

SOUTH CAROLINA AGRITOURISM

Agritourism 101





SOUTH CAROLINA AGRITOURISM: AGRITOURISM 101

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Chapter 1

Introduction to Agritourism

CHAPTER OVERVIEW

As you begin to explore the possibilities of integrating agritourism into your farming operation, it is important to understand the concepts, background and trends surrounding the agritourism industry. To help you develop this understanding, this chapter will:

- ▶ Define agritourism
- ▶ Discuss why one should become involved with agritourism
- ▶ Discuss potential target audiences
- ▶ Describe the history of agritourism
- ▶ Discuss agritourism today in the US and in South Carolina



WHAT IS AGRITOURISM?

- An agritourism business is a farm enterprise operated for education, entertainment or recreation for the public that may also generate additional farm income by promoting farm products and experiences.
- Agritourism is the practice of attracting visitors to an area or areas used primarily for agricultural purposes.
- Agritourism can include both on-farm and off-farm activities, as long as they are agriculturally related.
- The ultimate goal of on-farm agritourism is to keep our SC family farms by increasing farm income.

On-farm activities can include:

- » Animal experiences
- » Apple sling shot
- » Barn dances
- » Bed & Breakfast
- » Bike trails
- » Boating, canoeing etc.
- » Camping
- » Corn pools
- » Cow/goat milking
- » Crop mazes
- » Disc golf courses
- » Educational Experiences
- » Family reunions
- » Farm to table dinners
- » Farm tours
- » Floral arranging
- » Geocaching
- » Haunted mazes
- » Hay/wagon rides
- » Hay bales jumping/slides
- » Hiking
- » Human foosball
- » Military reenactments
- » Movie nights
- » Mud run/5ks
- » Paint ball
- » Painting
- » Picnics
- » Pig racetrack
- » Pottery making
- » Pumpkin checkers/bowling
- » Pumpkin patch
- » School field trips
- » School tours
- » Skeet shooting
- » Summer camps
- » Trail rides
- » U-pick/U-choose
- » Weddings/birthdays
- » Wildlife watching
- » Wine tastings
- » Work-on-a-farm

Off-farm activities can include:

- » Agriculture museums
- » Farmers markets
- » Festivals
- » Historic carriage rides
- » Living history agricultural events
- » Roadside markets

WHY AGRITOURISM?

Poor agricultural commodity prices with rising costs are slowly eroding the family farm income. Many farmers are forced to take second jobs or leave their farm just to make ends meet. But some farmers are recognizing the need and desire to diversify their farm products to increase their farm revenue and to keep the next generation on the farm. Allowing visitors to the farm is a great way to increase revenue. Agritourism is a prime direct marketing venue that increases the potential for high margin, on-farm sales of value-added products and experiences. The farmer, visitor, and community all experience benefits from agritourism.

For the Farmer:

- An opportunity to diversify income
- Increase revenue without increasing acreage
- Opportunity to build a new business with resources that already exist
- Provides a way to include future generations on the farm and keep the land in the family
- A way to supplement retirement
- A way to educate the public on how their food is grown

- Demonstrate how producers protect and care for the land and natural resources
- Educate people about the historical and modern methods of farming and the risks involved in everyday agriculture

For the Visitor:

- Unique and authentic experiences
- Get away from everyday stress; rest and relax
- Most people are three to five generations from the family farm
- Participate and see how their food is grown
- Experience South Carolina culture and heritage
- Have an adventure or celebrate an occasion

For the Community:

- Seasonal employment
- Promotion of local business
- Attracts visitors to the town which creates a multiplier effect (The visitor will need to buy gas, get food, perhaps rent a hotel room, etc.)
- Help build up the local economy

WHO IS AGRITOURISM'S TARGET AUDIENCE?

Many types of consumers are potential target audiences. These target audiences vary depending on the type of agritourism activities your farm plans to offer. Your target audiences may include:

- » Local families
- » Families on vacation
- » Married couples
- » Seniors/retirees
- » Teenagers
- » Teachers/school classes
- » Youth/church groups
- » FFA/4-H groups
- » Garden clubs
- » Corporate events
- » Birthday party planners
- » Engaged couples planning the big day
- » Fair and festival goers
- » Wine enthusiasts
- » Hunters
- » Bird watchers
- » Photographers
- » Hikers/bikers/boaters/rafters, etc.
- » Equine enthusiasts
- » History buffs
- » City folks

Each target audience may be looking for a different farm experience. Be aware of which audience you are interested in attracting and focus your attention and resources on that audience.



HISTORY OF AGRITOURISM

Agritourism in the United States has been around for over a century. In the late 1800s, families visited relatives in the country to escape the summer heat. Visiting farms continued to gain popularity with the invention of the automobile. Rural recreation became an escape from the stresses of the Great Depression and WWII in 1930s and 1940s. This led to widespread interest in horseback riding, farm petting zoos, and farm nostalgia during the 1960s and 1970s. In the 1980s and 1990s, farm vacations, bed and breakfasts, and commercial farm tours became popularized. With fewer multigenerational farms and an increase in interest in farm experiences, agritourism grew into the business it is today.

