

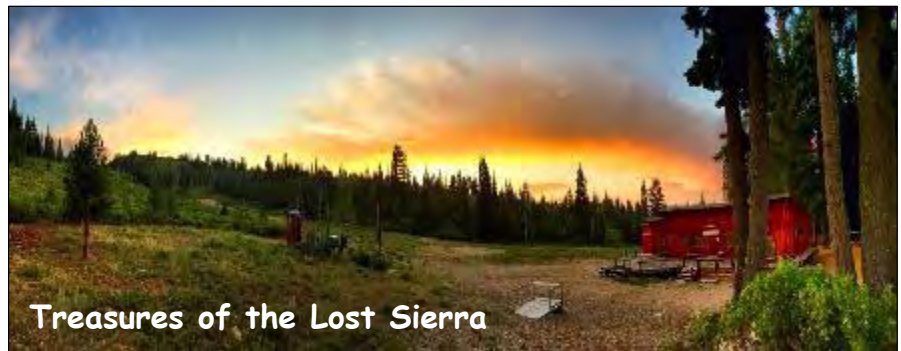
Creative Connections Contribute to Community Vitality



Building Bridges Among AGRICULTURE, Arts, Local Food, Recreation and Tourism for Improved Community Vitality of Residents and Visitors in the Lost Sierra



Holly George, County Director,
208 Fairgrounds Road,
Quincy, CA 95971
hageorge@ucanr.edu
530-283-6262



<http://ucce-plumas-sierra.ucanr.edu/>

Healthy Communities Healthy Food Systems Healthy Environments

National Extension Tourism Conference
Galveston, TX 2015

Healthy Californians

University of California
Agriculture and Natural Resources

Plumas and Sierra Counties




- Sparsely populated in NE CA
- Predominately public lands
- Historic cattle/hay ranches
- Young upstart market gardeners
- Active Arts & Recreation Communities
- NO funding for tourism and economic development
- Rich in BEAUTY yet many struggle financially...Local groups frustrated: *“What Can We Do to Improve Vitality?”*



What IF AgriCULTURE, Art, Local Food, Recreation and Tourism Worked Together for Improved Community Vitality?

I convened a mixed group to share lessons learned from a 2013 sabbatical, *2014 NC Art + Agriculture: Powering Rural Communities Conf* and invited key groups and individuals to Share and **Explore Building Bridges Among Diverse Groups for Improved Community Vitality of Residents and Visitors.**



A large mural on the side of a light-colored building. It depicts a woman with long, wavy brown hair, wearing a purple cardigan over a pink shirt. She is holding a small, speckled chicken with a red comb and wattle. The mural is set against a background of a building with windows and a balcony.

John Muir said
*"Everybody needs
beauty as well as
bread."*

Art on outside of Great Basin Food Coop - Reno, NV

EAGLES & AGRICULTURE

CARSON VALLEY NEVADA



SIERRA VALLEY
Barns, Birds, & Barbecue



**Friday, June 16th and
Saturday, June 17th, 2006**
Calpine Community Park, Calpine

Friday: Farmer's Market at Sierra Valley Farms, Open House
Sierra Valley Native Plant/Wildflower Walk, FRLT's Maddalena Ranch
Picnic Dinner, FRLT's Maddalena Ranch
Sundown Bird Watch, Roberti Ranch

Saturday: Farm Tours include the Roberti Ranch, the Goss Ranch,
the Bar One Ranch, the Harvey Ranch and Infiniti Farms

The Saturday Marketplace will be open to the public from 11 am - 6 pm
The Marketplace will feature many local artisans and artists: demonstrations:
cowboy poetry, music, food and an afternoon of fan fly fun!

For Tickets call: (530) 832-0230
Pricing and Event Details: www.sierravalleybarns.com

SVRCO 

A Ranch & Eagle Tour is the highlight of the weekend, which also includes a Raptor Dinner, several smaller tours and a photography workshop

February 25-27, 2005 **Carson Valley Eagles and Agriculture Tour**
Call 800-727-3577 to register



Bird Nevada First 



COMBINES, BOVINES & FINE WINES
"Plan to spend a day on an exclusive journey through California's premier rural destination!"



