



San Diego Region

AgriTourism Gathering

Wednesday, May 22, 2024

8:00 AM – 3:00 PM

Carlsbad, California

The University of California Cooperative Extension – San Diego County (UCCE) and the UC Sustainable Agriculture and Research Education (SAREP) invite you to join us as we cultivate a local county agricultural tourism program and association network.

Farmers and Ranchers engaged in agritourism or who are interested in incorporating this value-added direct marketing strategy to their existing production agriculture enterprise are encouraged to attend this gathering for peer learning, networking and collaborative program development.

Activities include....

- Field visits and tours to local well-established agritourism enterprises
- University of California Agritourism programming and resources
- Cultivating ideas – open discussion

[Download Agenda](#)

Registration: \$20.00 per person by 05/20/2024

Register Online Today

<https://ucanr.edu/sdagritourismgathering>

For more information, contact:

Darlene Ruiz, druiz@ucanr.edu or Jan Gonzales, jggonzales@ucanr.edu

