

## Agritourism and You

Tourism is the largest industry in the world. Agritourism and nature tourism are steadily growing forms of tourism due to an increasingly urbanized population desiring a rural experience and a connection to where food is produced. For many farmers and ranchers, agritourism offers an additional and welcome form of income. In California, agritourism and nature tourism opportunities for farmers and ranchers abound. Farm tours, U-pick operations, Bed and Breakfasts, school tours, on-farm classes, and special events are just a handful of the many forms of agritourism farmers are choosing to participate in. However, developing a tourism enterprise is not simple. Hosting visitors on the farm or ranch brings with it issues of liability, public safety, marketing and governmental regulations.

Join us for this very informative conference and discover if agritourism is right for you. Attendees will receive a copy of the UCCE Agritourism manual "Agritourism and Nature Tourism in California".

**Principal Sponsor:** Farms of Amador  
**Sponsors:** U.C. Cooperative Extension, Amador Council of Tourism, Amador Vintner's Association, Amador County Farmers' Markets, Amador County Resource Conservation District, Amador County Farm Bureau and the Amador County Grape Growers Association.

UCCE Amador County  
12200 B Airport Rd.  
Jackson, CA 95642



## UCCE Agritourism Conference April 16, 2008

Open to Ranchers, Farmers  
and Tourism Industry  
Personnel from all Counties



*Visitors Enjoying a Spring Day at Daffodil Hill*

**Shenandoah School House**  
21601 Shenandoah School Road  
Plymouth, CA  
**In Beautiful Amador County**

Phone: 209-223-6837

Web site: [www.ceamador.ucdavis.edu](http://www.ceamador.ucdavis.edu)





# Conference Agenda

**8:30-9:00**

Registration and Coffee

**9:00**

Welcome and Conference Information

*Andrew Kramer, Program Representative, UCCE Amador County*

**9:15**

Tourism in Amador County

*Tracey Berkner, President, Amador Council of Tourism.*

**9:30**

Introduction to Agritourism and Evaluating Your Resources

*Holly George, Farm Advisor, UCCE Plumas Sierra Counties*

**10:10**

Creating a Business Plan

*Rosalie Pryor-Escamilla, Mayor of Jackson, Business Development Consultant*

**10:40**

Break

**10:50**

County Regulations and Agritourism Operations

*Susan Grijalva, Planning Director, Amador Co. Planning Dept.*

**11:20**

The Relationship of a County General Plan to Agritourism: Calaveras County

*Ken Churches, Farm Advisor, UCCE Calaveras County*

**11:45**

Managing Risk in Agritourism

*Cathie Bigger Smith, Risk Management Consultant*

**12:15-1:15**

Lunch

**1:15**

Consumer Demand and Effective Marketing Channels for Agritourism

*Kristin Reynolds, Program Representative, UC Small Farm Center*

**1:30**

Beginning and Building an Agritourism Venture

*Moderator: Bill Frost, Natural Resource Advisor, UCCE*

*El Dorado County*

*Casey Stone, Yolo Land and Cattle*

*Katie and Clyde Kelly, Impossible Acres and Grandpa's Barn*

*Ken Dean, South River Lavender*

**2:45-4:00**

Tour of Sobon Estate Agricultural History Museum

Paul Sobon, Winemaker, Sobon Estate

*or*

Tour of Amador Flower Farm

Ken Deaver, Owner, Amador Flower Farm/Deaver Vineyards

Directions to Shenandoah School House:

From town of Plymouth (45 minutes east of Sacramento on Highway 16)

Take Road E-16 East. Follow E-16 until the second Shenandoah School Road sign. Take a right on Shenandoah School Road. School House is on right shortly after the Amador Flower Farm. School House is visible from the road.

Signs will be posted from Road E-16 on day of conference.

## Registration Form

Registration includes Agritourism Manual, Conference Packet, Refreshments and Catered Lunch.

Attendee Name	With Manual \$40	Without Manual \$35
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total Payment Enclosed</b>		
Name		
Ranch/Farm/Business		
Address		
Phone		
E-mail		

*Please send completed registration and checks payable to U. C. Regents by April 4<sup>th</sup> to:*

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