**AgriCULTURE is Connected to Nature,
Art, Recreation and Local Food**



Wormfarm Institute

<http://wormfarminstitute.org/>

Donna Neuwirth

In 1998, co-founder Jay Salinas coined the term 'cultureshed.'

**A Live Culture
Convergence**

CULTURESHED (kul'cher-shed)n.

- 1) A geographic region irrigated by streams of local talent and fed by deep pools of human and natural history.
- 2) An area nourished by what is cultivated locally.
- 3) The efforts of writers, performers, visual artists, scholars, farmers, and chefs who contribute to a vital and diverse local culture.

Dedicated to integrating culture & agriculture, an evolving laboratory of the arts and ecology and fertile ground for creative work. Planting a seed, cultivating, reaping what you sow - both farmer & artist share these activities.

Artist
Residency



Fermentation Fest

10 day celebration
of everything
cultured or
fermented



Culture Stands



**Foraging
Links in
the Food
Chain**



Farm/Art Dtour

Combines Art + Ag + Local Food



2014 Farm/Art DTour Map

fermentationfest.com

ROUTE MARKER



These horizontal signs will guide you along the DTour. For best results go in numerical order, eye people and enjoy!

SLOW



When you see the yellow DTour signs, slow down

STOP



You've arrived at a DTour

OFFSHOOT



These horizontal signs will guide you to one "Offshoot" stops (Map Stops No. 23 and 33). These stops are located away off the official route, but are worth a visit!

POP-UP



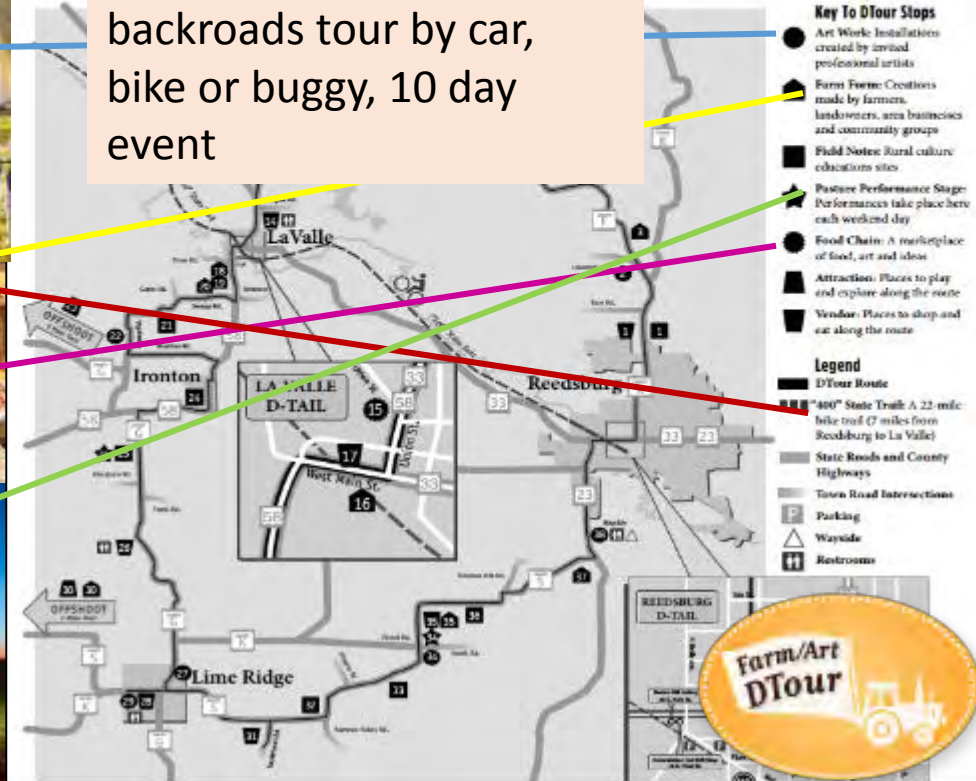
Watch for these yellow flags along the route. They mark interesting pop-up roadside vendors, attractions and events.

