



**UC Cooperative Extension Invites You to Join In the
San Diego Region AgriTourism Gathering
Growing Together:
Unlocking the Hidden Economy of Agritourism**

Wednesday, December 3, 2025

9:00 AM – 3:00 PM

8:30 AM - Check in and Continental Breakfast

**Farm Hub Conference Room, San Diego County Farm Bureau
420 S Broadway, Escondido, CA 92025**

Discover the Power of Agritourism as an Economic Development Strategy

Across California, agritourism is creating jobs, diversifying farm income, and strengthening the connection between rural and urban communities. Yet the full potential of this “hidden economy” remains untapped. Join us for a gathering bringing together farmers, tourism professionals, and economic development experts and leaders to explore collaborative models that can help agritourism flourish in our region.

Hear from experts including:

- Dr. Keith Taylor, UCCE Specialist in Community Economic Development (UC Davis)
- Deborah Yashar, California Center for Cooperative Development
- Tracy Celio, Program Manager, Southwest Regional Food Business Center
- Representatives from local Tourism Authorities and other Cooperatives and farm support groups

Registration: \$40.00 per person by 11/30/2025

Register Online Today

(<https://link.ucanr.edu/sdagritourismgathering>)

NOTE: Space is limited - register early.

For more information, contact:

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