



# AGRITOURISM & DIRECT SALES

## Best practices in COVID times & beyond

**Free webinar series** presented by the University of California Agriculture & Natural Resources and Community Alliance with Family Farmers



### #1: Getting started with Community Supported Agriculture (CSA)

Tuesday, February 23, 11:00 a.m. – 12:00 p.m.

### #2: Best practices for U-Pick operations

Monday, March 8, 3:00 – 4:00 p.m.

### #3: Operating a safe, healthy & successful farm stand

Monday, March 22, 3:00 – 4:00 p.m.

### #4: Best practices for visitor interaction with animals

Monday, April 5, 3:00 – 4:00 p.m.

### #5: Best practices for farm tours, workshops & farm-based education

Monday, April 19, 3:00 – 4:00 p.m.

### #6: Online sales options and methods

Monday, May 3, 3:00 – 4:00 p.m.

### #7: Creative marketing & staying connected with social media

Monday, May 17, 3:00 – 4:00 p.m.

### #8: Community collaboration – farm trails, tourism partners & more

Monday, May 24, 3:00 – 4:00 p.m.

Learn more: [sarep.ucdavis.edu/agritourism2021](https://sarep.ucdavis.edu/agritourism2021)



UNIVERSITY OF CALIFORNIA  
Agriculture and Natural Resources

Sustainable Agriculture Research and  
Education Program