not in alignment with state regulations.

A series of case studies describing Events and Activities on Farmland in nearby counties may be viewed in the *Events and Activities* section of this Master Plan.

#### **Y. Vehicle Activity and Codes**

Not all rural areas are created equal. There may be a need for study of the rural road use and transportation codes in rural areas to learn traffic use patterns and volume. For example, since there is a heavier car trip load in Stafford area than on Parrot Mountain, Ladd Hill or Mulino, ordinances may be adjusted and less restrictive for lighter-vehicle trip areas.

#### **Z. ADA Compliance**

A farm may need to accommodate ADA laws if depending on occupancy and if they have certain types of structures. That is a health-safety issue and farms need to talk with someone in building codes regarding ADA compliance. A B&B or Farm Stay Inn of six rooms or more must be ADA compliant, unless it is a registered historical building.

##### **A.A. Paving of Farmland for Roads and Parking Areas**

The paving of farmland for roads and parking area should be discouraged because paving is a source of runoff pollution, because it takes farmland permanently out of production and because of the high cost to the landowner. A good quality gravel or gravel and tar road and parking area should accommodate most agritourism activities. When a farm stand or winery generates large numbers of car trips on a regular basis, such as an operation the size of EZ Orchards farm market in Salem, then paving is appropriate.

#### **Learn More:**

- Clackamas County Planning Division 503-742-4500  
[www.clackamas.us/planning](http://www.clackamas.us/planning)
- Department of Land Conservation and Development (Main Office) 503-373-0050  
635 Capitol Street, N.E., Suite 150  
Salem, OR 97301-2540  
[www.lcd.state.or.us](http://www.lcd.state.or.us)

**Acknowledgements:** Information was contributed to the Land Use section of the Master Plan by: Jim Johnson–Oregon Department of Agriculture; Mike McCallister–Planning Director, Clackamas County; and Terri Wilson–broker, Prudential Northwest Properties.

### **Recommendations:**

1. *Educate the landowner on when and how to apply for permits.*
  - a. *Create simple educational tools and presentations that lead the landowner through a simple process of steps. Include simple factsheets and web pages that are specific to typical agritourism themes, such as: “So You want to Develop a Vineyard and Tasting Room,” “So You want to Develop a Specialty Nursery,” and so on. Create for distribution, a list of Nonfarm Uses Acceptable on Rural Lands that includes lists pertaining to both EFU and non-EFU land. Incorporate the neighbor relations materials offered by Oregon Department of Agriculture in the county planning handout offerings. Add staff resources as necessary to accomplish.*
  - b. *Schedule Town Hall Forums or Focus Groups to generate open discussion, to learn about concerns and misunderstanding of land use laws and the permitting process; and to deliver basic information. Use a panel of local famers and an Extension agent to answer questions about their experience (positive-informative).*
2. *Continue to ensure the process of applying for permits is as simple and as quick as possible. Keep the permitting process affordable for the average small farmer. In the permit application review process, strive to ask for all revisions at one time to keep revision costs low for the farmer. Respond to the permit applicant or responses to code violation letters within a few days rather than within a few weeks or a few months. Make sure code enforcement has a business development focus. Test the process with different types of farmers to ensure the new process is spot on.*
3. *Be a cohesive team. The departments of Business and Community Development, Tourism Development, Planning and Code Enforcement need to continue to work together closely and to stress positive “can do” business development for farm business owners. Good progress has been made in this effort this year.*
4. *Review with planning staff/other the clarity and quality of the information that is presented in response to zoning/permitting inquiries, regardless of if that information is presented at the counter, over the phone, by email or letter or off-site. Ensure that the delivery of that information is consistent and includes current information. This will be key to cutting down confusion about the permitting process. Develop talking points and answers to FAQs that are easy for the public to understand and are followed closely by staff.*
5. *Establish a special Agritourism zone, similar to the Mountain zone in Clackamas County.*
6. *Establish a “Planning Director Review” permitting process that will offer an alternative option of low-activity permitting. These low activity operations may be accommodated by this Planning Director Review process, rather than needing to pursue a Conditional Use Permit.*
7. *Recognize SB 960 as a framework that establishes a process for events on EFU farmland. Implement the provisions of SB 960 in Clackamas County so there is a structured, known process for event permit process management.*
8. *Encourage the state land use laws to determine a definition for a private park on farmland. Encourage the state laws to allow small campgrounds and limited meal service in private parks on farm land, including on private parks on EFU and Forest zoned land.*
9. *Provide equal permit consideration to all types of farms wishing to hold events on their land, within the ordinances of the land use laws by zone. For example, give equal consideration to a flower farm or hazelnut farm to hold events on their land as you would give to a farm-vineyard or winery.*

## VII. Major Potential Barriers to Success

### A. Barrier: The High Cost of Liability Protection

Any time visitors come on to farmland, there is a possibility for risk. Farmers considering the addition of agritourism in their business mix need to check with their insurance provider to ensure that farm insurance will cover agritourism activities or if a rider needs to be written or additional insurance purchased. Most times, agritourism is seen as marketing of farm products, rather than as a separate business that needs a separate insurance policy.

Some solutions to the problem of agritourism risk may be found in the development of public policy. North Carolina has done some impressive work in the area of liability protection for agritourism farms. The state agritourism office (Department of Agriculture) and the Extension service provides farms with consumer safety training; have established guidelines to keep farms safe for visitors, have developed some signs about risk to post at the entrance of and around the farm, and have passed legislation (North Carolina Session Law 2005-236; House Bill 329) that provides some protection for agritourism farms. The North Carolina model should be explored further. The following signs are reflected in state law, and are posted at each farm:

#### **'WARNING'**

Under North Carolina law, there is no liability for an injury to or death of a participant in an agritourism activity conducted at this agritourism location if such injury or death results from the inherent risks of the agritourism activity. Inherent risks of agritourism activities include, among others, risks of injury inherent to land, equipment, and animals, as well as the potential for you to act in a negligent manner that may contribute to your injury or death. You are assuming the risk of participating in this agritourism activity.'

