



COUNTY OF LAKE

MARKETING & ECONOMIC DEVELOPMENT PROGRAM

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FOR IMMEDIATE RELEASE

February 8, 2008

Seeking Updates for Lake County Farm Trails Brochure

Lake County, CA – The Agritourism Development and Farm Products Promotional Program, part of the County of Lake Marketing & Economic Development Program, is seeking new and updated information for the *Lake County Farm Trails* brochure.

The brochure includes a map, listings, events, activities, and tours that visitors and residents can use when looking for products and events related to agriculture, wineries, nature tours, and more. These brochures are sent out in promotional packages by the County, available at the Lake County Visitor Center in Lucerne, the Calpine Visitor Center in Middletown, the Lakeport Regional Chamber of Commerce, the Clear Lake Chamber of Commerce, in the Lake County Courthouse and made available at area events.

Locations on the map, with contact information and a description, are listed by the following categories:

Farm Stands and Growers – Farm-fresh produce or nursery stock for sale directly to the consumer, on or near the farm or orchard where it was grown.

Food and Products – Dried fruits, nuts, preserves, honey, soaps, lotions, and other locally made or prepared products, at stands, stores, delis, etc.

Livestock and Animals – Farms and ranches, petting zoos, stables, and other places to buy, view or encounter livestock and their products.

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Nature, Eco Tourism, Tours and Stays, Activities, Parks – Guided or educational tours, agri-tours or stays, parks, nature preserves, hiking, bird watching, nature photography.

Wineries and Vineyards – Grape growing, vineyard tours, wine tasting, winery tours, and more about the wine industry.

Visitor Information Centers – Lake County Visitor Centers, local Chambers of Commerce, and other sites that carry tourist maps and information.

Seasonal Farmers' Market or Event Sites – Farmers' markets, fairs, and other event sites.

Organizations or businesses that would like to be included in the brochure, or to suggest new categories that highlight agriculturally-related Lake County products or services and could be included on the map, should contact the Lake County Marketing and Economic Development Program at (707) 263-2822 or (707) 263-2580 before March 14, 2008. The map included in the Farm Trails brochure is available for viewing online at: www.lakecountyag.com/images/map.jpg

The Lake County Marketing and Economic Development Program continues to produce the Lake County Farm Trails brochure as a key component of its Agritourism Development and Farm Products Promotional Program. The goals of this program are to foster awareness and understanding of agritourism-based opportunities available to local farmers as a means of expanding and diversifying operations and generating incremental income; to differentiate and promote locally grown and produced agricultural products through expansion of the Lake County Farmers' Finest and Farm Trails programs; and to increase tourism in and to Lake County by promoting the area's agricultural-based products, activities, and events.

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. 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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