



California Agritourism Summit

May 14-15, 2025

San Diego County

PROGRAM

Wednesday, May 14, 2025

[Flower Fields at Carlsbad Ranch](#), 5704 Paseo Del Norte, Carlsbad, CA 92008

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|-------------------|--|
| 7:00 am - 8:00 am | Summit Check-in, Flower Fields at Carlsbad Ranch |
| 8:00 am - 5:00 pm | Workshop on Wheels (click link for tour information) |
| 5:00 pm - 6:30 pm | Networking Reception hosted by California Grown, Flower Fields at Carlsbad Ranch |

Thursday, May 15, 2025

[California Center for the Arts, Escondido](#), 340 N Escondido Blvd, Escondido, CA 92025

Detailed session descriptions on Page 2

Salon 1-3

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|---------------------|------------------------------------|
| 7:30 am - 8:30 am | Arrival, Breakfast, & Networking |
| 8:30 am - 9:00 am | Welcome |
| 9:00 am - 10:30 am | Opening Panel |
| 10:40 am - 12:00 pm | Supporting Agritourism Development |
| 12:00 pm - 1:20 pm | Lunch & Networking |
| 1:30 pm - 2:30pm | Collaborative Marketing |
| 2:40 pm - 4:00 pm | Roundtable Discussions |
| 4:00 pm - 4:30 pm | Closing |

Salon 4

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|---------------------|---|
| 10:40 am - 11:20 am | Marketing Your Agritourism Business |
| 11:20 am - 12:00 pm | Managing Liability and Visitor Safety for Your Agritourism Business |



SESSION DESCRIPTIONS

Opening Panel: 9:00am-10:30am (Salon 1-3)

The Future of California Agritourism: Exploring Industry Insights and Opportunities from a Statewide Perspective

Speakers:

- Karen Ross, Secretary, California Department of Food and Agriculture
- Caroline Beteta, President & CEO, Visit California
- Danna Stroud, Associate Deputy Director of Regional Engagement & Development, Governor's Office of Business and Economic Development (GO-Biz)
- Paul Towers, Executive Director, Community Alliance with Family Farmers (CAFF)

Moderator:

- Glenda Humiston, Vice President, University of California Agriculture and Natural Resources

Supporting Agritourism Development through County Regulatory Frameworks and Tourism Investments: 10:40am-12:00pm (Salon 1-3)

Public and private sector stakeholders can play an important role in creating a supportive ecosystem for agritourism development. This session will highlight Visit Yolo's strategic investment in agritourism as a tourism asset, Santa Barbara County's newly adopted Agricultural Enterprise Ordinance, and Hipcamp's efforts to advocate for policies that better enable camping-based agritourism and rural economic development at the state and local level.

Speakers:

- Terry Selk, Visit Yolo
- David Lackie, County of Santa Barbara
- Cassandra Prenn-Vasilakis, HipCamp

Marketing Your Agritourism Business:

For many farmers, agritourism is a new model that requires very different marketing strategies. Good marketing helps turn your ideas into successful businesses by reaching the right audience, in the right manner, at the right time. With so many marketing options and with limited time and budget, how do you know where to start? In this session, marketing professional Michelle Kelleher, founder of DeziignPea, will provide the fundamentals to developing a marketing strategy to start and scale your business. Jimmy Ukegawa, President of Carlsbad Strawberry Company will share their marketing strategy and how they've adapted through the years.

Speakers:

- Michelle Kelleher, DeziignPea
- Jimmy Ukegawa, Carlsbad Strawberry Company, Inc.



Managing Liability and Visitor Safety for Your Agritourism Business: 11:20am-12:00pm (Salon 4)

Inviting the public onto your farm, whether for the day or overnight, adds a new level of liability, requires new actions to ensure the safety of your guests and your employees, and most often requires additional insurance on top of your farm insurance. In this session, Craig Underwood, owner of Underwood Family Farms in Ventura County will share their approach to ensuring safety and reducing liability, including changes they've made over the business's decades of operation. Kim Ayers of Leavitt Insurance Agencies will provide an overview of insurance considerations for agritourism operations. Mary Campbell will introduce the resources provided by the California Agricultural Mediation Program.

Speakers:

- Craig Underwood, Underwood Family Farms
- Kim Ayers, Leavitt Insurance Agencies
- Mary Campbell, California Agricultural Mediation Program

Collaborative Marketing: Farm Trails, Food Trails, and Open Farm Events: 1:30pm-2:30pm (Salon 1-3)

California has a strong history of individual producers coming together to market their products and agritourism experiences collectively. This session will highlight different approaches to collaborative marketing and we'll go behind the scenes of how these groups operate and the benefits to the producers they work with.

Speakers:

- Carmen Snyder, Sonoma County Farm Trails
- Carolyn Roberti, Sierra Valley Art & Ag Trail
- Vivien Straus, Cheese Trail

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