

## **Yolo County Agritourism Professional Development Workshop**

### **Day 1 – Tuesday November 14, 2017**

- 8:45 a.m. Check-in, welcome – 70 Cottonwood Street, Woodland, CA 95695
- 9:00 a.m. (sharp!) Leave UCCE office Woodland (by chartered bus)
- 9:00 – 9:30 a.m. On bus – introductions by all and basic introduction to agritourism
- 9:30 a.m. Arrive Good Humus Produce, 12255 County Road 84A, Capay, CA 95607  
Discuss development of visitor facilities, operations of tours & events
- 10:30 a.m. Leave Good Humus
- 11:00 a.m. Arrive Full Belly Farm, 16090 Road 43, Guinda, CA 95637  
Tour and discuss farm facilities and issues for kids' camp, Hoes Down Festival, farm dinners, private events and tours  
Lunch prepared in Full Belly Farm Event Facility. Talk with farmers/event facility operators about challenges and operations of event facility and other activities.
- 1:30 p.m. Leave Full Belly Farm
- 1:45 p.m. Arrive Cache Creek Lavender Farm, 3430 Madrone Street, Rumsey, CA 95679  
Tour and learn about shop, value added products, annual lavender festival
- 3:00 p.m. Leave Cache Creek Lavender
- 3:45 p.m. Arrive back to UCCE office, 70 Cottonwood Street, Woodland
- 3:45 – 5:15 p.m. Group discussion of day's visits and tours  
  
Dinner on your own

### **Day 2 – Wednesday November 15 – at Norton Hall, 70 Cottonwood St, Woodland**

All topics to include presentation, useful materials and discussion of issues and training methods.

- 8:30 – 9:00 a.m. coffee, check-in, networking
- 9:00 – 9:10 a.m. welcome, overview of the day
- 9:10 – 10:00 a.m. Assessing a farm or ranch for agritourism potential – presentation & small group exercise – *Penny Leff, UC SAREP Agritourism Coordinator*
- 10:00 – 10:50 a.m. Liability management strategies – presentation, Q&A  
- *Ramiro Lobo, UCCE San Diego*

10:50 – 11:00 a.m.	break
11:00 a.m. – noon	Navigating permitting and regulations for agritourism; issues and resources <i>Karen Giovannini, Sonoma County Agricultural Ombudsman</i> <i>Tom Purciel, Associate Planner, El Dorado County</i>
Noon – 12:45 p.m.	Networking lunch (provided)
12:45 – 1:30 p.m.	Agritourism as part of regional tourism, helping farmers work with their DMO - <i>Tiffany Dozier, Visit Yolo County</i>
1:30 – 2:00 p.m.	Individual/small group activity – outlining & sharing of home community needs & initial plans for work with home community
2:00 – 2:10 pm.	Break
2:10 – 3:00 p.m.	Teaching agritourism business planning to farmers - presentation, resource sharing, Q&A – <i>Cindy Fake, UCCE Placer County</i>
3:00 – 3:45 p.m.	Marketing strategy and methods - <i>Barbara Archer, Public Relations Manager, Capay Organic/Farm Fresh to You</i>
3:45 – 4:00 p.m.	Individual exercise – prepare 6-month action plan for next steps with clients or community
4:00 – 4:15 p.m.	Group discussion – share plans for next steps with clients or community
4:15 p.m.	Evaluation and adjourn

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