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Agricultural tourism for the Half Moon Bay region : the small flower farm

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**AGRICULTURAL TOURISM FOR THE HALF MOON BAY REGION:
THE SMALL FLOWER FARM**

A Thesis

Presented to

The Faculty of the Department of Geography

San Jose State University

In Partial Fulfillment

of the Requirements for the Degree

Master of Arts

By

Carla Di Napoli

December, 2002

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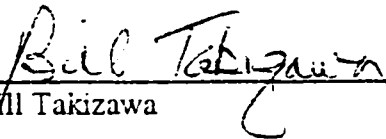
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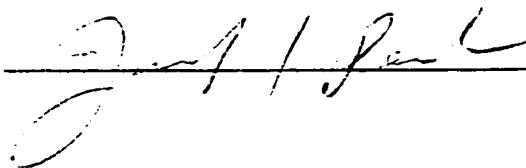


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ABSTRACT

AGRICULTURAL TOURISM FOR THE HALF MOON BAY REGION:

THE SMALL FLOWER FARM

By Carla Di Napoli

This thesis addresses the topic of agricultural tourism in the Half Moon Bay Region. The project examines the small flower farm and its agricultural tourism activities, as well as flower production. In addition, a visitor profile was compiled to substantiate flower tourism as a subset of agricultural tourism. Field research on this topic reveals that there were a number of agricultural tourism operations in the Half Moon Bay region. Information obtained from the visitor survey proved that flowers were the main motivator for visiting the farm. Flower production increased for some farmers because of agricultural tourism strategies; it has set the precedence for flower tourism in the Half Moon Bay region.

ACKNOWLEDGMENT

After all these years, I have quite a number of people who contributed in some way to this project for which I will be forever grateful. To Ludwig and Wolfgang who have been with me through many of my journeys. Ruby, Lisa, Tricia, Claudia, Andrea and Margaret whom gave me hope through some very tough times. I would like to extend my deepest gratitude to the farmers of the Half Moon Bay region, especially Stan Pastorino, Hank Pastorino and Randy and Sharon Dardenelle for their patience, support of my project, and for making the Half Moon Bay area the beautiful and special place that it is. Of course to all my graduate professors in the Geography Department at San Jose State University who opened a portal of knowledge into geographies that I knew never existed. From my heart this is to the memory of Professor Jean Vance a great geographer and teacher who I shall remember through all my travels. In sum, this effort along with everything else, nothing would have been possible without the love of Mae and Pai.

"The real voyage of discovery consists not in seeking new landscapes but in having new eyes." Marcel Proust

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Chapter 1

INTRODUCTION

Traditional farms at both a local and national level have experienced sharp declines in their agricultural activities in the past decades. In the Half Moon Bay region, a switch from traditional agriculture to tourist based activities on the farm site, a concept known as agricultural tourism, is underway. Agricultural tourism also known as Agri-Tourism and Ag-Tourism is defined as any business conducted by a farmer for the enjoyment or education of the public, to promote the products of the farm and generate additional farm income (Lobo, 1999; Goodman, 1999; Parker, 1999; Jolly, 1999; Wallace, 1999; Schrader, 1999).

In the Half Moon Bay region the small flower farms have turned to tourist based agriculture on the farm site as an additional channel for revenue. The larger farms of the area remain in the traditional agricultural wholesale business. Small flower farms similar to Half Moon Bay's, in Monterey County, Santa Cruz County and San Diego County are already in the advanced stages of agricultural tourism practices. Seasonal produce, and other value added items like on-site tours (school and tourist based), garden supplies, vases, potting soil, and "free" gardening advice are available along side the farm's staple crop – cut flowers.

Studies on agricultural tourism in relation to the benefits of bed-and-breakfast's, u-picks, u-cuts, and roadside stands on the farm site as a source of additional income are extensive. Few however, have been on flower tourism as a component of agricultural tourism. A visitor study conducted at the Flower Fields in Carlsbad, California in spring

1998 by the San Diego County Farm Bureau “The Benefits of Agricultural Tourism to San Diego County” was the only piece of literature that linked “flower tourism” as a dimension of agricultural tourism. The survey showed California residents accounted for 75% of all visitors, San Diego residents made up 32% of the total and 43% of visitors from California (San Diego Farm Bureau, 1998). An estimated 75% of the total were repeat visitors and 75% of these have made between two to five visits per year (San Diego Farm Bureau, 1998).

An extensive literature search was conducted on flower tourism in order to derive an expert definition. None was found. Flower tourism can be defined in the context of this paper as a farm or several farms, a city, county, town or state that attracts visitors for the sole purpose of educating, buying or viewing specialty flowers associated with that region.

In the Half Moon Bay region flower tourism is comparatively new but at a national and international level it has a long tradition. Washington D.C. for example, welcomes the National Cherry Blossom Festival each year and this year’s 2002 festival marked the ninetieth celebration of the original gift of the 3,000 cherry trees by the city of Tokyo to the people of Washington D.C. in 1912 (The National Cherry Blossom Festival, Inc., 2002). In South Africa people from all over the world participate in the spring wild flower tours in Nieuwoudtville (Glenlyon Tours, 2002). The Chelsea Flower show in the United Kingdom is the world’s most popular and renowned flower shows (Royal Horticulture Society, 2002). The best gardening and horticulture is brought together at Chelsea for one week each year in May. Holland is famous for its tulip fields and is visited by hundreds of thousand of tourists each year. Naturalists holiday in

Cyprus to study the rich and varied flora and fauna (Ornek Holidays, 2002). Cyprus with its ranges and enclosed region plain contain at least 140 species of wild flowers and thirty varieties of orchids. In addition to viticulture, the sunflowers in the region of Burgundy, France are also a main attraction. Cleburne State Park in Texas sets up wild flower tours in April and May so the public is able to view 75 species of wild flowers including the bluebonnets of Texas (Texas Parks and Wildlife, 2002). The flower fields of Lompoc, California, receive visitors in early June and August (Lompoc, California Chamber of Commerce and Visitor's Bureau, 2002). Approximately 1,500 acres are in bloom with a variety of flowers belonging to local growers. Butte County, California sponsors a "Self Guided Spring Blossom Tour" from mid-March through June, where visitors can view orchard blossoms and wild flowers (Chico, California Chamber of Commerce and Visitor's Bureau, 2002). It is certain "flower tourism" exists and for many reasons. In the case of Half Moon Bay it is to generate additional income, preserve an attractive visual landscape, sustain a small farm, and to educate the public.

An extensive literature search for agricultural tourism journals, books, and research papers was done to identify suitable locations in the nine Bay Area Counties that fit the farm agricultural tourism profile. The search included interviews with experts in the field of agricultural tourism and agriculture at the University of California at Davis Small Farm Center, the University of California Cooperative Extension, and the County Farm Bureaus' (Momsen, 5 March, 2001; King, 2 February, 2001; Olsen, 7 June 2001). After speaking with advisors a profile list was created of agricultural tourism activities to look for in the county selection process. The county had to have a region with farms that re-used existing buildings, directly supported the local economy, maintained a traditional

rural landscape and preserved open space. The region's farms had to be small-scale family operations that sell to both wholesale and public markets. The farm needed to provide the visitor with a pure farm experience. The farm had to have one of the following activities, a u-pick, an a u-cut, a farm stand on the property, a pumpkin farm, petting zoo, or tours. The farm is accessible to the public, not gated, and setback 10-20 feet to allow for public parking. The farm had to present a friendly, tidy, and unique appearance unlike a wholesale commercial farm. The operation as a whole must persuade the tourist to want to visit the farm.

After a careful review of the agricultural tourism findings in each County, the Half Moon Bay Region in San Mateo County was chosen for a case study. What made the region of Half Moon Bay an ideal study model was its historical association with highly specialized agriculture; and it is the county's oldest settlement dating back to the 1840's. The historic environment may be the main reason for visiting a town or region (Fitt, 1992). Also the region is within a 10-30 miles radius of several major urban centers. The data collected from the 1992 Census of Agriculture indicated that direct selling is employed predominately by farms in or near metro areas (Gale, 1998).

Although the Executive Administrator at the San Mateo County Farm Bureau stated the region does not rely on agricultural tourism because the agriculture is at the urban fringe of the county limits, the contrary was found (Olsen, 7 June 2001). During the initial field visits to the region there were 17 farms with agricultural tourism activities were discovered. Of the 17, five sold fresh cut flowers directly to the public.

The Half Moon Bay region is home to 44 farms involved in the production of floriculture (San Mateo County Agricultural Commissioner's Office, 2002). The

region's floriculture industry provides 78% of the County's agricultural revenue, thus there are still many small flower farms directly marketing their cut flowers and other seasonal produce to the public. Based on this observation it was theorized that local floriculture is an important motivator of tourism for the region. As a result, this study analyzed three small flower farms in the Half Moon Bay region with respect to size, appearance, and flower production.

The distinctive agricultural landscape of Half Moon Bay represents a clear example of tourism and agriculture working together. In this region small flower farms are interacting with tourism and evolving with a community known for its beaches, historical downtown, bed-and-breakfasts establishments, quaint restaurants, and the famous pumpkin festival. The contrast between traditional farms and small flower farms with agricultural tourism activities in the region is a reflection of not only a local issue but of a national issue. Small flower farms are disappearing. As these farms convert to agricultural tourism it is not certain the production of flowers will increase nor is it a measure of a farm's success. The changing impacts on market demand and competitive foreign markets can place farms in a vulnerable position. Examination of visitors to flower farms at a local level along with other challenges affecting agriculture in the region will aid in the understanding of the future of agricultural tourism and flower tourism in the Half Moon Bay region. In sum, this thesis will investigate and examine: (1), agricultural tourism in the Half Moon Bay Region, (2), flower tourism in the Half Moon Bay Region and (3), whether flower production may increase because of tourism for the three flower farms studied in this report.

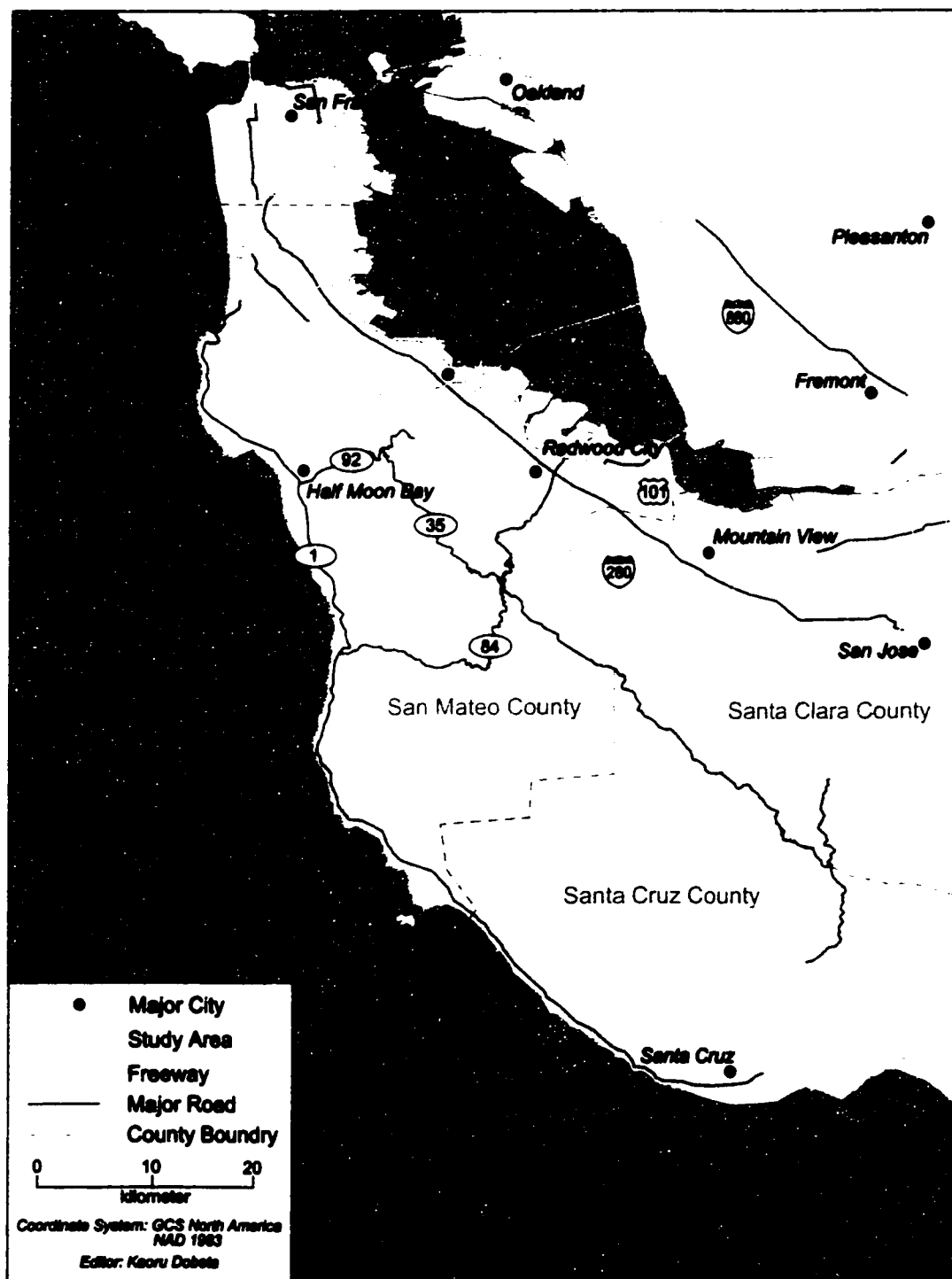
Chapter 2

GEOGRAPHY OF THE HALF MOON BAY REGION

The study area of this project begins at Devil's slide in the north and extends as far south as Ano Nuevo State Reserve, west of Highway 92, excluding Santa Cruz County (see Figure 1). The length of the Pacific shoreline is 34 miles. The Half Moon Bay Region is bounded on the north by San Francisco County, in the south by Santa Clara and Santa Cruz counties and on the west by the Pacific Ocean and to the east lies the San Francisco Bay, over the crest of the coastal range (see Figure 1). Elevations throughout the county range from sea level to a maximum of 2,572 feet, the Sierra Morena peak, which is located four miles east of La Honda (see Figure 1).

