

Monterey

adventure by the sea

Agriculture and tourism are the top industries in Monterey County, so it seems only fitting that the California Farm Bureau Federation will hold its 2002 annual meeting at this scenic Central Coast destination.

The Monterey Peninsula offers a wealth of activities for all ages and budgets. Sightseeing, shopping, dining, playing golf, wine-tasting and whale-watching are just a few of the countless things to do.

One of the main attractions in Monterey is Cannery Row, where sardine canneries were built in response to World War I ration demands. The sardine canneries, which pulsed with activity for 40 years before falling on hard times in the 1950s, have since been reclaimed into a dazzling array of shops, galleries and restaurants.

A highlight of Cannery Row is the Monterey Bay Aquarium, a world-class aquarium that has 300,000 marine plants and animals. Its exhibits offer a diver's eye view into the underwater environment of Monterey Bay, including a giant kelp forest and a display of deep-sea creatures never before brought to the surface.

"They have a wonderful, new exhibit going on right now on jellies," said Diane Mandeville, director of marketing for the Cannery Row Co. "Jellies: Living Art," is an exhibit that features mesmerizing and beautiful jellyfish—some never before seen in North America.

Agriculture is Monterey County's No. 1 industry with a value of \$5.8 billion and its 40,000 acres of world-class winegrapes make up a big portion of that. There are dozens of wineries in the county and many have tasting rooms that are open to the public. Some of the county's award-winning wines can be sampled at A Taste of Monterey, located on Cannery Row, with spectacular panoramic water views and an extensive Monterey themed gift shop.

"People could basically go wine-tasting before they go to dinner," Mandeville said.

There are more than 400 restaurants in Monterey that offer a wide range of menus and prices. Visitors can enjoy outdoor cafes, family restaurants or intimate dining opportunities.

The Sardine Factory, called "The Flagship of Cannery Row," is one of the oldest seafood restaurants in Monterey. Guests may enjoy delicious appetizers and entrees from the Sardine Factory's diverse dinner menu. In addition to a wide assortment of fresh seafood and juicy steaks, guests may indulge in such favorites as deep-fried calamari and "The World Famous Abalone Bisque," a soup that was served at The Taste of America for President Reagan's Inaugural. The upscale restaurant also has a large wine cellar where it maintains a wonderful selection of California wines.

Cannery Row is the place to go for retail therapy. Forty outlet stores are located at the American Tin Cannery, offering everything from designer clothing to vitamins. The Cannery Row Antique Mall is the largest antiques and collectibles mall on the Central Coast. In addition, this historical marketplace offers the Ansel Adams Gallery, Ghirardelli Soda Fountain and Chocolate Shop, and many other wonderful and unique specialty shops.

Plaza Mall is a few steps away from the Monterey Conference Center. There are plenty of gift shops, art galleries and restaurants to choose from, as well as Peter B's Brewpub and Camille Malcolm's Spa on the Plaza & Fitness Center.

Visitors can rent a kayak at Adventures by the Sea and get a close-up view of frolicking sea otters and sea lions. Bicycle and rollerblade rentals are also available.

Those who want to take a stroll or bicycle ride along the ocean can enjoy the Monterey Peninsula Recreational Trail, a 33-mile path that goes from downtown Monterey to Pacific Grove.

Whale-watching is another popular activity and can be enjoyed year-round. Humpbacks and blue whales migrate off the coast from May through November, followed by gray whales from December through April. Whale-watching boats depart from Monterey's Fisherman's Wharf in the morning. Monterey Bay Whale Watch, for example, offers trips that depart from Sam's Fishing Fleet, located on the wharf.

Those interested in local history will enjoy taking a walk along "The Path of History," a two-mile walking tour of Old Monterey. Several historic buildings, including

adobes built in the 18th century, have been preserved in Monterey Historic State Park, which is located directly behind the DoubleTree Hotel and the Monterey Conference Center. These buildings include the Customs House, where duties were paid on imported goods after the Mexican government opened the Port of Monterey to foreign trade in 1822. The Pacific House, which was originally built for the storage of U.S. military supplies in 1847, now functions as a museum featuring the histories of Native Americans and Spanish settlers. Colton Hall, a town hall, was the site of the California Constitutional Convention in 1849, when Monterey was the state capital. The Path of History is self-guided, so visitors can decide the starting point. The path is well-marked with large, round yellow tiles set into the sidewalk, while street signs indicate points of interest. Arianne Bautista, media relations coordinator at the Monterey Convention & Visitors Bureau, said tourists can simply "follow the arrows."

