



**University of California**

Agriculture and Natural Resources | Cooperative Extension

## **Draft Agenda**

### **AgriTourism Gathering**

#### **Growing Together: Unlocking the Hidden Economy of Agritourism**

**December 3, 2025 • 420 S Broadway, Escondido, CA 92025**

8:30-9:00 AM	Check- in / Continental Breakfast and Networking
9:00 AM	Welcome
9:00-10:00 AM	Dr. Keith Taylor, UCCE Specialist in Community Economic Development, UC Davis
10:00-10:45	The Hidden Economy of Agritourism: Identifying Community Assets- Interactive small group activity
10:45-11:00 AM	BREAK
11:00 AM-12:00 PM	Deborah Yashar, California Center for Cooperative Development
12:00-1:00 PM	LUNCH and Networking
1:00-2:00 PM	Benefits of Group Organization: Local Examples - <ul style="list-style-type: none"> <li>• Solidarity Farms / Foodshed Cooperative, Ellee Igoe</li> <li>• Ramona Valley Vineyard Association, Teri Kerns</li> <li>• San Diego County Floral and Plant Association,</li> </ul>
2:00-3:00 PM	How Ecosystem Supporting Organizations May Assist <ul style="list-style-type: none"> <li>• Tracy Celio, Program Manager, Southwest Regional Food Business Center</li> <li>• Kim Sidoriak, President and CEO, Visit Carlsbad</li> </ul>
3:00 PM	Close



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