

AGRITOURISM INTENSIVE:

A class for Shasta County region farmers and ranchers

offered by UC Cooperative Extension Shasta County and the UC Small Farm Program, in partnership with Shasta Co. Dept. of Agriculture, Redding Convention & Visitors Bureau, Growing Local Shasta, 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

Shasta, Tehama and Trinity County farmers and ranchers are invited to sign up for the 3-session course; others are welcome. Registration: <http://ucanr.edu/agtourshasta2015>

Dates: Wednesdays, January 6, February 10 and March 16, 2016

Times: 8:30 a.m. – 4:00 p.m. each session (lunch provided)

Location: The McConnell Foundation Lema Ranch, 800 Shasta View Drive, Redding, CA 96003

Cost: \$50 for 3-session course (\$25 for additional participants from same family/business)

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