

AGRITOURISM INTENSIVE:

A class for Santa Cruz County and surrounding region farmers and ranchers

offered by UC Cooperative Extension and UC SAREP, in partnership with Santa Cruz, San Mateo and Santa Clara County Farm Bureaus, Santa Cruz Mountains Winegrowers Association, Santa Cruz County Small Business Development Center, Gizdich Ranch and other local partners



**Are you considering agritourism or nature tourism on your farm or ranch?
Would you like to expand your current 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 to save your space!

Santa Cruz, Santa Clara, Monterey, San Mateo and San Benito County farmers and ranchers are invited to register; others also welcome. Registration: <http://ucanr.edu/agtoursantacruz2019>

Dates: Thursdays, January 10, February 7 & March 7, 2019
Times: 8:30 a.m. – 3:00 p.m. each session (lunches included)
Location: UCCE Santa Cruz County, 1430 Freedom Blvd, Watsonville, CA 95076
Cost: \$60 for 3-session course
Information: Penny Leff, UC SAREP, paleff@ucdavis.edu, 530-752-5208

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