Nearby is the Maritime Museum of Monterey, which features the history of this seaside city from the early explorers to the establishment of Cannery Row. There are naval artifacts, interactive exhibits and a two-story light-house lens that was originally installed at the Point Sur Lighthouse and lit in 1889.

The Monterey Peninsula is a world-renowned golf capital with dozens of public and private courses. Some golf courses overlook the ocean, while others are nestled in scenic coastal valleys.

The Carmel Valley Ranch Golf Club—the site of the CFBF golf tournament—is a 10-minute drive from Highway 1. Jill Mann, tournament coordinator and assistant golf professional at the resort, said, "We offer golf lessons for all ages."

Mann also noted that the resort is surrounded by about a dozen wineries. "About half a mile down from us is Chateau Julien," she said. This award-winning winery offers wine tasting and tours daily.

"Carmel Valley Village, which is about four miles in the valley from where we are, has wineries and it also has locally owned boutiques and restaurants," Mann added. "It's a neat place to go to lose yourselves for awhile."

Other attractions include Pebble Beach's 17-Mile Drive, which offers magnificent views of dramatic coastal scenery, immaculate golf courses and dream homes set graciously behind elegant gates. Along the way, visitors can park

their cars and look at the Lone Cypress, a 200-year-old tree whose tenacious hold on the shoreline rocks has inspired artists and photographers.

Snorkeling, sailing, hiking, horseback riding on the beach and other outdoor activities are also available on the Monterey Peninsula.

Inland in Salinas, people can visit the National Steinbeck Center, a private, nonprofit institution that preserves the legacy of Pulitzer Prize-winning writer John Steinbeck (author of *Cannery Row*, *Grapes of Wrath*, *Of Mice and Men*, *East of Eden* and other classics) and celebrates the rich agricultural heritage and history of the Salinas Valley.

Those who are travelling with children will be happy to know that Monterey also offers a wealth of kid-friendly activities and attractions, such as the Monterey County Youth Museum, which is a hands-on, interactive version of Cannery Row.

Wild Things is a wild-animal facility between Monterey and Salinas that is dedicated to providing professionally trained animals for film, television, education and more. Visitors can see a collection of birds, mammals and reptiles and learn how they are trained for film work.

The Farm in Salinas was created to share the story of Salinas Valley agriculture. The Farm includes a demonstration market garden, a produce stand, a picnic area, live animals and an agricultural art exhibit. Visitors can enjoy larger-than-life art sculptures that dot the landscape in the "Salad Bowl of America."

A wide range of accommodations are available on the Monterey Peninsula, including the Monterey DoubleTree Hotel and the Monterey Marriott Hotel, which are located next to the Monterey Conference Center, the site of CFBF's 84th annual meeting from Dec. 8-11.

Anne Roberts, Monterey DoubleTree Hotel concierge, said she can help arrange tours, shopping trips and transportation for guests. The hotel even has a list of certified babysitters. "I will take care of everything for them," Roberts said.

For more information on and to register for the CFBF annual meeting call (800) 698-FARM, or visit www.cfbf.com/AM2002.

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Monterey

visitor information

Attractions

For information on things to see and do in the Monterey



Peninsula, contact the Monterey County Convention & Visitors Bureau at (831) 648-5355, www.montereyinfo.org.

Golf Information

The Carmel Valley Ranch Golf Club (site of the CFBF Golf Tournament) features a



meticulously maintained golf course. To reserve tee times and for other

information, call the club at (831) 626-2510. For information about the golf tournament, call Roberta Campbell, CFBF meetings coordinator, at (916) 561-5597.

Lodging



CFBF has arranged for special group rates at two hotels that are next to the Monterey Conference Center, the site of the CFBF annual meeting:

Monterey DoubleTree Hotel, 2 Portola Plaza, Monterey CA 93940, (831) 649-4511 or (800) 222-TREE, www.doubletreemonterey.com.

The Monterey Marriott Hotel, 350 Calle Principal, Monterey CA 93940, (831) 649-4234 or <http://marriott-hotels.com>.



Photos/Monterey County Convention and Visitors Bureau