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WHAT WE'LL COVER

1. What's new and hot
 - Agritourism marketing trends and opportunities
2. What's is being done
 - Things already being done
3. How to Plan
 - Including Insurance and legal challenges
4. How to market on social media
 - Touch on getting noticed

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Overall Trend

1. **Agritourism 365**
 - a. More than fall!
 - b. Events & activities out of season
 - c. Spread Fix Costs & Financial Risk
 - d. More than revenue – Customer Awareness
 - e. Keep crowds down – Intimate experiences
 - f. Keep 'best' staff for all/most of year
2. **Authenticity**



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Trends We See...

7. Engage with Plants and Nature (5 senses)
6. Culinary
5. Private Events & Photography
4. Weddings
3. Porch/Field games
2. Beer, Wine, Spirits
1. Safe Environment

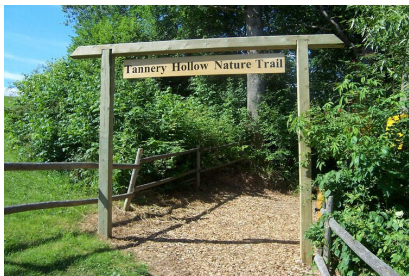
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7. Engage with plants and Nature



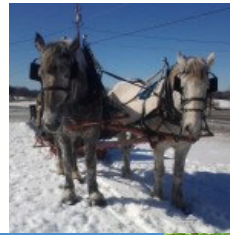
- High ability to be social distant, but engaged
- Sunflowers
- Lavender
- Bird Watching
- Nature Trails

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7. Engage with all your senses



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6. Culinary

- On-Site Food
- Dinner you do/promote
- Dinner for charity
- Specific, higher value added products
- Cooking classes

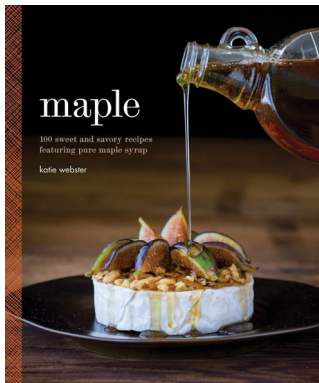


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6. Culinary



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5. Photography



- Birthdays
- Engagements
- Showers
- Animal interactions
- Social Media
- Contracts, farmstead rules, etc.



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5. Photography



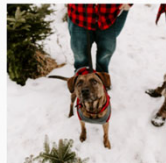
Capture the Magic of Pioneer Trails Tree Farm

We invite all professional and amateur photographers to schedule sessions at the Farm.

RATES

POLICIES

BOOK YOUR SESSION



Christmas Mini Sessions



Engagement Sessions



Family Sessions



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5. Photography



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4. Weddings and Private Events



- Zoning
- Pricing
- Add planning services
- Alcohol!?!?
- Rent items
- Being outside...new opportunities

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4. Weddings and Private Events



- Make it Your own



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3. Porch/Field Games

- Active/Hands On
- Great Additions to Engage guests
- Used to Extend the activity



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3. Porch/Field Games



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2. Beer, Wine, Spirits



- Always cutting edge!
- Adding more value to crops
- Tastings
- Hard Cider



GOLDRUSH
CIDER

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2. Beer, Wine, Spirits



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1. Safe Environment

Workbook

Emergency procedures and safety information for agritourism and related outdoor events

With applications to pick your own to large agritourism operations, fairs, festivals and other events as they plan for emergencies when customers and crowds are present.

Download this workbook to build your plan at
u.osu.edu/agritourismready



Funding for developing this project was provided by the National Institute of Food & Agriculture

Disclaimer: The information provided in this bulletin is for informational purposes only and not for the purpose of providing legal advice. You should contact your attorney to obtain advice with respect to any particular issue or problem. Use of and access to this bulletin does not create an attorney-client relationship. The names shared in this bulletin are derived from case studies of actual farms, and not from legal opinions.

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- Know the issues
 - Farm
 - Activities
- Write plan, partnership with local partners
- Communicate plans
 - Employees
 - Customers




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Animals





















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- Animals
 - Hand Washing Area




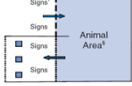
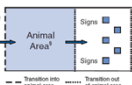






FIGURE. Examples of designs for animal contact settings, including clearly designated animal areas, nonanimal areas, and transition areas with hand-washing stations and signage.