In Oregon, there is currently the Equine Liability Act ORS 30.687 to 30.697 that provides some protection to equine operations. This act stipulates that an equine sponsor or an equine professional is immune from liability for the death or injury of a participant, arising out of riding, training, driving, grooming or riding as a passenger upon an equine. However, there are exceptions to this rule: an equine sponsor or professional will be held liable for injuries of an equine activity participant if he or she displays a willful and wanton or intentional disregard for the safety of the participant. To read the complete law, visit: [www.oregonlaws.org/ors/30.687](http://www.oregonlaws.org/ors/30.687)



**Recommendation:** Explore the North Carolina model for liability protection through legislation, safety program and signage. Consider what practices may be adapted to Oregon.

**Recommendation:** Offer education about liability and protection at a training for agritourism farms.

### B. Barrier: Size, Seasonality and Availability of Event Grounds

Size, limited seasonal use and availability of event grounds in the county appear to create a barrier for horse, livestock and other animal event business growth.



**Recommendation:** Move forward with strategic planning for the Clackamas County Events Center (CCEC). Work with Oregon Horse Country, and various event groups to determine needs in each equine subsector.

**C. Barrier: Location of/Shortage of Hospitality**

While there is a good supply of lodging and restaurants in the Wilsonville area, and close to Mt. Hood, there is a shortage of lodging and restaurants in the interior of the county, including the vicinities of Canby and Molalla where many equine events are held. This shortage is especially apparent during large events. The capacity of lodging and restaurants may be a limiting factor in the success of expanded event facilities. The county should encourage the success of Bed & Breakfast Inns such as the Prairie House Inn Bed & Breakfast-Molalla, Farm Stays, and consider developing a new rustic Inn or small resort and new camping/RV accommodations or innovative “pop-up” glamping sites, a Home Occupation Network such as is found on Ireland’s farms as well as new restaurant offerings in the interior of the county. Find a way to incorporate TRT into RV and camping fees. Encourage development of comfortable hospitality close to horse event grounds and for bicycle, birding or walking groups that are remote.



**Recommendation:** Encourage the success of Bed & Breakfast residences and Inns in farming areas, such as the Prairie House Inn Bed & Breakfast-Molalla, Farm Stays, and new camping and RV accommodations, as well as allow new commercial restaurant applications.

**D. Barrier: Lack of Land Use Law Knowledge and Resistance to Compliance with Laws**

Landowners have made some costly mistakes when they have proceeded with development of a facility without completing the permitting process, and not checking the Covenants, Conditions and Restrictions (CCNRs) for restrictions on use of roads, land, etc.



**Recommendation:** A continuous outreach effort is needed to encourage operators to approach the Planning Department for advice. Produce bulletins that provide guidance on developing business in specific segments.

**E. Barrier: Difficulty of the Land Use Permitting Process**

Those seeking to plan and operate agritourism events have expressed frustration with the cost, time lag and difficulty of working through the land use permitting process. This frustration has delayed business income or stopped the development process.



**Recommendation:** Tourism and Planning Departments should work together to review the permitting process for agritourism operations and evaluate fit and simplicity. Establish a special Agritourism Zone.

**F. Barrier: Agritourism a Questionable Use of Farmland to Some**

There is a segment of the public who feel agritourism operations are not a legitimate agricultural use of farmland, unless they are a breeding or rearing operation. This lack of understanding and support may create barriers in the business development process.



**Recommendation:** The Tourism and Planning Departments need to stay cognizant of the need for agritourism to be developed in such a way that it does not damage commercial agriculture.

**G. Barrier: Lack of Awareness of Agritourism Resources for Event Planners and Tour Operators**

Event planners need better awareness of Clackamas County as a quality place to hold their events. Tour operators need better awareness of tour routes and itineraries they can access. Once they are aware, they needed to be recruited to bring their event or tour group to the area.



***Recommendation:** A continuous marketing and outreach effort is needed to reach and recruit event coordinators and tour operators to Clackamas County.*

**H. Barrier: Lack of Awareness of Recreational Activities and Resources for Individuals and Families**

The general public in the Portland metropolitan area is looking for sources of fun and recreation close to home. Visitors from 50 miles away and farther are looking for interesting day trips, weekend get-aways and that vacation that offers “something different” in the outdoors.



***Recommendation:** A continuous marketing effort is needed to reach and educate the public about the agritourism activities and events in Clackamas County.*

**I. Barrier: The Inability to Self-Finance Agritourism Business Development**

While a farmer or country business owner may have a great idea and a suitable location for an agritourism business, finances are at times insufficient to start up or expand the business.



***Recommendation:** Tourism, Planning and Business & Community Development departments should keep informed of funding sources and include funding source information on their website. Consider implementing a lower fee during start up years, a payment schedule or needs-testing for parties who cannot afford costly fees prior to start up.*

**J. Barrier: Agriculture producer lack of skills or knowledge about business development – especially economics.**



***Recommendation:** Encourage the success of Bed & Breakfast residences and Inns in farming areas, such as the Prairie House Inn Bed & Breakfast-Molalla, Farm Stays, and new camping and RV accommodations, as well as allow new commercial restaurant applications.*

## VIII. Moving to Action – Getting to Yes!

This Master Plan provides overall strategies for building a successful and sustainable agritourism program. The critical step is to move those strategies to action.

### A. Create and Work an Action Plan

A check list will be created with recommendations of priority, timeline and people or departments responsible for implementation. Build this check list into the 5 year plan and the annual plans of work.

### B. Form a Grassroots Advisory Group

Select nine visionary people to form an agritourism advisory group for the county. Use that group to give direction to the TDC in regards to the development and marketing of agritourism in the county. Membership should include an individual from each of the six agritourism sectors, a farm loop representative, a farmers market representative, and a member of the farm media or public relations. Resource people could meet with and support this group and might include: OSU Extension Service, Oregon Farm Bureau Federation, Friends of Family Farmers, Hamlet program manager, CCTCA tourism development officer, and an agritourism specialist.

