

AGRITOURISM INTENSIVE:

A class for Riverside region farmers and ranchers

offered by UC Cooperative Extension Riverside County, the UC Small Farm Program, Riverside County Farm Bureau, and other local partners



**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

Riverside, San Diego, San Bernardino, Orange and Imperial County farmers and ranchers are welcome to sign up for the 3-session course. Register now at <http://ucanr.edu/agtourriverside13>

Dates: Mondays, December 9, 2013, January 13, 2014 and February 10, 2014

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

Location: Western Municipal Water District, 14205 Meridian Parkway, Riverside, CA 92518

Cost: \$40 for 3-session course – Space is limited, please register early

Information: Penny Leff, UC Small Farm Program, paleff@ucdavis.edu, 530-752-7779

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