



FARM AND FOOD TOURISM

EXPLORING OPPORTUNITIES

VIRIDIAN CENTER | 8030 S. 1825 W. | WEST JORDAN, UT

February 20, 2015
9 a.m. to 4 p.m.

REGISTER AT: DIVERSEAG.ORG
Registration fee: \$25

Registration fee includes all materials, lunch, and breaks.

This workshop is designed for growers, small food producers, and tourism operators looking to expand their agritourism and/or food tourism operations by taking advantage of the growing tourist demand for farm and local food experiences. Educators, agency, and other government and industry representatives looking to assist growers and small food producers are also encouraged to attend. Workshop speakers include academic and industry professionals.

WORKSHOP TOPICS

- Why Ag/Food Tourism as a Diversification Strategy?
- Ag/Food Tourism Product and Market Options
- Value-Added Food Issues and Considerations/Cottage Foods
- Assessing the Economic Feasibility of an Ag/Food Tourism Enterprise
- Accessing and Serving the Tourism Market



Contact Kynda Curtis for more information or questions at: kynda.curtis@usu.edu or 435-797-0444