



GROWING AGRITOURISM

Presented by University of California Cooperative Extension (UCCE), Sonoma County
&
Sonoma County Farm Trails

Are you considering agritourism on your farm or ranch? Would you like to build and add value to your current agritourism business?

This daylong workshop is for you.

- Learn more about growing demand for agritourist experiences
- Tell us about how you want your operation and agritourism to grow in the North Bay
- Plan how farmers and tour operators can market and promote your farm together
- Hear local agritourism operators share their success stories
- Network with other operators and tourism professionals to build and expand what you offer

Thursday February 16, 2012
8:30AM-3:30 PM
4-H Foundation Center
6445 Commerce Boulevard, Rohnert Park

Registration is open-sign up now at: <http://ucanr.org/feb-16-agritourism>

Workshop fee: \$25

For more information: Contact Lisa Bell at 707-565-2050