Landscapes

The Half Moon Bay region is the coastal section of San Mateo County centered near 37°29' North and 122°28' West latitude. Rugged shoreline cliffs, forested ridges, inland canyons and limited areas of flatland, mostly old coastal terraces, characterize the region's terrain. The San Mateo Peninsula is dominated by the Santa Cruz Range, which extends northward from Santa Cruz County approximately 65 miles to the Golden Gate has an average height of approximately 1,200 feet. The Santa Cruz Range essentially divides the county in two parts: bay and coast. To the west of the Santa Cruz Range below the valley ridges lies the majority of the county's agricultural land. The region's farms are located primarily on the coastal terraces and coastal foothills.



Within the Half Moon Bay region there are two state highways to access the farm communities (see Figure 1). Highway 92, an old Spanish trail, allows access to and from the east, north and southern counties. Highway 1 stretches north and south along the scenic Pacific coastline. A significant amount of farm based tourism activity is concentrated along these two transportation routes.

The rugged topography of the Half Moon Bay region is strongly influenced by fog and cloud cover and resulting cool temperatures that allow for the cultivation of a variety of specialized crops, particularly vegetables, fruit, and flowers (see Figure 2). The small



Figure 2: Flower and vegetable parcels on Highway 92.

fertile valleys and coastal benches (see Figure 3) of the Half Moon Bay region support a collage of fields devoted to floriculture and vegetables for local and national markets. Local flower and farmer markets are as close to downtown Half Moon Bay and as far

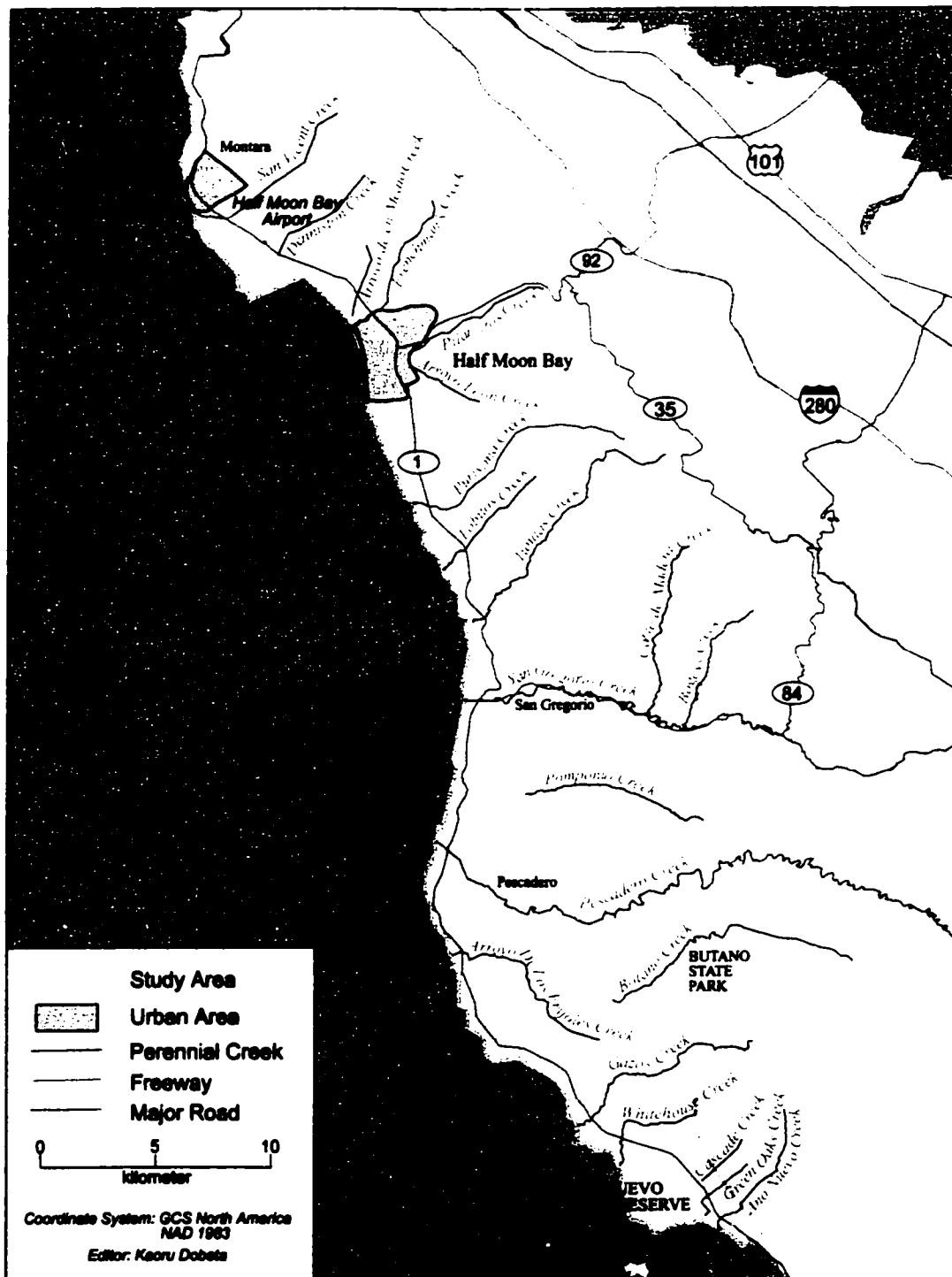


Figure 3: Streams and Valleys

north as 30 miles to the San Francisco Farmer's Market. On a national scale, produce and flowers are distributed throughout the United States.

The Half Moon Bay region is predominately coastal plain traversed by numerous creeks which have further help to divide the rural areas of the region into smaller communities. Throughout the Half Moon Bay region, the perennial streams – Pescadero, Pilarcitos and San Gregorio being the largest from the standpoint of watershed area and annual volume of water flow, provide some of the irrigation water used intensively for vegetables crops and flowers. There are 21 perennial streams total throughout the region's major valleys and coastal benches (see Figure 3).

There exists no spatial separation in cultivation strategies between the fertile valleys and coastal flatlands. Floriculture and vegetable production are often times intermixed. For example, a parcel will consist of a row of squash, flowers and lettuce (see Figure 4).

Climate

The climate is characterized by dry mild summers and moist cool winters, with an average daily temperature of 59 ° F. The average growing season is approximately 319 days per year. Mild winters and mild summers characterize the climate of the Half Moon Bay region.

The general landward movement of the air is the result of two factors, each prevailing during a particular season of the year. In the summer a heat, low-pressure cell occupies the Central Valley; and in the winter the area is influenced by the great



Figure 4: Agricultural parcels in Pescadero Valley.

cyclonic disturbances moving inland from their source in the northern Pacific Ocean. Daily variations caused by the differential heating of the land and the offshore waters create steady breezes along the coastal strip. These, however, do not effect importantly, the precipitation pattern.

Approximately 80 percent of the total annual precipitation occurs during the months of November through March. This rainfall is induced by a contribution of frontal and orographic process. The moisture-laden air moving in from the ocean rises as it reaches the coast and passes inland over the Santa Cruz Range. As air is lifted precipitation increases. It ranges from 20 inches in areas along the coast to 50 inches inland above 2000 feet elevation. The resulting rainfall pattern is complex. Depending upon local variations of topography and elevation, differences of precipitation occur within short distances. This is especially significant from the west to east, and rainfall at

some places is double of that just 10 miles away. At higher elevations on the marine terraces there are greater extremes in both a day and night temperatures and in seasonal temperatures. Here cool spring weather tends to reduce the growing season and retard early cultivation of plants.

The numerous west-facing, deep canyons on the west side of the Santa Cruz Range are often covered by mist, especially in winter, when the clouds prevail at higher elevations. In summer the canyons are penetrated by fog blowing in from the ocean. Often the fog spills eastward from the crest of the divide (see Figure 5). The frequent

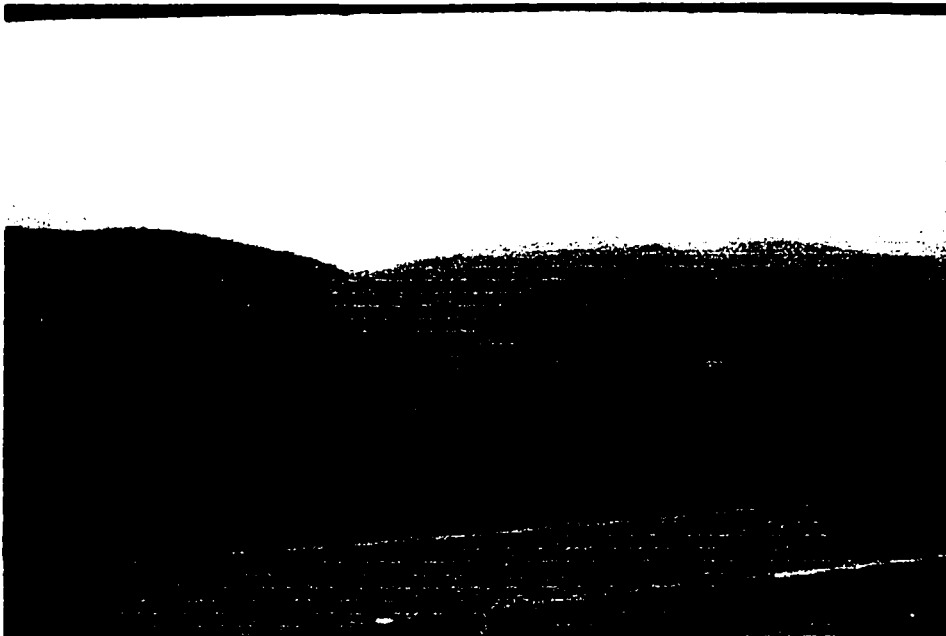


Figure 5: Fog coming in from the east.

fogs help to moderate the temperature. As a result at Half Moon Bay the records show a variation of less than 10 degrees Fahrenheit in average daily temperatures between the winter and summer months. The Koppen classification for such a climate is given as

“Cfb, i, n”: “Cf” is defined as the driest month must attain at least 1.2 inches of precipitation; “i” is defined as an annual temperature range of less than 5° C (9°F); “n” defines a climate of frequent nebel or fog (McIntyre, 1985).

In the spring, summer, and winter the valley and hillsides are a lush green with a variety of flower and vegetable parcels. The scene changes in the fall harvest when pumpkins, corn and flower covered fields dominate the landscape (see Figure 6). In the Half Moon Bay region, the mild climate throughout the year significantly influences the seasonal pattern of tourism. The winter months for example, give the tourists have an opportunity to visit the area to cut down a Douglas fir or Monterey pine at a Christmas tree farm. The mild temperatures of this season allows farmers to continue their vegetable or flower production without fear of severe crop damage and the growers are almost guaranteed a crop that meets market demand. For the tourist a pleasant drive to the beach or a visit to a farm is enticed by favorable weather. The fall, spring and summer months allow both visitors and growers to experience a significant level of interaction, since u-picks and roadstands on farm sites are able to operate daily in the region’s reliable weather.

Soils, Slopes, and Natural Vegetation

The soils of San Mateo County are divided into two main groups – the soils of the uplands, and the soils of the marine terraces, alluvial fans and flood plains (Soil Survey San Mateo Area California, 1961). Within both areas there are several associations but from an agricultural standpoint their grouping in regards to capability, that is, their



Figure 6: Agricultural parcel on Highway 92 – early fall.

suitability for crops, grazing, forestry and wildlife is the most important.

