



Growing Agritourism

A workshop for the North Coast region

Sponsored by the UC Small Farm Program and UC Cooperative Extension

If you are...

- an agritourism operator
- a farmer or rancher considering agritourism
- a tourism professional
- an agricultural organization leader
- a farm advisor or resource manager
- a county planner, regulator or commissioner
- a city, county or state elected official
- a community development professional



...you are invited to join us for an educational and participatory professional development workshop

- to learn and share the latest in agritourism development and marketing tools
- to network with regional operators and professionals to organize and promote agritourism
- to discuss common challenges and opportunities
- to build a stronger infrastructure for successful agritourism in the region

Please Save the Date

Date: Wednesday, February 16, 2011
Time: 8:30 am - 4:15 pm
Location: Ukiah Valley Conference Center
200 South School Street, Ukiah, CA 95482

Workshop fee: \$20 if received by February 10
\$25 after February 10
(includes continental breakfast, lunch and handouts)

To register: <http://ucanr.org/ukiahagtour>

Information: Penny Leff, UC Small Farm Program, paleff@ucdavis.edu, 530.752.7779

Pre-workshop reading list will be provided to all participants who register by February 10.

Agritourism and Nature Tourism in California, 160 page complete and UC peer-reviewed manual by Ellie Rilla and Holly George of UCCE available

- by preorder (at time of registration) for \$20
- at the workshop for \$25



This project was partially funded by the Western Sustainable Agriculture Research and Education Program

