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Designed as a companion to the *Olive Production Manual*, the *Organic Olive Production Manual* includes detailed information on plant nutrition, economics, pest and weed control, management of olive wastes, converting existing orchards to organic, and organic certification and registration. Other topics include orchard site selection, irrigation needs, terrain, temperature, soil, olive fruit fly damage, and how these vary for table versus oil olive production.

Olive Production Manual (2nd ed.), ANR Pub No 3353, 180 pp, \$35
Organic Olive Production Manual, ANR Pub No 3505, 112 pp, \$18

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COMING UP in California Agriculture



An agritourism operation in the Apple Hill region of El Dorado County.

First survey of California agritourism operators

The pressures of urbanization and shrinking profits have led California farmers to seek alternative approaches. Agritourism can provide growers with access to new customers as well as bolster income. More than 2.4 million visitors experienced agritourism at California farms and ranches in 2008. They stayed at guest ranches in the foothills, picked peaches in the Sacramento Valley, played in corn mazes up and down the state, shopped at on-farm stands, held weddings in fields and vineyards, and participated in myriad other agriculture-related tourism activities. In the next issue of *California Agriculture* journal, UC researchers present results of the first statewide economic survey of agritourism operators, to better understand the goals, needs and economic outlook for the state's agritourism community.