Key To DTour Stops

- Art Works: Installations created by invited professional artists
- Farm Forms: Creations made by farmers, landowners, area businesses and community groups
- Field Notes: Rural culture education sites
- Pasture Performance Stage: Performances take place here each weekend day
- Food Chain: A marketplace of food, art and ideas
- Attraction: Places to play and explore along the route
- Vendor: Places to shop and eat along the route

Legend

- DTour Route
- "400" State Trail: A 22-mile bike trail (7 miles from Reedsburg to La Valle)
- State Roads and County Highways
- Town Road Intersections
- Parking
- Wayside
- Restrooms



50-mile self-guided backroads tour by car, bike or buggy, 10 day event

The DTour is punctuated by temporary art installations and artist-built mobile Roadside Culture Stands selling fresh, locally grown produce. You'll find Field Notes (rural culture education sites), Farm Forms (creations made by farmers, area businesses and community groups), Pasture Performances and more!

Two Degrees Northwest: Where Art Meets the Land

Building the region's cultural industries through capacity building, network weaving and cooperative marketing

University of Idaho Extension

Two Degrees Northwest

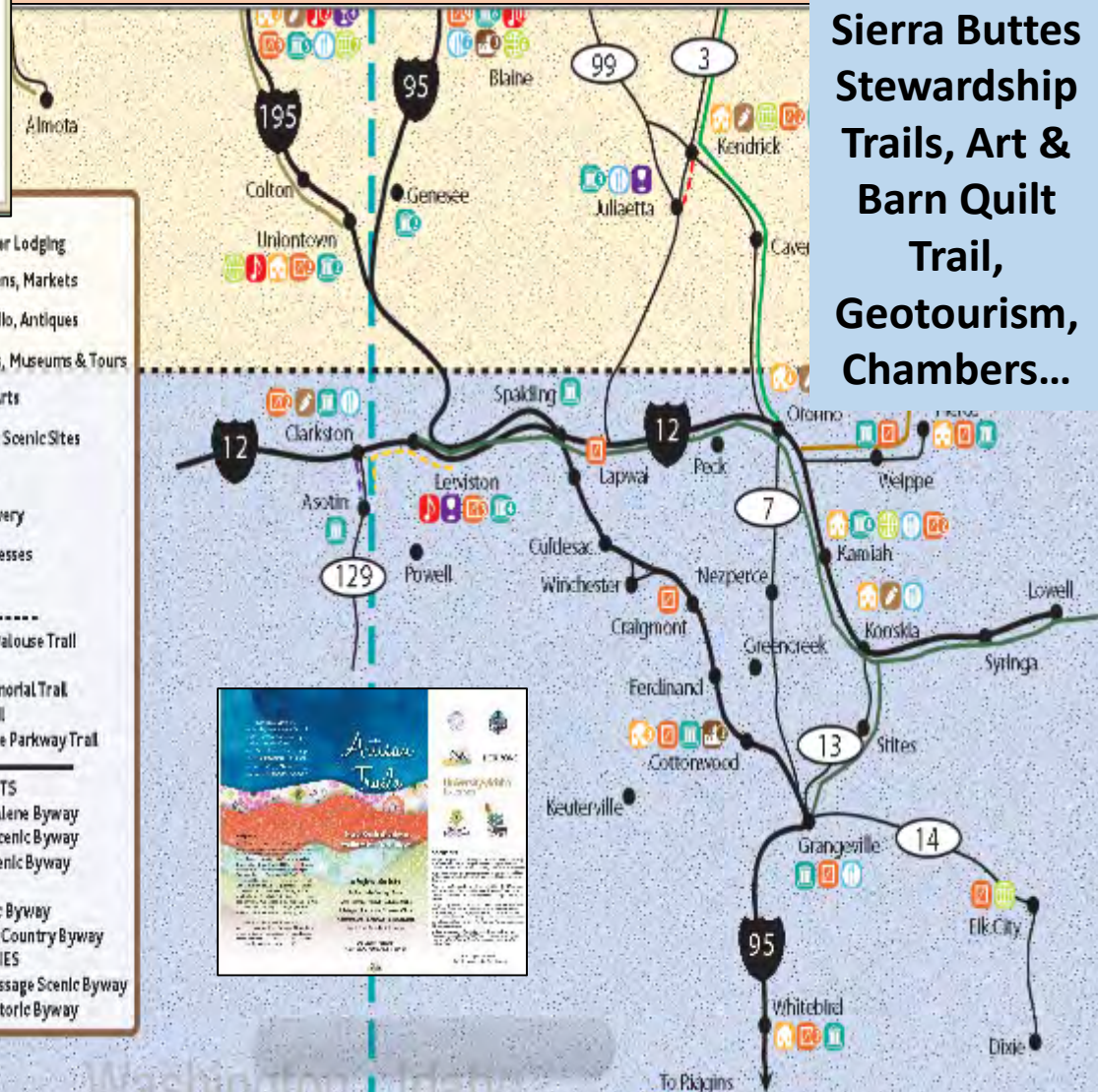
<http://2dnw.org/>

Build on
Sierra Buttes
Stewardship
Trails, Art &
Barn Quilt
Trail,
Geotourism,
Chambers...



Links to trail guide listings, events, and downloadable maps of each region:

- B & Bs & other Lodging
 - Farms, Gardens, Markets
 - Gallery, Studio, Antiques
 - Historic Sites, Museums & Tours
 - Performing Arts
