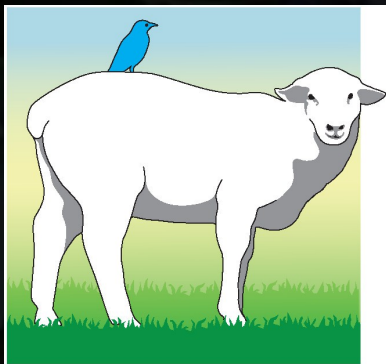


Developing Agri-Nature Entrepreneurship: Introduction




Mariposa Agri-Nature Association



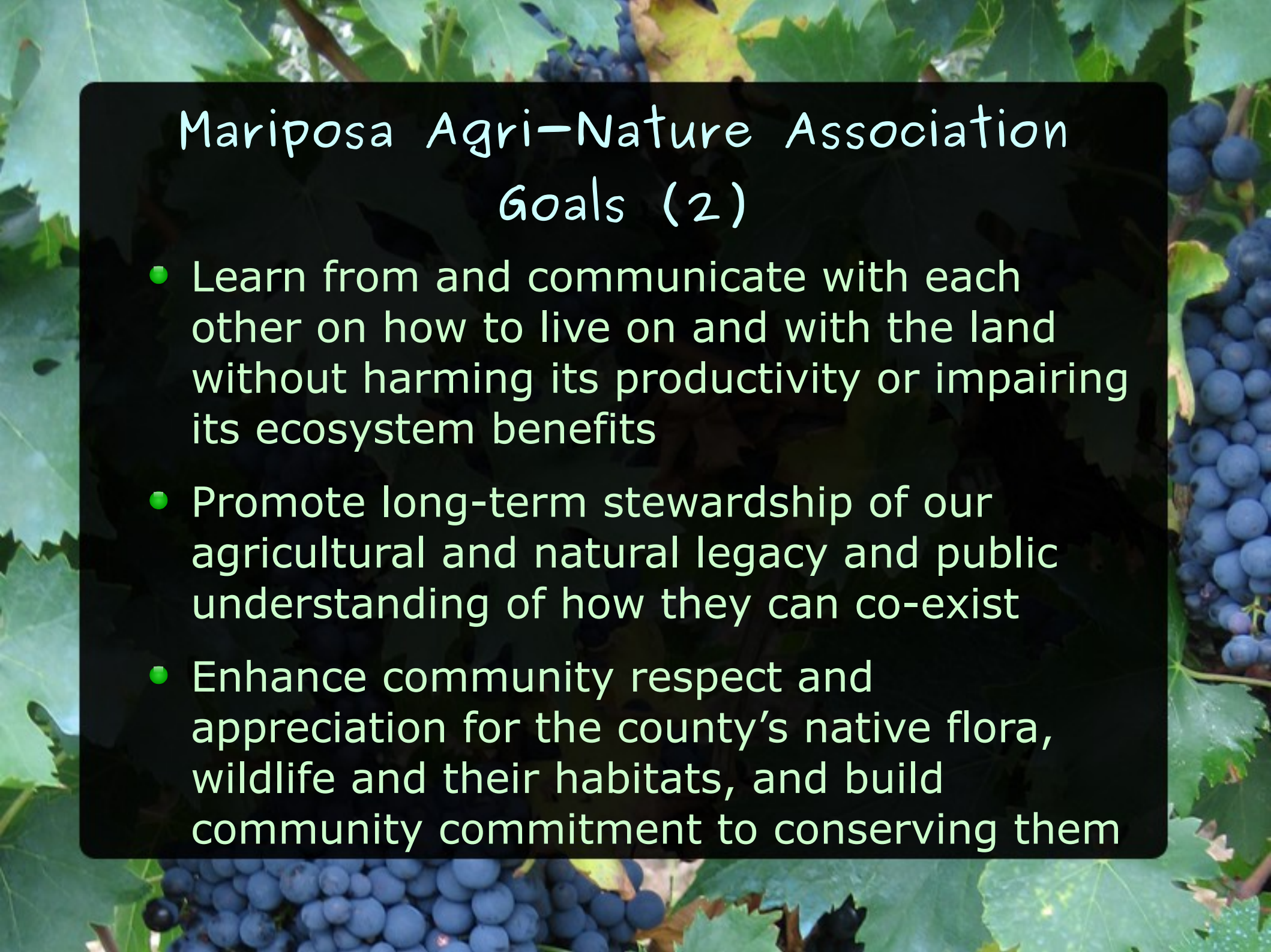
Mariposa Agri-Nature Association Mission

The Mariposa AgriNature Association promotes conservation, understanding, stewardship and enjoyment of Mariposa County's agricultural bounty, natural resources and scenic landscape, educating others on its rich agricultural heritage; its mosaic of rangelands, woodlands, native plants and wildlife; the interdependency of agricultural practices and ecological dynamics; and the many opportunities we have to discover, appreciate and protect this legacy.