### C. Educate the Agritourism Operators

- Provide operators with two or more formal agritourism educational programs each year. These programs could be local, regional or statewide. These educational programs will provide practical technical information, along with the chance for farmers to hear about actual and practical business model examples from their peers. Figure 4 below shows the session agenda for the 2012 Oregon Agritourism Summit, which is a statewide training designed to offer operators and prospects practical information and business models.
- Encourage and provide mentoring and a business incubator.
- Create a local training booklet that will help educate agritourism operators or prospects.
- Tie into the educational resources of the Oregon State University Extension Service.

**Fig. 4 2012 Oregon Agritourism Summit**

9:00	<b>Welcome</b>
9:15	<b>Getting to Yes for Agritourism in Oregon</b>
9:45	<b>Market Trends, 6 Kinds of Agritourism, Why is this an opportune time?</b>
10:15	<b>Need Motivation?</b> Panel of Agritourism Business Owners
11:15	<b>Concurrent Sessions</b> (choose 1) <ul style="list-style-type: none"><li>• Marketing your Destination: Internet and Beyond</li><li>• Navigating Regulations</li><li>• Getting Started with Business Planning</li></ul>
1:30	<b>Concurrent Sessions</b> (choose 1) <ul style="list-style-type: none"><li>• Reducing Risk by Managing Liability</li><li>• Hospitality: Creating the Customer Experience</li><li>• Collaborative Models for Agritourism</li></ul>
3:00	<b>Moving Towards Yes: Oregon Policy Changes</b> Looking at some of the recent policy changes that support the agritourism business model.
3:45	<b>Ready...Set...Yes!</b>

#### **D. Enhance Existing Networks**

Start with the existing agritourism networks or clusters in the county, and enhance these in order to increase cooperation, familiarity and communications with county tourism staff. Everyone will benefit. Existing agritourism networks in the county include but are not limited to:

- **Farm Loops:** marketing groups built on the ideas of networking and expanding capacity. The vision of the farm loops is that all agritourism entities within that loop area would be involved in the local farm loop. Business development through networking, cross marketing, skills building and synergism are all outcomes of a farm loop process. Currently there are 28 farm stops in the Molalla Country Farm Loop, 21 farm stops in the Canby Area Farm Loop and 15 farm stops in the Sandy Area Farm Loop. A Wilsonville, West Linn & Milwaukie Farm Loop is forming.
- **Chehalem Valley AVA:** wineries on the west edge of the county. Includes some Yamhill Co. wineries.
- **East Valley Wine Tour:** wineries on the east side of the river. Includes some Marion Co. wineries.
- **Hamlet:** community-based group from a rural geographic region and resourced by the county.
- **Cascade Nursery Trail:** marketing group of specialty nurseries. Includes some Marion Co. nurseries.
- **Grange:** rural membership organization. In some communities many of the members have farms.
- **Chamber of Commerce:** chambers are a network of all businesses including farms and related.
- **Oregon Horse Country:** a network of people who own or appreciate equines or operate equine-related businesses.
- **OSU Extension Service:** networks of people who are interesting in improving their business or lifestyle through learning. The Extension service has networks in the program areas of families, nutrition, agriculture, forestry and natural resources, fisheries, 4-H Youth, Latino outreach, home horticulture and Master Gardeners.™

#### **E. Provide financial assistance for agri-tourism development to agriculture producers, communities or groups.**

- Provide grants, sponsorships and in-kind assistance to encourage development.
- Help landowners connect with sources of funding and develop partnerships.

#### **F. Initiate accommodations in laws, policies and ordinances that will facilitate development.**

- Keep local ordinances current with state law.
- Consider accommodations in laws, or creating new laws that will make it easier to be successful in agritourism development including laws that will reduce risk to the landowner.
- Because land use is so critical to agritourism growth, examine the dynamics between planning department staff and economic development staff and landowners who wish to start up or expand agritourism operations. Ensure that communications are clear and understandable, and that regulations are kept as simple and “achievable” as possible. Ensure that planning and development staff, as well as code enforcement staff, first take the approach of “How can we get to YES.” Provide educational programs and outreach efforts that will inform and build trust in local government resources.
- Consider approaches in permit fees that will be affordable for small family farms.

## IX. Agritourism Master Plan for Clackamas County 2012

### Executive Summary

A comprehensive, explanatory and practical approach to developing and promoting Clackamas County as one of the world's premier agritourism travel destinations in order to increase travel-related revenues and tourism jobs in Clackamas County while strengthening the economic future of local farms.

--Mary D. Stewart, MARStewart Group

#### We've "Got Good Bones"

**Agritourism** is an enterprise at a working farm or woodland, ranch or agricultural plant conducted for the enjoyment and benefit of visitors that generates supplemental income for the owner. It combines the best of what we produce locally in Clackamas County and our local sustainable vision with the public's desire for local products and experiences resulting in increased local revenue and in keeping family farms viable.



There is **Potential for Growth**. Urban populations are seeking "down to earth" fun recreational activities close to home; consumers want to learn where their food and fiber comes from; Europeans and Asians are fulfilling their dream of western adventures; two-thirds of all U.S. adults take trips to rural destinations. In California, 21 percent of agritourism operators who reported had incomes of \$100,000 or more and 33 percent had incomes between \$10,000 and \$99,000.

**Strong Agriculture** is the foundation of successful agritourism. Agriculture sales here jumped up 12 percent in 2011 to \$332 million, ranking Clackamas County fourth in the state. Economists predict a strong future for ag. County ag has assets of soil, water, climate, proximity to market, education and business development resources and talented ag producers.

Agritourism is an **Alternative Market Channel** for agricultural products and provides a way for farmers to add value to what they raise.

#### We have Strengths

- Market demand.
- An existing inventory of 200 agritourism entities, representing a variety of offerings.
- Existing and successful business models, effective farm organizations and networking groups are in place. The Master Plan presents new models from around the world for the TDC and staff to examine.
- Excitement about developing agritourism. Ag producers are considering adding it to their business mix. It is a county government priority. County departments are engaged and making good progress on "getting to Yes" in agritourism business development; a staff agriculture liaison has been added.
- An enabling tourism development staff person, and a visionary TDC, Director and staff are in place. A marketing firm and tourism partners to support us. An Agritourism Master Plan to provide guidance.

