

Growing Agritourism Workshop Agenda - Northern Valley and Mountains Region

February 23, 2011 - Wetter Hall, 1740 Walnut Street, Red Bluff, CA 96080

Morning Session		Moderator: Holly George, UC CE
8:30-9:00	Registration/Continental Breakfast	
9:00-9:15	Welcome/ Overview of the Day	Rick Gurrola, Tehama County Agricultural Commissioner Penny Leff, UC Small Farm Program
9:15-10:15	Successes in Agritourism – working through the challenges	
	Panel moderator:	Carol Fall, UC CE Trinity County
	Operator panel:	Bob Nash, Nash Ranch, Shasta County Chris Kerston, Chaffin Family Orchards, Butte County Tyler Dawley, Big Bluff Ranch, Tehama County
10:15 -10:30	Break	
10:30 -11:30	Making the connections – adding agritourism to the visitor’s itinerary	
	Panel moderator:	Holly George, UC CE Plumas/Sierra Counties
	Marketing panel:	Karen Whitaker, Shasta Cascade Wonderland Association Bob Kingman, Sierra Nevada Conservancy Jonelle Tannahill, California Travel & Tourism Commission Debra Lucero, Lucero and Associates, Butte County
11:30-12:30	Planning, permitting and changing agritourism regulations	
	Panel moderator:	Penny Leff , UC Small Farm Program
	Panel:	Steve Wilensky, Calaveras County Supervisor John Stoufer, Tehama County Planning Department Dan Breedon, Butte County Principal Planner
12:30-1:15	Lunch & networking time	
Afternoon Session		Moderator: Penny Leff, UC Small Farm Program
1:15-1:35	Websites and social media for operators, associations & counties	Chris Kerston, Chaffin Family Orchards
1:35 -2:35	Starting is the hardest part – Supporting new agritourism operators	
	Panel moderator:	Claudia Street, Glenn County RCD
	Advisor panel:	Holly George, UCCE – Assessing your agritourism potential Carol Fall, UCCE – Nurturing Trinity Roots Dan Ripke, Center for Economic Development – Business plans Larry Akin, RC&D – Decision Points training program
2:35 -2:45	Break	
2:45-3:30	Collaboration for success – Agritourism association development, operations & marketing	
	Panel moderator:	Mary Fahey, Colusa County RCD
	Association Panel:	Mandy Johnston, Sierra Oro Farm Trails Greg Butler, Shasta Cascade Viticulture Association
3:30-4:00	Participatory forum/round-robin - Final thoughts/reactions/next steps from all participants.	
4:00-4:15	Wrap-up/ Evaluation	

*Sponsored by the UC Small Farm Program, UC Cooperative Extension and Sierra Nevada Conservancy
Major funding provided by Western Sustainable Agriculture Research and Education*

