

AGRITOURISM FOR RANCHERS A CENTRAL COAST PRIMER



Photo credits: Cover—background courtesy of Mark Swisher, inset collage UC Regents. Reverse, bottom—courtesy of Learning Among the Oaks

The University of California Cooperative Extension and the Native Tree Committee of San Luis Obispo County are holding a workshop on agritourism, a comprehensive half-day primer for starting, maintaining, and growing your ranch- or farm-based tourism enterprises. This is one of a series of workshops and field days—*Working Among the Oaks*—on agricultural stewardship and oak woodland conservation. *Working Among the Oaks* provides a forum for teaching and learning among the public and agricultural community, with an emphasis on practical expertise.

The goals of the Stewardship Program are to promote:

- Public understanding of oak trees and oak woodlands;
- Appreciation for oaks and offer science-based learning of oak woodland functions and use;
- Large scale oak woodland conservation by promoting good stewardship of working landscapes; and
- Stewardship of oaks on all landscapes throughout the county and beyond.

2010 Workshop Calendar

- 29 April Livestock & Weeds
25 May Using Wildlife Trail Cameras
21 June Grazing Values
22 Sept Agritourism for Ranchers
For updates, please visit our website at
ucanr.org/centralcoastoaks

Wednesday, 22 Sept 2010

Camatta Ranch
Santa Margarita, CA

Teach, Learn, and Discuss:

- Alternative Ranching Enterprises
- Rancher Perspectives
- Evaluating Your Resources
- Permits, Regulations, and Risk
- Planning, Marketing, and Promotions
- Optional Ranch Tour

University of California Cooperative Extension
Oak Woodland Stewardship Program
2156 Sierra Way, Suite C
San Luis Obispo, CA 93401

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San Luis Obispo, CA
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Sign-in begins at 7:30 AM on Wednesday, 22 September 2010.
Workshop concludes at 12:30 (lunch & optional tour follow).
Morning refreshments and lunch will be provided.

Are you looking to start an agritourism enterprise? Do you want to diversify your operation? Are you already involved in agritourism or nature tourism, but looking to improve or expand?

Join us to learn more about developing successful tourism enterprises on your ranch or farm. Our hosts Mark and Felicia Morrison of Camatta Ranch run many outdoor activities including a hunt club, camping and picnicking, ranch stays, school field trips, fossil hunts, and viewing wildflowers, wildlife, and exotic animals (<http://lazyarrowadventures.com>). Other area ranchers (Jack Varian, Dwayne Waddell, and George Work) and professionals — representatives from the Central Coast Agritourism Council (<http://www.agadventures.org>), Central Coast Resource Conservation & Development Council, Allied/Nationwide Agribusiness Insurance, SLO Chamber of Commerce, SLO County Planning Dept., SLO Farm Bureau, SLO County Visitors & Conference Bureau, SCORE ("Counselors to America's Small Business"), UC Coop. Ext. and Small Farm Program — will share their knowledge and viewpoints.

Don't miss it!



For more information, contact:

Jim Zingo or Bill Tietje (805-781-5938, jzingo@co.slo.ca.us)
San Luis Obispo County Cooperative Extension

To register (\$15/person):

Enrollment is limited, so register now by mail, phone (510-643-1204), fax (510-642-7416), email (yanneth@berkeley.edu), or preferably online (<http://ucanr.org/agritourismworkshop>).

Please make checks payable to UC Regents and mail to:

UCCE Agritourism Workshop
c/o Yanneth Fraga-Reyes, CNR Dean's Office
UC Berkeley, 101 Giannini Hall
Berkeley, CA 94720-3100

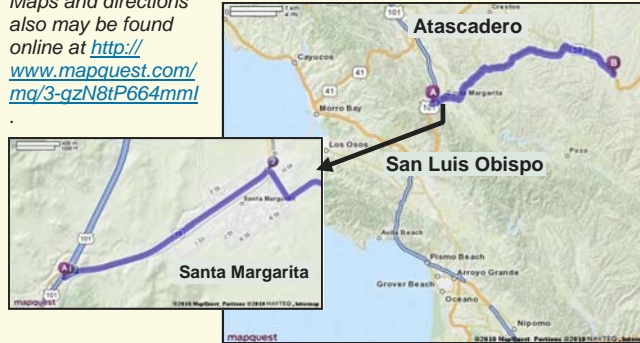


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DIRECTIONS to Camatta Ranch
9330 Camatta Creek Rd, Santa Margarita, CA

Approximately 30min and 24.4mi east of Hwy 101. Exit at Hwy 58— Santa Margarita (located north of San Luis Obispo and south of Atascadero). Go east for 1.7mi through the town of Santa Margarita and at the far end, where the main street curves left, turn right to cross the railroad tracks and continue on Hwy 58 (also Estrada Ave), turning left after 0.3mi. Follow for another 22.5mi then turn left onto Camatta Creek Rd.

Maps and directions also may be found online at <http://www.mapquest.com/mq/3-qzN8tP664mml>



The UC book "Agritourism and Nature Tourism in California" is available to workshop participants at a special flat rate price of \$20 (normally \$25 plus \$1.81 tax and \$4.50 s/h). Pre-order when you register and pick up your copy at the workshop (we will have additional copies available at the regular price plus tax).



This helpful workbook also can be purchased online at <http://anrcatalog.ucdavis.edu/SmallFarms/3484.aspx> (use code PRLUS40 at check-out for a 10% discount).

Registration

Agritourism for Ranchers

Wednesday, 22 Sept 2010
Camatta Ranch, Santa Margarita, CA
8 AM – 12:30 PM

Name _____

Address _____

Phone _____

Email _____

May we add you to our mailing list?.....

To save funds, may we notify you of future events by email rather than printed flyer?

Are you interested in us scheduling a workshop in your area?.....

Registration Fee: \$15 per person

(includes morning refreshments and lunch)

Do you need a vegetarian lunch?

Total Number of People _____

Total Registration Fee _____

Agritourism workbook (\$20).....how many? _____

Please make checks payable to **UC Regents**.

Mail registration form and payment to:

UCCE Agritourism Workshop
c/o Yanneth Fraga-Reyes
CNR Dean's Office, UC Berkeley
101 Giannini Hall
Berkeley, CA 94720-3100



San Luis Obispo County Oak Woodland Stewardship Program

Learning Among the Oaks developed an interpretive trail on 15 acres of the historic Santa Margarita Ranch (SMR) adjacent to the Santa Margarita Elementary School. *Learning Among the Oaks* provides Santa Margarita School's K-6th grade students and area home-schooled students with opportunities for hands-on oak woodland studies within the context of a working cattle ranch. *Learning Among the Oaks* is supported by the SMR, the California Conservation Corps, Santa Margarita 4-H, the Land Conservancy of SLO County, and many other collaborators.

Both the "Learning Among the Oaks" and "Working Among the Oaks" programs will continue through 2010.

