



**University of California**

Agriculture and Natural Resources | Cooperative Extension

## AgriTourism Gathering – Agenda

May 22, 2024

### **Location 1: Carlsbad Strawberry Company, 1050 Cannon Rd, Carlsbad, CA 92008**

- 8:00 AM Check- in / networking and Welcome
- 8:30-10:00 AM Tour and Q & A
- 10:00-10:30 AM Break/Transition to The Flower Fields

### **Location 2: Carlsbad Flower Fields, 5704 Paseo Del Norte, Carlsbad, CA 92008**

- 10:30-11:30 AM AgriTourism San Diego –  
Current status, ongoing and future programming
- 11:30 AM–12:00 PM Debrief/ open conversation
- 12:00–1:00 PM Lunch/ Networking
- 1:00-3:00 PM Flower Fields Overview and Tour
- 3:00 PM Adjourn



**University of California**  
Agriculture and Natural Resources  
Cooperative Extension



**UNIVERSITY OF CALIFORNIA**  
Agriculture and Natural Resources  
Sustainable Agriculture Research and  
Education Program



**WESTERN  
EXTENSION  
RISK  
MANAGEMENT  
EDUCATION**



**National Institute of Food and Agriculture**  
U.S. DEPARTMENT OF AGRICULTURE