

AGRITOURISM INTENSIVE:

A class for Calaveras County and Central Sierra foothill farmers and ranchers offered by UC SAREP in partnership with UC Cooperative Extension, Calaveras Grown, Calaveras County Chamber of Commerce, Calaveras Co. Tourism, Calaveras Co. Economic Development, Calaveras County Fair, Calaveras Winegrape Alliance and other local partners



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

Farmers and ranchers from Calaveras, Tuolumne, Amador and El Dorado Counties are invited to register; others are also welcome. **Registration:** <http://ucanr.edu/agtourcalaveras2019>

Dates: Wednesdays, January 30, February 27 & March 27, 2019
Times: 8:30 a.m. – 3:00 p.m. each session (lunches included)
Location: Calaveras County Fairgrounds, 2465 Gunclub Road, Angels Camp, CA 95222
Cost: \$60 for 3-session course
Information: Penny Leff, UC SAREP, paleff@ucdavis.edu, 530-752-5208

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