 - Recreation & Scenic Sites
 - Restaurants
 - Winery, Brewery
 - Online Businesses
- Bike Trails**
- Bill Chipman Palouse Trail
 - Latah Trail
 - Ed Corkill Memorial Trail
 - Greenbelt Trail
 - Lewiston Levee Parkway Trail
- Scenic Byways**
- FARMS AND FORESTS**
- Lake Coeur d'Alene Byway
 - St. Joe River Scenic Byway
 - White Pine Scenic Byway
- PALOUSE HILLS**
- Palouse Scenic Byway
 - Elk River Back Country Byway
- RIVERS AND PRAIRIES**
- Northwest Passage Scenic Byway
 - Gold Rush Historic Byway



Our
Communities

Support & create opportunities for art and food-based economic development; to cooperatively market the region's artists and artisans; and other locally made products such as foods, wines, unique sites, services, and experiences



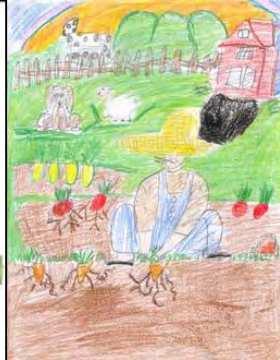
Cultivates dialogue between artists, farmers, and community to raise awareness of importance of preserving farmlands and the visual arts.



ArtFul Plate commissions art of California artists for reproduction on a series of dinner plates to be sold at county restaurants with a seasonal, locally sourced meal. Offering a means for residents and visitors to "have their Art and Ag and eat it too."

Recognized by the National Endowment of the Arts as a model program for "creative placemaking" - and has earned an ArtPlace grant for using the arts to "increase community vibrancy".

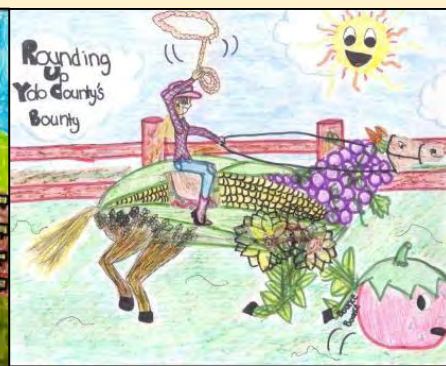
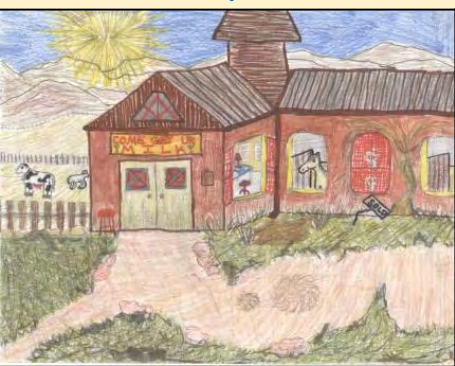




Seeding Art for Change

Connects youth to their agricultural communities

Students visit a local working farm & draw inspiration to create art from their visit.



