

AGRITOURISM INTENSIVE:

A class for Stanislaus County region farmers and ranchers

offered by UC Cooperative Extension Stanislaus County and the UC Small Farm Program, in partnership with Stanislaus Grown, Valley Land Alliance, Ag Link, 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

Stanislaus, San Joaquin, Merced, & Tuolumne County farmers and ranchers are invited to sign up for the 3-session course; others are welcome. Registration: <http://ucanr.edu/agtourmodesto2015>

Dates: Thursdays, December 10, 2015, January 21, 2016 and February 11, 2016
Times: 8:30 a.m. – 4:00 p.m. each session (lunch provided)
Location: Harvest Hall, Stanislaus Co. Ag Center, 3800 Cornucopia Way, Modesto, CA 95358
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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