## We have Six Agritourism Business Sectors

There are **Six Standard Agritourism Sectors**, and we have them all in Clackamas County—some more developed than others, but all with potential.

**Sector 1. Farm and Ranch Recreation**—Visitors can exercise, relax, and explore the outdoors. Includes: fee fishing, fee hunting, fee horseback riding, fee hiking, fee biking, fee birding, fee photography, and outdoors guiding. This sector is the least well developed in Clackamas County.



Recreation is a popular use of leisure and vacation time. Help farmers determine how to charge fees for what is currently free. Best potential: horseback riding, private campgrounds, fee fishing, birding & photography; farms as a ‘stop’ on a planned recreational route e.g. bicycle event; farms offer recreational experience as incentive to buy products. Provide training on how to establish private campground; align zoning ordinances. Establish demonstration campground and offer an instructional tour for potential private campground developers. Examine how to collect room taxes from a private campground. Promote recreation agritourism.

**Sector 2. Educational Experiences**—Visitors can learn something new or improve a skill through hands-on experiences, classes, demonstrations, and tours, or simply through conversations with the farmer. Examples are: wine tasting; cooking schools; equestrian clinics; demonstrations, educational and historical tours; visit a farm to see/watch flower bloom, alpaca babies, sheep shearing, planting or harvest. Farm loop tours (self-guided or guided tours of clusters of closely-located farms) may include all of the above educational experiences.



The boutique and estate wine market is expanding. Continue work to dissolve barriers to vineyard and winery growth. Help develop business plans. Expand the farm loop tour program to cover all county farming areas. Attract world-class equestrian clinics/events. Contact and educate small and large package tour operators. Develop and market itineraries, including the idea of field-to-table and cooking school experiential tours. Promote educational agritourism.

**Sector 3. Agri-tainment**—Visitors have fun, find entertainment, make crafts, exercise, and shop for gifts or seasonal décor. Includes: on-farm flower festivals, harvest festivals, corn mazes, holiday wreath making, craft-making at farms, lead alpacas, gather fresh eggs, feed horses, and trout fishing.



Visitors are looking for fun country experiences. Position Clackamas County as the place to come for farm fun! Keep an accurate and updated inventory of all agritourism farms. Proactively contact farms and check accuracy of information annually. Keep website information current. Promote agri-tainment!

**Sector 4.-Hospitality Services**-Visitors enjoy the hospitality of winemaker dinners, overnight farm stays, and private events hosted on the farm.



Farm and winemaker dinners are popular and high-ticket entertainment. Provide encouragement to the small number of existing farm and winemaker dinners; attract other farm to fork vendors to the county. We have no farm stays yet, (like a B&B, but on a farm) but there is interest. Food Service on Farms is an area of interest, but there is confusion about licensing and food safety – provide training and advice. Build events and activities while encouraging cooperation with the neighbor’s production ag practices. Promote hospitality!

**Sector 5: On-Farm Direct Sales**-Visitors enjoy the direct buying of fresh, packaged and crafted projects from farm stands, wine clubs, mills and plant stores (Bob’s Red Mill; Pendleton), specialty nurseries, U-pick and Choose-N-Cut. There is a larger market here for horses, alpacas, sheep, other animals and breeding services.



Locals will come to buy ag products; others will travel and stay overnight to purchase products. Position Clackamas County as ‘the place’ to buy fresh, packaged and crafted products as well as Christmas trees, horses and other animals. Encourage new or expanded farm stands. Create ‘way finder’ signage to generate awareness and to make it easier to locate the destination and have a positive customer experience. Develop a Christmas tree farm driving attraction to entice visitors to find special lots or choose-n-cut Christmas tree operations. Promote on-farm direct sales!

**Sector 6: Off-the-Farm Direct Sales**-Visitors will travel to visit farmers markets, farm booths at community fairs, county fair, horse, alpaca and other animal shows to meet farmers and buy their products.



There is promising potential to attract more and larger horse and livestock shows. Contact and entertain potential event coordinators and recruit their events. Work to have adequate event grounds and hospitality to serve the events. Conduct a strategic plan of the Clackamas County Events Center. Feature farmers markets and fairs. Promote off-the-farm direct sales!

**We have Barriers to Success (not listed in order of importance):**

- A. Barrier: The high cost of liability protection
- B. Barrier: Size, seasonality and availability of event grounds
- C. Barrier: Location of/shortage of hospitality
- D. Barrier: Lack of land use law knowledge and resistance to compliance with laws
- E. Barrier: Difficulty of working within the land use permitting process
- F. Barrier: Agritourism a questionable use of farmland to some
- G. Barrier: Lack of awareness of agritourism resources for event planners and tour operators
- H. Barrier: Lack of awareness of recreational activities and resources for individuals and families
- I. Barrier: The inability to self-finance agritourism business development
- J. Barrier: Ag producer lack of skills or knowledge about business development—especially economics.

**We have Overarching Recommendations**

- A. From the Master Plan, create and work an Action Plan.
- B. Form a grassroots Agritourism Advisory Group and support networks.
- C. Provide advice and training for agritourism farm, country business and event operators.
- D. Build on existing networks.
- E. Provide financial assistance for agritourism development to ag producers, communities or groups.
- F. Initiate accommodations in laws, policies and ordinances that will facilitate development.

