

Discover the secrets of this land



Agrotourism is the opportunity for farmers and rural communities to link agricultural development with recreational activity. In other words, economic activity related to agriculture, livestock farming and fishing can be used for tourism and generate added value for visitors.

As you might guess, the Region of Valencia has immense potential for this kind of tourism as it is home to a multitude of very diverse and high quality agricultural production on land and at sea. Rice paddies, orange plantations, wineries, thousand-year-old olive groves and oil mills, lavender fields, fishing ports, farms, cheese dairies etc. Many of these places offer guided tours of their crop and production areas, tastings, day trips and even accommodation.

Agrotourism is, above all, about the experience of getting to know the value of what nature gives us and finding out how human beings have adapted to it and have lived over the centuries tied to the fruits of the land and the sea. With its ethnological dimension, agrotourism shows us how to learn about human beings, what we were and what we are.



Key

Fishing tourism		Apiculture tourism	
Oleotourism		Beers and spirits	
Truffles and mushrooms		Tiger nut production	
Citrus fruits		Cheese	
Other crops		Wine tourism	



/ Festivals

Primer Corte de la Miel (Honey Festival) in Ayora



At the start of October, Ayora celebrates the 'Primer Corte de la Miel', a beekeeping, gastronomic, tourist and cultural event with the central theme being honey, the area's product par excellence, much appreciated for its high quality and economic impact. At this fair, you can try different kinds of honey and see through a window how beekeepers work with the bees in their hives.



Local Cheese Fair in Montanejos



This event takes place during a weekend at the beginning of October; there are stalls with local cheeses from the region, cooking demonstrations, tasting and pairing sessions, workshops to promote cheese and Valencian dairy farming. The Region of Valencia's cheese competition is also held during the fair.

Cherry Fair in Caudiel

This is the most popular and representative fiesta in the municipality, which revolves around the cherries grown in the area, as well as promoting its gastronomy, rich heritage, crafts and folklore. It is held over a weekend at the beginning of June.



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map/Agrotourism in the Region of Valencia

Discover farming's value

REGION OF VALENCIA MEDITERRANEAN ATTITUDE

Places to find out about agricultural practices, farms and craft products

11 ways to savour the Region of Valencia

- Oleotourism.** From the routes among the ancient olive trees to the production of this 'liquid gold' in olive oil mills.
- Wine tourism.** Find out about the history of the vine and try the different Designations of Origin.
- Apiculture tourism.** Eco-tourism proposals that taste of honey.
- Beers and spirits.** Taste the essence of Valencian craft beers and spirits surrounded by stills and plant life.
- Citrus fruits.** Go on a journey with all five senses through the fascinating world of citrus fruits and the Valencian countryside.
- Cheese.** Savour the different Valencian provinces through the secrets of excellent cheese.
- Truffles and mushrooms.** Join in the search for the gastronomic treasures, truffles and mushrooms, in the Region of Valencia.
- Rice.** Be captivated by the beauty of the paddies or the art of cooking a genuine paella.
- Fishing tourism.** Like Sorolla, delve into the daily life of Valencian fishermen and relish the flavours of the sea.
- Tiger nut.** Discover the origins of this thousand-year-old product and enjoy a Valencian horchata.
- Other crops.** Learn about the different crops and explore the roots of the Region of Valencia's most delicious traditional dishes.



/ Oleotourism



The essence of liquid gold

The Region of Valencia has an ancient tradition of olive growing with native varieties for the production of the highly prized olive oil. Thanks to the olive oil tourism experiences offered in the different municipalities of the three Valencian provinces, you can learn about the history of the land and its olive groves, see first-hand the cultivation and production techniques, and try different olive oils to find out how to distinguish and appreciate them like true professionals.

Ancient olive groves to explore or harvest when the season is right, cooperatives that allow you to help them with their work after visiting the fields, olive oil presses where you can take the harvested olives to be made into oil and get involved, olive oil museums to visit and the chance to savour the essence of this region at olive oil tastings. All this will make visiting the Region of Valencia a unique experience that you'll definitely want to repeat.



/ Tiger nut



Tiger nut horchata is one of the Region of Valencia's many star products. A natural, healthy, nutritious drink made with a product grown in the north of Valencia province, tiger nut with the Valencia Designation of Origin.

