



COUNTY OF LAKE

MARKETING & ECONOMIC DEVELOPMENT PROGRAM

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FOR IMMEDIATE RELEASE

November 3, 2008

NORTH COAST AGRITOURISM CONFERENCE NOVEMBER 12, 2008

LAKEPORT, CA — Space is still available for the regional North Coast Agritourism Conference that will be held November 12, 2008, at the Ukiah Valley Conference Center in Ukiah, CA, 8:30 a.m. – 5:00 p.m.

The North Coast Agritourism Conference will include speakers on tourism, evaluating resources, business plans, county regulations, managing risk, and marketing. A panel discussion will feature experienced agritourism operators from across the region, including Anne Austin of Eleven Roses Ranch and Lake County Wine Tours.

Agritourism includes a wide array of farm and farm-related activities states the USDA, including outdoor recreation, educational experiences such as cooking classes and wine tasting, entertainment such as harvest festivals and barn dances, hospitality services including overnight stays and guided tours, and on-farm direct sales that include “u-pick” and roadside stands.

According to a recent USDA report released in December of 2007, farm-based recreation, which includes hunting, fishing, horseback riding, and other on-farm activities, provided income to about 52,000 farms across the country in 2004 and continues to grow.

Local farmers, ranchers, and others who are interested in developing the hidden assets of agricultural businesses are invited to register for this informative conference. An agritourism conference was held in Lake County in 2006 and sold out quickly, so early registrations are encouraged.

Registration fee is \$40 for the conference and includes the University of California Agritourism manual, catered lunch, conference packet, and morning refreshments. The deadline to register is November 7, 2008.

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An agenda with registration information can be viewed or downloaded from the County of Lake website at www.co.lake.ca.us on the Economic Development page under Upcoming Events.

The Lake County Marketing and Economic Development program, a member of the North Coast Tourism Council, is sponsoring this conference along with the Mendocino County Promotional Alliance, UC Cooperative Extension Mendocino County, the City of Ukiah, and the Mendocino Winegrape and Wine commission.

Located in beautiful Northern California, Lake County is just two hours by car from the San Francisco Bay Area, the Sacramento Valley, and the Pacific Coast. Lake County is home to Clear Lake, the largest natural freshwater lake in California and possibly the oldest lake on the continent. Visitors to Lake County experience the state's cleanest air basin, spectacular scenic beauty, fine wines, headliner concerts, and unsurpassed recreational opportunities — from hiking, biking, golf, and off-road adventures to boating, fishing, kayaking, birding, and even rockhounding. Lake County is part of the North Coast AVA, which also encompasses Napa, Sonoma, and Mendocino counties. The local area code is 707. For visitor information, contact the Lake County Visitor Information Center at (800) 525-3743 or www.lakecounty.com.

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