

## AGRITOURISM INTENSIVE:

**A class for San Luis Obispo County and surrounding region farmers and ranchers** offered by UC Cooperative Extension and UC SAREP, in partnership with SLO Farm Bureau, SLO Agricultural Commissioner, FARMstead ED, SLO Farm Trail, Visit SLO CAL, Paso Robles Wine Country Alliance, SLO County Small 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 SLO region Agritourism Intensive classes is open only to farmers, ranchers and others involved in agritourism in San Luis Obispo, Monterey and Santa Barbara Counties.

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

**Format:** 6 participatory 2-hour Zoom meetings, every Tuesday from January 12, 2021 to February 16, 2021, 9 a.m. to 11:00 a.m. (a possible in-person field day Jan. 26). Shared zoom participation will be available at the SLO Farm Bureau office 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)

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