Ag in the Classroom			
2014 National Ag Week Art Contest Winners			
Kindergarten 1 st Place Winner Thomas Herndon Agway K-8 2 nd Place Alvin K-8 3 rd Place New Hope Jackson Elementary 4 th Place Clara K-8 Jackson Elementary	1st Grade 1 st Place Winner Justin Herndon Agway K-8 2 nd Place Thomas Herndon Agway K-8 3 rd Place Justin Herndon Agway K-8 4 th Place Justin Herndon Agway K-8	2nd Grade 1 st Place Winner Justin Herndon Agway K-8 2 nd Place Justin Herndon Agway K-8 3 rd Place Justin Herndon Agway K-8 4 th Place Justin Herndon Agway K-8	3rd Grade 1 st Place Winner Justin Herndon Agway K-8 2 nd Place Justin Herndon Agway K-8 3 rd Place Justin Herndon Agway K-8 4 th Place Justin Herndon Agway K-8

Art is part of Crop Report

How Can We Foster Connections Across Our Communities?

Folk Schools: Hands-On Learning



Build on Fair U, FRC,
Oakland Camp



Art Colony
Grand Marais MN



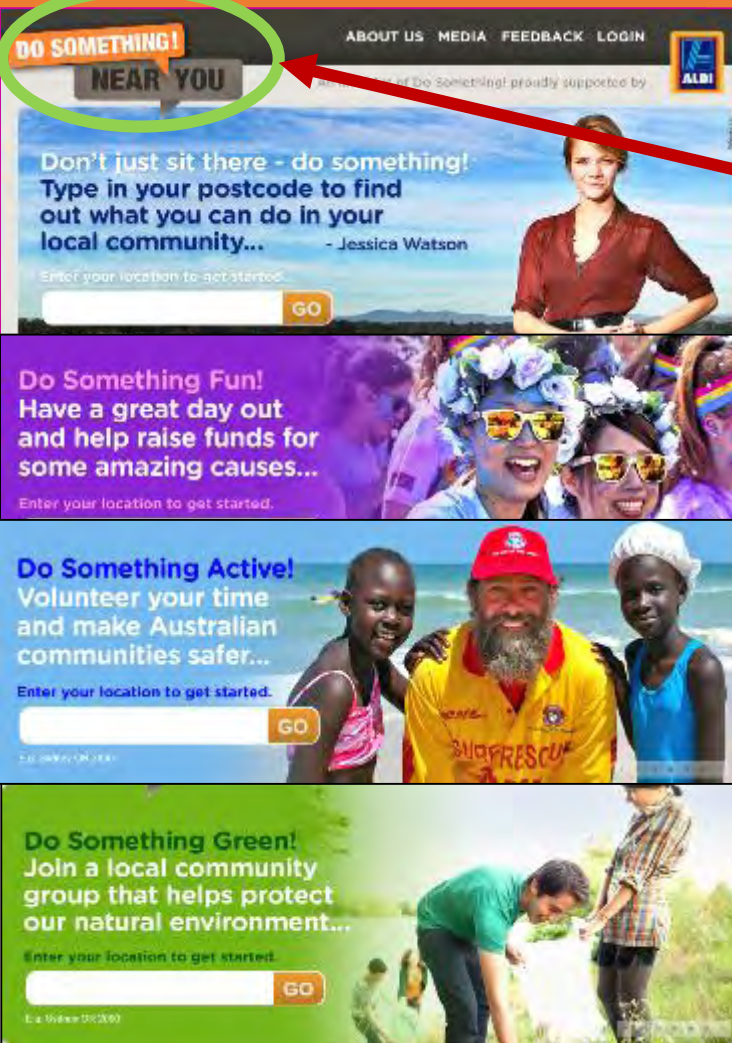
John C Campbell Folk School, NC
North House Folk School, MN



People with varying interests are given a chance to come together through song, art, nature, gardening, cooking, storytelling and writing.

Australia's Do Something Near You

<http://www.dosomethingnearyou.com.au/>



What IF.... We did Something Similar to DSNY but Focus on Connect & Create Across Plumas-Sierra?

Connect + Create
Rally + Recreate
Educate + Eat
Agriculture + Arts
Triumph Together
Economic Wellbeing
Support & Share

Possible Blend of Community Connections and Plumas Arts

Means for Individual to find Other Individuals or Groups



[The History of Birding Pal](#)



[What is a Birding Pal](#)



Go Birding With A Pal From Around The World

Find a Birder to go Birdwatching with When You Travel.
Host a Traveling Pal and go Birdwatching with Them Where you Live.