AGRITOURISM TODAY IN THE UNITED STATES AND SOUTH CAROLINA

Today, agritourism continues to be an opportunity for farmers and agribusinesses around the nation to increase their income. Some interesting facts surrounding the increased income are:

- The USDA estimates that more than 62 million people ages 16 and up visited farms during a one-year period in 2000 and 2001. Estimates suggest 20 million children under the age of 16 also visited farms during that time, adding up to 82 million people who visited US farms in a year.
- The USDA surveyed the reasons why people made trips to these farms. The responses included “enjoy rural scenery” (86%), “learn where food comes from” (71%), “watch or participate in farm activities” (64%), “visit family/friends” (63%), “pick fruit or produce” (43%), “purchase agricultural products” (39%), and “hunt or fish” (27%).
- The study found that farm visitors traveled an average distance of 80 miles. These visitors spent an average of \$45 on the trip, including gas and other travel expenses.
- Agritourism is a way to expand farm operations, improve revenue, increase the long-term sustainability of farm business, increase awareness of local products, and generate additional direct revenue for local business while filling the public needs for education, entertainment and recreation.
- South Carolina’s number 1 industry is agribusiness and its second largest industry is tourism. By combining these 2 industries, agritourism has opened the doors to fill a new and rising demand. With the proper planning and execution, agritourism is a tool that has a direct effect on farm income. Positive interaction between the agritourism farm operator and the public is central to the success of this type of venture. In this form of tourism, the guest is not just another customer, but a member of the family.

Chapter 2

Agritourism on Your Farm

CHAPTER OVERVIEW

You do not want to spend more money than you need when starting agritourism, so it is important to evaluate your resources beforehand. This chapter will help you to evaluate:

- ▶ Whether or not you are personally suited for agritourism
- ▶ Your human resources
- ▶ Your farm resources
- ▶ Farm activities

Also, how to build:

- ▶ An inventory checklist
- ▶ Relationships with other businesses
- ▶ A customer profile

EVALUATING YOUR FARM

You can integrate agritourism into your farm in a way that works for you. Agritourism may fit as a supplementary, complementary, or primary enterprise to your farm.

The People Factor

When people begin an agritourism operation, the single most important thing is the “people factor.” When you are working in this type of business, everything you do is for the people: working with people, working for people, serving people, and meeting people’s needs. You want to be a people person because on a daily basis you will be interacting with different kinds of personalities and you want to be prepared. If you don’t consider yourself a people person, this agritourism operation will be difficult for you. You may want hire someone that likes to talk and

interact with people so they can operate that side of the operation. Here are the 10 commandments of guest relations to keep in mind:

1. Guests are the most important people in any business.
2. Guests are not dependent on us; we are dependent on them.
3. Guests are not an interruption of our work; they are the purpose of it.
4. Guests do us a favor when they call, we are not doing them a favor by serving them.
5. Guests are a part of our business; they are not outsiders.
6. Guests are not cold statistics; they are human beings with feelings and emotions.

- 7. Guests are not to be argued with.
- 8. Guests are those who bring us their wants, it's our job to fill those wants.
- 9. Guests are deserving of the most courteous and attentive treatment we can give them.
- 10. Guests are the lifeblood of the farm recreation business.



Personal Evaluation Exercise

For each of the following 25 statements, fill in the circles for each statement according to how you would classify yourself.

	Agree	Somewhat Agree	Somewhat Disagree	Disagree
1. I am a self-starter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I relate well with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I enjoy being around and responsible for a large number of people, including children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I look forward to meeting people and opening my farm to the public	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I am an effective leader	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I am responsible and enjoy being responsible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I have effective organizational skills and abilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. I have a strong work ethic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. I am comfortable making important decisions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. I am honest even if the truth is not what people want to hear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. If I make up my mind to do something, I do not let anything stop me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Agree	Somewhat Agree	Somewhat Disagree	Disagree
12. I am in good health, have plenty of energy, and rarely get sick	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. I am patient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. My family is 100 percent committed to starting and operating an agritourism venture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. I am courteous and understanding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. I have a strong desire to succeed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. I have experience in managing and operating a business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. I am an effective communicator	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. I enjoy learning new things	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. I am competitive in nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21. I am effective at setting and meeting deadlines to accomplish tasks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
22. I adapt well to change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
23. I am willing to risk losing an investment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
24. I will be able to survive financially if a new enterprise does not generate profit for a few years	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
25. I am prepared to invest substantial time in planning and operating a new enterprise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Once you have chosen your answers, total up each response in the table below.

Multiply the number of responses by the given points per response and write the product in the table under Points Per Response.

Add the points for each of the four categories of responses and write the sum in the table next to Total Score.