## APPENDIX A

### Agritourism Development and the 2007 White Paper

The White Paper: The Tourism Development Task Force, Jan. 2009 identified five opportunities and challenges for tourism economic-related development. Two of the five topics remain especially pertinent to the development of agritourism in 2012 and beyond: *Develop unique lodging in rural areas, and Refocus agritourism to fit the geo-tourism niche*. 2009 Key Points and Recommendations that may continue to be fulfilled through agritourism development include:

- C.1. Connect residents and visitors to restaurants and farm events that feature locally-grown.
- C.2. Work to change (implement changed 2011-12) laws that allow farms to host events, markets, tours and home stays while not compromising agricultural and forest resources.
- C.3. Create a new wine region.
- C.4. Attract the geo-tourism traveler with the richness of offerings, and make it easy for them to find unique lodging, spas, dining, specialty shopping, sightseeing and transportation.
- C.5. Encourage the development and support for services needed by visitors to enjoy recreational activities (on farms).
- C.8. Develop good quality, unique lodging in rural areas that match the experiences and desires of visitors.
- C. Recommendation 4. Provide financial incentives to businesses interested and qualified to provide recreational services to visitors.
- E.3. Create an identity for our destination from products manufactured in the county. Items could be feature displays at Destination Welcome Centers and featured on websites, and in catalogs and brochures.
- E. Recommendation 7. Develop a consistent signage and communications program.

As the Tourism plan is updated in 2012, it will be helpful to compare progress made on the 2009 goals, and to incorporate new ideas from this Master Plan and related works.

## APPENDIX B

### Resources, Reports, Plans, Entities That Promote Oregon Rural Tourism, Economic Development, et. al.

The following list of resources were part of the review of existing research that was considered at the beginning of the master planning process for agritourism development in Clackamas County. The list was generated by Christine Roth, Roth Bates, Inc.

#### 1. BAKER COUNTY

**County, city efforts:**

[www.bakercity.com](http://www.bakercity.com)

**Organizations:**

[www.visitbaker.com](http://www.visitbaker.com)

Greater Eastern Oregon Development Corp. [www.geodc.net](http://www.geodc.net)

Northeast Oregon Economic Development [www.neoedd.org](http://www.neoedd.org)

**Reports Reviewed:** strategicplan2008/Baker, TravelOR/LaGrande/Union presentation, North/Central OR econ dev plan

#### 2. BENTON COUNTY

**County, city efforts:**

Albany-Millersburg Econ Dev Corp

Oregon Cascades West Economic Development District

**Organizations:**

Business Enterprise Center, Inc. [www.thebec.com](http://www.thebec.com)

#### 3. CLACKAMAS COUNTY

**County, city efforts:**

Clackamas County Tourism and Cultural Affairs [www.mthoodterritory.com/things-to-do/](http://www.mthoodterritory.com/things-to-do/)

METRO [www.oregonmetro.gov](http://www.oregonmetro.gov)

Clackamas County Business and Economic Development Agency [www.clackamas.us/business](http://www.clackamas.us/business)

Clackamas County Economic Development Commission [www.clackamas.us/business](http://www.clackamas.us/business)

Portland Development Commission [www.pdc.us](http://www.pdc.us)

**Organizations:**

Molalla Country Farm Loop [www.molallafarmloop.com](http://www.molallafarmloop.com)

Canby Area Farm Loop [www.canbyfarmloop.com](http://www.canbyfarmloop.com)

Greenlight Greater Portland [www.greenlightgreaterportland.com](http://www.greenlightgreaterportland.com)

Mt Hood Economic Alliance [www.mthoodea.org](http://www.mthoodea.org)

Portland-Vancouver Regional Partners Council for Econ. Dev.

[www.portlandregionalpartners.com](http://www.portlandregionalpartners.com)

West Columbia Gorge Econ. Dev.

#### 4. CLATSOP COUNTY

**Organizations:**

Clatsop Economic Development Resources (CEDR) [www.clatsoped.com](http://www.clatsoped.com)

## 5. COLUMBIA COUNTY

### County, city efforts:

Columbia County Economic development Team, [www.columbiacountyoregon.com](http://www.columbiacountyoregon.com)

Columbia-Pacific Economic Development District [www.nworegon.org/colpac](http://www.nworegon.org/colpac)

Northeast Oregon Economic Development [www.neoedd.org](http://www.neoedd.org)

## 6. COOS COUNTY

**Organizations:** Coos, Curry, Douglas Business Development Corp. [www.ccdbusiness.com](http://www.ccdbusiness.com)

South Coast Development Council [www.scdcinc.org](http://www.scdcinc.org)

## 7. CROOK COUNTY

**County, city efforts:** Economic Development for Central Oregon [www.edcoinfo.com](http://www.edcoinfo.com)

Central Oregon Intergovernmental Council [www.coic.org](http://www.coic.org)

## 8. CURRY COUNTY

**Organizations:** Coos, Curry, Douglas Business Development Corp.

South Coast Development Council [www.scdcinc.org](http://www.scdcinc.org)

## 9. DESCHUTES COUNTY

**County, city efforts:** Redmond Economic Department [www.redap.org](http://www.redap.org)

Economic Development for Central Oregon [www.edcoinfo.com](http://www.edcoinfo.com)

Central Oregon Intergovernmental Council [www.coic.org](http://www.coic.org)

**Private Company:** [www.oregoncountrytrails.com/ShowArticle.aspx?ID=1](http://www.oregoncountrytrails.com/ShowArticle.aspx?ID=1)

[www.faithhopeandcharityevents.com](http://www.faithhopeandcharityevents.com)

## 10. DOUGLAS COUNTY

**Organizations:** Coos, Curry, Douglas Business Development Corp. [www.ccdbusiness.com](http://www.ccdbusiness.com)

Umpqua Econ. Dev. Partnership [www.uedpartnership.org](http://www.uedpartnership.org)

**Reports Reviewed:** Douglas county econ dev. Report

## 11. GILLIAM COUNTY

**County, city efforts:** Mid Columbia Council of Governments [www.mccog.com](http://www.mccog.com)

**Reports Reviewed:** Gilliam country rural workshop notes 12/10, Gilliam County strategic plan 2010,

[CEDS/econ dev 7 rural OR counties-2010.doc](#)

## 12. GRANT COUNTY

**Organizations:** [www.gcfoodguide.com](http://www.gcfoodguide.com)

**Reports Reviewed:** [CEDS/econ dev 7 rural OR counties-2010.doc](#)

## 13. HARNEY COUNTY

**County, city efforts:** [www.harneycounty.org/businessdevelopment.html](http://www.harneycounty.org/businessdevelopment.html)

