

# UF/IFAS EXTENSION AG AWARENESS TEAM

## 2017 CENTRAL FLORIDA

# AGRI-TOURISM CONFERENCE



### DAY 1

8:30 a.m.-8:00 p.m.

Current Status of Agritourism in Florida

FDACS Marketing of Agritourism

Results of Agritourism Preference  
Research

Lunch and Agritourism Operator

Panel Discussion

Hank Scott, Long and Scott Farms, Mount Dora;  
Howard Gill, True Blue Winery, Davenport; Archie Ritch,  
Ridge Island Groves, Haines City

Lessons in Collaboration: Sonoma County  
Farm Trails, CA

Service Provider Panel Discussion

Visit Florida; Visit Central Florida; FL Agritourism  
Association; FDACS Division of Marketing;  
Polk County Zoning

Create plan of action:

Breakouts by county

6:30 - 8:00 p.m.

Patio 850 Lakeland

### DAY 2

8:30 a.m. - 3:30 p.m.

Before tour gathering  
at True Blue Winery in  
Davenport

Introduction to True Blue

Load bus and travel

Tour of Second Stop

Lunch

Load bus and travel

Tour of Third Stop

3:30 p.m.

On your own  
Refreshments  
at the winery

September 26-27, 2017

**REGISTER HERE**

[http://tinyurl.com/  
CentralFL-AgritourismConf](http://tinyurl.com/CentralFL-AgritourismConf)

Participants must register in advance  
Registration ends September 22

**COST**

Register by September 8

Both days: \$70 (limited to 55 tickets)

First Day only: \$35

Register by September 9-22

First day only: \$45.00

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