

media release

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Learn How to Diversify at Agritourism Workshop

LAKESWOOD, Colo. – From visiting a farmers’ market or winery to spending a week working cattle on a ranch or taking a farm tour, agritourism activities are popping up across the state. To help farmers and ranchers learn more about agritourism, a workshop is scheduled for March 3, 2012, in Colorado Springs, Colo.

“Agritourism is a growing segment of the agriculture industry in Colorado and across the nation,” said Wendy White, marketing specialist at the Colorado Department of Agriculture. “This workshop is an opportunity for producers to learn about agritourism and see if it is a viable concept for their operation.”

The last United States Department of Agriculture Ag Census (2007) indicated that 679 Colorado farms offered agritourism and recreational services, totaling nearly \$33 million in farm income.

“Producers in El Paso County and across the state are looking at agritourism as a way to diversify,” said Madeline Newell, District Manager for the El Paso County Conservation District. “Our goal is to help consumers experience Colorado agriculture and connect them with producers.”

The full-day workshop is at the El Paso County Household Hazardous Waste Facility in Colorado Springs. The registration fee is \$20 per person, which includes lunch and resource materials. The registration

deadline is February 29. The workshop features sessions on liability, marketing, price development, available resources, and a panel discussion with agritourism business owners.

The workshop is sponsored by the Colorado Department of Agriculture, Colorado State University, Colorado Tourism Office and the El Paso County Conservation District. For more information or to register, visit www.coloradoagritourism.com.

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