In the towns of Tavernes Blanques and Alborai, you can learn all about the cycle through which tiger nut goes to become the highly valued and delicious horchata. From planting, the time spent growing and drying, to savouring it and learning how to make real home-made horchata. For example, Almàssera also offers guided walking and cycling tours through the beautiful farming landscape that surrounds Valencia city, the thousand-year-old farmland, declared a Globally Important Agricultural Heritage System (GIAHS).

/ Wine tourism



Wine goes hand in hand with the Region of Valencia, which has a multitude of excellent quality wineries, proof of which is found in the Protected Designations of Origin (PDO). The region has been awarded PDOs for Valencia, Utiel-Requena and Alicante, as well as the Vino de Pago from El Terrazo and Los Balagüeses, both in the Utiel-Requena comarca. Other highlights include the Protected Geographical Indication (PGI) for Castelló and the interregional PDO for cava, which is of great importance in Requena.

Areas where you can find the most wineries for tastings, pairing menus and staying among vineyards are Marina Alta, Marina Baja, El Comtat, l'Alcoià, l'Alacantí and Vinalopó (Alto, Medio and Bajo) in Alicante province, Utiel-Requena comarcas and the areas of Valentino, Clariano, Alto Turia and Moscatel de Valencia in the Valencia PDO, and the Alto Palancia-Alto Mijares, Sant Mateu and Les Useres-Vilafamés.



/ Beers and spirits



You can enjoy the best craft beers in the Region of Valencia when you visit some of its destinations where there are craft breweries; Peníscola, Catarroja, La Pobla de Vallbona, Alcoi and Ontinyent, with their beers brewed with water from the Sierra Mariola. In the mountains of Alto Turia, between Alpuente and La Yesa, there is a very original experience available to visitors: bird watching followed by a tasting of craft beer produced in the area.

The Region of Valencia also offers you the chance to get to know the origin and production process of different local liqueurs and spirits. For example, you can see how gin is made and try some different varieties.

/ Fishing Tourism



Experience this artisanal trade

Do you feel like enjoying the experience of a day's fishing and the untamed beauty of the sea? If so then fishing tourism is for you. You can see how a port works, experience small-scale fishing, enjoy the panorama of the high seas, watch seabirds and sometimes even see cetaceans. And to round off the day, you can eat your own catch in restaurants participating in the experience.

Dénia was the first municipality in the Region of Valencia to offer this interesting tourism model that adds value to fishing. There are also fishing tourism options in Castelló de la Plana, Benicàssim and Peníscola.



/ Cheese



Cheese lovers are in luck as in the Region of Valencia you can enjoy a host of cheese-related opportunities with tastings, cheese-making workshops and tours including lunch that go hand in hand with Valencian wine pairings and activities in nature. A way to enjoy agrotourism through the flavours of goat's and sheep's milk.

There are cheese dairies offering tours and tastings throughout the Region of Valencia. And something very special happens in October; the Local Cheese Fair in Montanejos, an event where you can enjoy the valencian's local cheeses. You can also attend cooking demonstrations, tasting sessions, workshops and a competition in which the best cheeses in the Region of Valencia are judged.

/ Truffles and mushrooms



The Region of Valencia's land and climate have certain special characteristics that make places like Pobla de Benifassà, Morella, Andilla, El Toro and Vistabella del Maestrat ideal places to search for truffles and mushrooms. The climate, together with the people's know-how, give the 'black diamond' and mushrooms found here unparalleled aroma and flavour, making them high quality products that you can enjoy at particular times of the year.

Castelló is the second province that produces the most black truffles after Teruel, so among the options offered in the Region of Valencia you are sure to find the perfect place to learn about the process for harvesting these delicacies, while surrounded by unique landscapes.

An example of the experiences available around truffles is the option of searching for this fungus guided by specialist search dogs. It's then up to you to decide whether you want to take your prize home with you or if you want to enjoy it at a local restaurant where they can prepare specific menus with the freshly harvested product.

/ Citrus fruits



Valencian citrus fruits are one of the most exported products from the Region of Valencia to the whole world, which is why you can find a multitude of experiences based around mandarins, oranges and lemons, as well as other fruits.

There are activities such as tours of orchards where different varieties of Valencian citrus fruits are grown. You can also taste the sustainable produce harvested while learning about the history and importance of Valencian citrus cultivation. These years of tradition have served to position the Region of Valencia as a world leader in citrus production, and it has now also become a tourist destination in this field.

/ Rice



Few things are more authentic than rice from the Region of Valencia. The many hectares of paddies have a traditional irrigation system and are considered a fundamental landscape, both environmentally and in terms of agri-food for the Mediterranean diet.