Nonanimal/Food Areas

Signage: 

Animal Area

Signage: 

Legend:
 Flow of visitors
 Transition into animal area
 Transition out of animal area
 Hand-washing station

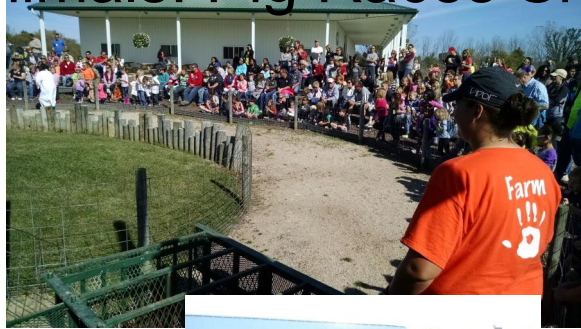
CDC Recommendations

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Animals: Pig Races Show

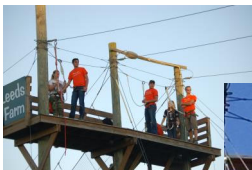


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Outdoor Adventure



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Corn And Straw

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Slides

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Combine Slide



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Pumpkin Plunge



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Planning Agritourism Activities

Where do we begin?

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How are decisions made?

“It looks fun!”

“It seems to make money for them!”

“I can build that!”

Before planning, everything is exciting!

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Decision Making for New Agritourism Activities

What activities worked for you? For others? How do you decide if it will work for your farm?

Decision making for new agritourism activities at the farm are complex. Many farms adopt new activities based on seeing the activity at another farm or venue. While lots of planning goes into the activity, few farms have a comprehensive process they use in developing new activities. The categories below were developed based on reviews of agritourism farms in Ohio to use in selecting new activities.

Enhances My Farm Brand – The farm's brand is its biggest asset. The brand keeps people returning year after year for activities and events. The brand says who the farm is, how they operate and how they treat customers. Reviewing each new activity as a part of the farm's brand helps ensure continued success. Using the mission statement to guide the discussion and talk about how the activity fits within the brand and specific aspects of the farm.

Fits My Target Market – Teenagers are very different from toddlers. Keeping mom and dad or grandma and grandpa engaged during visits to the farm matters. Discuss how the target market will engage with the activity.

Safety and Insurance Considerations – Begin by researching best practices for the event (if they exist), and think through scenarios of customer use. Review the idea with your insurance company to see what questions or suggestions they might have. Utilize the website safeagritourism.org provides detailed information to plan for new activities and best practices for many common activities on farms in the US. The website includes walkthroughs of activities, safety checklists, and many resources to assist. In addition to using this information for new activities, agritourism farms should utilize this website for reassessing current activities on their farms.

Labor, Expertise and Cost to Build/Install – While farmers love to build things themselves, this is not always the best choice. Some insurance companies require manufacturer's specifications and use requirements. Items such as bridges may fall under county jurisdiction. Make decisions on which parts of the activity can be built versus what should be purchased. Purchasing decisions should pay special attention to quality of products and life expectancy.

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Topics to Guide Discussion

1. **Enhances My Farm Brand**
2. **Fits My Target Market**
3. **Safety and Insurance Considerations**
4. **Labor, Expertise and Cost to Build/Install**
5. **Labor to Operate**
6. **Income or Benefit to the Farm**

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What is branding?

- Recognition
 - Specific to a business
 - Name, logo, slogan, colors/designs
 - Idea or image of a specific product or service
- Reputation
 - You, not the things you sell/market
 - How customers are treated
 - Organization
 - Expectations
- Retailing
 - Using your brand to market to consumers
 - Not just advertising
 - Marketed to gain consumer recognition

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What is branding?



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Fits My Target Market

• What to Consider...

- #1 Your Personal, Family & Business Interests/Goals
- Who are Customers for your product?
- What are your business goals/capabilities
- Your Resources & Strengths
- Your Lifestyle & Motivations



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Safety and Insurance Considerations

We are better as a Team

Support Team

- Owner/operator's phone
- Fire/sheriff/EMA
- Utility supplier
- Health Department
- Insurance provider
- IT support
- Equipment dealer
- Veterinary
- City, County, State orgs.
- Other



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Ohio Agritourism Law

- **WARNING:** Under Ohio law, there is no liability for an injury to or death of a participant in an agritourism activity conducted at this agritourism location if that injury or death results from the inherent risks of that agritourism activity. Inherent risks of agritourism activities include, but are not limited to, the risk of injury inherent to land, equipment, and animals as well as the potential for you as a participant to act in a negligent manner that may contribute to your injury or death. You are assuming the risk of participating in this agritourism activity.

