



SONOMA COUNTY
• CALIFORNIA •

LIFE OPENS UP

SUSTAINABLE

www.sonomacounty.com/travel-trade

Day 1 : Santa Rosa // Sonoma County

Arrive in Santa Rosa – which is centrally located within Sonoma County – and check into your “green” hotel (Sonoma County has over a dozen hotels that have a written environmental policy in place, including waste minimization, reuse/recycling, and energy efficiency). Then head to 4th Street (downtown Santa Rosa) for shopping and dining experiences. Be sure to check out one of our many sustainable organic restaurants using only local and seasonal produce.

Day 2 : Explore // Shop Sustainably: Farmers Markets & Local Artisans

As you round a bend on the scenic winding roadway, you spot a colorful display of the freshest fruits and vegetables. It’s a local farm stand, offering the bounty of the land to passers-by. Or, check the local calendar and watch the small-town community gather to shop at its weekly farmers market. Relaxed and casual, these outdoor markets feature fresh ingredients, prepared meals you can enjoy while people watching, and a wide variety of handcrafts. Most include live music and other entertainment.

Sonoma County’s fertile soil and mild climate makes for wonderful dairy farmland, which in turn nourishes the community of artisan cheese makers. You’ll find award-winning local cheeses in grocery stores, farmers markets, and specialty cheese shops. Or, follow the California Cheese Trail map to visit the area’s nearly 30 cheese makers who craft cow, goat, sheep, and even water buffalo cheeses. Some are open to the public on a regular basis, while others are seasonal or by appointment only.

Day 3 : Explore // Taste Sustainably: Local breweries, cider works, and distilleries

Well known for its premium wines, Sonoma County also boasts a thriving (and delicious) artisan beverage community, with more than two dozen craft breweries, close to a dozen cider works, and more than a dozen distilleries. Visit a brewery, cider works, or distillery to learn about the traditions and techniques of these emerging boutique industries. You can also taste outstanding local handcrafted beers, ales, lagers, ciders, and spirits in local taverns, brew pubs, and bars.

Day 4 : Time to say goodbye

“Voluntourism” or “Volunteer Tourism” is a form of tourism in which travelers participate in voluntary work, typically for a local charity. It is a rewarding way to give back to Sonoma County while you are here for a vacation, conference, your high school reunion, a business trip or visiting friends and family. Partner with a local charity for a morning of “giving-back” before saying goodbye to Sonoma County ... and we’ll see you next time.

