

Agritourism Oceanside



Turning Plants to Gold...

What is agritourism? When agriculture and tourism intersect to help farmers increase revenues. This begins when people visit working farms, ranches or wineries to purchase products or enjoy entertainment, and may participate in activities, eat a meal or stay overnight, which results in a boost to the farm's

revenue. Agritourism is one of the fastest growing segments of the travel industry and offers a variety of entertainment, education, relaxation, outdoor adventure, shopping and dining experiences.

The City of Oceanside and the Convention and Visitor's Bureau Visit Oceanside are working together with local farmers and agricultural land owners to preserve farms by bringing a tourism component that increases economically viability. As seen throughout the country, farmers who sell directly to the public - through fruit stands or farm country stores - and also add special activities for visitors like dinners in farm fields, pick-it-yourself days or a farm festival, find they can continue farming and increase profits. Agritourism is helping to save thousands of small farms from extinction, and we hope this local effort will heighten awareness of Oceanside's small farms as well.

[South Morro Hills](#) is an agricultural area that has over 3,000 acres. A tremendous amount of agricultural activity occurs in north-east Oceanside, where flowers, tomatoes, citrus, avocados, strawberries, herbs and grapes are grown. Also, located in South Morro Hills are attractions like [Beach House Winery](#) and [Blue Heron Bed and Breakfast](#). The City of Oceanside plans to develop an Agritourism strategic plan. It is anticipated that the effort will begin in late July 2015 and take about six months to complete. For questions, please contact Tracey Bohlen, Economic Development Manager at (760) 435-3351.