Harney County Economic Development [www.harneycounty.org](http://www.harneycounty.org)

**Reports Reviewed:** [CEDS/econ dev 7 rural OR counties-2010.doc](#)

#### **14. HOOD RIVER COUNTY**

**County, city efforts:** Hood River Economic Development Office/Planning Dept  
[www.ci.hood-river.or.us/planning](http://www.ci.hood-river.or.us/planning)

**Organizations:**

[www.thecentralcascades.com/category/agritourism-and-wineries](http://www.thecentralcascades.com/category/agritourism-and-wineries)

[www.hoodriverfruitloop.com](http://www.hoodriverfruitloop.com)

[www.hoodriver.org](http://www.hoodriver.org)

[www.cgeda.com](http://www.cgeda.com)

Mid Columbia Council of Governments [www.mccog.com](http://www.mccog.com)

West Columbia Gorge Econ. Dev. [www.westcolumbiagorgechamber.com/edhome.htm](http://www.westcolumbiagorgechamber.com/edhome.htm)

**Reports Reviewed:** Mid-Columbia Econ Dev. str. plan 2011

#### **15. JACKSON COUNTY**

**County, city efforts:** Rogue Valley Council of Governments [www.rvcog.org](http://www.rvcog.org)

**Organizations:** Southern Oregon Regional Economic Dev., Inc. [www.soredi.org](http://www.soredi.org)

#### **16. JEFFERSON COUNTY**

**County, city efforts:** Central Oregon Intergovernmental Council [www.coic.org](http://www.coic.org)

**Organizations:** Economic Development for Central Oregon [www.edcoinfo.com](http://www.edcoinfo.com)

#### **17. JOSEPHINE COUNTY**

**Organizations:** Rogue Valley Council of Governments [www.rvcog.org](http://www.rvcog.org)

Southern Oregon Regional Economic Dev., Inc. [www.soredi.org](http://www.soredi.org)

#### **18. KLAMATH COUNTY**

**County, city efforts:** South Central Oregon Econ. Dev. District [www.scoedd.org](http://www.scoedd.org)

[www.scoedd.org/docs/CEDS%20UPDATED.pdf](http://www.scoedd.org/docs/CEDS%20UPDATED.pdf)

**Organizations:** [www.discoverklamath.com](http://www.discoverklamath.com)

Klamath County Economic Development Assoc [www.sobusi.com](http://www.sobusi.com)

**Reports Reviewed:** South OR Econ dev. Plan/Klamath&Lake

#### **19. LAKE COUNTY**

**County, city efforts:**

Lake County Economic Dev. Department and Committee [www.lakecountyor.org](http://www.lakecountyor.org)

South Central Oregon Econ. Dev. District [www.scoedd.org](http://www.scoedd.org)

[www.scoedd.org/docs/CEDS%20UPDATED.pdf](http://www.scoedd.org/docs/CEDS%20UPDATED.pdf)

**Reports Reviewed:** South OR Econ dev. Plan/Klamath&Lake

#### **20. LANE COUNTY**

**County, city efforts:** Lane Council of Governments (LCOG) [www.lcog.org](http://www.lcog.org)

Lane County Community & Economic Development [www.lanecounty.org](http://www.lanecounty.org)

**Organizations:**

[www.eugenecascadescoast.org/](http://www.eugenecascadescoast.org/)

**Private Company:** [www.oregoncountrytrails.com/ShowArticle.aspx?ID=1](http://www.oregoncountrytrails.com/ShowArticle.aspx?ID=1)

**Reports Reviewed:** 09summersurvey/Lane, 2010-Post-Summer/Lane, 2010-Summer-Travel-Outlook-Survey-Results/Lane, 2011-Post-Summer-Fall-Outlook-Survey/Lane, Facts About Eugene | Lane County Information | Eugene, Cascades & Oregon Coast, OregonJobsForumAlbany2010Jan21

## **21. LINCOLN COUNTY**

**County, city efforts:** Oregon Cascades West Economic Development District [www.ocwcog.org](http://www.ocwcog.org)

**Organizations:**

[www.albanyvisitors.com](http://www.albanyvisitors.com)

Central Coast Economic Development Alliance [www.coastbusiness.info](http://www.coastbusiness.info)

North Santiam Canyon Econ Dev. Corp. [www.growsantiam.org](http://www.growsantiam.org)

## **22. LINN COUNTY**

**Organizations:** [www.oregonlakesandrivers.com/content/passport-linn-county](http://www.oregonlakesandrivers.com/content/passport-linn-county)

Oregon Cascades West Economic Development District [www.ocwcog.org](http://www.ocwcog.org)

## **23. MALHEUR COUNTY**

**County, city efforts:** Malheur County Economic Development Department

**Organizations:**

Reports Reviewed: CEDS/econ dev 7 rural OR counties-2010.doc

## **24. MARION COUNTY**

**County, city efforts:** [www.co.marion.or.us](http://www.co.marion.or.us)

**Organizations:**

[www.travelsalem.org](http://www.travelsalem.org)

North Santiam Canyon Econ Dev. Corp. [www.growsantiam.org](http://www.growsantiam.org)

Mid-Valley Community Development Partnership [www.mwvcog.org](http://www.mwvcog.org)

Strategic Economic Development Corporation [www.sedcor.com](http://www.sedcor.com)

Reports Reviewed: Marion Co.StrategicPlan2011Final

## **25. MORROW COUNTY**

**Organizations:** [www.miltonfreewatertravel.wordpress.com](http://www.miltonfreewatertravel.wordpress.com)

Reports Reviewed: CEDS/econ dev 7 rural OR counties-2010.doc

## **26. MULTONOMAH COUNTY**

**County, city efforts:** METRO [www.oregonmetro.gov](http://www.oregonmetro.gov)

Portland Development Commission [www.pdc.us](http://www.pdc.us)

**Organizations:** [www.travelportland.com](http://www.travelportland.com)

Greenlight Greater Portland [www.greenlightgreaterportland.com](http://www.greenlightgreaterportland.com)

Portland-Vancouver Regional Partners Council for Econ. Dev.