Seventy percent of San Mateo County soils are the uplands type. Steep and very steep mountains characterize the area at higher elevations. At the foothills the terrain is sloping to steep with many very steep canyon sides. Upland soils support mainly coniferous forests, but considerable areas are under grass or shrub (chaparral) with some trees. Nearly all the forests have been logged at least once, and second growth stands of timber are common. Periodic fires in some of the uplands tend to destroy vegetation and result in considerable erosion. In most upland soils, fields taken out of cultivation tend to revegetate with coyotebrush, poison oak, wild lilac, and other woody plants.

Soils of the marine terraces, alluvial fans and floodplains comprise about 30 percent of the county, and contain most of the agricultural land and many of the homesites. The elevation is generally less than 200 feet except those soils of the marine

terraces located as high as 500-1000 feet. Many of the terraces and floodplains are nearly level; they are under grass with some shrubs and trees. The marine terraces are used for truck crops, mainly Brussels sprouts, artichokes, broccoli, cauliflower, beets, radishes, lettuce, spinach and flowers.

The upland soils and their generally heavy vegetative cover are not well suited for recreational activities. Redwoods show a high resistance to fires. Dense undergrowth is restricted to the more open areas. Chaparral has a very desirable effect in stabilizing steep slopes but in general the areas covered by it are not suitable for recreational pursuits; many thorny plants, and especially the poison oak (*Rhus diversiloba*) discourage contact with vegetation. The dune lands along the coast are non-arable, and well suited for recreation. In places the sands tend to encroach on fields to the south and east because of the prevailing northwest winds, but the planting of windbreaks can correct the situation.

Brief Agricultural History of the Half Moon Bay Region

The best way to begin understanding the present economic geography of the Half Moon Bay region is through the land grants and rancho systems of the Spanish and Mexican occupation of California. The first allotments of lands given during the Spanish period were primarily for cattle and sheep raising. Formal grants from governors came in the Mexican period after the year 1828 when land laws were clarified (Robinson, 1939). The United States Land Commission in 1851 put the land grants into effect and in turn, claimants received patents from the United States.

During the pastoral age in California (1828-1845) cattle raising was the chief land use (Robinson, 1939). The ranchero life was modest. Houses were huts made of adobe bricks with one, two or three rooms and such luxuries as tables and chairs were brought in from New England by ship. Only in later years with the increase demand for cattle products, did prosperity to ranch owners follow. The entire economy (of California) depended on the production of cattle for the hide and tallow trade. Most rancheros also grazed sheep and horses, or raised grain crops or wine grapes. With the exception of soap, wine and cloth however, they rarely made finished products (Pitt, 1966).

The Mexican government in what is now San Mateo County divided the area into six land grants: (1) Rancho San Pedro to Francisco Sanchez in 1839; (2) Rancho Corral de Tierra (North) to San Francisco Guerrero Palomares in 1839; (3) Rancho Corral de Tierra (South) to Tiburcio Vasquez in 1839; (4) Rancho Arroyo de los Pilarcitos to Candelario Miramontes in 1841; (5) Rancho Canada Verde y Arroyo de la Purissima to Jose Maria Alviso in 1838; and (6) Rancho San Gregorio to Antonio Buelna in 1839. Further along the coast the lands of Mission Santa Cruz were divided into three additional land grants, Rancho Pescadero to Juan Jose Gonzalez in 1833, Rancho Butano to Ramona Sanchez in 1838, and Rancho de Punto de Ano Nuevo to Simeon Castro in 1841.

Candaleiro Miramontes in 1841 settled south of Pilarcitos Creek and west of the coast range and Tiburcio Vasquez in 1837 north of Pilarcitos Creek held the two most significant land grants. Both men resided on their ranches in the Half Moon Bay region and co-founded what is present day Half Moon Bay, formerly known as San Benito and

Spanishtown. Miramontes and Vasquez found the climate and fertile land of the region ideally suited for the grazing of cattle and horses.

The ranchos of the Half Moon Bay region supplied food and building materials during the gold rush to the nearby markets of San Francisco. The increased demands of the San Francisco markets resulted in the construction of three wharves to handle the shipping of farm produce and lumber. Makeshift rigs were used to load schooners at Pillar Point, Miramontes Point and Montara Beach to transport materials to and from San Francisco.

The ranchos established the foundation for the region's current agricultural systems but it was not until the 1870's that agriculture production in the Half Moon Bay region expanded into a lucrative industry. As noted in the 1874 San Mateo Gazette in Gualtieri's Half Moon Bay Birth of a Coastside Town: The valley near Spanishtown (Half Moon Bay) is now principally cultivated by the Portuguese. They are very industrious and good tillers of the soil (p. 45). Dairy farming became an important industry throughout the region in 1860's, as had been the earlier cattle raising of the rancheros. It is this link with highly specialized agriculture that has made the region unique in the crops produced there (see Figure 7).

An immigrant population introduced vegetable production to the area. Unfortunately, information on the history of vegetable production is limited. Early accounts of vegetable production in the Half Moon Bay Region refer to two areas: Half Moon Bay proper and the town of Pescadero. A traveler in 1873 speaking of the southern area of Half Moon Bay noted that grain crops were grown from the ocean to the mountains (Miller, 1968). Some of the other vegetables grown in the region include

Brussels sprouts, beans, leeks, squash, pumpkins, peas, cabbage, corn, herbs, leaf lettuce, potatoes, spinach, Swiss chard, and mint. Other less water intense crops are categorized

<u>1850</u>	<u>1854</u>	<u>1860</u>	<u>1870</u>	<u>1875</u>	<u>1900</u>	<u>1930</u>
cattle grazing low substance farming - Californios	viticulture production unsuccessful because of Pacific winds and excessive fog	Dairy production	grains, cereals, potatoes	invention of sidehill plow revolutionizes HMB agriculture	introduction of Globe artichoke, Brussels sprouts, and flowers - specialized agriculture - reflection in statewide trends towards diversification in crops	"Agricultural Tourism - Pumpkin Boom"

Figure 7: Historical Timeline of Agriculture in the Half Moon Bay Region

Source: Half Moon Birth of a Coastside Town, Kathryn Gualtieri (1988)

From Frontier to Suburb: The Story of the San Mateo Peninsula, Alan Hynding (1982)

as field crops: cranberry, hay, grain, and fava. While the landscape as far south as Pescadero was varied – fields of red oats, telephone peas, horse beans, Brussels sprouts and other crops – long rows of carefully tended artichokes reaching into the canyons of the Santa Morena range were the dominant feature as well as the industry of the region (Svanevik, 1991; Burgett, 1991).

Agriculture continues to be the major employer of labor and the main source of income within the region's rural economy, and indirectly has a powerful influence on traditions, life styles and the region's landscape. The lack of urbanization on the landscape has had to do with the strict land use rules enforced by county legislation.

Existing county policies are designed to encourage and foster agricultural uses. These policies are primarily the result of local desire to protect agricultural land. Section 6350 of the San Mateo County Zoning Regulations Planned Agricultural District (PAD) enforces the preservation of agriculture in the Half Moon Bay region.

“In Section 6350 PURPOSE OF THE PLANNED AGRICULTURAL DISTRICT, the purpose of the Planned Agricultural District is to: (1) preserve and foster existing and potential agricultural operations in San Mateo County in order to keep the maximum amount of prime agricultural land and all other lands suitable for agriculture in agricultural production and, (2) minimize conflicts between agricultural and non-agricultural land uses by employing all of the following techniques: establishing stable boundaries separating urban and rural areas and, when necessary, clearly defined buffer areas, limiting conversions of agricultural lands around the periphery of urban areas to lands where the viability of existing agricultural use has already been severely limited by conflicts with urban areas, and where the conversion of such land would complete a logical and viable neighborhood and contribute to the establishment of a stable limit to urban development. developing available lands not suitable for agriculture before converting agricultural lands, assuring that public service and facility expansions and non-agricultural development do not impair agricultural viability, either through increased assessment costs or degraded air and water quality, and assuring that all divisions of prime agricultural land (except those state in (b) and all adjacent development does not diminish the productivity of prime agricultural lands and other land suitable for agriculture” (San Mateo County Planning and Building Division, 1989).

Another option to sustain local agricultural in the region is through tax subsidies. The primary concern of the California Land Conservation Act of 1965, known as the Williamson Act, is to halt the loss of prime agricultural land to urban development. The Williamson Act Contract allows the farmer to use his or her land for “permitted agricultural uses” and compatible uses. These compatible uses can include the sale of products produced on the premises, which can be sold at a roadside stand on the farm. When a farmer commits the farm land to a Williamson Act Contract the farmer receives a significant tax reduction. The county has contracts with farmers to assist them

financially to ensure land is used for farming. Of the county's 44,588 acres of farm land, approximately 38,000 of them are on land that receives significant property tax breaks. The contract has a minimum term of 10 years.

Tourism

Agricultural tourism can be traced back to the 1930's when John Arata of Arata Animal and Pumpkin Farm sold his first pumpkin (while hauling the crop to his farm), to a passing motorist along Highway 1. Arata began selling his pumpkins for a quarter and a booming u-pick pumpkin business and tourist attraction began. Highway 92 is a tourism "Mecca" and home to several agricultural tourism operations (see Figure 8). The highway also serves as a major transport corridor to the surrounding urbanites visiting the region. The relationship between agriculture and tourism in rural communities has intensified. Authenticity, fresh air, an interest in heritage, the countryside and bucolic well-being are some factors responsible for tourism in rural places. After agriculture, tourism is the region's second largest industry. In 2000 1.6 million people visited the Half Moon Bay Region. In 2001 an estimated 75% Bay Area visitors traveled to the Half Moon Bay region. Approximately \$45 million from tourism went back to the community in 2001.

In recent tourism studies a couple important trends stand out (Leones, 1995). Aside from tourism growing as an activity, tourism is also changing its tempo. People are taking more short vacations rather than one long vacation each year (Leones, 1995). A 2001 tourism study commissioned by the Half Moon Bay Chamber of Commerce and Visitor's Bureau confirms Leones statement. The average length of stay in the Half

Moon Bay area is one day or less (see Table 1). Averaged at 66.5% this day visitor statistic was higher than the overnight visitor's stay (see Figure 9).

Currently, farmers in the Half Moon Bay region are discovering they have more to

TABLE 1
LENGTH OF STAY IN HALF MOON BAY OVERNIGHT VISITOR 2001

TOTAL	60	100.00%
One night	28	46.7%
2-4 nights	25	41.7%
4 or more nights	7	11.7%

Source: ADE and CSC/Half Moon Bay Chamber of Commerce and Visitor's Bureau

sell than the crops they grow – the farm experience. Hilchey (1993) stated, there is a growing interest in vacations that involve doing or experiencing. Hence, the growth in the “new” tourisms: ecological, cultural, heritage and agricultural tourism. Finally, there is a steady increase in outdoor recreation by tourists (p. 10). This sentiment is echoed by American geographer Brain Berry who notes the increasing development in the United States of “urban civilization without cities” as educated, independently employed or retired urbanites seek “rustic backgrounds for sophisticated lives in a country setting” (Tourism Strategies and Rural Development, Paris 1994).

Modern Agricultural Tourism

In the Half Moon Bay region there is no organization that promotes agricultural tourism. However, based on the field research for this study there is a viable market for it. The agriculture in the region is diverse and highly specialized, leading its farmers to develop several sorts of agricultural tourism operations. There are two nurseries,

Bongard's and Half Moon Bay Nursery that grow and sell a variety of specialty potted plants with other value added products to the public on a daily basis. There are also five farms, Pastorino and Sons, Repetto's, T&E Pastorino, G. Berta, and Marsh and Sons, respectively. G. Berta's and Marsh and Sons have modest roadstands on their parcels,

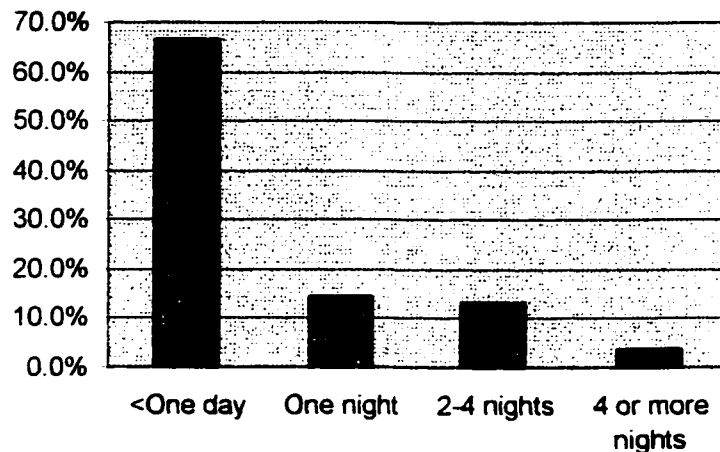


Figure 9: Length of Stay in Half Moon Bay
Source: Half Moon Bay Chamber of Commerce and Visitor's Bureau.

while Pastorino and Sons, T&E Pastorino and Repetto's have more lavish farm operations consisting of greenhouses, retail stores and open field production.

