



FARM AND FOOD TOURISM

EXPLORING OPPORTUNITIES

UNIVERSITY OF NEVADA COOPERATIVE EXTENSION
8050 PARADISE ROAD, SUITE 100 LAS VEGAS, NV

June 2-3, 2014, 8:30 a.m. to 3 p.m.

REGISTER AT: FARMSFOODTOURISMLV.EVENTBRITE.COM

Registration fee: \$40

Registration fee includes all materials, continental breakfast and lunch each day, and **agritourism tour** (transportation and entry fee) on Tuesday.

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 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
- Food Tourism - Farm to Fork Events
- Accessing and Serving the Tourism Market
- Ag/Food Tourism Safety and Liability Management

EXTENSION
UtahStateUniversity



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