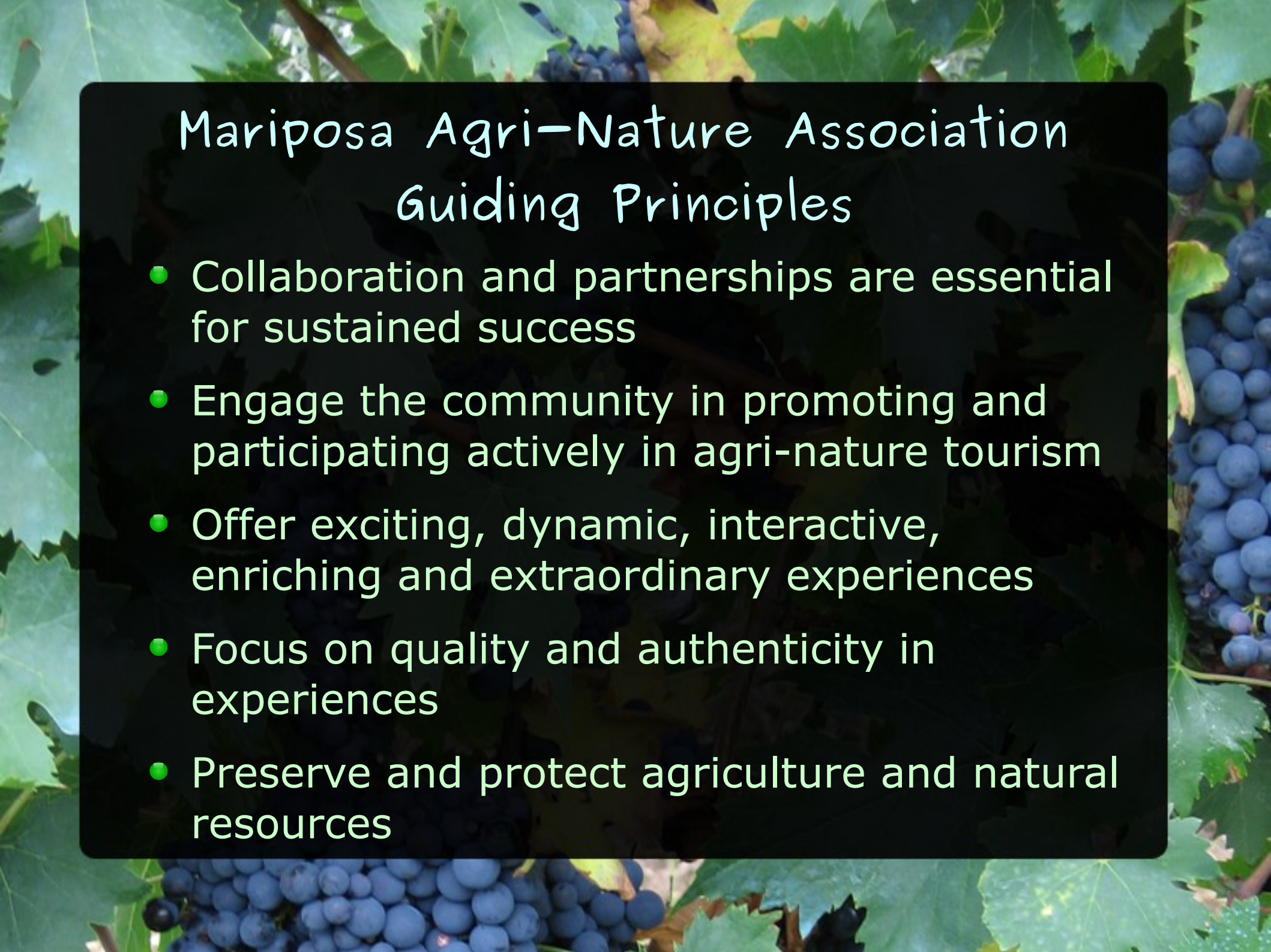
Mariposa Agri-Nature Association Goals (1)

