



Small Farm Program Agritourism Coordinator



Small Farm Program
University of California
One Shields Avenue
Davis CA 95616-8699

(530) 752-8136
Fax (530) 752-7716

sfcenter@ucdavis.edu
www.sfp.ucdavis.edu

•

Director
Shermain Hardesty

•

Small Farm Advisors

Aziz Baameur
UCCE Santa Clara

Mark Gaskell
UCCE Santa Barbara

Manuel Jimenez
UCCE Tulare

Ramiro Lobo
UCCE San Diego

Richard Molinar
UCCE Fresno

•

Small Farm Program Staff

Linda Vieira
Kristin Reynolds
Brenda Dawson

Position is a one-year contract appointment at 100% time. Appointment and renewal is subject to administrative and funding review at the end of the 12 month period.

Nature and Purpose

This position, based at the Small Farm Center in Davis, will provide administrative coordination and programmatic leadership for agritourism activities throughout the state, including collaboration on research, outreach to clientele, and generation of funding for related activities.

Agricultural and on-farm nature tourism (agritourism) includes any income-generating activity conducted on a working farm or ranch for the enjoyment and education of visitors. Agritourism includes the interpretation of the natural, cultural, historical, and environmental assets of the land and the people working on it.

Position will provide leadership for statewide program advocacy and be the primary Small Farm Program representative in the UC Agricultural and Nature Tourism Workgroup. The position will foster communication and provide important interface for research efforts at University of California.

The Small Farm Program (SFP), with its administrative Small Farm Center on the Davis campus, has been one of the leading entities working on research and outreach related to agritourism within the UC system. The SFP has also worked closely with the UC Division of Agriculture and Natural Resources (ANR) Agriculture and Nature Tourism Workgroup to facilitate collaborative planning and coordination of research and extension activities. Workgroups are a primary mechanism for accomplishing ANR's high priority research and extension goals through grassroots leadership. They bring together Agricultural Experiment Station (AES) and Cooperative Extension (CE) personnel along with non-ANR partners to work on emerging and continuing priority issues in Division program areas. In recent years, SFP and the Agritourism Workgroup have recognized a need for a Statewide Agritourism Coordinator to coordinate a statewide effort on extension for agritourism. Additional information about the SFP is available at: www.sfp.ucdavis.edu.

Major Responsibilities

50% Statewide Coordination

Key functions of the agriculture and nature tourism coordinator will be:

- to provide leadership for agritourism-focused statewide outreach efforts related to ANR issues and priorities, based out of the Small Farm Center;
- in cooperation with the campus-based Extension Specialists and Cooperative Extension Advisors, to facilitate the distribution of research-based information and knowledge to agritourism operators in California, including beginning operators, and regional operator groups collaborating on agritourism development, marketing, and related community issues.
- to coordinate outreach activities that link local farmers, ranchers, and community planners to ANR and other state and national resources;
- to work closely with faculty, staff and county offices to provide organizational leadership and support for regional and statewide conferences, workshops and meetings for agritourism operators;
- to seek and coordinate funding for relevant agritourism activities conducted by the Small Farm Program; generate and coordinate grant funding from state, federal and private sources.

50% Programmatic Activities

Work closely with the Small Farm Program Director to develop and implement programmatic activities including:

- Response to client requests statewide for information on agritourism;
- Collaboration with Small Farm Program Communications Coordinator and administrative staff to maintain statewide agritourism website, contact lists, and email list servers;
- Participation in appropriate workshops and conferences, including active participation in the Agricultural and Nature Tourism Workgroup;
- Monitoring of changes in regulations and legal (e.g. liability) aspects of agritourism and agriculture, as to be qualified to answer practitioner questions about these critical issues;

- Research and outreach regarding solutions to regulatory barriers such as zoning and permitting, liability and risk management, promotion alternatives and other topics pertinent to the sustainability of agritourism operations;
- Assessment and documentation of effective strategies for using agriculture and natural resource amenities in tourism;
- Development and implementation of surveys of counties and agritourism programs to evaluate their program needs;
- Identification of an ongoing research agenda and collaboration on research projects;
- Provision of advisory assistance to regional agriculture and nature tourism marketing groups;
- Provision of information about agritourism to service agencies, local government agencies, policy-makers, as well as operators and academics, and popular media (e.g., newspapers, agricultural magazines, etc);
- Identification and development of tools to evaluate program effectiveness and programmatic impacts statewide.

Qualifications

- Masters Degree in agricultural or community development, agricultural economics, natural resource management, geography, tourism, or a closely related field, and at least two years of relevant experience are required; OR, Bachelors degree in the fields mentioned above plus four years experience.
- Experience working with small-scale farmers and ranchers.
- In-depth knowledge and experience with agricultural and/or rural tourism, including rural tourism development, marketing, and its impacts on community and environment.
- Expertise in statistical analysis and statistical software (SPSS, SAS, etc.)
- Experience conducting participatory research and a focus on collaborative, client-driven research and outreach needs.
- Knowledge and understanding of computer applications and software ability (frequently used programs include those for word processing, presentation software, spreadsheets, and database and web management).
- Experience with organizing and managing events, record keeping, and developing of educational materials.

- Understanding of agricultural sustainability.
- Familiarity with Cooperative Extension and ANR educational mission.
- Ability and willingness to implement outreach efforts to ensure nondiscrimination in program identification and delivery. Includes efforts to promote and encourage maximum participation of minorities, women, and other under-served groups.
- Strong written and oral communication, negotiation and consensus building skills, experience interacting with diverse types of individuals, and the ability to accomplish objectives in both an individual and group setting.

Applicants should submit a letter of application and current resume to:

Shermain Hardesty, Director
Small Farm Program
E-Mail: sfpdirector@ucdavis.edu

Deadline for submission is January 29th, 2009.