Lemos Farm caters to families and is perhaps the most diversified agricultural tourism operation on the Highway 92 corridor (see Figure 10). The farm holds pony rides, a petting zoo, and a confection stand. The farm is open daily in October and on Saturday and Sundays throughout the rest of the year. The operation has 35 acres, of

which 22 acres is leased. The farm leases out to another grower 15-20 acres for the production of specialty cut flowers while an additional 2 acres is for the production of heather. The Lemos family allocates 5 acres to the production of Douglas fir trees during the Christmas season. In the fall, roughly 2-3 acres are converted to pumpkin patches, a pony ride stall, a petting zoo and fun houses. The farm has 5 acres of safe and accessible public parking. The farm is available for birthday party's and school events.



Figure 10: Lemos Farm during harvest season.

Santa's Tree Farm is located next to the Lemos Farm and is a seasonal operation. The public can choose and cut a Christmas tree for a set price. Obester Winery is nestled between Half Moon Bay Nursery, Sun Studios (formerly Cozzolino's Flower Farm), and Pastorino's and Sons. The winery, a small family enterprise, offers a "Bottle-Your-Own" wine event. The winery's goal is to provide very high quality wine

to tourists at very low prices. Husband and wife team Paul and Sandy Obester produce their vintages in an antique hay barn. The grapes are not grown in the Half Moon Bay region because the climate is too cool and there is too little sun in the summer. An advantage of the cool climate is that no refrigeration is needed for the grapes. The Obester's purchase and transport their grapes from Napa County, Monterey County, and Mendocino County. A tasting room, picnic area, and gift shop with value added products like herbal vinegars and olive oils are available daily at the winery.

G.Berta and Marsh and Son's sell produce and a limited supply of fresh flowers. The roadstands are rustic, simple, charming and inviting. Both stands are set back from the main road about 10-20 feet to provide the visitor with ample parking and a safe walkway. Pastorino and Son's and T&E Pastorino's are primarily cut-flower operations and will be discussed in greater detail in chapter four of this study. Repetto's grows a variety of cut flowers like dahlias, snapdragons and iris to sell to the public from a contemporary landscaped building on the farm site.

Throughout the Half Moon Bay region, along Highway 1 and in parts of Pescadero, roadstands, U-picks, U-cuts, and seasonal pumpkin patches are common. On Highway 1 across from the Half Moon Bay Airport, Farmer's Daughter provides fresh local organic produce grown by the owners, regional growers and San Francisco growers. During harvest season a pumpkin patch is constructed behind the stand. The stand is open on weekends from March through October and daily during the fall. Bob's Farm Fresh Vegetables five miles south of the Half Moon Bay on Highway 1 operates a vegetable stand from March through October. Jack O'Laterns and cooking pumpkins are brought to the site during harvest. During the Christmas season Monterey pines and

Douglas fir trees are put in place of pumpkins as the main sale item. The Andreotti Family Farm (circa 1926) is a 35 acres family owned operation. The Andreotti's converted 8 acres of farm land into recreation-commercial to build a golf range to help support the farm (see Figure 11). While the costs increased the product prices have stayed about the same (Andreotti, 1 August 2002). The Andreotti's continue to farm around the golf range and sell directly to the public from their barn location on Kelly Avenue in Half



Figure 11: Andreotti Family Farm – Driving range and agricultural production.

Moon Bay proper. Fresh produce, especially artichokes, peas and berries are for sale in the spring. In the fall pumpkins, Indian corn, gourds, and squash and other assorted produce are available.

U-picks are another popular agricultural tourism activity in the Half Moon Bay region. Currently the region boasts two, Coastways Ranch and Phipps Country Store and

Farm. Coastways is a family farm tucked along Highway 1 about 30 miles south of Half Moon Bay proper opposite Ano Nuevo State Reserve. The farm operates a “pick-your-own” olallieberries in June and July and in November through January they have “pick-your-own” Kiwi fruit. In October the farm sells pumpkins. During Christmas season the farm converts part of its field to a u-cut Monterey pine and Douglas fir tree operation.

Tucked away in the rustic town of Pescadero on Pescadero Road is Phipps Country Store and Farm (see Figure 12). The farm includes a roadside produce market,



Figure 12: Phipps Country Store and Farm – Seasonal u-pick behind parking lot.

farm, barnyard, and nursery. The operation also provides a seasonal pick-your-own berries patch. The produce store has for sale heirloom beans, herbs, berries, and other

value added items like gourmet vinegars, jams and spices. Come harvest, pumpkins are available.

The most recent addition to the agricultural tourism portfolio of the Half Moon Bay region is the newly established Coastside Farmer's Market (see Figure 13).

The farmer's market was the idea of Paul Shenkman, owner of Cetrella's Restaurant on Main Street. Shenkman opened Cetrella's back lot in July 2002 for a local farmers market. All the produce and flowers sold at the farmer's market are grown in the region. The only exceptions are dates, figs and tomatoes that come from elsewhere in California. Like the farmer markets of Spain, Italy, and Provence, Shenkman felt there was a need for one central place for all local produce and flowers to be sold to benefit community and grower (Shenkman, 27 July 2002). The Half Moon Bay Farmer's Market is open the first Saturday of every month from 9am-1pm.

Farmers' markets are a tourist's window into the local community (Kuehn, 1998). In the last few years there has been an increase in the number of farmers' markets in the United States. According to the United States Department of Agriculture there are about 2,000 farmers' markets nationwide. Surveys of direct market consumers show farmers' markets are in demand for several reasons: product freshness and quality, variety of product sold, and support for local farmers (Kuehn, 1998).

Along with farmers' markets local agricultural festivals are ways of to attract more tourists to a community. Festivals can be a means of public education about issues affecting the community, such as support for local farmers, open space, and the quality of life in rural communities (Kuehn, 1998). The kick-off to the Half Moon Bay Art and



Figure 13: Coastside Farmer's Market.

Pumpkin Festival is the Safeway World Championship Pumpkin Weigh-off, which helps to demonstrate the importance of agriculture to the geography of the region.

The Half Moon Bay Art and Pumpkin Festival began in 1971 when the Half Moon Bay City Council created The Main Street Beautification Committee. The group was founded in an effort to raise funds for the revitalization of Main Street, which was beginning to show signs of decay. The committee realized the region's popularity with pumpkin patches and decided to organize an old-fashioned downtown festival for visitors who came to pick pumpkins for Halloween. The festival's first year, 1971, 30,000 people attended the event. In 2000 over 250,000 visitors and 35,000 non-profit groups participated in organizing the event.

Benefits of Agricultural Tourism

The potential benefits of agricultural tourism for the farmers in the Half Moon Bay region are varied. For the smaller farms it is a way to diversify, increase revenues and enhance the viability of their operations. More important, agricultural tourism improves the appeal and demand for local products of the region and foster regional marketing efforts that may stimulate economic activity and benefit the local community. It is also an excellent tool to educate the public about the importance of agriculture and its contribution to the county's economy and quality of life. Agricultural tourism may provide economic incentives and reduce friction in the agricultural-urban interface, thus helping to preserve agricultural land and the small family farm in the region.

The agricultural tourism experience provides a source of revenue that can help sustain the small family farm, specifically the flower farms in the Half Moon Bay region. While studying the agricultural tourism of the region, it was apparent the region's flower industry as a whole as well as the small flower farms have evolved as a subset of agricultural tourism. Although flower tourism is still "fresh", it is a vital tool that may help the small flower farm of the Half Moon Bay region maintain its permanent stay on the landscape.

Chapter 3

FLOWER TOURISM IN THE HALF MOON BAY REGION

Although Half Moon Bay region is famous for its vegetable production, it is the region's specialized flower production that is gaining popularity as a tourist attraction. The variety of specialty cultivated flower species, including snapdragons, sunflowers, dahlias, violets, heather, garden roses, lilies, alstroemeria, carnations, lilacs, tulips, iris, daffodils, and ranunculus – add color to the fields and local farmer markets. Flowers are typically cultivated on open field and/or in an environmentally controlled greenhouse.

Information on the history of flower production in the Half Moon Bay Region is scarce. Flowers introduced to the region date back to 1900 (Ringler, 1972). Historically, the flower industry in the Half Moon Bay region has not united due to a composite of different flower producers cultivating a diverse variety of flowers. In essence, it is a fragmented industry with no cohesion. This is due in part to the different techniques used in the production of specialty cut flowers. Each floral variety has its own water, fertilizer, and temperature requirements. Farmers specializing in one variety may have little information to share with a neighbor growing a different variety.

The flower industry of the region is apparently as old and special as its vegetable industry. The Coastside Flower Market was established 15 years ago by members of the Half Moon Bay Chamber of Commerce and Visitor's Bureau for economic development purposes (see Figure 14). The idea behind the flower market was to encourage tourism in the region, promote San Mateo County flower growers, and educate the public about the flower industry as a whole and/or a particular flower or plant (Enomoto, 10 September



Figure 14: Coastside Flower Market on Main Street.

2001). The market was successful from the beginning. Selling directly to the public was a way to generate instant cash for the grower. The market is held every third Saturday of the month except October in downtown Half Moon Bay. During the winter season the market moves indoors and is held at the La Plaza Building on Main Street. Several local flower varieties are for sale, dahlias, snapdragons, sunflowers, sweet William, forget-me-nots, ranunculus, and fresh lavender. Prices range from \$3.00 to \$10.00 per bunch depending on the variety and size. Based on the success of the Coastside Flower Market an annual farm open house day has been developed, The Half Moon Bay Coastside Tour des Fleurs, where the public can visit a range of wholesale and retail nurseries. The public can visit a cross section of farms, usually three farms for \$15. The monies collected from this tour go to the Half Moon Bay Chamber of Commerce and Visitor's

Bureau in support of the local community. This annual open house allows growers to educate the public on the history of the farm, the evolution of floriculture in the region, the need for diversification and the challenges the industry faces as a whole (see Figure 15). In turn, the visitor gets the chance to appreciate the importance of local agriculture and experience the activities of a small family farm.



Figure 15: Farmer John educating the tourists at Daylight Nursery
“Tour des Fleurs” July 10, 2002.

Benefits of Flower Tourism

With the advent of the North American Free Trade Agreement in 1994, producers from Mexico, Europe and South America have countervailed the production of cut flowers (see Table 2). For the Half Moon Bay region as a whole flower production has decreased by 50% (see Table 3). The benefits of local flower tourism in turn have

steadily increased. The grower is marketing directly to the public as opposed to strictly

Table 2
Cut Flowers: Quantity, Unity Value, and Value of U.S. Imports, by flower variety, 1995 to Date

	1,000 stems		1,000 dollars	
	<u>1995</u>	<u>2000</u>	<u>1995</u>	<u>2000</u>
Carnations	1,182,710	888,099	113,466	91,110
Roses	776,993	968,613	152,141	212,728
Chrysanthemums	642,724	557,739	75,133	73,394
Orchids	21,960	57,706	5,383	4,628
Cut Flowers	2,625,940	2,726,240	495,227	594,790

Source: Market and Trade Economics Division, Floriculture Research Service, USDA, FLO-2002, May 2002

Table 3
Cut Flowers - Indoor and Outdoor Total Dollar Value

	1990	2000
Carnations	2,331,000	0
Roses	6,174,000	0
Chrysanthemums	475,000	0
Alstroemenia	0	953,000
Snapdragons	0	2,626,000
Misc Cuts	11,450,000	3,649,000
(Alstroemenia, Fnesia, Gardenia, Lilies, Orchids, Snaps, Dailias)		
Heather	572,000	226,000
Iris	1,836,000	2,960,000
Daisies	2,064,000	1,060,000
Gypsophila	0	308,000
Strawflowers	1,450,000	137,000
Larkspur	0	1,046,000
Sunflowers	0	268,000
Total	<u>\$ 26,352,000</u>	<u>\$ 13,233,000</u>

Source: San Mateo County Crop Reports 1990 and 2000

Note, carnations, roses and chrysanthemums have disappeared from the 2000 San Mateo County Crop Report because value dropped under \$100,000.

selling wholesale. The grower is not entirely dependent on the trends of a global market. The grower can set a fair retail market price and maintain a cash flow without having to wait 30-45 days for payment. Visitors who come to the flower farms to buy flowers can also buy other value-added specialty grown vegetables, eggs and receive free gardening advice from the grower. For the flower farmer agricultural tourism allows for diversification of the farm operation. An example is Daylight Nursery, a farm that has expanded its dahlia operation to include the production of mint, Swiss chard and zucchini (see Figure 16). John Mueller, owner of Daylight Nursery, is contemplating the benefits



Figure 16: Daylight Nursery located on Highway 1 grows Swiss chard, mint and zucchini.

of opening a farm stand on Highway 1 to sell his flowers and produce.