	Number of Responses	Points Per Response	Total Points
Agree		× 4 =	
Somewhat Agree		× 3 =	
Somewhat Disagree		× 2 =	
Disagree		× 1 =	
		Total Score	

Compare your score to the ranges below:

- 90 – 100** Your personality and skills are similar to individuals who have succeeded as entrepreneurs.
- 75 – 89** You have some characteristics similar to individuals who have succeeded as entrepreneurs. You should consider whether others involved in your operation are strong in areas that are challenging to you.
- 0 – 74** You do not have characteristics similar to individuals who have succeeded as entrepreneurs and you should reconsider your entrepreneurial project.

After evaluating your personal characteristics, how do you feel about your overall potential to operate and manage an agritourism venture?

Human Resources

List your staff and advisors then rate them based on characteristics important to a successful farm recreation operation. (1 being a limited factor and 5 being an asset for success)


Family <i>Are they friendly, confident, tolerant of strangers/guests? Do they have special talents/abilities?</i>	1	2	3	4	5
Paid Assistance <i>Are they committed to working with you to make a successful venture?</i>	1	2	3	4	5
Accountant	1	2	3	4	5
Attorney	1	2	3	4	5
Lender/Financier	1	2	3	4	5

Insurance Agent	1	2	3	4	5
Neighbors <i>Will they allow bordering access? Any conflicts? Supportive of tourism/recreation options?</i>	1	2	3	4	5
Sheriff and Deputies <i>Are they supportive of proposals or suspicious?</i>	1	2	3	4	5
Government Officials and Regulators <i>Do they understand and support your effort?</i>	1	2	3	4	5

What can you do to improve the rating for those who may be a limiting factor in your business proposal?

Farm Resources

What kinds of natural resources does your farm already offer? This can be the nature around you being a lake, woods, and even fields. Using the space below, draw a map of your farm to have a better idea of what resources you already have.

A large, empty rectangular box with a thin black border, intended for drawing a map of farm resources. The box is currently blank.

Inventory Checklist

Write down your ideas, questions, or whatever will help you assess your proposal as you go through the guide.

Always begin with what you have.

Rather than spending money on creating something new, use potential space or attractions that are already on your land. Below is an Inventory Checklist to help you identify and list your current assets:

PHYSICAL RESOURCES

1. **Land Resources** – List what you have (deeded, leased private property, state and federal allotments, woodland, meadows, cropland, wetlands, acreage, location proximity, elevation, topography, etc.)

2. **Climate** – Consider how weather patterns, temperatures, etc. will affect what types of activities you might provide:

Temperature (monthly variations; length of growing season):

Precipitation (monthly distribution):

3. **Development and Improvements** – Buildings, fences, and working facilities, equipment, roads and trails, etc.

4. **Other Attractions** – List those things that might enhance your operation to a visitor, such as wildlife streams, ponds, fishing livestock, proximity to natural or man-made points of interest, etc.

5. **Hazards** – Farm equipment, storage, areas that are off-limits to visitors

6. **Parking** – Ensure that you have a good area for parking. The area should be easy to find and exit.

OPERATIONS AND MANAGEMENT

1. Owner/Manager Strengths and Goals

List those intangible assets that can assist you in a farm/ranch recreation operation (e.g., “people person,” marketing ability, knowledge or special skills such as horseback riding, livestock management, cooking, knowledge about history of the area, etc.)

2. Family Strengths and Resources

List those skills and strengths that family members add.

ACTIVITIES

List activities you do on your operation that might appeal to the public. Remember, what seems routine to you is likely unusual and interesting to the non-farm public. Be free with your ideas here: you’ll evaluate them later. Some examples might include: trail rides, roadside produce stands, machinery operations (harvesting, planting, cultivating), on-site food processing, sheep shearing, gathering eggs, etc.

Farm Activities

The goal of farm activities is to entertain your guests. Listed below are some possible examples; check the ones that are attainable through the strengths of your resources.

