



University of California

Agriculture and Natural Resources | Cooperative Extension

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	Revealing the Hidden Economy and Agritourism Dr. Keith Taylor, UCCE Specialist in Community Economic Development, UC Davis
10:00-10:45	The Hidden Economy and 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"> • Foodshed Cooperative, Inc., Ellee Igoe, Director of Operations <i>Foodshed Cooperative, Inc. and Solidarity Farm</i> • Ramona Valley Vineyard Association, Teri Kerns, Programs Director <i>Co-Founder and Co-Owner, Ramona Ranch Winery</i> • San Diego County Floral and Plant Association, Todd Ingham, President <i>National Sales Manager, Floral Trade Distributors</i>
2:00-3:00 PM	How Ecosystem Supporting Organizations May Assist <ul style="list-style-type: none"> • Tracy Celio, Program Manager, Southwest Regional Food Business Center • Kim Sidoriak, President and CEO, Visit Carlsbad
3:00 PM	Close



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