

# Full Belly Farm

Guinda, California



# Program Overview

- School Visits
- Hoes Down Harvest Festival
- Tours

# School Groups

- April through June, October
- Mostly Private or Charter Schools
- Real working experience
- Schools provide insurance









# Hoes Down Harvest Festival

- Fundraising festival for Ecological Farming Association and local community organizations
- First weekend in October for last 25 years
- 6,000 attendees; 500 volunteers
- Community involvement is key







# Tours

- Quarterly tours- free for public
- Private tours- sliding scale fee
- Try to group tours together
- Listing on UC Small Farm Agritourism site, connections with universities



# Customer Base

- Existing Customers
  - Farmers Markets and CSA Members
- Word of Mouth
- No advertisement
  - Social Media

# Visitors on YOUR Farm

- Basic Expectations:
  - Restrooms
  - Experiences
- Helpful Tools:
  - Tour Wagon
  - People Oriented Guides

# Visit Us!

We would love to have you out for a visit!

Contact Hallie Muller – 530-796-2214