- | | | | |
|---|---|--|--|
| <input type="checkbox"/> Bed and breakfast | <input type="checkbox"/> Display gardens | <input type="checkbox"/> Historical museums and displays | <input type="checkbox"/> Refreshment sales |
| <input type="checkbox"/> Bicycle trails and rentals | <input type="checkbox"/> Educational or technical tours | <input type="checkbox"/> Haunted barn or house | <input type="checkbox"/> Rent a cow or tree |
| <input type="checkbox"/> Bird watching | <input type="checkbox"/> Event hosting | <input type="checkbox"/> Horseback trail riding | <input type="checkbox"/> Roadside markets |
| <input type="checkbox"/> Boating, canoeing, kayaking, tubing or rafting | <input type="checkbox"/> Farm or ranch work experience | <input type="checkbox"/> Hunting dog training and competitions | <input type="checkbox"/> Rock climbing or rappelling |
| <input type="checkbox"/> Camping | <input type="checkbox"/> Farm stays | <input type="checkbox"/> Laser tag | <input type="checkbox"/> School tours or activities |
| <input type="checkbox"/> Catering services | <input type="checkbox"/> Fee fishing | <input type="checkbox"/> Living history events | <input type="checkbox"/> Self-guided driving tours |
| <input type="checkbox"/> Cave tours | <input type="checkbox"/> Fee hunting | <input type="checkbox"/> Mountain biking | <input type="checkbox"/> Shooting range |
| <input type="checkbox"/> Children's camps | <input type="checkbox"/> Festivals | <input type="checkbox"/> Off-road vehicle driving areas | <input type="checkbox"/> Swimming area |
| <input type="checkbox"/> Classes, clinics or demonstrations | <input type="checkbox"/> Game preserve or guided hunts | <input type="checkbox"/> On-farm store | <input type="checkbox"/> Pick-your-own operations |
| <input type="checkbox"/> Community Supported Agriculture (CSA) | <input type="checkbox"/> Go-carting | <input type="checkbox"/> Paint ball | <input type="checkbox"/> Wagon trains |
| <input type="checkbox"/> Corn cannon | <input type="checkbox"/> Guided crop tours | <input type="checkbox"/> Petting zoo | <input type="checkbox"/> Wilderness experiences |
| <input type="checkbox"/> Corn maze | <input type="checkbox"/> Guiding and outfitting | <input type="checkbox"/> Photography/painting | <input type="checkbox"/> Wildlife viewing |
| <input type="checkbox"/> Cut/Choose your own Christmas tree | <input type="checkbox"/> Habitat improvement projects | <input type="checkbox"/> Picnic area | <input type="checkbox"/> Winery tour or wine tasting |
| <input type="checkbox"/> Dairy milking | <input type="checkbox"/> Hay bale maze | <input type="checkbox"/> Playground | <input type="checkbox"/> Working farm stays |
| | <input type="checkbox"/> Hayrides | <input type="checkbox"/> Pony rides | |
| | <input type="checkbox"/> Hiking trails | <input type="checkbox"/> Pumpkin painting | |

Now make a list of some of the things that your farm already has that could be used for entertainment.

Using the list of activities that you would like to see on your farm, use the space to draw where these different things would be located on your farm.

A large, empty rectangular box with a thin black border, intended for drawing the locations of various farm activities.

FARM PARTNERSHIPS

Local Competition and Complementary Farms

You've thought about how you want to run your own agritourism business, but make sure to look at other businesses around you. After identifying all of the agritourism sites around you, classify them according to these three types of business relationships:

- **Complementary Coexistence**

This relationship is most likely between farms that do not offer the same services or products. If you sell vegetables and are looking to do U-pick, the chicken house near you could be helpful for agritourism. If they allowed people to come look/pet their chickens, your two businesses could coordinate to get more people for both of you. This type of relationship would lead to a good partnership between your farms.

- **Interlinked Coexistence**

This relationship exists between different operations within the same enterprise. An example is a family dividing up their farm with different people running each part. If the dad is responsible for the cotton fields, he still needs to know what is going on with the produce fields that the sons operate.

- **Competitive/Conflicting Coexistence**

This relationship occurs when your farm sells the same products and services as the farm down the road. For competitive coexistence, a sustainable competitive advantage is key. If farms in your area all sell vegetables and also do agritourism, you should think about doing something that the other farms do not. Check out the list of agritourism attractions in Chapter 1 to see some different ideas.

Having different types of relationships and partnerships around your business can really help it grow and flourish. You may think you want only complementary and interlinked relationships, but competitive relationships are what drive businesses' creativity and stop complacency. Competition between agritourism operations is just as important as competition between other businesses.

Regional Agritourism Program

You also may want to think about creating a regional agritourism program. This could help prevent duplication between different tourism programs within a region, combine marketing efforts and other resources, and promote a greater diversity of attractions for visitors. The results of regional agritourism programs include guidebooks, directories, bus/guided tours, or festivals. The South Carolina Agritourism Association is a statewide program, but some regions may want to have their own program. To plan out a regional program, the region should think about:

- What region is being considered for planning?
- Are there any important factors that unify the region? (Type of crops grown, history of the farms, population demographic, etc.)
- What individuals and organizations need to be involved?
- What are the concerns of local residents and business owners with regard to agritourism development?
- What type of visitors are you trying to attract?
- What are the goals and objectives of the program?

- How and where could the program meet? How often do meetings need to occur?
- How would this program be funded?

AGRITOURISM AUDIENCE

Who is visiting your farm? Your target audience is important. Why? Because when you define your target audience you are then able to get your information to them more easily and effectively. These are the people that YOU WANT to visit your farm as well as WHO visits your farm now. The key to getting your messages seen is to be as descriptive as possible. A possible target audience would be middle-aged moms who have children who look for fun places their kids will enjoy in mommy blogs, newspapers, or maybe the community Facebook page.

Answer the following questions in your head and use the worksheet to describe your current visitor:

- What kinds of people do you want to have visit?
- Who would want to come to your farm with what you have now?
- Who would want to come to your farm in the future?

Fill out the following questionnaire to help you find out who your target audience is or will be:

Let's start creating a profile of the customer you want to attract.

