



@VisitVisalia



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## **Visit Visalia Announces Farmer Bob's World Grand Opening** *Public tours of the citrus ranch to begin March 13*

**Visalia, Calif** (March 5, 2021) Visit Visalia is thrilled to announce the opening of its newest area attraction, Farmer Bob's World at McKellar Family Farms. The working citrus ranch is opening for tours to help visitors learn more about the agricultural industry through immersive farm tours. A grand opening celebration event will be held at the farm on Saturday, March 13, 2021 from 9:00 am to 3:00 pm to kick off the start of the tours. A full schedule of activities for all ages is planned for the celebration and the public is invited to attend.

McKellar Family Farms is located in the heart of the Central Valley, just minutes from Sequoia & Kings Canyon National Parks. The 182-acre citrus ranch has been in the McKellar family since 1927 and Farmer Bob McKellar is a 3<sup>rd</sup> generation farmer. The McKellar legacy has blossomed into much more than a farming operation with the inclusion of the tours. Farmer Bob wants to provide visitors with an educational and interactive agricultural experience.

"Our vision is to provide a fun, educational and affordable farm experience for people in our community and for tourists from around the globe," said Bob McKellar, owner of McKellar Family Farms.

During the Grand Opening celebration, attendees will be able to take wagon tours through the groves, enjoy live music and food trucks, view the demonstration garden, see the farm animals, visit the gift store and farmers market, and more. Special entrance pricing for the event is only \$5.



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For tourists to Sequoia & Kings Canyon National Parks, Farmer Bob’s World makes a great addition to their trip. Along with wagon tours of the orchard, educational exhibits and the farm store, visitors can also book an exclusive guided walking tour through the groves with a local area orange grower for deeper insight into the citrus industry.

Regular tours will be available after March 13 from Wednesdays to Sundays from 9:00 am – 4:00 pm. Adult General Admission price is \$12 and a Child General Admission is \$8 (Kids ages 4-11. Kids 3 and under are FREE!) Wagon tours and guided walking tours are extra. More information can be found on the [Visit Visalia website](#). Information on the Grand Opening Celebration, including purchasing tickets to attend in advance, can be found on their website: [Farmer Bob’s World](#).

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**ABOUT VISIT VISALIA:**

Visit Visalia is a collaboration of the Visalia Tourism Marketing District and the Visalia Convention and Visitors Bureau (VCVB) dedicated to marketing, advertising, public relations and other promotional efforts that inspire travel to the City of Visalia. Visit Visalia works closely with local lodging properties, restaurants and attractions to foster interest in Visalia as a year-round destination for leisure, family, and meeting and convention travelers. For more information about Visit Visalia go to [www.VisitVisalia.com](http://www.VisitVisalia.com) and follow Visit Visalia on [Instagram](#), [Facebook](#), [Twitter](#) and [Pinterest](#).

**ABOUT FARMER BOB’S WORLD AT MCKELLAR FAMILY FARMS:**

McKellar Family Farms is a non-profit 501(c)(3) that provides visitors with an educational and interactive experience on our 182-acre citrus farm. More information can be found at <https://farmerbobsworld.com/>.