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Ohio Agritourism Law

- **WARNING:** Under Ohio law, there is no liability for an injury to or death of a participant in an agritourism activity conducted at this agritourism location if that injury or death results from the inherent risks of that agritourism activity. Inherent risks of agritourism activities include, but are not limited to, the risk of injury inherent to land, equipment, and animals as well as the potential for you as a participant to act in a negligent manner that may contribute to your injury or death. You are assuming the risk of participating in this agritourism activity.

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Defining "agritourism"

- What types of operators and activities does the immunity law protect?
- An operator or activity that doesn't fit definitions won't receive immunity.
- Common requirements:
 - Activity takes place on a "farm," "ranch," "commercial farm," "working farm," "farm engaged in agricultural production."
 - Operator may or may not receive compensation for the activity.
 - Activity is for educational, recreational, entertainment, historical, cultural purposes.
 - Statute may list specific examples.

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Inherent risks

- Immunity extends only to the "inherent risks" of activities.
 - Naturally occurring risks over which operator has little or no control.
- Statutes define "inherent risks"
 - Fairly consistent from state-to-state, with exception of diseases from animals or manure.
 - Ohio includes possibility of contracting illness resulting from physical contact with animals, feed, waste or surfaces contaminated with waste.
 - Several laws include participant's actions as an inherent risk.

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Immunity from what?

- Surface and subsurface conditions of the land
- Behavior or actions of wild animals
- The behavior or actions of domestic animals, Not vicious or dangerous dogs;
- Ordinary dangers associated with structures or equipment used in farming or ranching operations;
- The possibility of contracting illness resulting from physical contact with animals, animal feed, animal waste, or surfaces contaminated by animal waste;
- The possibility that a participant may act in a negligent manner, including by failing to follow instructions given by the agritourism provider or by failing to exercise reasonable caution.

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Exceptions to immunity

- Situations that may not receive liability protection:
 - Operator's acts constitute negligence or willful or wanton disregard for safety
 - Operator has actual knowledge of a dangerous condition and fails to warn.
 - Operator fails to properly train employees
 - Operator fails to vaccinate or quarantine sick domestic animals.
 - Operator permits minors to use facilities not reasonably appropriate for age.
 - Operator fails to make reasonable inspection of equipment or property.
 - Operator did not meet affirmative requirements of the law.

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Agritourism Emergency Preparedness

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Numbers you need

Sheriff _____
 Gas provider _____
 Elect provider _____
 Owner Cell _____

Information to know

Watch vs. Warning

Weather alerts for smart phones
 NOAA weather radio

1. Know who makes the call...

- When it's a watch we _____
- When it's a warning we _____
- We evacuate when _____

2. Storm Shelter Location:

Resources to review

Ready.gov/business
 sba.gov/content/disaster-preparedness
 NWS Storm Spotter classes; NOAA site

Procedures to follow

- Talk with sheriff or local official about the decision to evacuate or remain in place.
 - Make decision based on this and the plan
- Use siren or speaker system to communicate with guests/employees and give authority.
- Employees know to respond by:
 - Directing traffic out of farm OR
 - Directing guests to the designated shelter area
- Get remaining employees or even guests to safest location.
- Communicate end of threat or event to all remaining at location.
- Refer to medical emergencies or other section if necessary.
- Have EMA designate IF you have a building that can be a storm shelter.

Natural Disasters: Storms, Tornadoes, Floods

Scenario Equipment Failure

A wheel breaks off a wagon during a hayride at the farm. The ride is loaded down with 50 guests and one employee. The tractor driver notices this quickly and stops the ride. The employee on the wagon calls the contact person back at the farm. A replacement wagon shows up within 10 minutes. A plank is placed from one wagon to another and all customers are safely transported back to the farm. All guests on the ride receive a voucher to spend at the farm.

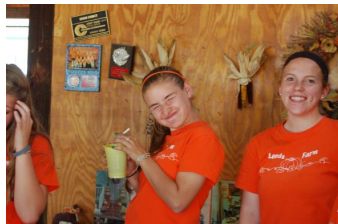
- Was the incident handled appropriately?

- What would you do differently?

