

Planning the Future of California Agritourism

Developing a Framework for Communication,
Collaboration & Advocacy
April 8, 2015

People are excited about California agritourism.

California agritourism operators are ready for visitors,
but challenges persist.

What's next? Let's talk!

Statewide California Agritourism Summit

April 8, 2015, 8:30 a.m. - 4:00 p.m.

Heidrick Agricultural History Center

1962 Hays Lane, Woodland, CA 95776

This one-day Agritourism Summit will connect agritourism operators, organizers, regulators, educators and tourism professionals throughout California with each other. We will learn from each other and together plan the future for California agritourism.

This will be a participatory all-day session with lunch provided. Participants are invited to bring marketing and organizational information to display and share.

Registration fee: \$20.00 pre-registration (until April 3, 2015)
or \$30.00 at the door.

Register online at: ucanr.edu/agtoursummit2015

Program & lodging info: ucanr.edu/summit2015info

Funding is available through our generous sponsors to assist with travel costs for a limited number of agricultural producers and agricultural educators who could not otherwise attend the Summit.

For information about travel assistance, please contact
Penny Leff, paleff@ucdavis.edu, 530-752-7779



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