



University of California
Agriculture and Natural Resources

Small Farm Program

University of California
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December 21, 2010

Dear interested agencies and organizations,

Registration is now open and **you are invited** to participate in an upcoming agritourism workshop for the North Coast region.

The "Growing Agritourism" workshop, sponsored by the [UC Small Farm Program](#) and UC Cooperative Extension Mendocino County, will take place on Wednesday February 16, 2011 in Ukiah. This all-day workshop will bring together agritourism operators, farmers and ranchers considering agritourism, tourism professionals, farm advisors and resource managers, county planners and regulators, community development professionals and others involved in California agritourism

- to learn and share the latest in agritourism development and marketing tools
- to network with regional operators and other professionals to organize and promote agritourism
- to discuss common challenges and opportunities
- to build a stronger infrastructure for successful agritourism in the region

This project's major goal is to increase the capacity of agricultural professionals, tourism and economic development professionals, county planners and regulators and current agritourism operators to help farmers and ranchers develop and promote successful agritourism enterprises.

Information and registration: <http://ucanr.org/calendar/?calitem=120923>

We are also asking for your help in publicizing this event to your networks, friends, colleagues and members. Following this letter is a flier that you are welcome to distribute widely to encourage others to attend the workshop. We would appreciate it if you would include a brief article about the workshop in any of your upcoming mailings or newsletters and include the link to the registration site if possible.

Thank you for your help in spreading the word about this exciting and educational workshop. If you have any questions, please don't hesitate to contact Penny Leff at the Small Farm Program, 530.752.7779 or paleff@ucdavis.edu. We're looking forward to seeing you on February 16th in Ukiah!

Sincerely,
Penny

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Penny Leff
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Growing Agritourism

A workshop for the North Coast region

Sponsored by the UC Small Farm Program and UC Cooperative Extension Mendocino County

If you are...

- an agritourism operator
- a farmer or rancher considering agritourism
- a tourism professional
- an agricultural organization leader
- a farm advisor or resource manager
- a county planner, regulator or commissioner
- a city, county or state elected official
- a community development professional



...you are invited to join us for an educational and participatory professional development workshop

- to learn and share the latest in agritourism development and marketing tools
- to network with regional operators and professionals to organize and promote agritourism
- to discuss common challenges and opportunities
- to build a stronger infrastructure for successful agritourism in the region

Please Save the Date

Date: Wednesday, February 16, 2011
Time: 8:30 am - 4:15 pm
Location: Agricultural Center, UCCE Mendocino County
890 N. Bush Street, Ukiah, CA 95482

Workshop fee:

By February 10: \$20 (includes continental breakfast, lunch and handouts)
After February 10: \$25 (includes continental breakfast, lunch and handouts)

To register: <http://ucanr.org/ukiahagtour>

Information: Penny Leff, UC Small Farm Program, paleff@ucdavis.edu, 530.752.7779

Pre-workshop reading list will be provided to all participants who register by January 10.

Agritourism and Nature Tourism in California, 160 page complete and UC peer-reviewed manual by Ellie Rilla and Holly George of UCCE available

- by preorder (at time of registration) for \$20
- at the workshop for \$25



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