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Inviting everyone involved in California agritourism



Announcing: Four Regional Agritourism Summits ... for sharing, learning & planning together

Greetings!



Please join your regional agritourism community for a day of sharing, learning and planning together at one of four Regional Agritourism Summits hosted by the UC Small Farm Program, UC Cooperative Extension advisors and collaborating partners.

Registration is **now open** for regional agritourism summits to be held in Davis, Petaluma, Modesto and Riverside.

Each regional summit will be different & unique. Some highlights:

- County regulatory updates and discussion
- Share activity, outreach and pricing strategies
- Plan collaborative marketing
- Speed-dating with service providers*
- Social media marketing training*
- Developing itineraries and bus tours*

* Not included in all summits - for agendas and more details, please see:

<http://ucanr.edu/summits2017>

We invite agritourism operators, tourism professionals, county, city and state staff and officials, community organizations, agricultural organizations, tour organizers and everyone else involved in California agritourism to

participate in one of the events.

Each summit will be a participatory all-day session with lunch provided.

Participants are invited to bring marketing and organizational information to display and share.

- **Yolo/Sacramento/Solano Agritourism Summit:**

Monday February 13, 2017

UC ANR Building, 2801 Second Street,
Davis CA 95618

[Yolo/Sacramento/Solano Summit agenda](#)

[Register here](#) (registration fee \$25 - pay online or mail a check)

- **Sonoma/Marin Agritourism Summit:**

Thursday February 16, 2017

Petaluma Community Center, Lucchesi Park, 320 N. McDowell Blvd,
Petaluma CA 95954

[Register here](#) (registration fee \$25 - pay online or mail a check)

- **Stanislaus/San Joaquin/Merced Agritourism Summit:**

Thursday March 23, 2017

Location TBD

[Register here](#) (registration fee \$25 - pay online or mail a check)

- **Riverside/San Bernardino/San Diego Agritourism Summit:**

Wed. March 29, 2017

La Sierra University, 4500 Riverwalk Pkwy, Riverside, CA 92505

[Register here](#) (registration fee \$25 - pay online or mail a check)

Please help spread the word about the summits to your community, colleagues, neighbors, co-workers, organizations, friends and clients.

- Download a [news release](#)
- Download a [flier \(pdf\)](#)

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