

# Agritourism and ecotourism unite to unlock the hillsides of the Rancho Ventura Conservation Trust

BY LISA CAREY

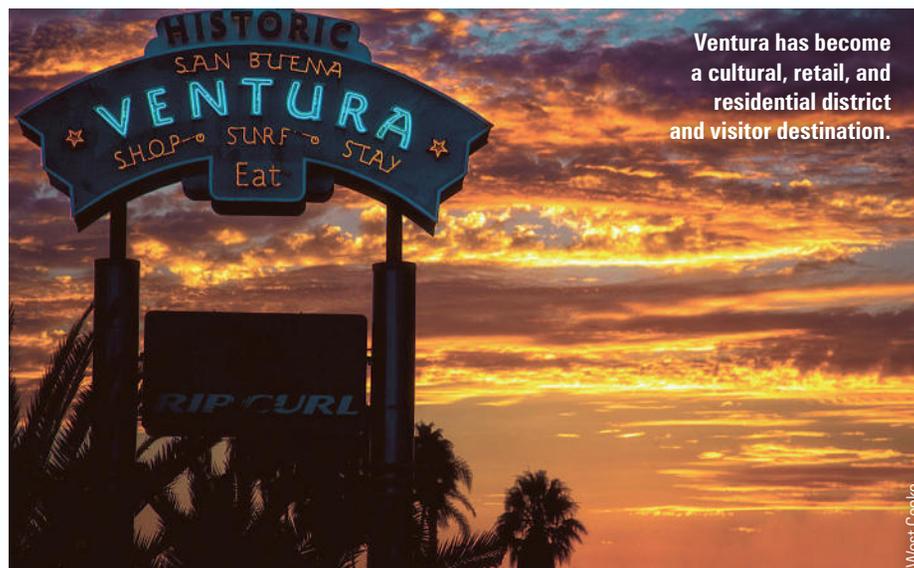
**Q**uality of life: The degree to which an individual is healthy, comfortable, and able to participate in or enjoy life events...

Ventura is the perfect backdrop for enjoyment to take root. Where else can you spend the morning at the beach, then hike up storied hillsides in the afternoon, or vice versa?

Ventura lies along U.S. Route 101 between Los Angeles and Santa Barbara. The highway is now known as the Ventura Freeway, but the original route through the town along Main Street has been designated El Camino Real, the historic pathway connecting the California missions.

Surrounded by undeveloped hills and flanked by two free-flowing rivers, the coastal site of Ventura, officially the City of San Buenaventura, has been inhabited for thousands of years. During the 18th Century, European explorers encountered a Chumash village here, (referred to as Shisholop), while traveling along the Pacific coast. They witnessed the ocean navigation skill of the native people and their use of the abundant local resources from land and sea. The Mission San Buenaventura was founded nearby in 1782, benefitting from the water of the Ventura River. The town grew around the mission compound and incorporated in 1866. The development of nearby oil fields in the 1920s and the age of automobile travel created a major real estate boom during which many designated landmark buildings were constructed. The mission and these buildings are at the center of a downtown that has become a cultural, retail, and residential district and visitor destination.

When asked about the connection between Rancho Ventura and the city, Ventura Visitors and Convention Bureau



Ventura has become a cultural, retail, and residential district and visitor destination.

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The VC Star Wine & Food Experience, presented by Mission Produce, benefits Rancho Ventura Conservation Trust

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## SUMMER TWO TREES HIKE SERIES

To date, we've had over 3,000 guests come up for a hike to Two Trees! The Summer Hike Series will embark on a new trail route in Barlow Canyon and will lead up to Two Trees. This canyon is also part of the land stewarded by Rancho Ventura. **Join us Aug. 18 and Sept. 1, 8-10 a.m. for an enjoyable hike to our beloved community landmark.**

### About the Event:

Guests will meet at the entrance to Barlow Canyon off Foothill Road. Due to the nature of the terrain the hikes can be considered moderately difficult traversing up and down steep slopes. The distance from Barlow Canyon to Two Trees is approximately one mile with an elevation gain of 716 feet over the course of the hike, for an out and back trip of around two miles. Average hike times take between an hour to an hour and a half. Guests will get to visit the permanently preserved

land in the Ventura Hillsides, take in incredible views overlooking the Pacific Ocean, Channel Islands and the Cities of Ventura and Oxnard, and the Los Padres National Forest and Topa Topa Mountains to the North and Santa Monica Mountains to the South-east. There will be extra-ordinary photo opportunities. Hike leaders will share the story of the land, the history of Two Trees, and facts about wildlife, and more. Pre-registry is required to attend the event.

President and CEO Marlyss Munguia Auster said it all.

"Ventura is a very special city. Part of what makes Ventura special is its natural beauty; nestled between golden hills and the water, there are few places like it. As residents, when we look up at the hills, we know we're home. For visitors, the hills represent a whole new world of opportunity to step off the beaten path, adventure and connect with the land at the heart of Ventura."

"By welcoming the public to explore the depths of Ventura's hills for the first time, Rancho Ventura Conservation Trust is introducing the public to two important community values; agriculture and conservation. Their quest that unites eco- and agri-tourism, along with their invaluable Conservation Ambassadors Leadership Academy, embraces values that will sustain these resources for future generations. There are dirt paths inviting us to unplug, wildflowers, wildlife, ranchers, and on clear days, tantalizing ocean views from atop mountain ridges. But, there is also a feeling that this is where Ventura came from, with an invitation to stay a little longer and dig a little deeper. The addition of Rancho Ventura Conservation Trust's public space means that from the depths of the hills to Channel Islands National Park dotting the horizon, this combination of scenic beauty and sense of community will remain a legacy that differentiates Ventura, and keeps visitors coming back."

Rancho Ventura is quickly becoming a world class conservation trust right here in our own backyard. Their partners, donors and broader community are working towards this common vision, hand-in-hand with the all-volunteer Trustees, volunteers and sponsors to make it so.



Join us Aug. 18 and Sept. 1, 8-10 a.m.

**RANCHO**  
**VENTURA**  
CONSERVATION TRUST

The mission of the Rancho Ventura Conservation Land Trust is to protect the natural diversity, scenic open space and agricultural vitality of our Ventura County ranch and coastal areas.

Join us in conserving these hillsides forever.

Go to [venturaconservation.com](http://venturaconservation.com) or call 805-644-6851  
[www.facebook.com/RanchoVenturaConservationTrust](http://www.facebook.com/RanchoVenturaConservationTrust)