For the community as a whole, events like farmer and flower markets, festivals and agricultural tours like the Tour des Fleurs, promote and bring the consumer to the

downtown area or small villages for additional spending. A recent study on the effects of tourism on agriculture in Hawaii shows positive effects as agricultural products have diversified and agricultural tourism based attractions supported local communities with revenues and employment (Cox, 1994). The events are also an avenue for educating the public about issues affecting the community such as support for local farmers, open space, and the quality of life in rural communities.

Chapter 4

SUCCESSFUL AGRICULTURAL TOURISM FLOWER FARM OPERATIONS IN THE HALF MOON BAY REGION

Within the region of Half Moon Bay agricultural tourism activities have been initiated to help support the family farm. More recently small flower farms have participated in agricultural tourism to increase revenue and expose their specialty cut flowers to the public. A field study was conducted to evaluate a number of flower farms participating in agricultural tourism ventures. The main purpose of the study is to determine whether flower production has increased because of tourism. A systematic sampling strategy was used in the selection process of the flower farms. The goal was to ensure equal and hopefully unbiased coverage of the region and to warrant all flower farms with agricultural tourism activities were surveyed. The flower farms had to meet the following criteria for this particular study. The grower has to sell cut flowers directly to the public and for wholesale. In addition, the grower has to promote some other form of agricultural tourism, such as selling value added products, participate in or promote an event, festival, and/or tour and have an operation with a landscape different from a traditional commercial flower farm.

Five of the flower farms met this study's criteria. However, only three decided to participate in this study - T&E Pastorino's, Cypress Flower Farm, and Pastorino's & Sons. Several visits were made to the farms at different times of the year in order to study all agricultural tourism trends, specifically, to find if their flower production increased because of tourism. Although each farm was very different in appearance and distinctly diverse in flower varieties, 57% of all visitors surveyed (total number of

responses=69) for all three farms liked the quality of the flowers the most (see Figure 17). Another important characteristic of these visitors is that nearly 23% enjoyed the opportunity to have a farm or rural experience. A detailed account of the survey for T&E Pastorino Nursery, Cypress Flower Farm and Hank Pastorino & Sons is available in Appendices A, B, C respectively.

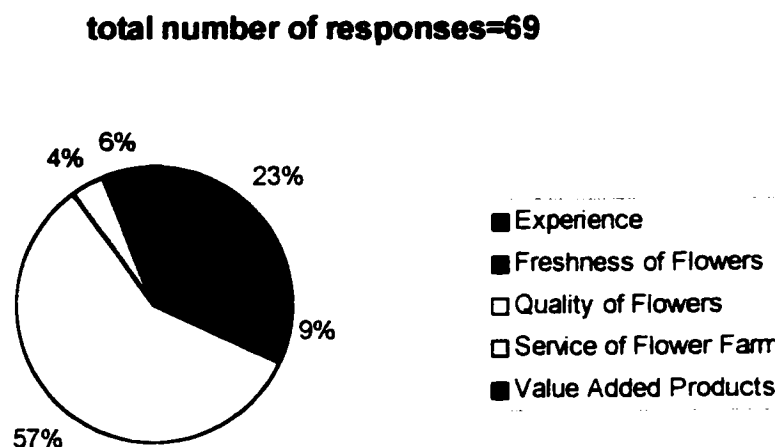


Figure 17: What Visitors Liked Most About Their Visit to the Flower Farms

Case Studies of Three Agricultural Tourism Operators in the Half Moon Bay Region

T&E Pastorino Nursery Inc.

Located on Highway 92 in Half Moon Bay, T&E Pastorino is an 18.5 acres farm owned by the Pastorino family, currently operated by Stan Pastorino (see Figure 8). It has been in the family for two generations. They grow snapdragons, cut roses, tulips, lilies and heather and astromeria. Their farm was the first to have greenhouses in the region. The farm has 51 glass, fiberglass and polycarbonate greenhouses all in production. The majority of the greenhouses are behind the main farm entrance and

away from public access (see Figure 18). Parallel to 12 greenhouses is 2 acres devoted to vegetable production for fall and winter.

What draws visitors to the farm besides the cut flowers is the rose garden, which is at the front entrance of the farm (see Figure 19). Tourists can take pictures and ask



Figure 19: Popular rose garden on T&E Pastorino Farm.

questions about certain varieties. The agricultural tourism section of the farm is evident as you drive by on Highway 92 (see Figure 18). Rustic signposts advertising flower varieties are posted on the trees along the property and are visible from the highway. A large sign printed “Open to the Public” is displayed near the rose plants. All these signs are carefully designed and posted to match the farm’s character.

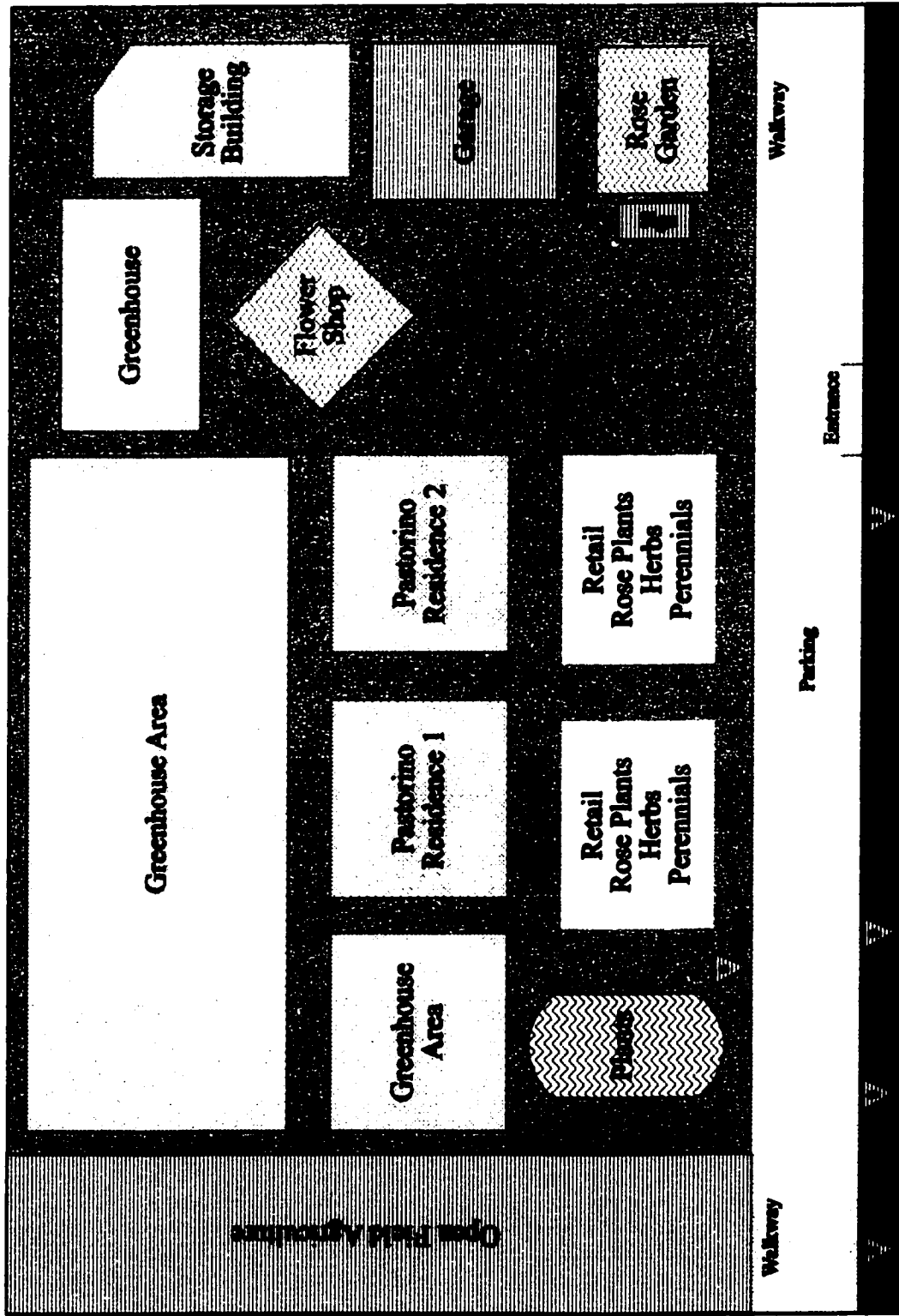


Figure 18: T&E Pastorino Nursery Inc.

The agricultural tourism portion (see Figure 20) of their farm has grown to include rose plants, perennials, herbs, and tomatoes. The flower shop opened 20 years ago and has several cut flower varieties from prices ranging from \$3.00 - \$6.00 a bunch



Figure 20: T&E Pastorino Nursery – “Open to the Public Section”.

(see Figure 21). The Pastorino’s decided to expand the retail part of their nursery to increase their cash flow. As of August 2002, 2000 rose plants were sold as a result of direct farm marketing. According to Stan Pastorino, rose plants are less labor intensive, since greenhouse roses need one employee for every 30 square feet of planted roses. With the shift to garden roses, the nursery only depends on 12 employees versus 30. The garden roses also resemble the Ecuador roses, which are in high demand in the floral market.

Ninety-five percent of the farm income comes from flowers. Today, the



Figure 21: Flower shop open to the public daily.

agricultural tourism is 35% of their farm income. For T&E Pastorino the distribution in the production of flowers to the public has gone up 5% each year for the past three years. The production of cut flowers however, has not increased. Thus, tourism for this farm has made a slight impact on the distribution of flowers and not the production. T&E Pastorino's participates in Half Moon Bay's Coastside Flower Market, Tour des Fleurs, Coastside Farmer's Market and provides rose pruning demos on the farm. The farm is open for business seven days a week January – December.

Cypress Flower Farm

Cypress Flower Farm is located on 9 acres in historic Moss Beach, California, a block from The Moss Beach Distillery (see Figure 8). Sharon and Randy Dardenelle, the farm owners and operators moved to the region 10 years ago. Sharon Dardenelle runs the

barn gift shop and Randy Dardenelle runs the day-to-day flower production. The Dardenelle's bought the property to preserve open space. Only 1.5 acres of the acres on the farm was converted into a nursery. Flower production is done directly across the street from the farm on an additional 10 acres leased from the County of San Mateo (see Figure 22). This section of the farm is off-limits to the public. The tourists can however,



Figure 22: Cypress Flower Farm - cut flower production.

enjoy the farm's open-space preserve by walking the grounds. The Dardenelle's grow hydrangea, dahlias, and discas in the summer, tulips, iris, daffodils, and ranunculus in the winter. The flowers are range from \$3.00-\$6.00 a bunch and are available daily at their barn gift shop.

The main attraction on Cypress Flower Farm is the board and batten cedar plywood barn designed after the Point Reyes Visitor Center (see Figure 23). To the side



Figure 23: Cypress Flower Farm Barn and Barn Shop

of the barn are garden plants and supplies. There are only two greenhouses one, which connects to the back of the barn made of double pane fiberglass and the other to the side of the barn made of flexible plastic. The Dardenelle's built the barn store in 1995 to expand their enterprise, increase and diversify farm revenue and promote farm products. The Dardenelle's are considering expanding their tourism business by adding a 5-unit bed and breakfast and conference facility in the next five years (see Figure 24).