The rice grown in places such as l'Albufera de Valencia, Alfafar, Cullera and Sueca have the Valencia Rice Designation of Origin. This valuable and widely consumed cereal, its recipes and the way in which it is worked and cared for all form part of the Valencian identity. If you want to go deeper into this age-old tradition and be able to enjoy the entire process followed for a genuine Valencian paella to reach your table, you just need to enjoy one of the experiences on offer, such as a boat trip in l'Albufera or a day spent at a Valencian barraca learning how to cook different kinds of rice.



/ Apiculture tourism



Beekeeping tourism can be considered one of the most sustainable forms of tourism, offering you the opportunity to get to know all about the world of bees, along with rural tourism activities, and acting as an incentive for local tourism and gastronomy, as well as contact with nature.

Apiculture tourism experiences in the Region of Valencia include workshops and tours of beehives where you can discover the secrets of the world of honey from expert beekeepers, as well as tastings that highlight this sweet nectar. And for the most curious, there are fairs such as 'El Primer Corte de la Miel' in Ayora, a gastronomic and tourist event around honey and its production.

/ Other agrotourism proposal



In the Region of Valencia, there is a wide variety of crops that guarantee the quality of the raw materials used in the preparation of dishes. Experiences in agrotourism allow you to enjoy a wide range of activities.

For example, in Ademuz, the Fiesta de la Manzana (Apple Festival) is held in honour of the local variety 'manzana esperiega' or 'poma gelada'. This event hosts various gastronomic and agro-tourist activities. It is also possible to enjoy the aromas given off by the lavender fields.

Another good example is the Benicarló D.O. artichoke grown in the north of Castelló and also in the Vega Baja. The artichoke is in fashion in gastronomy. It is a very versatile product that can be prepared in a variety of ways, from traditional stews to more avant-garde and innovative dishes.

Some agrotourism museums

/ Bodega redonda. Vine and Wine Museum of the Region of Valencia

These facilities are home to the Regulatory Council of the Utiel-Requena Designation of Origin and disseminate what is one of the area's main economic activities, wine production. The building, which houses a collection of tools from the past, is of high architectural value.

/ L'Horta de Almàssera Museum

Located in l'Horta Nord comarca, this museum displays the agricultural way of life characteristic of the Valencian countryside. You will find a traditional kitchen to learn about our ancestors' daily lives, a collection of ethnological pieces and a field of crops, fruit trees and gardens.

/ Museu Comarcal de l'Horta Sud Josep Ferrís March in Torrent

This is a centre for the conservation, dissemination, research and exhibition of the cultural heritage of l'Horta Sud comarca. As a former farm workers' house, the space is divided into three areas: the living quarters, the area related to farm work and the part dedicated to the storage of agricultural produce.

/ Montesa Oil Museum

This is a mid-20th century oil mill which, once olive oil was replaced by citrus growing, was transformed into a museum with machinery and informational material on the production of olive oil.

/ Segorbe Oil Museum

A renovated old mill that highlights the value of olive oil and its production process. You can see an impressive oil waterfall and immerse yourself in Segorbe's history through La Morrua, the thousand-year-old olive tree.

/ Bicorp Ecomuseum

This heritage centre has spaces dedicated to palaeontology, rock art and ethnology where you can find out about traditional society: life in the mountains, agriculture, livestock farming, beekeeping and life in a cave house.

/ The route of riurau



The *riurau*s are very characteristic constructions unique to the Region of Valencia in which the grapes moscatel were transformed into raisins following an ancient process known as l'*escaldá*. For almost two centuries they were the nerve centres of the economy of Marina Alta in Alicante province, where part of the comarca's wealth was generated in an area of productive transformation in which the fruit of the terraced vineyards fully matured.

Although for some years it seemed that the *riurau*s would fall victim to abandonment and the passage of time, in recent decades they have been restored and an entire route, or rather, a set of routes, has been created to visit them. From *riurau* to *riurau*, you will find breathtaking viewpoints and sea and mountain landscapes, as well as unique towns and villages that have managed to hold on to their spirit thanks to the care they have taken of their heritage.

A total of 18 towns are participating in this proposal. They are located between Benissa to the south, El Verger to the north, Parcent to the west and Xàbia to the east, as well as Rótova which is somewhat further away from the main centre.

The combination of these localities gives rise to numerous possible routes, depending on whether you want to explore them as a hiker, by bike, car or with your family. In fact, the Ruta dels Riurau website (www.rutadelsriurau.es) offers 24 possible itineraries.

