

## Kynda Curtis

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**From:** Julene Reese  
**Sent:** Tuesday, January 27, 2015 4:25 PM  
**Subject:** USU EXTENSION SPONSORS FARM AND FOOD TOURISM WORKSHOPS



Jan. 27, 2015

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### **USU Extension Sponsors Farm and Food Tourism Workshops**

LOGAN — Utah State University Extension sponsors Farm and Food Tourism workshops in West Jordan on Feb. 20 and in St. George on Feb. 21.

The workshops are designed for growers, small food producers and tourism operators looking to expand their agritourism or food tourism operations by taking advantage of the growing tourist demand for farm and local food experiences. Educators, Extension, agency, government and industry representatives wanting to assist growers and small food producers are also invited to attend. Workshop speakers include a variety of academic and industry professionals.

According to Kynda Curtis, USU Extension agricultural marketing specialist and workshop organizer, there is an increasing demand for local foods, especially among travelers.

“The National Restaurant Association's 2013 Restaurant Industry Forecast reported that seven of 10 consumers were more likely to visit a restaurant offering locally produced items,” she said.

Workshop topics include: agriculture and food tourism product and service options, value-added food issues and considerations, cottage food production and local regulations, and assessing the economic feasibility of agriculture/food tourism enterprises. Additional topics include accessing and serving the tourism market, agritourism enterprise development and considerations, marketing value-added products, and agriculture and food tourism as a diversification strategy.

The workshops will be held from 9 a.m. to 4 p.m. at the Viridian Center, 8030 South 1825 West in West Jordan and at the USU Extension Washington County office at 475 South Donlee Drive in St. George. Cost for the workshop is \$30 and includes workshop materials, lunch and breaks.

Registration for the West Jordan location is available at <http://diverseag.org/> and registration for the St. George location is available at <https://farmfoodtourism-stgeorge.eventbrite.com/>.

For further information, contact Curtis at 435-797-0444 or [kynda.curtis@usu.edu](mailto:kynda.curtis@usu.edu).

The workshop is funded by Western SARE (Sustainable Agriculture Research and Education).

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## Kynda Curtis

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**Subject:** FW: USU EXTENSION PRESS RELEASE - USU EXTENSION CO-SPONSORS FARM AND FOOD TOURISM WORKSHOP  
**Attachments:** FarmFoodTourism-ReleaseUtah.docx



May 6, 2014

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### **USU Extension Co-sponsors Farm and Food Tourism Workshop**

LOGAN, UTAH — Utah State University Extension and University of Nevada Cooperative Extension (UNCE) co-sponsor a Farm and Food Tourism workshop held in Las Vegas June 2-3.

According to Kynda Curtis, USU Extension agricultural marketing specialist and conference organizer, the workshop is designed for growers, small food producers and tourism operators looking to expand their agritourism or food tourism operations by taking advantage of the growing tourist demand for farm and local food experiences.

“There is an increasing demand for local foods, especially among travelers,” said Curtis. “The National Restaurant Association's 2013 Restaurant Industry Forecast reported that seven of 10 consumers were more likely to visit a restaurant offering locally produced items. Thus, we encourage educators, agency, government and industry representatives looking to assist growers and small food producers to attend. Our workshop speakers include a variety of academic and industry professionals.”

Workshop topics include: agriculture and food tourism product and service options, value-added food issues and considerations, cottage food production and local regulations, assessing the economic feasibility of agriculture/food tourism enterprises, farm to fork events, accessing and serving the tourism market, agritourism enterprise development and considerations, marketing value-added products, and agriculture and food tourism as a diversification strategy.

The workshop is held from 8:30 a.m. to 3 p.m. both days at the UNCE Office, 8050 Paradise Road, Suite 100, Las Vegas. Cost for the workshop is \$40 and includes all materials, continental breakfast and lunch each day, as well as the agritourism tour on Tuesday.

Registration is available at <https://farmfoodtourismnv.eventbrite.com/>.  
For further information, contact Curtis at 435-797-0444 or [kynda.curtis@usu.edu](mailto:kynda.curtis@usu.edu).

The program is funded by Western SARE (Sustainable Agriculture Research and Education).

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