[www.portlandregionalpartners.com](http://www.portlandregionalpartners.com)

## **27. POLK COUNTY**

**County, city efforts:** Mid-Valley Community Development Partnership [www.mwvcog.org](http://www.mwvcog.org)

**Organizations:** [www.travelsalem.com](http://www.travelsalem.com)

## **28. SHERMAN COUNTY**

**County, city efforts:** [www.sherman-county.com](http://www.sherman-county.com)

Sherman Co. Econ. Dev & Planning [www.shermancountyed.org](http://www.shermancountyed.org)

**Organizations:** [www.fs.fed.us/r6/](http://www.fs.fed.us/r6/)

Mid-Columbia Economic Development District [www.mcedd.org](http://www.mcedd.org)

[www.mcedd.org/reports/documents/CEDS2011.pdf](http://www.mcedd.org/reports/documents/CEDS2011.pdf) (pg. 25-27)

Mid Columbia Council of Governments [www.mccog.com](http://www.mccog.com)

**Reports Reviewed:** MidColumbia Econ Dev. str. plan 2011

### **29. TILLAMOOK COUNTY**

**Organizations:**

Economic Development Council of Tillamook County [www.edctc.com](http://www.edctc.com)

[www.geodc.net/CEDS%20Docs/CEDS-2010.doc](http://www.geodc.net/CEDS%20Docs/CEDS-2010.doc)

[www.tillamook.com](http://www.tillamook.com)

Northeast Oregon Economic Development [www.neoedd.org](http://www.neoedd.org)

### **30. UMATILLA COUNTY**

**County, city efforts:** Hermiston Development Corporation, [www.portofumatilla.com](http://www.portofumatilla.com)

Umatilla County Econ. Dev. [www.co.umatilla.or.us](http://www.co.umatilla.or.us)

**Organizations:** [www.neoedd.org/documents/NEOEDD\\_CEDS\\_2011\\_Update.pdf](http://www.neoedd.org/documents/NEOEDD_CEDS_2011_Update.pdf)

Greater Eastern Oregon Development Corp. [www.geodc.net](http://www.geodc.net)

Round-up City Development Corp. [www.pendleton.or.us](http://www.pendleton.or.us)

**Reports Reviewed:** ORDINANCE-2178-For-Goal-9/Umatilla, CEDS/econ dev 7 rural OR counties-2010.doc

### **31. UNION COUNTY**

**Organizations:**

[www.ucedc.org](http://www.ucedc.org)

[www.visitlagrande.com](http://www.visitlagrande.com)

Greater Eastern Oregon Development Corp. [www.geodc.net](http://www.geodc.net)

Northeast Oregon Economic Development [www.neoedd.org](http://www.neoedd.org)

**Reports Reviewed:** TravelOR/LaGrande/Union presentation, North/Central OR econ dev plan

### **32. WALLOWA COUNTY**

**Organizations:**

Greater Eastern Oregon Development Corp. [www.geodc.net](http://www.geodc.net)

Northeast Oregon Economic Development [www.neoedd.org](http://www.neoedd.org)

**Reports Reviewed:** North/Central OR econ dev plan

### **33. WASCO COUNTY**

**County, city efforts:** Wasco County Econ. Dev. Commission [www.co.wasco.or.us](http://www.co.wasco.or.us)

Mid Columbia Council of Governments [www.mccog.com](http://www.mccog.com)

**Organizations:** Mid-Columbia Economic Development District [www.mcedd.org](http://www.mcedd.org)

Mt Hood Economic Alliance [www.mthoodea.org](http://www.mthoodea.org)

**Reports Reviewed:** Mid Columbia Econ Dev. str. plan 2011

### **34. WASHINGTON COUNTY**

**County, city efforts:** Portland Development Commission [www.pdc.us](http://www.pdc.us)

Hillsboro Economic Development Partnership [www.hillchamber.org](http://www.hillchamber.org)

METRO [www.oregonmetro.gov](http://www.oregonmetro.gov)

**Organizations:** [visitwashingtoncountyoregon.com](http://visitwashingtoncountyoregon.com)

Greenlight Greater Portland [www.greenlightgreaterportland.com](http://www.greenlightgreaterportland.com)

Portland-Vancouver Regional Partners Council for Econ. Dev. [www.portlandregionalpartners.com](http://www.portlandregionalpartners.com)

**Reports Reviewed:** Forest-Grove-Economic-Opportunities-Analysis-8-12 WashCoVA-Develop-Plan-2005

### **35. WHEELER COUNTY**

**County, city efforts:** Mid Columbia Council of Governments [www.mccog.com](http://www.mccog.com)

**Reports Reviewed:** CEDS/econ dev 7 rural OR counties-2010.doc

### **36. YAMILL COUNTY**

**County, city efforts:**

Mid-Columbia Economic Development District [www.mcedd.org](http://www.mcedd.org)

McMinnville Economic Development Partnership

[www.mcminnvilleedp.com](http://www.mcminnvilleedp.com)

Mid-Valley Community Development Partnership [www.mwvcog.org](http://www.mwvcog.org)

**Organizations:**

Yamhill Wineries Association [www.williamettewines.com](http://www.williamettewines.com)

Reports Reviewed: ag-tourism\_profile\_for\_yamhill\_county\_oct-1.\_2008.doc, future\_for\_yamhill\_county\_tourism\_jan\_09-1.doc, Yamhill Co stakeholder tourism, Yamhill County Agri-Business Presentation, report\_summary\_of\_\_stakeholder\_interviews\_agriculture/yamhill, and tourism/yamhill.

