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Sierra Oro Farm Trail 2022 Farm & Wine Passes Available for Purchase on August 1
Book a ticket for a month-long harvest celebration October 1 to 31, 2022

CHICO, CA — Jun. 28, 2022 – The Sierra Oro Farm Trail Farm & Wine Pass is back in 2022. Once purchased, the pass lives on smartphones and opens the door to world-class specialty farms and wineries during the entire month of October. Passes go on sale August 1 and will be accepted at more than 30 Butte County farms and wineries.

Guests hungry for a one-of-a-kind adventure will enjoy an expanded harvest celebration, stroll through farms to pick fresh apples from the tree or pumpkins from the vines, sample artisan olive oils, specialty nuts and award-winning wines and even milk a goat, all while getting to know the dedicated farmers and winemakers.

“The month-long Farm & Wine Pass allows the Sierra Oro Farm Trail to welcome more guests with an enhanced experience and more manageable crowds. It puts the focus on tasting the products and exploring the farms,” said Nicole Johansson, organizer of the Sierra Oro Farm Trail, now in its 18th year. “For those who like to come on our farm trail to find deals, pass holders gain access to exclusive discounts and specials.”

The Farm & Wine Pass is a collaboration between the Sierra Oro Farm Trail and Explore Butte County.

Here’s how it works:

- Once a Farm & Wine Pass is purchased at www.sierraoro.org, mobile pass holders will receive a text and an email confirming purchase.
- Instructions will guide the pass holder to save the pass to the home screen on their smart phone for future easy access.
- As pass holders travel the trail, they will check in and redeem offers at each farm and winery they visit.
- The pass will unlock special discounts unique to each location. These offers can only be used once at each participating venue.

The 2022 Farm & Wine Pass is arranged by regions within the county, convenient for pre-planning travel routes. During the extended month-long harvest celebration, each region within the county will host a special weekend wherein more live music, more barrel tastings more samples will be offered, reminiscent of the former Passport Weekend, which outgrew the two-day format. These special events will pop-up throughout the month of October to surprise pass holders with new discounts and experiences available exclusively through their Farm & Wine Pass.

Days and hours of operation for each stop are posted within the mobile pass. Most locations are open on the weekends, and many have added hours during the week. “We saw tremendous business come through during the week last year, many locals came in who felt the crowds would be thinner at venues open Monday through Thursday,” said Andrew Sohnrey of Sohnrey Family Foods which is open seven-days a week.

Jen Leonard, Tasting Room manager for Almendra Winery and Distillery which also open seven-days a week, echoed his comments. “We saw a lot of couples and friends redeeming their free tasting flight during the week for date night or happy hour. And they enjoyed the special discounts the pass offered at the restaurant, too.”

The mobile pass follows a trend of digital passes in large-market food and wine experiences. The first Farm & Wine Pass was launched in 2021 to take what was previously known as a two-day event to the next level using digital and mobile technology. With the mobile pass, there isn’t a paper ticket, which is more COVID-friendly as variants and other unknown health factors may continue to impact large gatherings and events.

New stops along the Farm Trail this year include the exciting return of Harrison’s California Chestnuts in Gridley, Lundberg Family Farms in Richvale, and Wagon Wheel Market in Oroville.

The value of the pass, tastings, discounts and experiences exceeds \$150, making the mobile pass an extreme value for \$40. This year also sees the return of a commemorative wine glass, which must be pre-purchased. A commemorative glass will increase the pass price by \$5 and is purely for the novelty of a glass, it is not required to taste wine. Children 12 and under are free.

“Extending the Sierra Oro Farm Trail by offering a month-long Farm & Wine Pass last year was a great way to build upon the nearly 20 years of celebrating the local farmers and ranchers throughout Butte County,” said Carolyn Denero, Chief Executive Officer of Explore Butte County. “Plus, this easy-to-use Farm & Wine Pass encourages adventure-seeking Northern Californians to visit the North State, enjoy our agricultural bounty and explore the great outdoors, all while learning more about what makes Butte County so special.”

Proceeds from the Sierra Oro Farm Trail benefit the Sierra Oro Farm Trail Association, dedicated to further developing agri-tourism in Butte County. For the latest information about Butte County attractions, points of interest, restaurants, breweries, wineries and lodging options that are available throughout the county, visit www.explorebuttecounty.com.

Join the conversation on our social media channels: www.facebook.com/SierraOroFarmTrail and on Instagram and Twitter @FarmTrail and @explorebuttecounty.

The Sierra Oro Farm Trail is sponsored by Butte County Farm Bureau, Explore Butte County and Tri Counties Bank. Participating farms and wineries include the following: Almendra Winery & Distillery, Bangor Ranch Winery, Book Family Farm, Butte College Environmental Horticulture Nursery, Butte View Olive Company, Calolea Olive Oil, Chico State University Farm, Dog Creek Cellars, Earthworm Soil Factory, Gale Vineyards, Harrison’s California Chestnuts, Hickman Family Vineyards, Hodges Nursery & Gifts, LaRocca Vineyards, Lavender Ranch, Live Vine Wines, Llano Seco Rancho, Lodestar Farms, Long Creek Winery & Ranch, Lundberg Family Farms, Maisie Jane’s California Sunshine Products, Milk & Honey 1860, Mooney Farms, Nescere Vineyards, New Clairvaux Vineyard, Noble Orchards, Odyssey Winery, Purple Line Urban Winery, Sohnrey Family Foods, Spencer Shirey Wines, TJ Farms, Wagon Wheel Market and Wooley Farms.

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