



Great Lakes Fruit, Vegetable & Farm Market EXPO Michigan Greenhouse Growers EXPO

December 4-6, 2018

DeVos Place Convention Center, Grand Rapids, MI



13 Farm Marketing III: Business Management Session

Where: Ballroom A

Moderator: Ron Goldy, Michigan State University

- 9:00 AM** **What's the Risk? How Important is it That I Look at That Safety Stuff?**
- Marsha Salzwedel, National Children's Center for Rural and Agricultural Health and Safety
- 9:45 AM** **Taking Care of You and Your Team**
- Phil Quinn, Quinn Farms
- 10:15 AM** **Have You Made the Switch to LED Lighting?**
- George Kruggel, LexaLite A.L.P.
 - Kelly Sloan, Kendall Lighting
- 11:00 AM** **Session Ends**

Integrating Safety into Agritourism



Visitors on the farm

As agritourism continues to grow in popularity, implementing safety strategies to help maximize fun and minimize liability is increasingly important.

Visitors on the farm can create challenges if they are unfamiliar with the agricultural environment and the hazards found there. In addition, visitors may not realize how important it is to supervise children. Farmers who invite visitors onto their farms need to ensure the safety and health of their visitors, as well as their workers and family.

Agritourism Health and Safety Guidelines for Children were developed by the National Children's Center for Rural and Agricultural Health and Safety to give farm owners the information necessary to reduce the risk of illness and injuries to children visiting their operations. These resources contain information on a variety of different agritourism activities, as well as topics pertinent to all operations.



National Children's Center
for Rural and Agricultural Health and Safety

Agritourism Facts

- Over 70 million people visit farms each year
- Almost 30 million of these farm visitors are children
- 42% increase in the number of farms offering agritourism from 2007-2012 in the U.S.
- Over \$700 million of annual revenue is earned thru on-farm recreational services
- \$1.3 billion dollars of fresh, edible agricultural products are sold directly to consumers annually

Safety Concerns

- Hay wagon turn-overs
- Animal bites & injuries
- Play area injuries
- Zoonotic diseases & illnesses
- Slips, trips and falls
- Drowning hazards
- Parking and traffic incidents
- Adverse weather
- Foodborne illness

Integrating Safety

Introducing a website for agritourism operations: *Integrating Safety into Agritourism*. This website contains:

- Walkthroughs to educate owners and managers about safety issues
- Checklists to help identify safety concerns
- Resources to help address these issues

For more information, visit

www.safeagritourism.org

Contact Information

National Children's Center for Rural and
Agricultural Safety and Health
1000 N. Oak Ave, Marshfield WI 54449
800-662-6900
nccrahs@mcrf.mfldclin.edu

Topics Checklist		Enter date when completed		
All farms do these:		Walkthrough	Checklist	Resources
1	Emergency Prep and Plan			
2	Traffic and Parking			
3	Handwashing and Restrooms			
4	Barriers and Fences			
5	Walkways, Surfaces and Structures			
All farms do these:		Information Pages	Checklist	Resources
6	Communicating with Guests			
7	Insurance Information (Discussion sheet replaces checklist)			
Do these if you have this activity:		Walkthrough	Checklist	Resources
8	Farmers' Market			
9	Hayride			
10	Corn Maze			
11	Play Areas			
12	Petting Zoos			
13	Large Animal Safety			
14	Inflatable Rides			
15	Food Safety			
16	Water and Attractive Nuisances			
17	Machine Safety			
Notes:				

Resources that can be used to address these checklist items are available at www.safeagritourism.org/Resources. These resources include signs, policies, forms, logs, and other items.