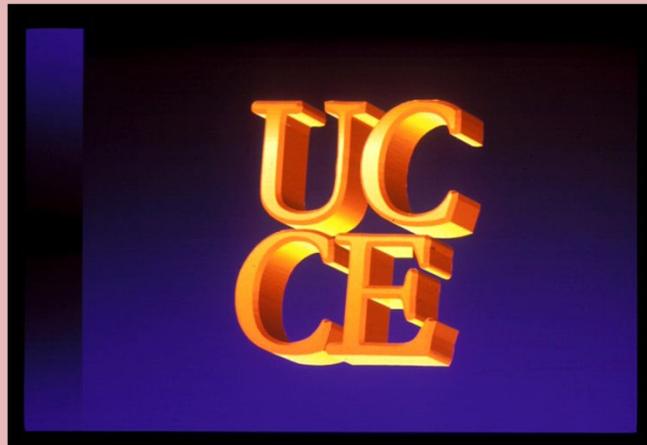


Ag Tourism Efforts In Merced County

Maxwell Norton

UC Cooperative Extension

Merced & Mariposa Counties



Cooperative Extension historically
has done economic development
and even tourism work

**These efforts fit well with efforts to
increase agricultural viability**

**We already have built extensive
relationships in the ag community**

Blossom Trails

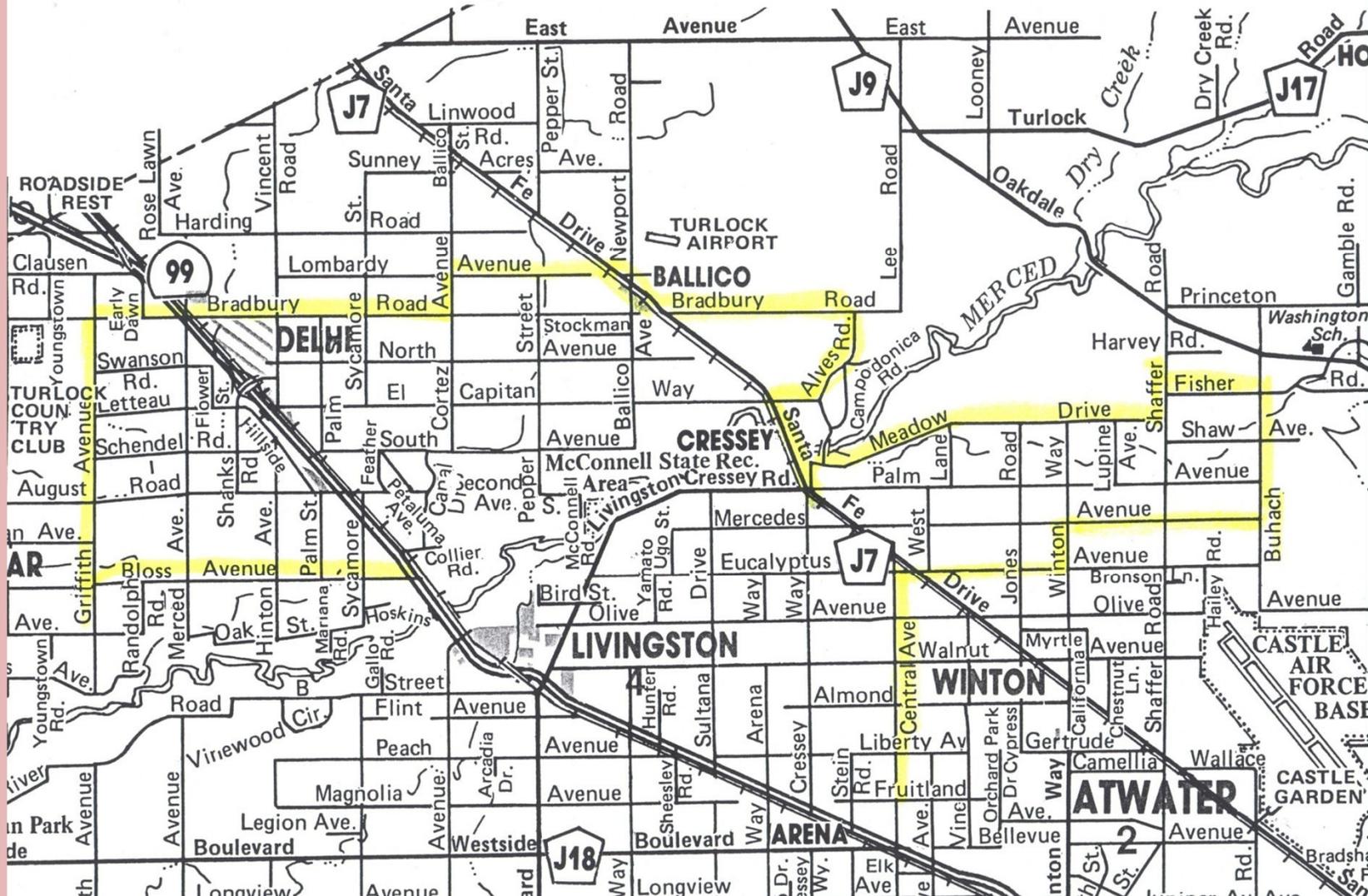


Apricots

Peaches



Peach Blossom Tour Of Merced County-Updated 2006



APRICOT & ALMOND BLOSSOM TOUR NEAR LOS BANOS UC Cooperative Extension

Apricot bloom is approximately 1-10 March \pm one week.

It usually corresponds with the last part of almond bloom in the area.

