

AGRITOURISM INTENSIVE:

A class for Plumas/Sierra region farmers and ranchers

offered by UC Cooperative Extension Plumas & Sierra Counties and the UC Small Farm Program, in partnership with 20,000 Lives, Feather River Land Trust, Plumas County Tourism Council, Plumas Arts, Sierra Booster, 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

Plumas, Sierra, Lassen and Butte County farmers and ranchers are invited to sign up for the 3-session course; others are welcome. Register now at <http://ucanr.edu/agtourplumas15>

Dates: Tuesdays, December 1, 2015, January 12, 2016 and February 23, 2016
Times: 9:00 a.m. – 4:00 p.m. each session (lunch provided)
Location: Mineral Building, Plumas County Fairgrounds, Quincy, CA 95971
Cost: \$50 for 3-session course (only \$20 for additional family or business registrants)
Space is limited, please register early
Information: Penny Leff, UC Small Farm Program, paleff@ucdavis.edu, 530-752-7779
Holly George, UCCE Plumas/Sierra, hageorge@ucanr.edu, 530-283-6262

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