Ninety percent of the farm income comes from selling flowers at farmer's markets. Selling at the farmer's markets is profitable since more people are seeing cut flowers as part of their weekly budget (Dardenelle, 8 January 2002). Randy Dardenelle participates in the San Francisco Farmer's Market, San Rafael Farmer's Market, Oakland Farmer's Market and Los Altos Farmer's Market. The other 5% comes from sales to the

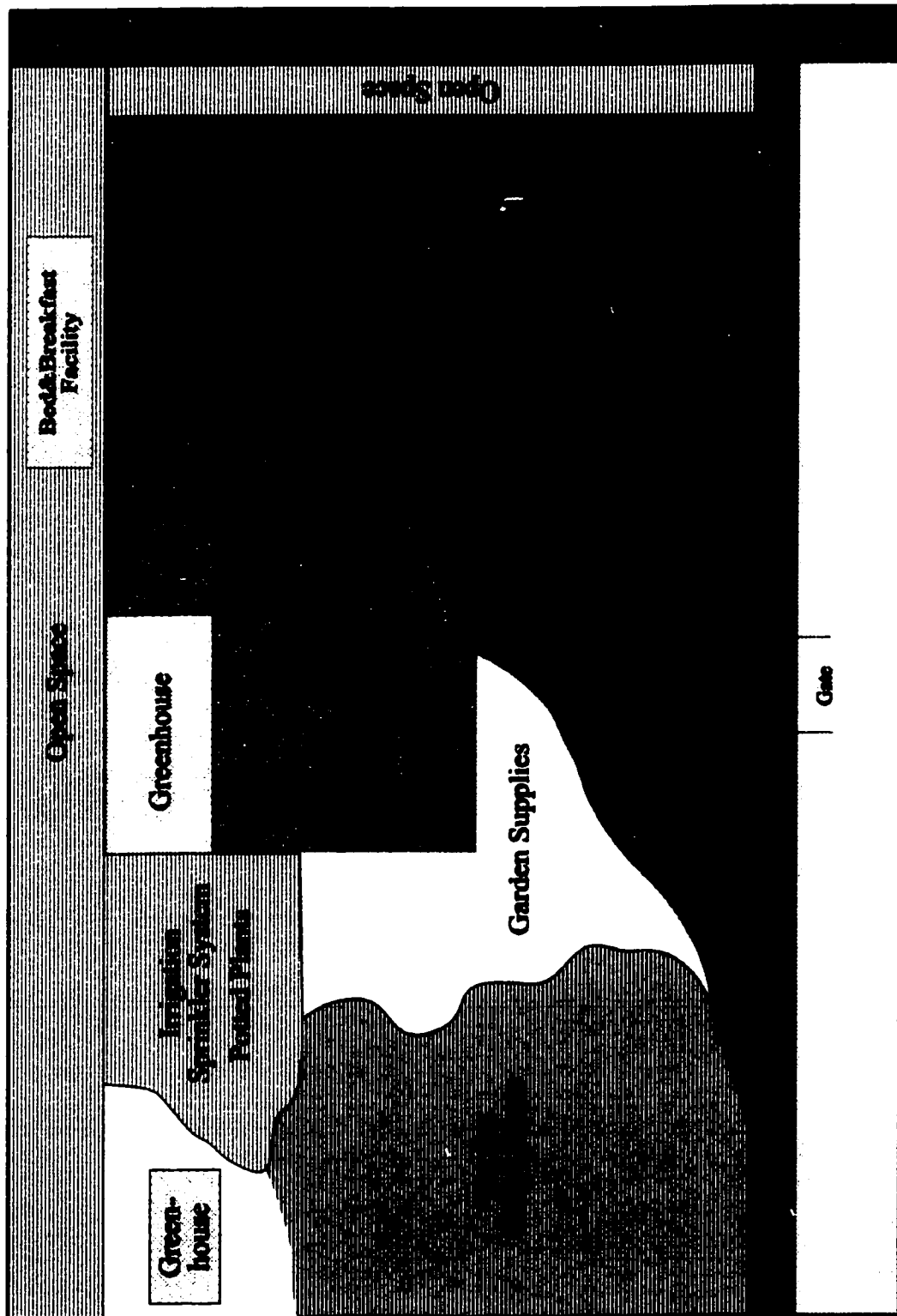


Figure 24: Cypress Flower Farm

public at the barn store. Today, the agricultural tourism is 95% of their farm income, the remaining 5% is wholesale.

For Cypress Flower Farm the distribution in the production of flowers to the public has gone up 10% each year for the past three years. The production of cut flowers has also increased due to winter flower production. The Dardenelle's can continue to grow flowers during the wintertime and sell at the farmer markets when most growers cannot. This is due primarily in part to climate of the Half Moon Bay region. Thus, tourism has made a significant impact to the distribution and production of flowers for Cypress Flower Farm.

Pastorino's & Sons

Pastorino's & Sons is a 9.25 acre flower farm also located on Highway 92 (see Figure 8). It is owned and operated by Hank Pastorino, cousin to Stan Pastorino. The farm has been in the family for three generations. The Pastorino's were primarily vegetable growers until 1946 when the family experimented with flowers and in 1954 bought land on Highway 92. Pastorino grows snapdragons, sunflowers, dahlias, and eucalyptus. There are 10 greenhouses, 9 are in production and one operates as a flower shop.

As visitors drive up to the farm to park, carefully pruned rose bushes immediately surround them (see Figure 25). The harvest barn, a famous Highway 92 landmark, has an eclectic variety of arts and craft items. To the side of the barn "bucket-shop flowers" are grown eleven months out of the year. In September and through October the field converts into a pumpkin patch and sunflower and cornfield. The farm's transition to

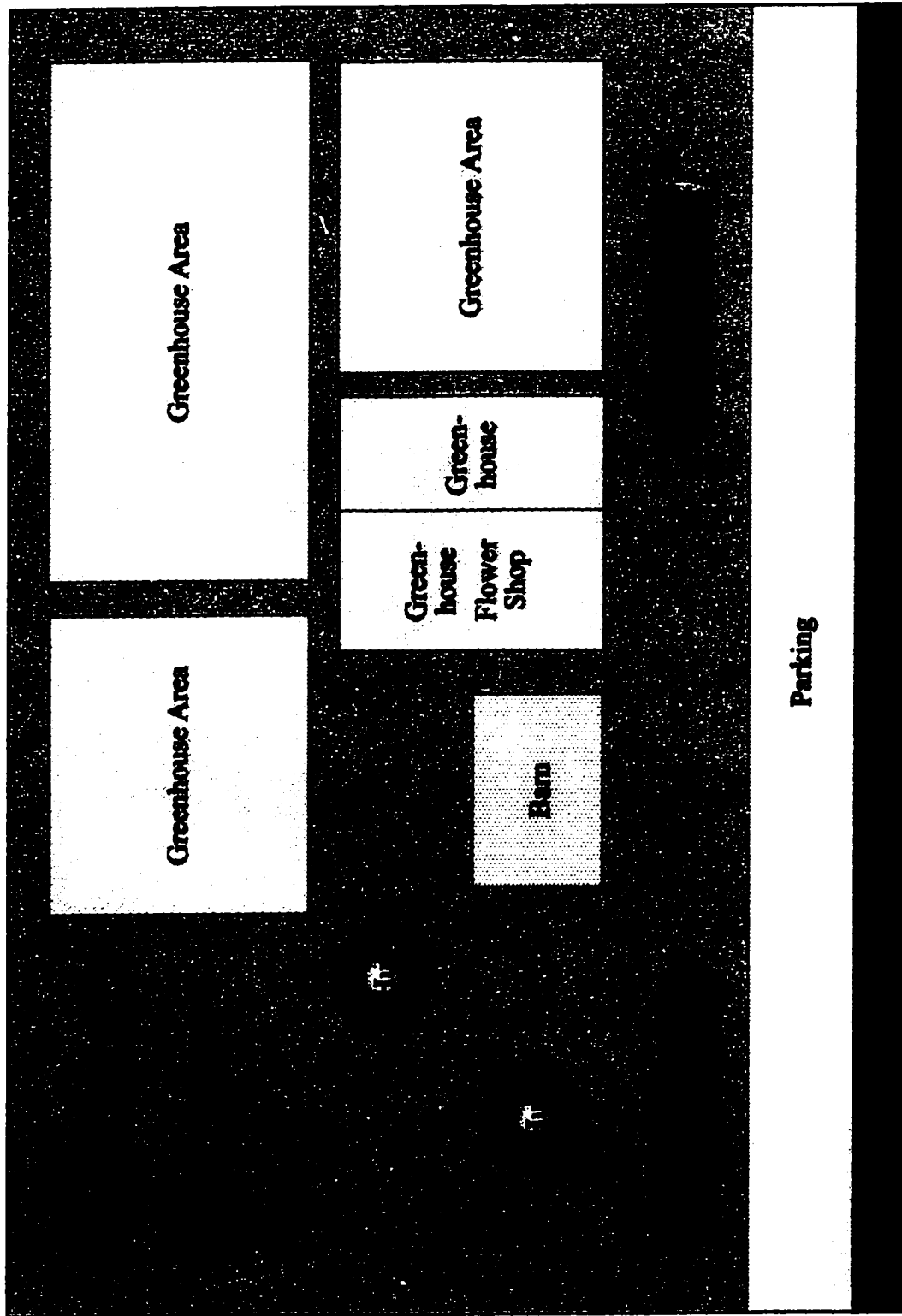


Figure 25: Pastorino's and Sons

pumpkins began in 1970 and the pumpkin business continues to be successful every year (see Figure 26). Each year the farm gets a 10% percent increase in tourists and visitors



Figure 26: Pastorino's & Sons farm during "pumpkin season".

mostly due to the agricultural tourism activities on the farm in October. Actor Pierce Bronsan visited Pastorino's in July 2001 for insight on how to grow pumpkins on his farm in Ireland.

The farm has an entire roadside greenhouse devoted to cut flowers and potted plants (see Figure 27). Pastorino began his roadside enterprise in 1970. While people took pictures, they asked if they could buy flowers (Pastornio, 17 January 2002). Pastornio five years ago ran a "u-pick-your-own" sunflowers and snapdragon operation. It was successful for only one year.

Fifty percent of the farm income comes from flowers. Presently, the agricultural tourism is 50% of their farm income. For Hank Pastorino & Sons the production of cut



Figure 27: Pastorino's & Sons roadside greenhouse on Highway 92.

flowers to the public has gone down by more than half mostly due to competition from imports. Pastorino is considering phasing out the flower production on his farm because of the affects of NAFTA; and he may lease out the greenhouses to other farmers.

However, the percentage of visitors to the farm during September and October has increased by 15%. Based on this information it is clear tourism has made an impact on the farm but not on the production of flowers.

Visitor Profile and Characteristics for Case Study Farms

This profile was compiled from 69 customer interviews conducted at all three farms. The individual farm results of this survey are in Appendices A through C. Many of the visitors to the farms come from nearby cities. Interestingly one-quarter of all Bay Area counties made up for all 69 sampled visitors to the farms. Approximately 24% of

the visitors were from nearby cities in San Mateo County, 17% respectively were from Santa Clara County and 23% were from East Bay counties (see Figure 28). Twenty-seven percent of the visitors came to the region specifically for flowers (see Figure 29).

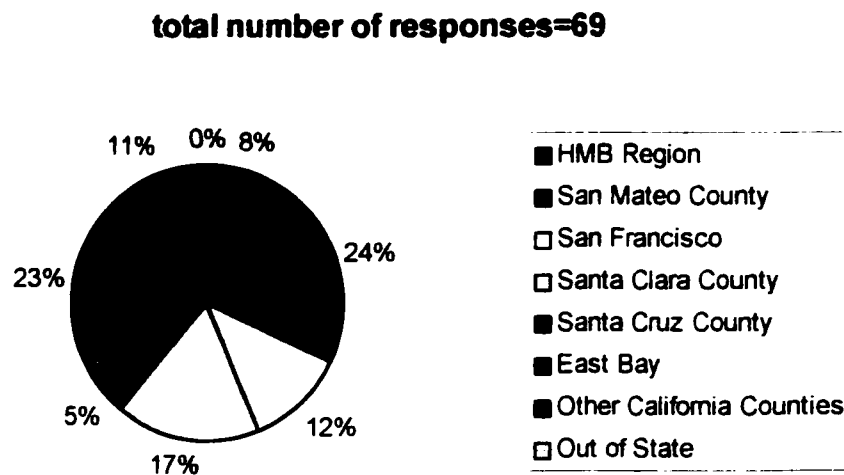


Figure 28: Origin of Visitors to Three Flower Farms

This evidence supports the study’s speculation that flower tourism is an agricultural activity sought by the public. The visitors were asked how they first knew about the farm and 82% said they saw it while driving to a restaurant, the beach or to a hotel (see Figure 30).

The field analysis has shown that one out of three farmers increased the farm’s flower production as a result of tourism. For the other two farms flower production has steadily decreased or remained the same. More importantly, the field analysis was able to demonstrate that a significant amount of the production of cut flowers is distributed through the agricultural tourism business of the farms – farmer’s markets and on-site flower stands. These farms have remained successful because of a creative marketing

total number of responses=69

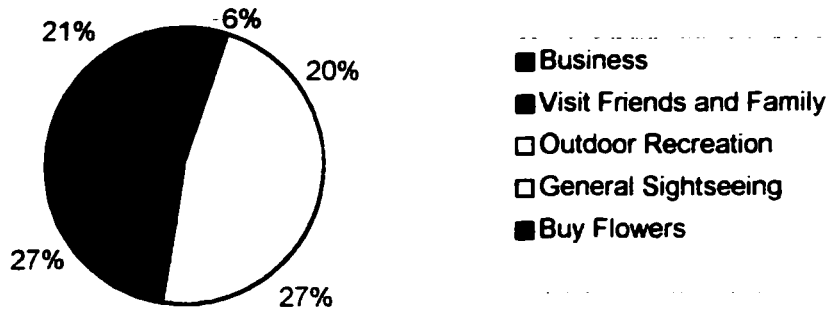


Figure 29: Purpose of Visit to the Half Moon Bay Region

strategy. Each farm is diverse in the products it supplies to the public. In addition, the farm and the people who run it are friendly and courteous to visitors.

total number of responses=69

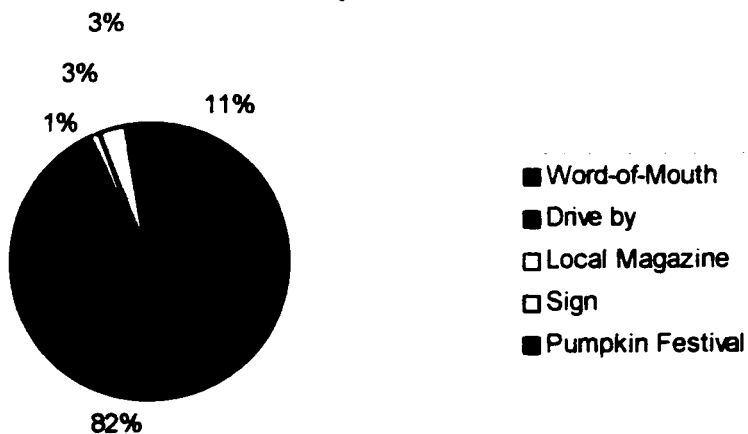


Figure 30: How Did Visitors Learn About the Farms

Survey of Agricultural Tourism Operators

A formal questionnaire adapted from Newfoundland and Labrador Agriculture Department (see Appendix D) was distributed to each grower to assess the extent of the farmer's involvement in agricultural tourism. A personal interview (see Appendix E) was conducted to uncover the history of the farm, discover any challenges the farmer faced in the present marketplace, and to assess the type of consumers visiting the farm. It was determined, when visiting the farms and noting the influx of tourists that a customer survey may indicate factors to why they visit the farm (see Appendix F).