For the latest word on bloom time around Los Banos and other local attractions please call the Los Banos Chamber of Commerce at 209/826-2495 or **www.losbanos.com**.

This tour starts at the intersection of Hwy 152 and Volta Road, slightly less than 2.5 miles east of I-5.

Go south on Volta Road one block

Turn left and go east on Pioneer one block

Turn right and go south on Canyon

Turn left and go east on Sunset

Turn right and go south on Creek

Turn left and go east on Almond one block

Turn right and go south on Ortigalita

Turn left and go east on Mervel one block

Turn left and go north on Center Ave all the way into Los Banos.

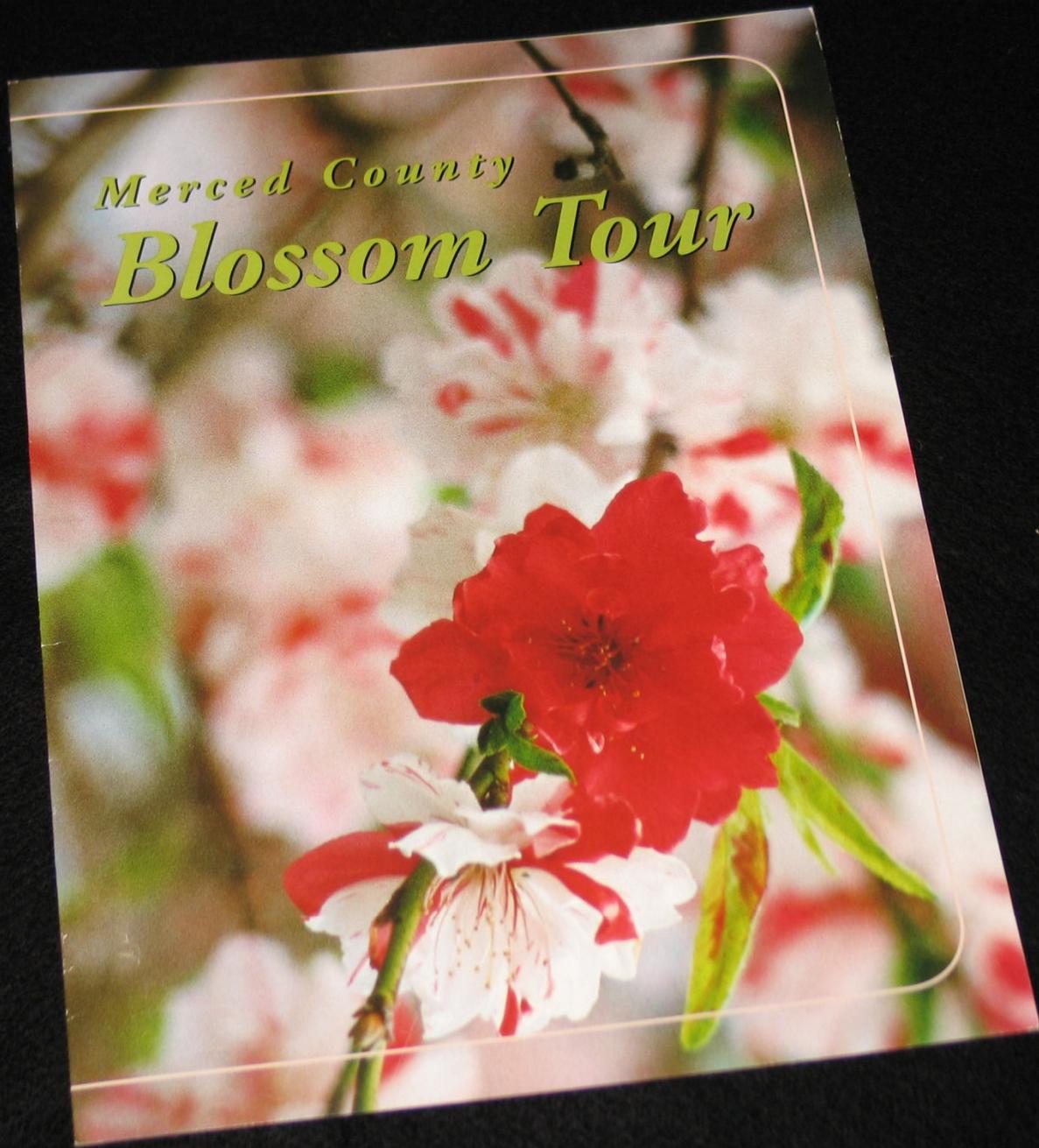
Farmers are proud of their farms but always get permission before entering private property.