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Labor, Expertise and Cost to Build/Install



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Operational Staff Training



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Corn Box



Zipline



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• Combine Slide



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Activity Idea	Enhances my farm brand	Fits my target market	Safety and Insurance considerations	Labor, expertise and \$ to build/install	Labor to operate	Income or benefit to the Farm	Other
Combine Slide	Yes – active, great for small children, Mom and Dad can do if fit	Connects parents/kids	Regular safety checks needed Seasonal maintenance Possible need for rides inspection, buildings plans may be needed.	\$30,000 material and labor to build	1 person per during operation. Labor cost would be \$13/hour of operation	Budget. The farm will net 15,000 \$9,000/year 20,000 \$12,000/year	Dads loves the idea, it's the combine he used in the 80's

Combine				
Costs				
To Build	30,000	5	6000	\$ 6,000.00
Maitance/Ins	500		500	\$ 500.00
labor	13	30	10	\$ 3,900.00
				\$10,400.00
Income				
Guests	Price/person	alotment	Income/year	
15000	\$ 12.00	0.05	\$ 9,000.00	
20000	\$ 12.00	0.05	\$ 12,000.00	

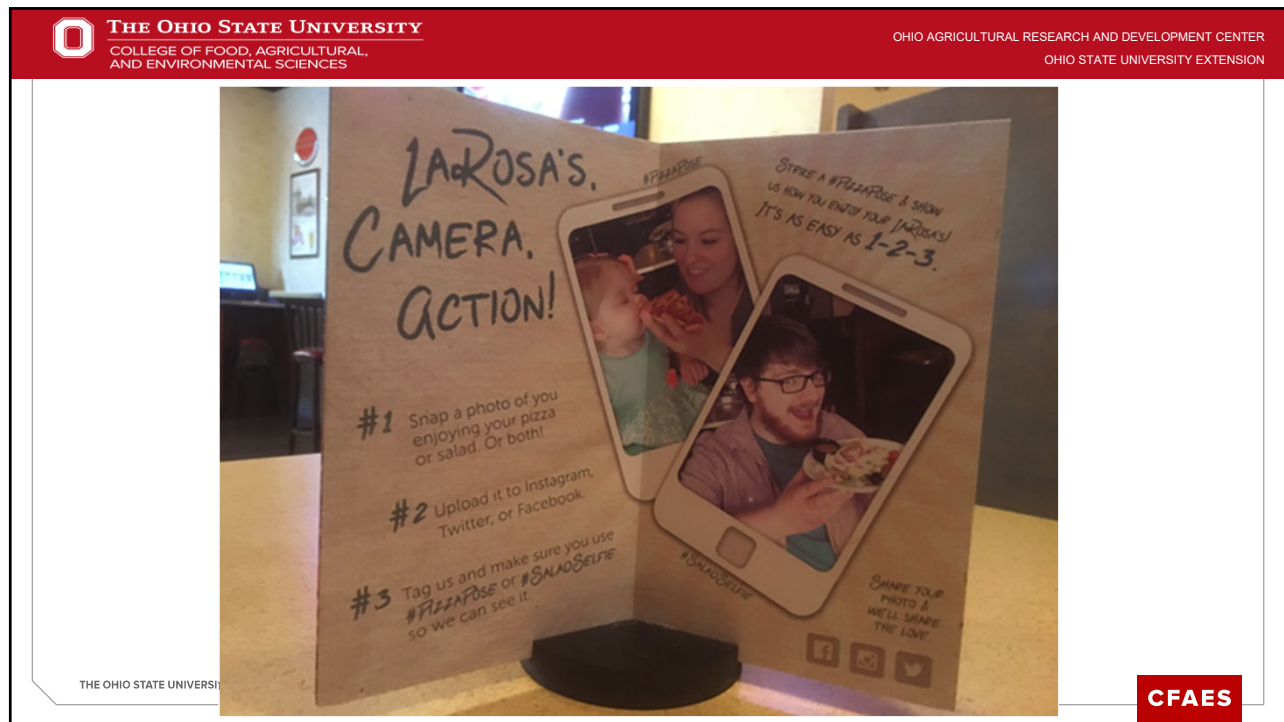


Financial Risk

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<https://nationalaglawcenter.org/center-publications/agritourism/>

The National Agricultural Law Center
The Nation's Leading Source of Agricultural and Food Law Research and Information

Publications: Agritourism

Ten Legal Issues for Farm Stay Operators

Peggy Kirk Hall, Associate Professor- Agricultural and Resource Law Program; Ohio State University Extension
Abigail Wood, Research Assistant; OSU Agricultural and Resource Law Program