<http://www.birdingpal.org/>

If you have a problem send us a quick note:

[Contact Admin](#)

or by email: admin@contactpals.org

Click a continent to start:

[Africa](#)

[Central America](#)

[North America](#)

[Asia](#)

[Europe](#)

[Oceania](#)

[Caribbean](#)

[Middle East](#)

[South America](#)



[Birding Pal Tours around the world with professional guides](#)



[Birding Pal Tours Groups save money Join Pals for Fixed Date Tours](#)



Could We Do
Something
Locally to
Help Folks
Connect with
each other
for Art, Ag,
Recreation?

*Birding Pal is well established as the global website for traveling birders to contact local birders, and where you can meet visitors who are traveling from around the world. **You can find information about birdwatching and someone to go with.** Start by clicking a continent on the map above or use either menu.*

What Have Other Communities Done?
How Is It Working? Lessons Learned?



You are here: [Home](#) > [Our Region](#) > [Tourism and Recreation](#)

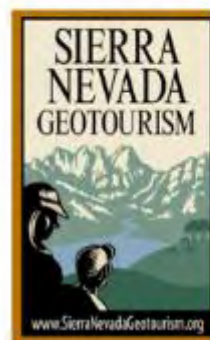


Tourism and Recreation



Eastern Sierra, Dan Gunn Photography

Since 2000, The Sierra Nevada Conservancy has worked with local contributors and communities to help promote sustainable recreation and tourism in the region. Through partnerships with the National Geographic Society and the Sierra Business Council, we are proud to share an array of products to connect visitors to the Sierra Nevada.



Visit the online [Sierra Nevada Geotourism MapGuide](#) to explore the unique small towns, activities, flavors, and uncommon beauty of this extraordinary 25 million acre region of California. Map your favorite itineraries, find a day long adventure, and discover rural communities.

Pick up a copy of [Printed MapGuide](#) to get a sampling of what's contained on the website! Available at California Welcome Centers throughout the State.

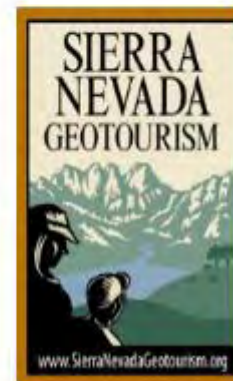


QUICK LINKS

[Board Meetings](#)
[Staff Directory](#)
[Grants and Funding Sources](#)
[Our Region](#)
[Our Offices](#)



10th Anniversary



Download our [Free Mobile App](#) to guide you through breathtaking landscapes that shape local cultures and unforgettable vacations in the American West.

Get off the beaten path and find your favorite places by visiting several themed [Exploration Tracks](#); narrow down your destination search by using regional maps: [Northern Sierra Cascade](#), [Southern Sierra](#), [Tahoe Emigrant Corridor](#), and [Yosemite](#)

WHY This Meeting NOW?

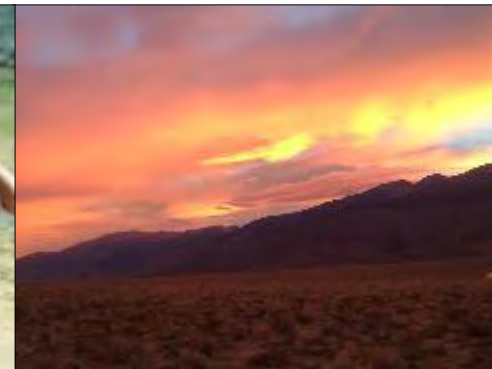
- Solidify Regional Identity, have a Unified Voice and Build Leadership
 - Want to Save Local Communities
- Get Community to Connect to AgriCULTURE in ways it hasn't in the past
 - Build upon Passion and Authenticity of local Farmers and Artists
 - Capitalize on Talents/Expertise/Passion of Different Groups/Individuals in our Community, *"make a real great fruit salad vs just a collection of good apples, berries, bananas, oranges, etc."*
- Working Together we can make better use of our time & energy ie: $2+2=\text{more than } 4$

WHAT is in OUR Community ?