Bees are very active during bloom – sensitive persons need to be cautious.

While in the Los Banos area, consider visiting the Grassland Environmental Education Center, 209/704-4772, www.grasslandwetlands.org/geece, N-E of Los Banos on Henry Miller Road just east of Hwy 165.

Merced County

Blossom Tour



Los Banos Blossom Trail



LOS BANOS
CHAMBER
of Commerce

Driving Directions:

The Los Banos Blossom Trail begins at the intersection of Hwy 152 and Volta Road, approximately 2.5 miles east of I-5.

Go south on Volta Road approx. .9 of a mile
Turn left and go east on Pioneer approx. .9 of a mile
Turn right and go south on Canyon approx. .9 of a mile
Turn left and go east on Sunset approx. 1 mile
Turn right and go south on Creek approx. 2 miles
Turn left and go east on Almond approx. .9 of a mile
Turn right and go south on Ortigalita approx. 1.9 miles
Turn left and go east on Mervel approx. .9 of a mile
Turn left and go north on Center Ave into Los Banos.

503 J St. Los Banos, CA 93635

(209) 826-2495

Visit our website for our online Visitors Guide

www.losbanos.com

Merced Ag Tourism Committee

Mission:

To develop, promote and sustain agricultural tourism in Merced County, featuring agriculture, nature and the arts.

Vision:

Merced County will be a vibrant tourist destination and provide opportunities to explore and value our art, ag and nature.

**Looking for ways to incorporate the arts
Done very successfully in other counties**





Hwy 140 Audio Tour to Mariposa

**Thousands of people drive 140 from Merced to
Mariposa on the way to Yosemite**

Learn about agriculture

Identify the crops

Hear some history of the two counties

Become aware of other attractions

Encourage them to return some day!

**Small committee wrote the script and recorded it.
Volunteer recorded some background music
Volunteers recorded and did the mixing – 4 tracks**

**Posted it on the Web for free download
Distribute CDs for free to tour buses**

**CA Women for Agriculture:
Paid for interpretive signs along route
Paid for a large banner advertising the web site**

**Next project: Hwy 165 from Turlock to Los Banos
through the wildlife refuges**



**Farm Stays
Agriculture Tours
Special On-farm events**

***Regulatory affairs committee* to work
with county on permitting protocol and
possibly an ag tourism ordinance
some day**

**Need to work closely with existing
tourism agency or visitor center – can
help each other**

Exploit internet and social media

**Consider long-term cost and responsibility
of signs and billboards**



Greeley Hill Area