The following is a composite of some questions from the formal questionnaire and personal interview, followed by a summarization.

When asked what was the major agricultural activity other than tourism on your farm?

All three farmers listed flowers sold from roadside greenhouse, store or stand as their type of tourism enterprise. All three answered the reason they expanded into this venture was to diversify and increase farm revenue, promote farm products and provide employment for other family members.

Why do people visit their farms?

The growers stated primarily for the flowers and the experience of visiting a farm. All three growers felt it was beneficial to be in proximity of a popular restaurant, historical landmark or other agricultural tourism farms. The growers rely on word-of-mouth, permanent road sign's, and local newspapers and magazine's to market their farms.

Has the total number of tourists been increasing or decreasing?

Two farmers stated their tourist market was increasing by 10%-15% due to customer referrals. One farmer stated his tourist market was decreasing by 15% because of the current market economy.

Do you undertake any advertising?

All farmers did little or no advertising outside the local area. All three farmers used local newspapers, permanent road signs, and referrals to market their farm. Only one farmer has a website.

Are you currently a member of any tourism association?

None of the farmers were part of a tourism association.

What is the future outlook for flower growers in the Half Moon Bay region?

While all three agreed there are pressures because of a competitive global market; all felt there was local support from the community to preserve farm land. Although all three farmers have a thriving wholesale business, the three farmers agreed direct marketing in the form of a flower stand or store and farmer markets are definitely a viable way to do business.

What sort of problems, if any have you experienced with your tourism operation?

Only one farmer expressed concern about the safety of store customers going to areas not open to the public.

Do you have plans to expand your existing tourism business or add new facilities?

One farmer showed interest in expanding his tourism business in the form of a five-unit bed and breakfast and conference facility in the next five years. Another foresees expanding his retail business to include potted plants and greenhouse grown vegetables. Another would like to expand but sees it being too costly at the present time.

Do you see any impediments to the growth of agricultural tourism?

All farmers were in agreement that competition and rising energy and fuel costs might prevent farms from growing further. Another issue was that public awareness of agricultural tourism farms was not well enough established yet to make a significant impact. Few people know what agricultural tourism is.

What opportunities do you see for the growth of agricultural tourism locally?

Farmers felt agricultural tourism was limited in the region. Not enough farms are open to the public. Tours and the activities offered on the farms were limited and not enough to attract a large number of consumers.

Is farming your primary occupation?

All three farmers stated this was their only occupation.

Do you want more tourists to visit your farm?

All three farmers would like more tourists to visit their farm because it is good business for their flower shops. The only concern for one farmer was safety – tourists walking in areas that are prohibited to the public.

Chapter Five

CONCLUSION

Mild microclimates and fertile valleys are a common characteristic of the Half Moon Bay region. Agriculturists over a century and a half have adapted to the challenges of the region's rugged topography. Two agricultural products remain prominent in the landscape: vegetables and flowers. These two agricultural systems have survived the pitfalls of urbanization through support of the community, zoning laws and tourism.

Agricultural tourism is increasing throughout the Half Moon Bay region as local farms feel the pressures of a global marketplace. Investigation of agricultural tourism in the region over a period of time has proved useful in understanding the change in traditional agriculture. Hence, it is a niche not a panacea for the farmers of this region.

Flower tourism in the region is growing in popularity as more farmers continue to produce specialty-cut flowers. Small flower farms are welcoming tourists to their front doors, and as a result, for some flower production has increased. In an effort to sustain the success of the small flower farm the Half Moon Bay community encourages tourists to visit its flower markets, farmer markets, and flower tours.

It was demonstrated in this project that tourists in the region of Half Moon Bay do visit farms for the flowers. This trend has allowed farmers to sell directly to the public. Moreover, it has diversified the farm's revenue.

Flower tourism as an extension of agricultural tourism has empowered the small flower farmer in a time where traditional family-scale agriculture is fading. A small

flower farm's success depends on the farm. If the flower produced is what the public desires the farm will survive.

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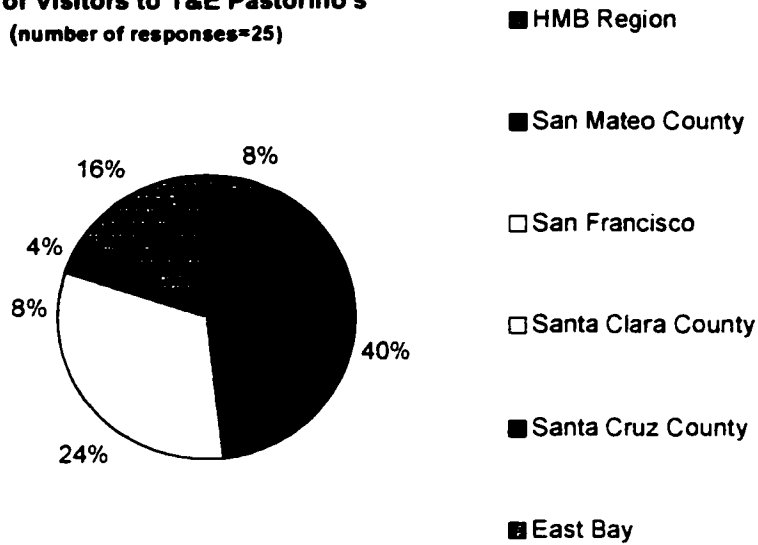
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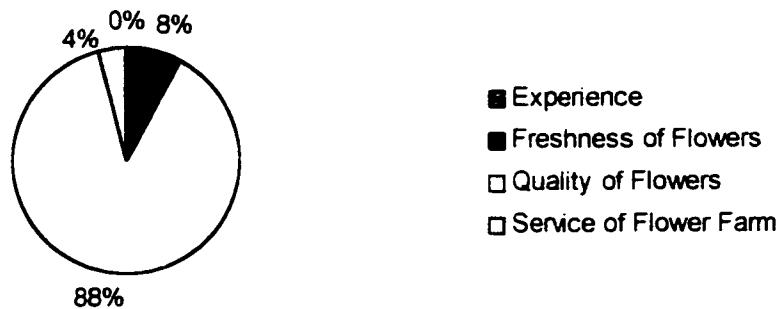
APPENDIX A

T&E Pastorino Nursery, Inc. Visitor Survey

Origin of Visitors to T&E Pastorino's
(number of responses=25)



What Visitors Liked Most About T&E Pastorino Farm
(number of responses=25)

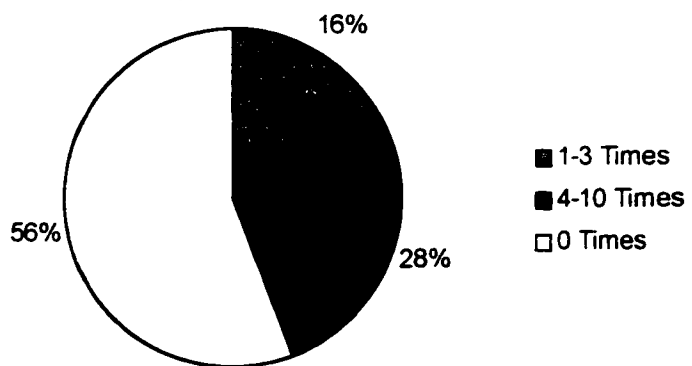


APPENDIX A (continued)

**Times Visitors Visited T&E Pastorino
Farm This Year (2002)**
(number of responses=25)

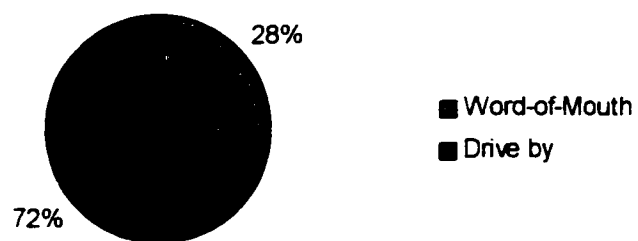


**Times T&E Pastorino Farm Was Visited
Last Year (2001)**
(number of responses=25)

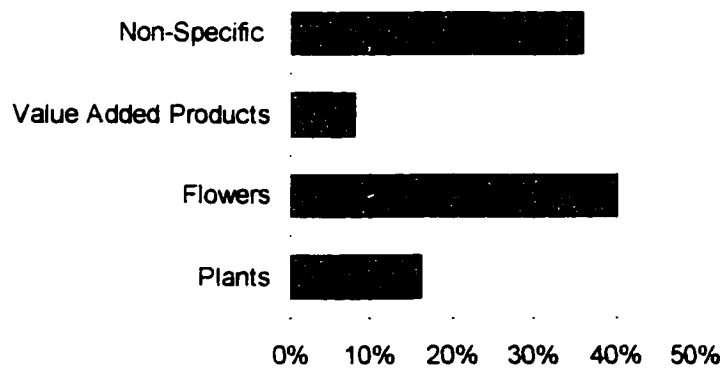


APPENDIX A (continued)

**How Did Visitors Learn About
T&E Pastorino Farm**
(number of responses=25)



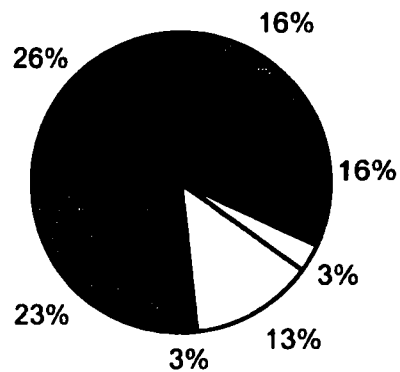
**Specific Products Visitors Came For at
T&E Pastorino Farm**
(number of responses=25)



APPENDIX B

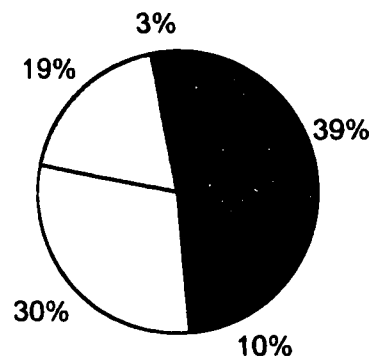
Cypress Flower Farm Visitor Survey

Origin of Visitors to Cypress Flower Farm
(number of responses=31)



- HMB Region
- San Mateo County
- San Francisco
- Santa Clara County
- Santa Cruz County
- East Bay
- Other California Counties
-

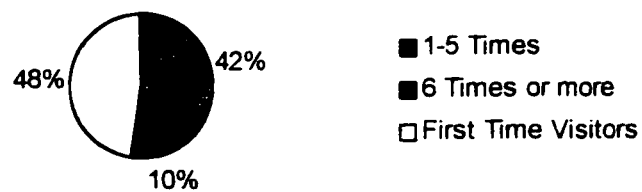
What Visitors Liked Most About Cypress Flower Farm
(number of responses=31)



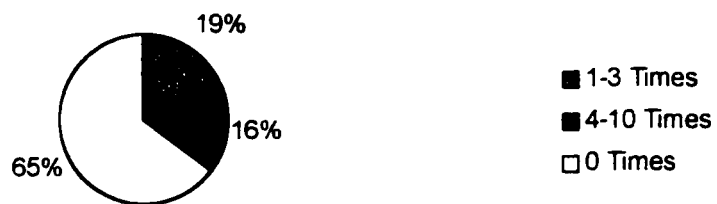
- Experience
- Freshness of Flowers
- Quality of Flowers
- Value Added Products
- No Opinion

APPENDIX B (continued)

