



**Media Advisory for Planning Purposes**

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## **Is a New Tourism Trend on the Horizon in Santa Barbara County?**

*Good Farmers Great Neighbors along with North County Farmers Guild and local vintners to host panel of experts on Wednesday, September 11 on wine and cannabis industry partnership.*

**Who:** Good Farmers Great Neighbors, a collective of North County cannabis cultivators and advocates, is working with community residents and businesses to find new ways to enhance Santa Barbara County's agritourism. The County's unique climate yields ideal conditions and terroir for both wine and cannabis cultivation, along with a variety of other crops. Using Sonoma County as an example, it is clear that the wine and cannabis industry can both thrive together and complement one another.

"My husband and I love farming. The cannabis plant saved my life." said Sara Rotman, co-chair of the North County Farmers Guild and Good Farmers Great Neighbors.

**What:** Good Farmers Great Neighbors will host an expert panel of wine vintners and cannabis farmers to discuss the merits of partnership between the two industries to promote a new tourism source in Santa Barbara County.

"Our Together We Thrive Community Forum is the first in a series to learn and understand the best practices and strategies that will promote tourism and economic growth for both the wine and cannabis industries. Sonoma County is already doing it. We can do it here and we can do it better," Rotman went on to say.

**When:**

Wednesday, September 11, 2019, 6:00 – 8:00 PM

**Where:**

Industrial Eats Grand Ballroom

181 Industrial Way, Buellton, CA 93427

For more details please visit: <https://goodfarmersgreatneighbors.com/events/together-we-thrive/>

**Good Farmers Great Neighbors** is a collective of Santa Barbara County cannabis industry leaders who believe that cannabis farming is good for County jobs and our local economy. We promote best practices for sustainable growing, a healthy community and environment, and advocate for good neighbor community engagement to dispel the myths surrounding cannabis and cannabis production to help the industry thrive.

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