For farm and ranch owners, offering a farm stay accommodation can generate a new stream of revenue, and many appear to be recognizing and exploiting on this opportunity. As with any new business idea, operators will benefit from a careful examination of legal requirements and legal risks in addition to determining the physical, economic and management needs for the farm stay endeavor. This article reviews the top ten potential legal issues operators may face when considering adding a farm stay business to the farm or ranch and illustrates the connection between the type of farm stay and resulting legal risks and requirements. It also includes a checklist to assist with the process of considering and managing farm stay legal issues. [Download](#)

Recent Agritourism Litigation in the United States

Peggy Kirk Hall, Associate Professor- Agricultural and Resource Law Program; Ohio State University Extension
Ellen Esman, Sr. Research Associate; Ohio State University Extension

There has been significant growth in agritourism entrepreneurship in recent years. "Agritourism" also referred to as "agricultural tourism," and "agritainment," refers to visiting a working farm or an agricultural, horticultural or agribusiness operation to enjoy the rural setting, be educated, or be involved in special activities. With the growth of agritourism, however, comes legal issues for agritourism operators. In order to help agritourism operators understand legal issues and manage agritourism legal liability risk, this report summarizes findings of recent court cases involving agritourism operations, and also highlights legal incidents that occurred but did not produce litigation. [Download this article.](#) Posted April 22, 2020.

Reducing Risk in Agritourism: Factsheet Series

Peggy Kirk Hall, Associate Professor- Agricultural and Resource Law Program; Ohio State University Extension
Ellen Esman, Sr. Research Associate; Ohio State University Extension

The number of farms receiving income from agritourism in the U.S. expanded from 23,295 in 2007 to 33,161 in 2012. Research suggests that agritourism operations will continue on this track in the future due to consumer interest in food and farming coupled with an economic need to augment farm income through diversification. Running an agritourism business is not without its challenges, however. This series of factsheets discusses legal issues essential to reducing risks on potential agritourism operations. Each factsheet will identify questions to consider, and will also include a checklist or tips for operators to consider in reducing risk.

Farm Animals and People: Liability Issues for Agritourism
Food Sales at Agritourism Operations: Legal Issues
Agritourism University Laws in the United States
Agritourism Activities and Zoning
Agritourism and Insurance

States' Agritourism Statutes

Compiled by:
Research Center
Research Institute
&
Global Security
State University
State University
State University

AGRITOURISM RESOURCES

nationalaglawcenter.org

go.osu.edu/awesomene

u.osu.edu/agritourismready

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Awesome Customer Service¹

- 1. Prepare** - Write a plan, select, train, and reward employees.
- 2. Respond & Mitigate** - Understand it is a long term relationship, not just about the issue at hand. Fix things. Respond on social media.
- 3. Recover** - Have a plan for potential customer service falls. Designate who is in charge. Communicate.
- 4. Improve Practices** - Update the plan. Prepare for next time. Anticipate future customer service issues.

¹ Help cards and this booklet, Ohio State University Extension. More information and handouts available at: go.osu.edu/awesomene

AGRITOURISMREADY
Agritourism Emergency Preparedness

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HOME

HOW TO START YOUR PLAN

RISK MANAGEMENT

EMERGENCY ACTION PLANS

NATURAL DISASTERS

MAN-MADE DISASTERS

SECURITY EMERGENCY

RECOVER PRACTICES

IMPROVE PRACTICES

ADDITIONAL RESOURCES

FILL-IN WORKBOOK

Agritourism Ready
A One Stop Shop for preparing your emergency management plan

Ohio State University Extension is excited to bring this curriculum to farm families in Ohio and across the nation. This project is the result of two grant projects, focusing on the urgent need for emergency preparedness materials within the agritourism industry in Ohio.

The curriculum focus is seven units, comprised of chapters specific to Risk Management, and addressing potential emergencies. Chapters within each unit strive to educate the farm management team to develop their plan, including the details needed to print a detailed emergency preparedness plan for use in their business. Part of this plan will be a posted flip-chart for hand-on access to employees and others who will assist with the response to and mitigation of the emergency.

This optimized website was developed for use by the management team in preparing the plan and to educate employees on how to deal with specific emergencies. It can also be used by educators to teach the curriculum.

This project aims to increase the overall emergency preparedness capacity of agritourism and direct marketing enterprises, which in turn increases the preparedness of the communities in which they exist.

Follow us at u.osu.edu/agritourismready and click follow button at the bottom of the screen.

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<https://u.osu.edu/fox.264/>

Activities to print
Presentation slides
leeds.2@osu.edu

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