- Promote protection of agriculture to help maintain the county's rural character
- Collaborate with local tourism, agricultural and conservation organizations to educate agricultural producers, other residents and visitors on sustainable agricultural practices and activities by sharing our firsthand experiences and other professional resources



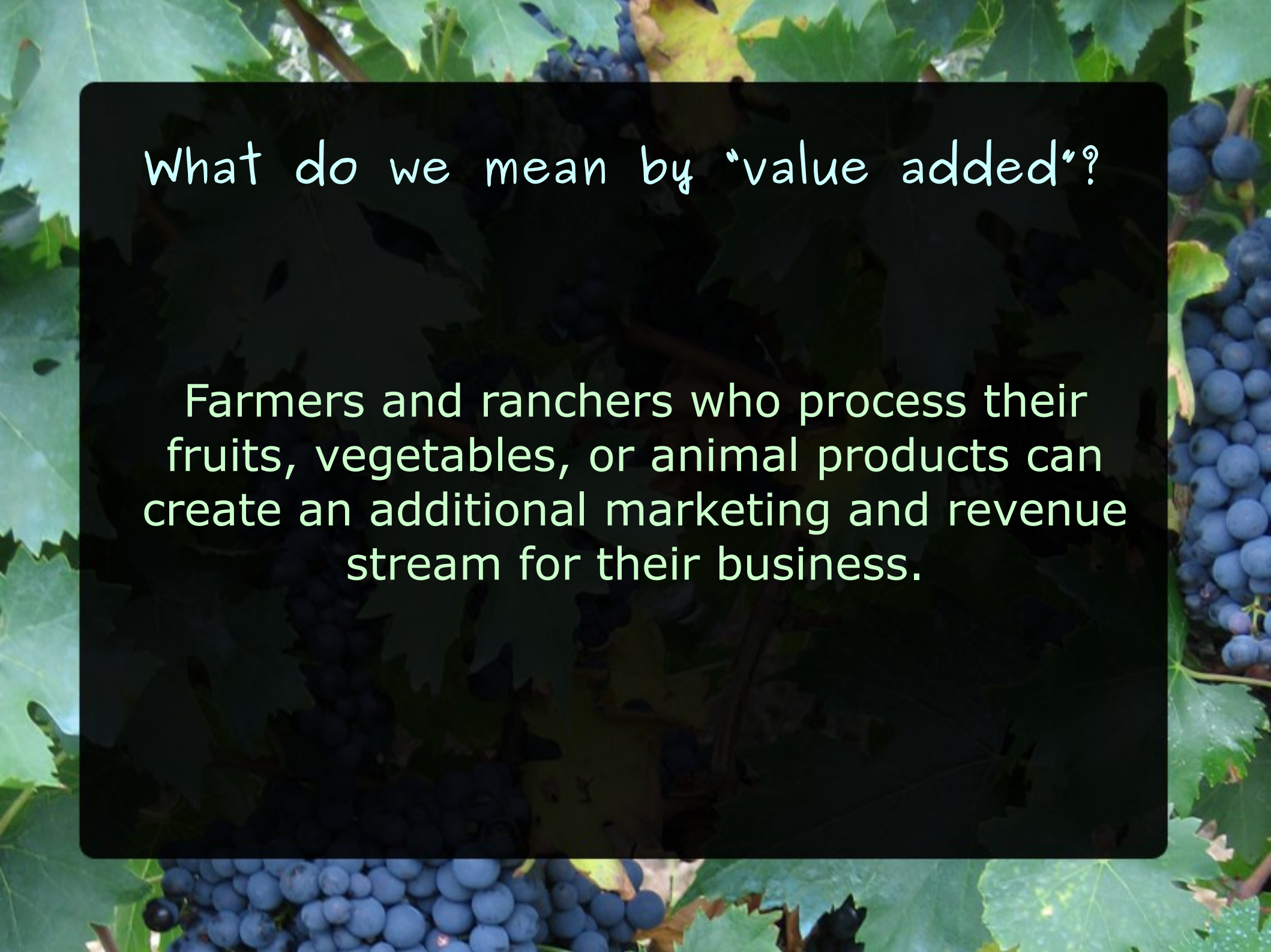
Mariposa Agri-Nature Association Goals (2)