The Ideal Customer

Where does he/she live? (Out of state, in state, foreign, urban/suburban/rural)

Age Range _____

Single/Married _____

Income Level \$ _____

Level of Education _____

Children _____

Hobbies/Interests _____

How does he/she access information? (Blogs, email, Facebook, newspaper, local news, etc.)

What characteristics do you want your guests to have? (Action oriented? Seeking relaxation? Desire for entertainment?)

Excerpted from the Agritourism Workbook by the Agribusiness Council of Oregon.



Chapter 3

Business Planning

CHAPTER OVERVIEW

Creating a business plan is an important step for any new business. It is a road map for your business, and it is an essential part of any business if it is to succeed. This chapter will outline the important parts that should be in your business plan.

DEVELOPING A GREAT BUSINESS PLAN

The business plan serves many purposes and is an essential part of your farm plan. A business plan has several important parts:

Cover Page

This is the cover page for your business. Enter the name of your business, contact information, including address, email, fax, phone, website, and the date the plan was prepared. You may also want to include a logo or photo representing your business. Make the business name prominent, keep the page clean with lots of white space. The page may also include a "title". For example, it might say "Business Plan for _____ Farm".

Executive Summary

The Executive Summary is the first page of your business plan, but it should be the last section you write. Summarize the key points that you have written in your business plan in the Executive Summary including a brief description of your business. It should also include your mission statement, purpose of your business. It should

include your values, goals, credit request, and a description of the keys that will make your business successful.

The content of your plan summary depends on the purpose of your plan. If you are presenting your business plan to lenders or investors, then you should include highlights that will encourage them to consider financing your business. If your plan is primarily for internal purposes, family members and employees, then the Executive Summary should summarize the plan and communicate where the business is going. Match your plan to your purpose.

Business Description

Provide a brief description of your farm. In a few sentences, help people who are unfamiliar with your business develop an understanding of what you produce, the size of your operation and how you market your products. Why should people buy your service? What makes you unique?

Goals

Goals help you describe what you accomplish in your business. They should be specific,

measurable, attainable, and reasonable. Look at things such as sales volume, owner compensation, profits, customers' satisfaction, employee development, etc.... Look at the basic Who? What? When? Why? How? Set a reasonable timetable to accomplish your goals. They should communicate to others what you expect your business to accomplish.

You may want to include separate business and personal goals. You may also think about both short term and long-term goals.

Research

Market analysis and strategies. What will it cost you to supply the services and how much will you charge? Gather information from others in the industry. Networking is key to success.

Customer Profile

Who will be your customer? Who are you targeting? What is their gender, age, income, family makeup, occupation, education interests?

Networking

Agritourism is a relatively new industry. Farms should work together to attract visitors, share resources, and marketing. Work with your agritourism neighbors to offer complementary opportunities. Join the South Carolina Agritourism Association at scagritourism.org.

Marketing Strategy

Have a marketing strategy. Write it down. It can be as simple as word of mouth and repeat customers or as elaborate as billboards and TV campaign or anything in between. There are lots of options; newspaper, magazine ads, radio spots, mass

mailings, groupings, etc... Plan out where and how you want to use your advertising dollars. Be sure to have a Facebook page for free and effective marketing.

Personnel

Who will be running the enterprise? What are your management needs? Key employees? Have a resume for everyone. Identify outside help; accountants, lawyer, banker, insurance agent, and other consultants. Employees are the key to any successful business. They can make or break the operation. They are the link between you and the customer, they make the difference if your customers return and the experience they share with others. Do not skimp when making hiring decisions! Have written job descriptions that clearly define duties for all employees include training for all employees. What benefits will you provide? Include uniforms (even if it is just a farm T-shirt) and name tags.

Insurance

Insurance is a must for agritourism farms. Identify the types of insurance you need for your business. Will your house/farm insurance cover all your agritourism activities? You cannot afford to skimp on insurance. **Have the liability warning signs posted on your property.**

SAMPLE

WARNING

Under South Carolina law, an agritourism professional is not liable for an injury to or the death of a participant in an agritourism activity resulting from an inherent risk associated with the agritourism activity. (Chapter 53, Title 46, Code of Laws of South Carolina, 1976).

Fixed Assets

Identify your current fixed assets and what you will need to purchase. This might include land, buildings and improvements, machinery, equipment, livestock, office furniture, computers, etc. Determine the cost and when you plan to purchase. Estimate the useful life of each asset and complete a monthly depreciation schedule. You may want to hire an accountant if you have

not calculated depreciation before or do not know where to start. While you can set up your own depreciation tables of assets in your business, you will have to justify the lifespan you've chosen if it differs from IRS rules. So most businesses use the depreciation recovery periods set up by the IRS, which set an average useful life for business assets as shown below.

