



## **A Fabulous Fall Destination, Explore Butte County Partners with Sierra Oro Farm Trail & Encourages Visitation to the North State**

**BUTTE COUNTY, Calif. (September 6, 2022)** – In October, Explore Butte County is proud to once again partner with the Sierra Oro Farm Trail to promote the month-long mobile Farm & Wine Pass, available as part of the local farming community’s annual harvest celebration. The mobile tasting pass offers admission to more than 30 Butte County farms and wineries, opening the door to world-class specialty food destinations throughout the region.

“The Sierra Oro Farm Trail offers a wonderful opportunity for people to visit our farms and wineries to learn about where their food comes from, meet local farmers and makers, and enjoy a taste of our region in a fun and welcoming way,” said Explore Butte County’s Carolyn Denero.

Visitors to the area undoubtedly notice an impressive number of field and tree crops as they travel throughout the agriculture-rich region. According to the 2020 Butte County Crop Report, more than 110,000 acres are orchard crops with walnuts and almonds topping the acreage count followed by pistachios, chestnuts, and kiwi that are also grown in the local area. Field crops make up more than 270,000 acres in Butte County, with rice comprising the largest category grown in the fields. In all, the estimated gross value of agricultural production in Butte County totaled a whopping \$625,384,709 in 2020 alone.

Always an amazing agricultural destination for those hungry for a culinary adventure, Butte County in fall is an exciting time to visit and explore for many other reasons, too, including its wide-open spaces, hiking, and biking trails, prized waterways, special community events, and much more.

“We hope the easy-to-use Farm & Wine Pass is the starting point for new enthusiasts looking for a fun road trip to explore the bounty and beauty of Butte County that has so many other adventures to offer as well,” said Denero.

In addition to the highly anticipated Sierra Oro Farm Trail experiences, below is a sampling of additional activities happening in Butte County in October:

- [Downtown Oroville’s Fall Farm-to-Table Dinner](#) – October 1
- [Johnny Appleseed Days in Paradise](#) – October 1 & 2
- [Downtown Chico Art & Wine Walk](#) – October 7
- [Salmon Tours Down the Feather River](#) – October 8, 15, 22 & 29
- [Chico Concours D’Elegance](#) – October 22

**Source:** Explore Butte County ([www.ExploreButteCounty.com](http://www.ExploreButteCounty.com))

**Media Contact:** Traci Rockefeller Cusack, [traci@trockcommunications.com](mailto:traci@trockcommunications.com) or 916-213-4373

- [Downtown Chico Certified Farmers' Market](#) – Saturdays from 7 a.m. to 1 p.m., year-round
- [Paradise Monday](#) – Mondays from 4:30 to 6:30 p.m., through October 10
- [Chico Wednesday](#) – Wednesdays from 7:30 a.m. to 1 p.m., year-round

For visitors, friends and family who want to plan a weekend trip or midweek getaway, Butte County has a variety of wonderful overnight accommodations, a sampling of which includes the following:

- [Hotel Diamond](#) – a newly expanded and renovated luxury first-class hotel located in the heart of the thriving and fun downtown Chico
- [Doubletree by Hilton Chico](#) – conveniently located near shopping, CSU Chico, and Bidwell Park with plenty of hiking & biking trails
- [Holiday Inn Express Oroville Lake](#) – a centrally located hotel where outdoor adventure and easily accessible adventures await

For those interested in spending a few days visiting the farms and wineries and possibly enjoying other adventures in Butte County, more overnight accommodations options are available at [www.ExploreButteCounty.com/stay](http://www.ExploreButteCounty.com/stay).

The Sierra Oro Farm & Wine Pass will remain on sale through the month of October and costs \$40 per person (children 12 and under are free). The value of the pass tastings, discounts, and experiences exceeds \$150, and proceeds benefit the Sierra Oro Farm Trail Association which is dedicated to further developing agri-tourism in Butte County. To find out more or purchase Sierra Oro Farm Trail mobile tasting pass, please visit [www.explorebuttecounty.com/events/sierra-oro-farm-trail](http://www.explorebuttecounty.com/events/sierra-oro-farm-trail) or [www.sierraoro.org](http://www.sierraoro.org).

For more information about Explore Butte County and suggested places to visit, shop, dine, and more, please visit [www.explorebuttecounty.com](http://www.explorebuttecounty.com) or follow on social media – Facebook at [www.facebook.com/explorebutteca](https://www.facebook.com/explorebutteca) and @ExploreButteCountyCA on Instagram and @ExploreButteCA on Twitter. Also, a comprehensive and downloadable travel guide (beneficial for locals, too) is available at [www.explorebuttecounty.com/more/visitor-guide](http://www.explorebuttecounty.com/more/visitor-guide).

**SOCIAL MEDIA TAGS:** #ExploreButteCA, #FarmTrail, #TourTasteToast

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