- Learn from and communicate with each other on how to live on and with the land without harming its productivity or impairing its ecosystem benefits
- Promote long-term stewardship of our agricultural and natural legacy and public understanding of how they can co-exist
- Enhance community respect and appreciation for the county's native flora, wildlife and their habitats, and build community commitment to conserving them



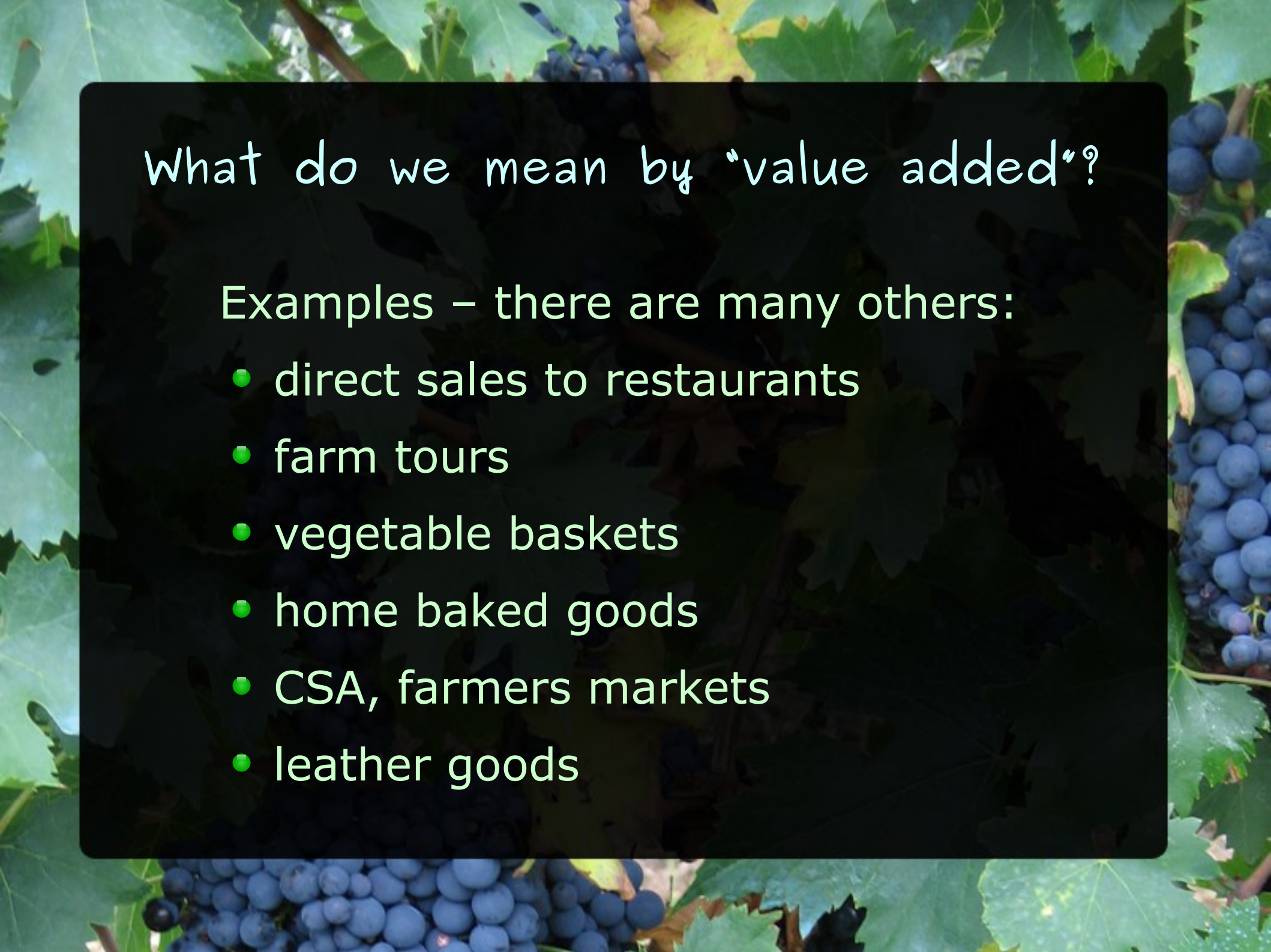
Mariposa Agri-Nature Association Guiding Principles

- Collaboration and partnerships are essential for sustained success
- Engage the community in promoting and participating actively in agri-nature tourism
- Offer exciting, dynamic, interactive, enriching and extraordinary experiences
- Focus on quality and authenticity in experiences
- Preserve and protect agriculture and natural resources



What do we mean by "value added"?

