



California Wine & Agri-Tourism

RPTA 189: California Wine & Agri-Tourism

New for 2012-2013!

Course Description: Introduction to the wine tourism and agri-tourism industries, specifically in the region surrounding Sacramento. Emphasis on wine regions, wineries as event stages, wine mythology and wine in popular culture. Additionally, the course will cover the role of agricultural festivals, related agri-tourism products, slow-food, specialty crop tourism, winery and farm retail, culinary destinations, wine list creation, ag-natural tourism products, agro-tourism overlaps, and the role of agri-tourism as part of Sacramento's cultural identity. *Please note that this course has four required field trips scheduled on Fridays.* Units: 03.

Wine grapes are California's most expensive (legal) agricultural product. With nearly 3000 wineries, California produces 90% of all US wine and is the 4th largest producer of wine in the world. With multiple micro-climates, the state can produce quality wine from several varietals.

wine

Cooking and the culture of food preparation (including the utensils and methods used in cooking) is a tourist experience in its own right. It overlaps with agri-tourism, and can include broader areas such as farm-to-table restaurants, slow-food and an extensive line up of TV shows and magazines.

culinary

Olive Oil has in many ways become the "next big thing." Like wine grapes, this Mediterranean native has adapted well to California's climate and is producing quality extra virgin oils. Unlike wine, California does not yet rank on the world scale, making less than 5% of the world's olive oil.

olive oil

Agri-Tourism is a broad category of tourism products related to farming, food production, livestock, organic products, harvest festivals and more. The Sacramento region sits at the center of the country's most productive agricultural region in one of the most popular destinations in the world.

agri-tourism

Coffee, Beer, Cheese, Chocolate and more await you at **The Marketplace**. Since ancient times, people have traveled to trade and food products and spices have always been central to attractive visitors to a central market. Today's farmers markets and public markets continue this travelers' tradition.

the marketplace

Ag-Natural Tourism takes the core agri-tourism product and extends it into other farm-related activities such as hiking, horseback riding, petting zoos, crafts, etc. Ag-Natural tourism has helped many agri-tourism locations become year-round destinations even when there are no crops.

ag-natural