**Times Visitors Visited Cypress Flower
Farm This Year (2002)**
(number of responses=31)



**Times Cypress Flower Farm Was Visited Last Year
(2001)**
(number of responses=31)

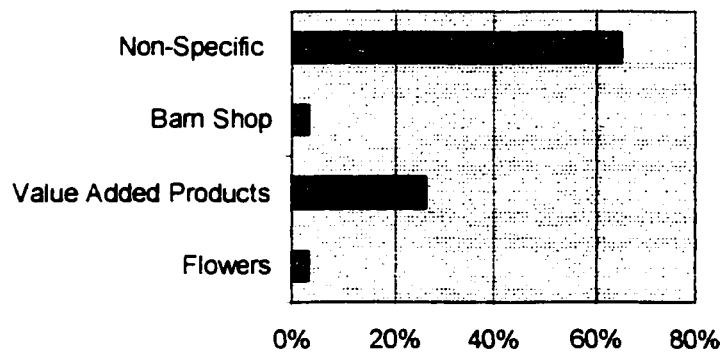


APPENDIX B (continued)

How Did Visitors Learn About Cypress Flower Farm
(number of responses=31)



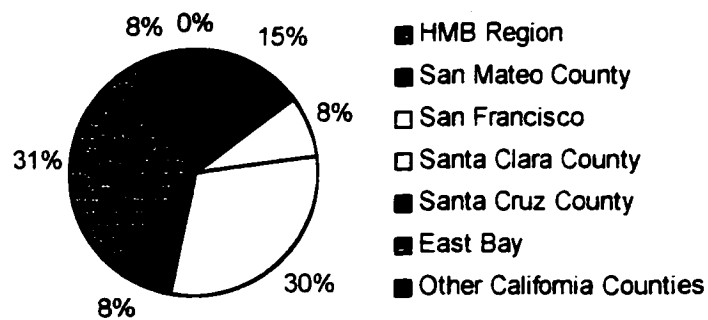
Specific Products Visitors Came For at Cypress Flower Farm
(number of responses=31)



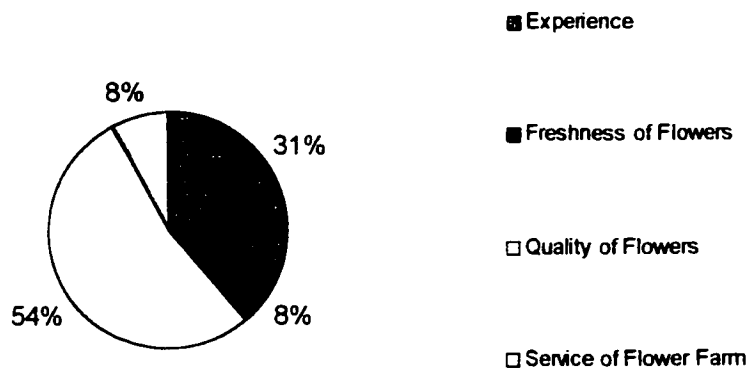
APPENDIX C

Pastorino's & Sons Visitor Survey

Origin of Visitors to Pastorino's & Sons (number of responses=13)

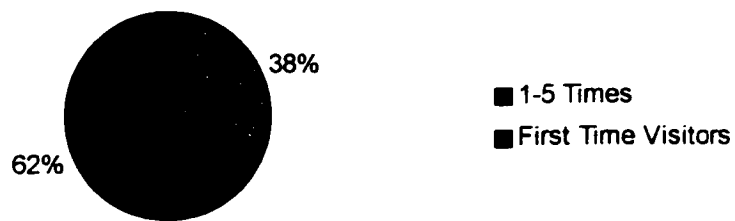


What Visitors Liked Most About Pastorino's and Sons Farm (number of responses=13)

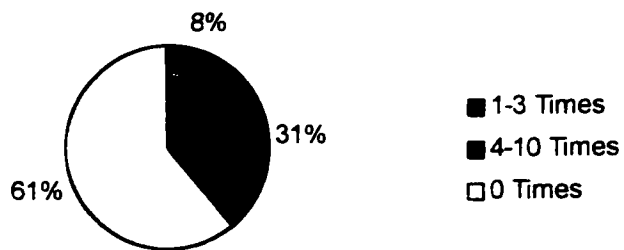


APPENDIX C (continued)

**Times Visitors Visited
Pastorino's & Sons Farm This Year (2002)
(number of responses=13)**

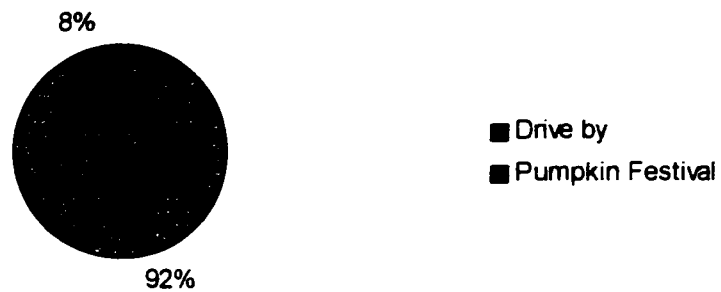


**Times Pastorino's & Sons Farm Was
Visited Last Year (2001)
(number of responses=13)**

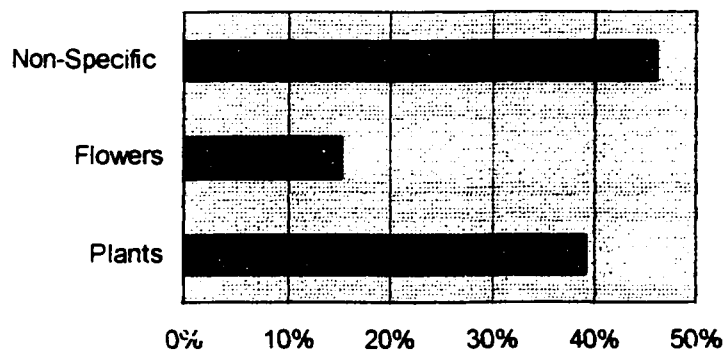


APPENDIX C (continued)

**How Did Visitors Learn About
Pastorino's & Sons Farm**
(number of responses=13)



**Specific Products Visitors Came For at
Pastorino's & Sons Farm**
(number of responses=13)



APPENDIX D

Agritourism Questionnaire
By Carla Di Napoli
Source: Newfoundland & Labrador Agriculture

Agricultural tourism also known as Agri-Tourism and Ag-Tourism is defined as any business conducted by a farmer for the enjoyment or education of the public, to promote the products of the farm and generate additional farm income.

Facility Description

Name:

Location:

Major agricultural activity other than tourism:

Type of tourism enterprise:

Roadside Market/Store (i.e. flowers), please specify:

B&B

U-Pick

Farm/Facility Tour

Festival/Event

Other (specify)

Start-up year of tourism enterprise:

Reason for start-up:

To increase/diversify farm revenue

To promote farm products

To provide employment for other family members

Other

Tourism Market

Total number of tourists/customers per annum/or event (in % form):

The local area (less than 2 hour drive away) – (in % form):

Outside the local area but within the county:

Outside the county:

Has the total number been increasing/decreasing?

APPENDIX D (continued)

Agritourism Questionnaire
By Carla Di Napoli
Source: Newfoundland & Labrador Agriculture

Agricultural tourism also known as Agri-Tourism and Ag-Tourism is defined as any business conducted by a farmer for the enjoyment or education of the public, to promote the products of the farm and generate additional farm income.

Page 2

If increasing by how much per annum and why?

If decreasing, by how much per annum and why?

Type of market – estimate of numbers involved:

Coach Tours #
per tour

School Groups #
per group

General public #
of people

Private parties #
per party

Total size of market:

Promotional Strategy

Do you undertake any advertising?

Do you advertise outside the local area?

Which of the following promotional methods do you use?

County Tourism Guide
Own brochure
Newspaper (specify coverage)
Radio/T.V.
Internet
Road sign
Other (specify)

Have you had government assistance with advertising/promotional materials (stickers, recipe cards etc)?

If so, form where and what form did it take (financial, advice, etc)?

APPENDIX D (continued)

Agritourism Questionnaire
By Carla Di Napoli
Source: Newfoundland & Labrador Agriculture

Agricultural tourism also known as Agri-Tourism and Ag-Tourism is defined as any business conducted by a farmer for the enjoyment or education of the public, to promote the products of the farm and generate additional farm income.

Page 3

Insurance Coverage

Do you have public liability coverage?

Association Membership

**Are you currently a member of any tourism association?
If yes, which ones?**

Why did you join?

Economics

What percentage of farm business income is derived from tourism activities, i.e. festival/fair/event?

What % of time spent on tourism business?

Have you take on additional staff to handle tourists? If so how many?

Future Development

What sort of problems, if any have you experienced with your tourism operation?

Do you have plans to expand your existing tourism business or add new facilities?

Do you see any impediments to the growth of agri-tourism?

What opportunities do you see for the growth of agri-tourism locally?

What type of assistance do you feel the Department of Agriculture could/should offer to agri-tourism operators?

OTHER COMMENTS?

APPENDIX E

Personal Interview Questions By Carla Di Napoli

Why do people visit your farms?

Has the size of your nursery/operation/farm decreased or increased in the last 10 years? What are the factors contributing to this change?

Has your cut flower production increased or decreased in the last 10 years? What are the factors contributing to this change?

Has agriculture on the in the Half Moon Bay region felt the pressures of urban development?

What is the future outlook for growers in the region?

What is the biggest challenge or single factor a cut flower farmer faces in today's market?

When did selling cut flowers to the public/tourist onsite begin and why?

Do you live onsite? If so do you feel a loss of privacy?

Why don't you live onsite?

How many years have you been in the flower business?

Why did you choose this location to farm?

How many years in this location?

What do you grow and why?

Do you consider your establishment agricultural tourism? If not, why?

What other locations have you operated a cut flower farm?

Is this your primary job? If not what is your secondary job?

What is the percentage of income derived from flower production?

Highest grossing months?

Do you want more tourists on your farm?

Are you positive towards tourists?

What is the number of tourists per week that visit your farm?

Do you market your farm or do you contract someone to market it for you?

APPENDIX E (continued)

**Personal Interview Questions
By Carla Di Napoli**

Page 2

Has your flower production increased as a result of tourism?

What is the busiest time of year for the farm?

Most revenue comes from?

**Greenhouse flowers/plants
Cutflowers sold onsite
Farm animals
Vegetable Stands
Food or Drinks
Other**

Does it help being in proximity to a restaurant and/or historical landmark, any POI?

Is location important?

What are you known for, famous for - cuts, pumpkins etc.?

What are your dates and hours of operation?

Do you participate in the Tour des Fleurs and why?

Do you participate local HMB flower market summer and winter? If so/if not why?

APPENDIX F

Survey Questions for Farm Visitors By Carla Di Napoli

Where are you visiting from?

HMB Region
San Mateo County
San Francisco
Silicon Valley – Santa Clara
Santa Cruz
East Bay
Other California Counties
Out of State

What is the purpose of your trip?

Business
Visit Friends and Family
Outdoor Recreation
General Sightseeing
Buy Flowers
Other

Education

High School Grad
4 years college
Graduate School
Other

Age: 60+ 18-59 under 18

Number of times visited farm this year - 2002? _____

Number of time visited farm last year? _____

Other Attractions Visited:

What did you like most about the farm visit?

Experience
Freshness of flowers
Quality of flowers
Nice drive
Climate
Service of flower farm
Price
Value Added Products (eggs, jams, vases etc.)

How did you learn about the farm?

Did you visit the farm for a specific product and/or flower?



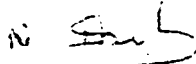
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**Associate Vice President
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San Jose, CA 95192-1120
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E-mail: gradstudies@sjstate.edu
<http://www.sjstate.edu>

To: Carla Di Napoli
105 Piccadilly Place, D
San Bruno, CA 94066

From: Nabil Ibrahim 
AVP, Graduate Studies & Research

Date: October 23, 2002

The Human Subjects-Institutional Review Board has approved your request to use human subjects in the study entitled:

**Benefits of Agricultural Tourism for the Half Moon Bay Region:
A Case Study of the Small Flower Farm**

This approval is contingent upon the subjects participating in your research project being appropriately protected from risk. This includes the protection of the anonymity or confidentiality of the subjects' identity when they participate in your research project, and with regard to any and all data that may be collected from the subjects. The approval includes continued monitoring of your research by the Board to assure that the subjects are being adequately and properly protected from such risks. If at any time a subject becomes injured or complains of injury, you must notify Nabil Ibrahim, Ph.D. immediately. Injury includes but is not limited to bodily harm, psychological trauma, and release of potentially damaging personal information. This approval for the human subjects portion of your project is in effect for one year, and data collection beyond October 23, 2003 requires an extension request.

Please also be advised that all subjects need to be fully informed and aware that their participation in your research project is voluntary, and that he or she may withdraw from the project at any time. Further, a subject's participation, refusal to participate, or withdrawal will not affect any services that the subject is receiving or will receive at the institution in which the research is being conducted.

If you have any questions, please contact me at (408) 924-2480

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