

# Fresno County Fruit Trails



*Fresno County*  
**FRUIT TRAIL**

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Statewide UC Small Farm Program



# 2006 Opening Ceremony

## Fruit Trails – Vineyard Farmers Market

Farmers with displays



County board of supervisor Judy Case







**LEGEND**

Follow the Fruit Trail!



Businesses involved in selling agricultural or ag related products, services or tours to the public.



Non agricultural businesses interested in providing products, services or other amenities to tourists visiting the Fruit Trail.



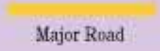
Fruit Trail Attraction



Farmer's Markets



Highway



Major Road



Cities



# 2005-2009







# History

- 2004 – first map and website
  - 9 other cities in the county
  - 32 Agritourism businesses
  - 8 farmers markets
- 2005 -added more stands and 10 strawberry growers
  - 10 Hmong strawberry growers
  - UC Small Farm Center becomes sponsor
- 2010 – some dropped off, added new ones
  - 51 Agritourism businesses (17 farms 26 strawberry, 8 other)
- 2011 – 37 locations, 26 farms = 63

# details

- Each city puts in \$500, plus farm memberships
- In-kind, county pays for 1/3 of the printing
- Charges
  - \$150.00 for new members
  - 50.00 for renewing members
  - 75.00 for metal signs, graffiti coated (optional)



**Costs for map = 3 bids**

Maps \$2,700 printing + \$1,100 graphics,  
10,000 maps

29 ¢ each

has been as high as 43¢



# advertising

- AAA
- California Visitors centers
- Tourism offices
  - Japan, Korea, Europe
- World Travel Market
  - London, Berlin
- Member cross promotion
- Huell Howser
  - California Gold (2010)
  - 800 hits on map in 2 days





# suggestions

- Needs to be constantly growing
- Postage is huge (use the web)
- Look for new members (stop in)
- Can't be static

# Can't be static – drop down menus

The screenshot shows a Windows Internet Explorer browser window displaying the website <http://www.gofresnocounty.com/>. The page features a header with the text "Welcome to Fresno County!" and a Google search bar. Below the header is a navigation menu with tabs for "Home", "Travel Details", "Where's Fresno County?", and "Contact Us". A "Festivals & Events" menu is open, showing a list of categories: Agri-tourism, Entertainment, Family Fun, Museums, Outdoor Recreation, Lakes & Rivers, Golf, National Parks & Forests, Trails, and Tourism Links. The "Agri-tourism" category is selected, and a sub-menu is visible with the following items: Ag Tours, Ag Trails, Bed & Breakfasts, Farm Stores, Farmers Markets, and Wineries. The main content area includes a paragraph of text about Fresno County's natural beauty and recreational opportunities, a "CALENDAR OF EVENTS" banner, and logos for "Fresno County Blossom Trail", "Fresno County Fruit Trail", and "Central Sierra Visitor Map". At the bottom of the page, there is a banner for "FRESNO COUNTY Tourism" with a "13 Minutes Broadband Connection Required" badge. The browser's taskbar at the bottom shows several open applications, including "Deleted Items", "LAF - Message", "FRUIT TRAILS H...", "PR sections 2011", "Travel Fresno C...", "GOFRUITTRAIL...", and "2008 Fruit Trail ...". The system clock shows the time as 10:43 AM.

# What's in season

The screenshot shows a Windows Internet Explorer browser window displaying the website <http://www.gofruittrail.com/>. The main page features a navigation menu with 'Home' and 'Contact Us', a 'Farmers Market' link, and a 'Stay Updated' section with a 'Click Here' button. A '2008 Fruit Trail Update' popup window is open, listing dates and seasonal highlights:

- August 13, 2010 - Enjoy your sweets without the guilt – the peaches, plums and nectarines are at peak juiciness on the Fruit Trail.
- August 6, 2010 - Life is Sweet on the Fresno County Fruit Trail – Fresh picked Sweet Corn, Peaches, Nectarines and much more!
- July 30, 2010 - Love Plums and Apricots – try a sweet and juicy Pluot. Many flavors and varieties on the Fresno County Fruit Trail!
- July 23, 2010 - Huell Howser visits the Fruit Trail – airing on PBS Sunday, July 25th 7pm KCET (LA) and Thursday, August 19th 8pm KVPT (Fresno).
- July 21, 2010 - Take a spin on the Fresno County Fruit Trail. Lots of great tasting fruit - Best selection and taste of the summer!

The popup window also includes a 'Close Window' button and contact information: 'If you have information on this years trail please send it to [tourism@co.fresno.ca.us](mailto:tourism@co.fresno.ca.us)'. The background website includes a 'Request a Brochure' button and a 'California Association for local Economic Development' link. The taskbar at the bottom shows the Start menu, several open applications, and the system clock at 10:40 AM.