

AGRITOURISM INTENSIVE:

A class for Ventura region farmers and ranchers

offered by UC Cooperative Extension Ventura, Ventura County Farm Bureau, the UC Small Farm Program, Oxnard Convention and Visitors Bureau, and other local partners



**Are you considering agritourism or nature tourism on your farm or ranch?
Would you like to build 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

Ventura, Santa Barbara, Kern, San Luis Obispo and Los Angeles County farmers and ranchers are welcome to sign up for the 3-session course. Register now at <http://ucanr.edu/agtourventura13>

Dates: Tuesdays, December 3, 2013, January 14, 2014 and February 11, 2014

Times: 9:00 a.m. – 3:00 p.m. each session (lunch provided)

Location: Center for Non-Profit Leadership, 4001 Mission Oaks Blvd., Camarillo, CA 93012

Cost: \$50 for 3-session course – Space is limited, please register early

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