Food Education Agriculture Solutions Together

Organized by Plumas-Sierra Community Food Council



Lost Sierra Community Collaborative

Building Bridges
Among AgriCULTURE,
Arts, Local Food,
Recreation & Tourism
for Improved
Community Vitality of
Residents & Visitors
in the Lost Sierra
(Plumas & Sierra Counties)



CULTURESHED(kul'cher-shed)n.

- 1) A geographic region irrigated by streams of local talent and fed by deep pools of human and natural history.
 - 2) An area nourished by what is cultivated locally.
 - 3) The efforts of writers, performers, visual artists, scholars, farmers, and chefs who contribute to a vital and diverse local culture.
- Jay Salinas, Wormfarm Institute



Arts Organizations, Agricultural Groups, Educational Entities, Public & Private Land Managers, Local Businesses, Government, NGOs, etc.

We have to Park Our Egos, Past Hurts and Disappointments
Recognize Strengths in Each Other and be

**COMMITTED to WORKING TOGETHER for GREATER
GOOD Focused on Treasures of the Lost Sierra**

S. W. O. T. – Community Vitality

Sierra Business Council Economic Development Interviews

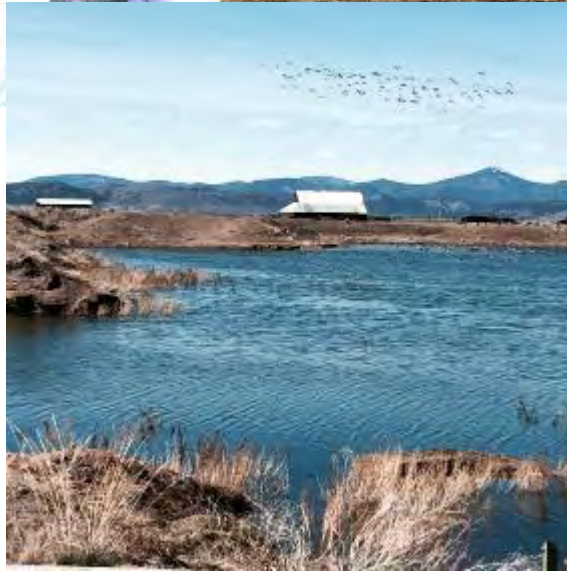
- Ag Education, Folk Schools, Outdoor Education for kids
- Ranch Stays and Working/Learning Vacations
- Host Conferences, Workshops and Retreats
- Expand Community Markets of local crafts/artisans, Farmers Mkt
- Improve Connection to Outside World with better High Speed Internet
- Connect & Improve Multi-Use Trails Systems

Lost Sierra Collaborative Mini SWOT

- Farm/Art/Ecology Retreats
- Workshops to learn Biz, Regs, Liability, Mktg of Agtourism
- Calendar Faces of Local Ag
- Workshops from local Artists held at different locations in PS
- Meals on Farms/Ranches
- Art Studio & Farm Tour
- Day of the Dead Pumpkin Patch
- Calendar of Events at Central Location
- Have more Art/Photography 'Plein Aire' Events on Ranches



Ranch Tour
Agriculture,
Arts, Schools,
Audubon,
Government
To Explore
Possibilities





High School Students from Bay Area
Filmed Rancher for Drought Story



BARN QUILT TRAILS

- Honor the economic, cultural, and historical contribution of ranching and farming to our rural communities, while celebrating one of America's historic art forms, the quilt.
- Become local landmarks that preserve our rural heritage and provide points of interest for visitors.



Community Engagement in Creating
Different size Barn Quilts at Local School



[HOME](#)[ABOUT THE PROJECT](#)[THE ARTISANS](#)[EVENTS](#)[SIGN UP](#)[CONTACT US](#)

Plumas Artisan Made

<http://www.plumasartisanmade.com/>

Branding, Marketing & Training Campaign for Local Artists

Accepts all forms of art from pottery, soap, and fiber arts, to salad dressing, jewelry, fine art, and much more.

An artisan is a worker who makes things by hand.