Property	Recovery Period
Rent-to-own property	4 years
Automobiles and light duty trucks	5 years
Computers and peripheral equipment	5 years
High technology medical equipment	5 years
Personal property with no class life	12 years
Natural gas gathering lines	14 years
Single purpose agricultural and horticultural structures	15 years
Any tree or vine bearing fruit or nuts	20 years
Initial clearing and grading land improvements for gas utility property	20 years
Initial clearing and grading land improvements for electric utility	25 years
Transmission and distribution plants	25 years
Electric transmission property used in the transmission at 69+ kV of electricity	30 years
Natural gas distribution lines	35 years
Any qualified leasehold improvement property	39 years
Any qualified restaurant property	39 years
Nonresidential real property	40 years
Residential rental property	40 years

Start-up expenses

Any new business will have start-up costs. These costs are what it takes to open the doors for business. Most of these costs are one-time expenditures. Examples; hiring costs, advertising, promotions, remodeling, licenses & permits, legal fees, inventory, etc.

Sales Forecast

Forecasting sales are critical to your business. You cannot plan financially if you don't have an estimate of sales. You need to review your information on products, customers, competitors and budgets to understand trends. Be realistic when making these forecasts.

Financing

Create a financial plan including all sources of existing debt and additional financing needs. Detail principal and interest payments for each month. Research sources of needed capital.

Operating expenses

Develop a monthly chart of operating expenses. Combine this with your startup costs, sales forecast and debt to create a cash flow budget.

RESOURCES

If you need assistance, contact the South Carolina Small Business Development Center at scsbdc.com for FREE, private consulting.

Farm Credit offers a FREE fill-in business plan at agsouthfc.com.



Chapter 4

Marketing

CHAPTER OVERVIEW

Now that you know how to start your agribusiness venture, you need to convince people to visit. You must market your new agritourism activities! You probably have already created a marketing plan for your farm if you were operational before you chose to do agritourism, but it is important to revise your marketing plan now. This chapter will:

- ▶ Define Marketing
- ▶ Tell you how to develop a Marketing Plan
- ▶ Discuss ways and places to market your farm
- ▶ Inform you about state marketing programs
- ▶ Give you some general marketing tips

WHAT IS MARKETING?

Marketing is planning and executing a set of objectives to bring buyers and sellers together for a sale to take place. Marketing is not just making a sales pitch or showing a commercial. You want your visitors to have a unique experience. The goals of agritourism marketing are:

1. Identify a target audience and their needs.
2. Attract the audience to your business.
3. Meet the needs of the target audience and convince them to spend their money on what you offer.
4. Create a lasting impression on the audience that will make them want to come back.

Sometimes, marketing is not as thoroughly planned as other business operations, and that

can severely impact your success! This is where a marketing plan comes into play. Marketing can be as simple as word-of-mouth referral or be done through a marketing agency. It depends on your business needs, and the South Carolina Department of Agriculture has numerous avenues to help farmers market their products and services better. The marketing style and message should be directed to your audience. If you are a berry U-pick farm, elementary schools may be a good avenue to get families to come. Anything you print must reflect your selling points in a neat, high quality, and tasteful presentation. Sloppy advertisements will give your audience the impression that the business is incompetent.

As you go through the marketing process, keep these four fundamental P's of marketing in mind:

- » **Product** – Is there a market for what you are selling?
- » **Place** – Is your location one that is easily found by your target audience?



- » **Price** – Are people willing and able to pay the price you want to set?
- » **Promotion** – How and where are you going to get the word out about your business?

The four P's of your business is what makes it unique, and that is called your marketing mix.

MARKETING PLAN

Developing a Marketing Plan

A marketing plan is a comprehensive document that outlines a business' advertising and marketing efforts for the coming year. A marketing plan can be divided into seven components:

1. **Market Research and Analysis**

You need to know what you are getting into by gathering information about your new market and customers.

2. **Setting Marketing and Financial Goals and Objectives**

This will give you guidelines to follow when executing your plan.

3. **Marketing Mix**

This is the specific strategy you will implement to reach your target audience, convince them to spend money, and create a lasting impression.

4. **Marketing Budget**

Planning for marketing expenditures is an important part of running a profitable business. Do not be afraid to create multiple budgets for different scenarios!

5. **Monitoring and Evaluating Market Response**

You should not just run an advertisement without having a plan to see its impact. This component will help you to make your marketing strategies more effective.



6. Contingency Plan

Adjustments may have to be made to your plan if your marketing tactics prove to be more/less effective. If handing out flyers to other businesses in your area drew more people to your farm than your newspaper ad, have your marketing plan be flexible enough to change it!

7. Marketing Plan Checklist

This is a summary of all the tasks needed to put your plan into action. Do not forget this step because you may not remember everything that needs to be done. There is often a period of time between the planning and execution stages.

Situation Analysis

(Adapted from the Agri-tourism Marketing Plan Workbook, Market Advantage, 1997)

Things will not always go in your favor, so your marketing strategy should be prepared for all types of situations. Ask yourself these questions to develop a comprehensive marketing plan:

1. Management Philosophies

Describe any values, philosophies, or policies (written or unstated) that might influence your choice of marketing strategies. For example, do you like spending time with young children? Is “entertainment farming” your cup

of tea? How much time do you have to devote to this type of enterprise? How much time do you have to spend with guests during the peak agricultural season?

