

AGRITOURISM INTENSIVE:

A class for Monterey region farmers and ranchers

offered by UC Cooperative Extension Monterey County, the UC Small Farm Program, CSU Monterey Bay Small Business Development Center, and other local partners



**Are you considering agritourism or nature tourism on your farm or ranch?
Would you like to build your agritourism or nature tourism business?**

This class is for you!

- Local agritourism operators will share their own experiences and will be part of a supportive network of advisors as class participants plan and start new enterprises.
- Participants will learn from experts in business planning, regulatory compliance, risk management, hospitality and cost-effective marketing, including social media.
- The hands-on, interactive activities will guide participants as they assess their own farms or ranches for agritourism potential and start their own business, risk management and marketing plans.
- Each participant will receive a free copy of the extensive handbook, "Agritourism and Nature Tourism in California", which will be used as a text for the class.

Registration is open – Sign up today

Monterey, Santa Cruz, San Mateo, San Benito, and Santa Clara County farmers and ranchers are welcome to sign up for the 3-session course. Register at <http://ucanr.edu/agtourmonterey13>

Dates: Friday, December 6, 2013, Wednesdays January 8 and February 5, 2014
Times: 9:00 a.m. – 3:00 p.m. each session (lunch provided)
Location: UC Cooperative Extension Monterey County, 1432 Abbott St, Salinas CA 93901
Cost: \$50 for 3-session course – Space is limited, please register early
Information: Penny Leff, UC Small Farm Program, paleff@ucdavis.edu, 530-752-7779

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