CONFERENCE HIGHLIGHTS

- Understand the diverse elements of successful agtourism and learn who’s doing what right now in Hawaii and internationally.
- Make contacts with other like-minded individuals involved in ag-tourism.
- Learn from farmers and chefs how to participate in the farmer-chef strategic alliance to provide Hawaii-grown cuisine.
- Understand the role of infrastructure in creating successful agtourism attractions, especially farm visits: the importance of creating a regional identity, networking with others, benefiting from zoning regulations, and working with subcontractors.
- In a special post-conference workshop learn what goes into an effective agtourism business plan, from creating a marketing plan to implementation.

WORKSHOP HIGHLIGHTS

Tues., 25 January 2005: Kona, Hawaii
Thurs., 27 January 2005: Kahului, Maui (Laulima Bldg. 102, Maui Cmty. College)
Sat., 29 January 2005: Honolulu, Oahu
All days from 8:00 a.m. to 1:30 p.m.

An optional, hands-on workshop will follow for conference participants who are serious about running an agtourism operation. This workshop will be largely led by Brent Warner and will include a range of practical topics, such as recognizing consumer trends, creating value-added products, on-farm retailing, and liability insurance and zoning regulations.

Six to eight participants will be selected for additional in-depth one-on-one help from professional business consultants.

registration information on back...
FEATUED GUEST SPEAKERS

Chef Peter Merriman, co-founder of Hawaii Regional Cuisine and owner of Merriman’s Restaurant (Waimea), The Hula Grill (Lahaina), and the Marketplace (Waikoloa).

INFORMATION
More information about Hawaii agtourism and about the conference/workshop is available at: http://www.ctahr.hawaii.edu/agtourism.

The conferences & workshops are sponsored in part by the University of Hawaii-Manoa CTAHR, The Western Center for Risk Management Education and the County of Hawaii Department of Research & Development.

Conference planning committee: Dr. Kent Fleming (chair), Dr. Richard Bowen, Chef Peter Merriman, Noman Nagata, CTAHR, UH-Manoa Ken Love, Charlotte Vick, Virginia Easton Smith & Jody Smith

REGISTRATION
Registration for a single conference is $75 if postmarked by Tues., January 18th. (Registration is $100 thereafter, space permitting.)

Registration for a single optional post-conference workshop is $25 and open to registered conference attendees only.

Register in one of two ways:
1. Write a check to “RCUH 1884” and mail to Jennie Burau, PO Box 390-253, Kailua-Kona HI 96739. Tel: (808) 324-0520 or e-mail jenburau@hawaii.rr.com.
2. Register online with a credit card at www.ctahr.hawaii.edu/agtourism.

For more information, call or e-mail Jennie Burau (see above), e-mail Dr. Kent Fleming at fleming@hawaii.edu, or see www.ctahr.hawaii.edu/agtourism.

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