2. Decision Making

Does your organization collect accurate, objective information about its customers, competitors, and marketing environment? Does the organization have a record keeping system in place that allows the development of sound strategies and the ability to evaluate their effectiveness? Is there an able person assigned to analyze, plan, and implement the marketing work of the venture?

3. Human Resources

Does the organization have enough manpower to ensure that guests’ needs are met, even during peak farming seasons? Are temporary employees readily available to meet the short-term, emergency needs? Do employees know that “the customer is always right”? Are employees trained and empowered to provide guests with high-quality experiences?

4. Financial Resources

Does the organization have the capital needed to build or improve the guest facilities? Does the organization have the capital needed to operate at a loss until break even occurs?

5. Product/Service

Your product is everything you offer to satisfy customers’ needs—the features, optional services, quality, style, name, packaging, length of service, price, etc. In what ways is your product better than other options available to the customer? What do customers think of your facility, personnel and services? Are product improvements planned?

How to Advertise

After you make the marketing plan, you can start planning the advertisements. The three basics of advertising are: the message (two or three strong selling points and additional information about your service), the medium (place where the advertisement is shown i.e. print, radio, TV), and the target audience (every advertisement should be directed to the people you want to reach).

The Message

From your marketing mix, you can determine the marketing position, or the message you want people to identify with your business. The message is the first thing that consumers will know about your service, so make sure to be clear and creative! You want your audience to understand what you are showing them, but you want them to remember your advertisement. The message should include the type of activities you offer, additional goods and services, directions to your location, cost of activities, and how to make reservations. Always make sure that dates, fees, addresses, and phone numbers are accurate. The message needs to represent the services and products you provide, so do not promise more than you can deliver. Simple and original are key words to remember when creating advertisements! Contact someone experienced in desktop publishing to assist in design and creation of the advertisements if you do not have experience.

The Medium

There are so many channels to showcase your business, and your chosen method should reflect your audience. For example, marketing at a trade show may not be the best method to reach families with children to come to your U-pick. You should carefully consider all mediums available to you and within your budget. Mediums may include:

- » Articles
- » Banners
- » Billboards
- » Brochures
- » Business cards
- » Catalogs
- » Charity events
- » Coupons/discount cards
- » Classified ads
- » Door hangers
- » Email marketing
- » Facebook and other social media ads
- » Fax broadcasts
- » Flyer
- » FM radio ads
- » Gift certificates
- » Google and other AdWords bid
- » Information commercial
- » Magazine ads
- » Media releases
- » Newsletter
- » Newspaper ads
- » Postcards
- » Posters
- » Public speaking
- » SCAA Membership Guide
- » SC Agritourism Passport
- » SC Farm Fun listing
- » Search engine paid inclusion
- » Sign picketing
- » Special events
- » Sweepstakes
- » Telemarketing
- » Television advertisement
- » Trade shows
- » Website
- » Window display
- » Yellow pages



An SC Agritourism billboard made to reach a broad audience.

Advantages and Disadvantages Associated with Specific Advertising Mediums		
Media	Advantages	Disadvantages
Newspaper	<ul style="list-style-type: none"> ✓ Potentially large coverage area ✓ Low cost relative to other media ✓ Immediate/Timely (daily or weekly) ✓ Access to many socioeconomic groups ✓ Ability to target specific audiences via specialty sections ✓ Can use color ✓ Flexibility in ad size and cost ✓ Visibility of the product (pictures) ✓ Use of coupons to measure effectiveness ✓ Short lead time 	<ul style="list-style-type: none"> ✗ Inconsistent reprinting ✗ Typically, one-day exposure ✗ Clutter (can become lost among other ads) ✗ May be limited to text or black-and-white ✗ Lack of sound and movement ✗ Not as many people read newspapers anymore
Radio	<ul style="list-style-type: none"> ✓ Specific audience (demographic) ✓ Immediate/Timely/Multiple exposures ✓ Possible high entertainment value of ad ✓ Celebrity endorsement or pitch ✓ Time and content flexibility ✓ Use of human voice (can be celebrity) ✓ Sound reinforcement 	<ul style="list-style-type: none"> ✗ Time limitations restrict message ✗ Need for repetition ✗ Clutter (can become lost among other ads) ✗ Listeners may change channel when ads come on (“station surfing”) ✗ Short ad exposure
Magazines	<ul style="list-style-type: none"> ✓ Potentially large coverage area ✓ Can target a specific audience ✓ Can use color ✓ Flexibility in size and cost ✓ Visibility of the product (pictures) ✓ Use of coupons to measure effectiveness ✓ Large repeat and secondary exposure 	<ul style="list-style-type: none"> ✗ Clutter (can become lost among other ads) ✗ Costs associated with repeat exposure ✗ Lack of movement and sound ✗ Not immediate publication (may be weekly, monthly, or less frequently)