Shear Bliss/Four Winds Farm: fiber artisan creating handspun yarns and wool products of natural color or with forest and garden dyes

Local Land Trust MAJOR Community Player

Recreation & Education on FRLT Properties



Star-gazing at
Maddalena
Ranch, FRLT



**Fall Fun
on the Heart K**
Heart K Ranch, Genesee Valley

**Saturday, Oct. 24
10 a.m. – 4 p.m.**

Make some art on the beautiful Heart K Ranch. Bring your own art supplies – paint, camera, easels, or

Take a walk with Trina Cunningham, and learn about the land from the Maidu perspective.

Art display and music jam from 2 p.m. – 4 p.m.



The event is \$20 which includes lunch. Must RSVP online or contact Karen Kleven (530) 283-5758 kkleven@frlt.org



Learn about the importance of managing willows for habitat making.



Art for Conservation Sake



High Altitude Harvest CSA

Received Funding from 20,000 Lives
(Health Dept) and Worked with Local
Artist to Create Local Logo

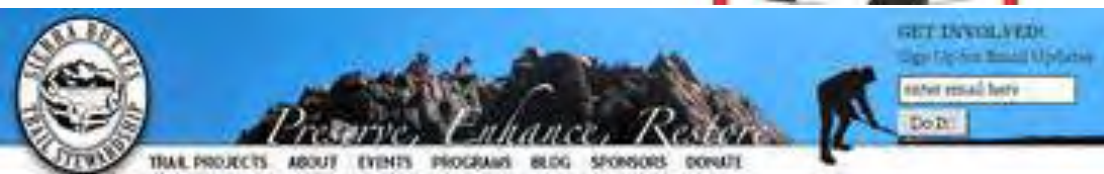


**PLUMAS
GROWN**





Tour De Manure Sierra Valley Ranches Bike Race Benefits Local Fire Department



[About Us](#)
[Programs](#)
[Calendar of Events](#)
[Artists Directory](#)
[Town Hall Theatre](#)
[Catalina Arts Gallery](#)
[Contact Us](#)

FOOD INNOVATIONS: FILM & FARMERS FAIR 4/28

DOWNHILL DREAM GETAWAY

ELEVATE TAHOE: Food Innovations at 6,000 feet
Farmers' Fair & Film Screening
Tuesday, April 28, 2015
 Quincy Town Hall Theatre
 Farmers' Fair 5PM • Film Screening 7PM

Assists with
Events Calendar &
Liability Insurance

Some information about the presenters their work and the efforts taking place locally:

The farm and ranchers in the infancy stages of the local food and farming movement. Each summer she can be found distributing locally grown food to members of the High Altitude Harvest CSA and running the 2.5 acre Five Foot Farm in Quincy with her farming partner Cody Reed.

Gary Romano of Sierra Valley Farms

Elizabeth Powell (left) is a pioneer in the local food and farming movement. She and her farming partner Cody Reed own and operate the 2.5 acre Five Foot Farm in Quincy.

Vanessa Vasquez (pictured) and Greg Willard of Five Basket Growers are members of the Plumas County Farmers Guild.

Brian Sundberg (pictured) and wife Pansy Sundberg are members of the Plumas County Farmers Guild.

Obstacles

- Time - Egos
- Volunteer Burn Out
- Cumbersome Permitting Process
- Orgs Need Capacity and Leadership
- Lack paid staff or point-person to Coordinate
- Poor Internet
- Fits & Starts




Opportunity: Sierra Nevada Conservancy Funding focused on **REGIONAL Recreation & Tourism**
Staff likes efforts of Lost Sierra



Working Group Focus

- Asset Mapping of Local Treasures
- Hands-On Educational Opportunities
- Agriculture Tourism Workshop Series
- Multi-Use Trail to Connect Communities across Private & Public Lands
- Equine Events Facility in Conjunction with local Community College
- Permit Streamlining-County/USFS
- Exploring Position Description for Coordinator then Seek Funding





Planting a seed, cultivating, reaping what you sow---both farmer and artist share these activities. Both are independent, hard-working, passionate and creative people—

"Creative thinking is now the world's most valuable commodity: it can't be outsourced or automated, and it generates the innovations that lead to new businesses and industries."

Working Together to Build a TEAM Moving in the Same Direction

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Maybe Towards a
Lost Sierra Cultureshed?

Questions or Comments

Holly George, University of California Cooperative Extension
hageorge@ucanr.edu