

AGRITOURISM INTENSIVE:

A class for Merced County region farmers and ranchers

offered by UC Cooperative Extension Merced County, Merced County Country Ventures, and the UC ANR Small Farm Program



**Are you considering agritourism or nature tourism on your farm or ranch?
Would you like to build your agritourism or nature tourism business?**

This class is for you!

- Local agritourism operators will share their own experiences and will be part of a supportive network of advisors as class participants plan and start new enterprises.
- Participants will learn from experts in business planning, regulatory compliance, risk management, hospitality and cost-effective marketing, including social media.
- The hands-on, interactive activities will guide participants as they assess their own farms or ranches for agritourism potential and start their own business, risk management and marketing plans.
- Each participant will receive a free copy of the extensive handbook, "Agritourism and Nature Tourism in California", which will be used as a text for the class.

Registration is open – Sign up today

Merced, Madera, Mariposa, Stanislaus and Tuolumne County farmers and ranchers are encouraged to sign up for the 3-session course.

Registration is now open: <http://ucanr.edu/agtour.merced.12>

Dates: Mondays, December 3, 2012, January 7, 2013 and Tuesday, February 12, 2013

Times: 9:00 a.m. – 3:00 p.m. each session (lunch provided)

Location: UCCE Merced County, 2145 Wardrobe Avenue, Merced, CA 95341

Cost: \$50 for 3-session course – Space is limited, please register early

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This material is based upon work supported by USDA/NIFA under Award Number 2010-49200-06203.



United States Department of Agriculture
National Institute of Food and Agriculture