



San Diego Region AgriTourism and Farm Gathering: Farm Business Planning Tools and Resources

Wednesday, March 5, 2025

12:00 PM, Noon – 4:00 PM

Registration Fee: \$20.00 (by 3/3/2025, Noon)

Attend In-Person:

San Diego County Farm Bureau/Farm Hub Conference Room
420 S Broadway, Escondido, CA 92025

Attend Virtually via Zoom:

The login details will be provided in the reminder email sent to registrants before the event.

What will be covered?

This hybrid workshop will provide tools and local resources to help producers/agritourism operators develop, update or revise the business plan for their farm or ranch enterprises.

Who will Present? Who are the Speakers?

Experienced and well known business planning experts including Joe Molina of the Veterans Chamber of Commerce and staff from the Center for Farm Financial Management will be our main speakers.

Who should attend?

Any farmer/rancher or agritourism operator interested in developing, updating or revising their business plans, especially those who would like to:

- Add an agritourism component to your farm operation,
- Expand their agritourism, direct marketing or other farm activities,
- Explore agricultural business planning resources, platforms and tools, or
- Engage with a growing regional agritourism network.

You don't want to miss this gathering! This event kicks off a **webinar series**, which will take a deep dive into specific elements of the business plan. Additionally, attendees will have the option to enroll in a 6-week-long **Farm Business Planning Virtual Course** guided by **Joe Molina, our featured speaker**.

Register Online Today

(<https://ucanr.edu/sdagritourismgathering>)

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