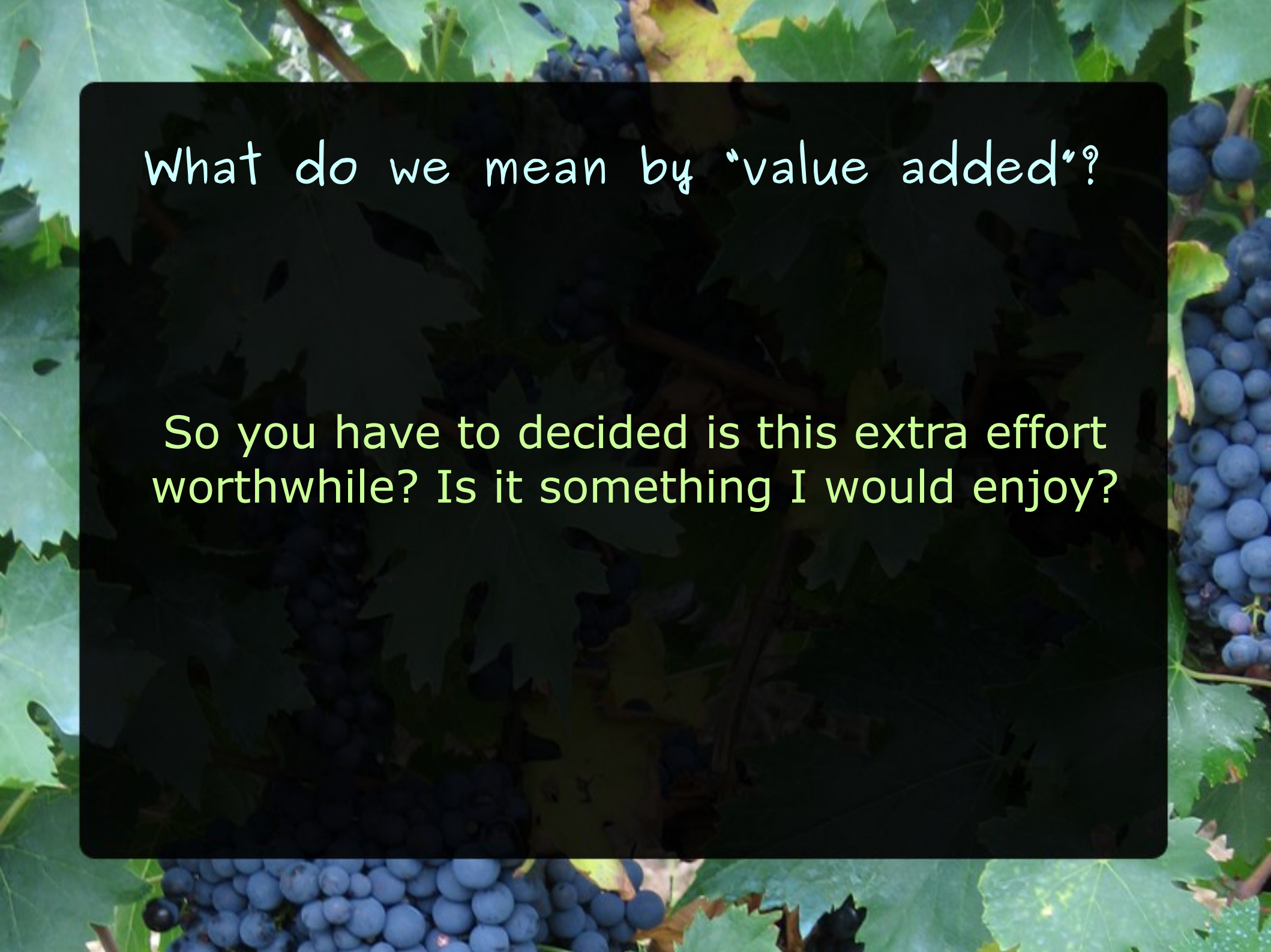
Farmers and ranchers who process their fruits, vegetables, or animal products can create an additional marketing and revenue stream for their business.



What do we mean by “value added”?

Examples – there are many others:

- direct sales to restaurants
- farm tours
- vegetable baskets
- home baked goods
- CSA, farmers markets
- leather goods



What do we mean by "value added"?

So you have to decided is this extra effort worthwhile? Is it something I would enjoy?