

## AGRITOURISM INTENSIVE:

### A class for Mendocino County and North Coast farmers and ranchers

offered by UC Cooperative Extension, Hopland REC and UC SAREP, in partnership with Mendocino Co. Farm Bureau, Visit Mendocino, Mendocino Winegrowers, West Business Development Center, 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 by US mail a free copy of the extensive handbook, "Agritourism and Nature Tourism in California," used as a text for the class.

### Registration is open – Sign up today to save your space!

**Important:** The Mendocino region Agritourism Intensive classes is open only to farmers, ranchers and others involved in agritourism in Mendocino, Lake and Sonoma Counties

**Registration:** <http://ucanr.edu/agtourmendo>

**Format:** 6 participatory 2-hour Zoom meetings, every Wednesday from March 3, 2021 to April 7, 2021, 10 a.m. to 12:00 p.m. (a possible in-person field day March 31). Shared zoom participation will be available at Hopland REC Shippey Hall for those with poor internet access.

**Workshop fee:** \$40 (for 6 class sessions, including class text mailed to you)

**Information & scholarship options:** Penny Leff, [paleff@ucanr.edu](mailto:paleff@ucanr.edu), 530-902-9763 (cell)

**This material is based upon work supported by USDA/NIFA under Award Number 2018-70027-28587.**



United States Department of Agriculture  
National Institute of Food and Agriculture