## **ORGANIZATIONS, GROUPS, STATE EFFORTS, MISC:**

### **I. TRAVEL/DESTINATION AGENCIES:**

**A.** Travel Oregon: Rural workshops, presentations

[www.industry.traveloregon.com/upload/otc/departments/tourismdevelopment/rtsprogramoverview.pdf](http://www.industry.traveloregon.com/upload/otc/departments/tourismdevelopment/rtsprogramoverview.pdf)

[www.industry.traveloregon.com/upload/OTC/Departments/TourismDevelopment/2011\\_RTS\\_Workshop\\_Offerings.pdf](http://www.industry.traveloregon.com/upload/OTC/Departments/TourismDevelopment/2011_RTS_Workshop_Offerings.pdf)

[www.industry.traveloregon.com/upload/OTC/Departments/TourismDevelopment/McKenzieRiverRT-SAgritourismNotes.pdf](http://www.industry.traveloregon.com/upload/OTC/Departments/TourismDevelopment/McKenzieRiverRT-SAgritourismNotes.pdf)

[www.industry.traveloregon.com/upload/OTC/Departments/TourismDevelopment/RuralTourism/Agri-TourismPresentationJDRTNov2010UPDATE.pdf](http://www.industry.traveloregon.com/upload/OTC/Departments/TourismDevelopment/RuralTourism/Agri-TourismPresentationJDRTNov2010UPDATE.pdf)

**B.** Central Oregon Visitor's Association

**C.** Eastern Oregon Visitor's Association

**D.** Oregon Coast Visitor's Association

**E.** Southern Oregon's Visitor's Association

**F.** [www.shadycoveupperogue.org](http://www.shadycoveupperogue.org) (tourism alliance)

### **II. STATE OF OREGON**

**A.** ODA [www.oregon.gov/ODA](http://www.oregon.gov/ODA)

### **III. REGIONAL ORGS**

**A.** [www.thecentralcascades.com/get-to-know/natures-bounty](http://www.thecentralcascades.com/get-to-know/natures-bounty)

**B.** [www.thecentralcascades.com/category/agritourism-and-wineries/](http://www.thecentralcascades.com/category/agritourism-and-wineries/)

**C.** Associated Oregon Industries (AOI) [www.aoi.org](http://www.aoi.org)

**D.** Rural Development Initiatives, Inc. [www.rdiinc.org](http://www.rdiinc.org)

### **IV. EDUCATIONAL INSTITUTIONS**

**A.** [smallfarms.oregonstate.edu](http://smallfarms.oregonstate.edu)

**B.** [ewp.uoregon.edu](http://ewp.uoregon.edu)

- C. Southern Oregon University tourism program
- D. UC Davis: great interactive links and reports  
sfp.ucdavis.edu/events/11agritourism

#### V. BRANDED TOURISM ENTERPRISES

- A. [www.oregoncountrytrails.com](http://www.oregoncountrytrails.com)
- B. [www.traveloregonforever.com/giveback/current](http://www.traveloregonforever.com/giveback/current)
- C. [www.molallafarmloop.com](http://www.molallafarmloop.com)
- D. [www.canbyfarmloop.com](http://www.canbyfarmloop.com)
- E. [www.hoodriverfruitloop.com](http://www.hoodriverfruitloop.com)
- F. [www.agritourismworld.com](http://www.agritourismworld.com)
- G. [www.farmstayus.com](http://www.farmstayus.com)
- H. [www.farmstayus.com/Map.aspx?state=37](http://www.farmstayus.com/Map.aspx?state=37)

#### VI. FEDERAL ORGANIZATIONS

- A. [www.rurdev.usda.gov/or/OregonJobsForumAlbany2010Jan21.pdf](http://www.rurdev.usda.gov/or/OregonJobsForumAlbany2010Jan21.pdf)
- B. National Sustainable Ag Info Service, [www.attra.ncat.org](http://www.attra.ncat.org)

#### VII. ARTICLES

- A. [www.news.opb.org/economy/rural-economy-project](http://www.news.opb.org/economy/rural-economy-project)
- B. [www.news.opb.org/article/dough\\_for\\_oregon\\_cheese\\_trail\\_local\\_food\\_projects/](http://www.news.opb.org/article/dough_for_oregon_cheese_trail_local_food_projects/)
- C. [www.blog.oregonlive.com/washingtoncounty\\_impact/print.html?entry=/2010/06/washington\\_county\\_visitors\\_ass.html](http://www.blog.oregonlive.com/washingtoncounty_impact/print.html?entry=/2010/06/washington_county_visitors_ass.html)
- D. [www.qualityinfo.org/olmisj/ArticleReader?itemid=00006456](http://www.qualityinfo.org/olmisj/ArticleReader?itemid=00006456)
- E. [www.leapinglambfarm.com/cvfff08.pdf](http://www.leapinglambfarm.com/cvfff08.pdf)
- F. [www.qualityinfo.org/olmisj/ArticleReader?itemid=00006456](http://www.qualityinfo.org/olmisj/ArticleReader?itemid=00006456)
- G. [www.nytimes.com/2011/06/10/business/10tourism.html](http://www.nytimes.com/2011/06/10/business/10tourism.html) tweets

#### VIII. OTHER ENTITY REPORTS OF INTEREST:

- A. State of Arizona  
[www.ag.arizona.edu/AREC/pubs/dmkt/directfarmmarket&tourbook.pdf](http://www.ag.arizona.edu/AREC/pubs/dmkt/directfarmmarket&tourbook.pdf)
- B. Sea Grant, New York
- C. [www.oregoncheeseguild.org](http://www.oregoncheeseguild.org)
- D. State of Washington [faculty.ses.wsu.edu/WorkingPapers/Galinato/WP2010\\_10.pdf](http://faculty.ses.wsu.edu/WorkingPapers/Galinato/WP2010_10.pdf)  
Skagit Valley agritourism workshop, Agritourism study by WSU, Agritourism in WA, SkagitCounty-Workshop11\_04-1.ppt, SkagitCountyWorkshop11\_04-2.ppt,
- E. Miscellaneous: [attra\\_agritourism overview](#), [FirstSteps/sustainruralOR](#), [SOU tourism/mgt program 2010](#), [AOC farmland activities T.F. Report 2010](#), [Ostrom Direct Marketing paper.doc](#), [Research\\_Notes\\_0110-1.docx](#)

