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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://farmfoodtourismlv.eventbrite.com/>.

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