



Cultivating Solutions Through Cooperation

University of California  
Agriculture and Natural Resources



### Interested in AgTourism?

The University of California Cooperative Extension, on behalf of the UC Small Farms Program and FarmsReach, invite you to participate in a series of webinars focusing on various issues related to Agritourism.

The webinar series runs from Thursday - May 19th to Thursday - July 14th and all webinars are at 11:00 am to 12:00 Noon PST. Participation in the webinars is free of charge, but pre-registration is required.

#### **Thursday May 19 - The Strategy: Identifying, reaching & connecting with your agritourism customers**

Presenters: Kristen Skaggs, Farrell Design Group and Al (Farmer Al) Courchesne, Frog Hollow Farm

[Register here](#)

#### **Thursday June 2 - The Invitation: Social Media & Website Success**

Presenters: Kristin York, Sierra Business Council and Lauren Gagliano Saline, Suzie's Farm

[Register here](#)

For more details about the schedule, speakers and registration information please see the event announcement at <http://sfp.ucdavis.edu/files/239008.pdf>.

#### **Online Conversation Forum**

Every two weeks, we'll start with a live webinar sharing lessons about an important theme for successful agritourism programs, which will be immediately archived for convenient access during the series. Between the webinars, we'll continue the conversation online in [FarmsReach](#) (our partner in this project) with the webinar presenters and other experts answering questions and moderating discussion so that anyone involved in California agritourism can easily share ideas, ask questions of others, and get help.

Should you have any questions please contact Ramiro Lobo at 858-246-1860.

**STAY CONNECTED**