Media	Advantages	Disadvantages
Television	<ul style="list-style-type: none"> ✓ Large coverage area ✓ Can target a specific audience ✓ Uses both visual and auditory stimuli ✓ Large repeat exposure 	<ul style="list-style-type: none"> ✗ Costly to produce and air ✗ Time limitations restrict message ✗ Need for repetition ✗ Short ad recall ✗ Clutter (can become lost among other ads) ✗ Inverse relationship between hours watched and audience income
Direct Mail	<ul style="list-style-type: none"> ✓ Can target a specific audience ✓ More opportunity to educate on product/service benefits 	<ul style="list-style-type: none"> ✗ Expensive per piece ✗ Difficult to obtain “clean” mailing list ✗ May be perceived as junk mail ✗ Not immediate (2–3 week lag time) ✗ May be discarded unopened
Point of Sale	<ul style="list-style-type: none"> ✓ Can influence impulse purchasing ✓ Helps product stand out among competition ✓ Customer has opportunity for direct response at time of ad presentation (i.e. purchase) 	<ul style="list-style-type: none"> ✗ Can be expensive ✗ Clutter (can become lost among other point-of-sale material)
Outdoor (signage & billboards)	<ul style="list-style-type: none"> ✓ Large audience exposure depending on placement ✓ Use of color ✓ Can provide information and directions ✓ Continuous exposure 	<ul style="list-style-type: none"> ✗ Limited message length ✗ Initial production and preparation costs ✗ Ideal sites are difficult to access
Internet	<ul style="list-style-type: none"> ✓ Information available 24/7 ✓ Customer access in their environment and at their convenience ✓ Relatively cost effective ✓ Can target types of viewers ✓ Messages can be timely 	<ul style="list-style-type: none"> ✗ Maintenance necessary ✗ Not effective as a stand-alone strategy ✗ Difficult to gauge impact ✗ Costs of development and maintenance can vary dramatically

Taken from University of Tennessee Extension publication *Marketing for the Value-Added Agricultural Enterprise*

The Target Audience

Choosing a target audience means to decide to market to distinct groups or segments. You need to think about what types of people are underserved by tourism venues and what types of activities they could fill that gap with your business. If you already have people entering your property without paying, ask them about their interests in your business. Doing that can help you to discover what type of people want to visit. Some common characteristics to differentiate between people are:

- Age
- Location (in/out-of-state, urban/rural, international)
- Client preference (lodging, level of involvement—self guided or guided, etc.)

Before you decide on your target audience, make sure the segment would be profitable and reachable. See if the segment meets all or most of the following market segmentation criteria:

- The segment must be identifiable and measurable. You need to have an idea of how many people you can reach.
- The segment needs to be large enough to earn a profit. This means that the segment needs to have enough spending power to impact your business.
- The segment should be stable and not likely to vanish after a short period of time (i.e. a fad or trendy product).
- The segment has to be accessible by your marketing efforts. This goes back to choosing the right medium to use.

- The segment needs have supporting data about their preferences, so that you can create an effective targeted sales approach.

Thinking about if your target audience meets those criteria before you start marketing minimizes resource waste and reduces the time spent marketing to the wrong people.

Marketing Costs

The cost of marketing for your business will largely depend on the size and type of your operation, the medium chosen, and the number of times the advertisement is repeated. For example, if you only have a Facebook page that you regularly update, that may keep the costs low, but the advertisement probably will not be seen by many new people. New operations typically spend 10–25% of total operational costs on marketing for the first few years. Make sure to ask your visitors how they found your business, what they liked, if they found anything confusing, and any other comments. Recording feedback like that will make you more effective with your marketing efforts in the future. Costs should go down as time goes on and the business' reputation grows.



Public Relations

Public relations are the creation and maintenance of a favorable image. You should always be concerned about your business image because that is the first thing a customer thinks about your business. Public relation goals can range from client satisfaction to acceptance of your operation by neighbors, other businesses, local community leaders, and the general public. It is worth the effort to create strong ties with the aforementioned people around you, especially if your marketing strategy uses word-of-mouth advertising. State and federal agencies (like SCDA), citizen groups, local law enforcement, and local Chamber of Commerce/Visitor Bureau are also good places to get support for your business and create that favorable image.

Making a plan to build community involvement is a great way to create and maintain a favorable image. Some tips are to:

- Talk to neighbors, family, service clubs, churches, and local businesses and agencies about your project, the earlier the better. Listen to their concerns and feedback, and that will

help address any potential problems before they actually happen. Preventative measures are most likely cheaper than corrective measures!

- Be able to clearly and concisely inform people about your ideas. Having strong presentation skills makes a big difference in gaining support.
- List your community members that could help you reach your business goals.
- Figure out who shares potential customers with you. If their business complements your business, align yourself with them and openly discuss potential customers. Talk to your local competition too! Discuss impacts of having both businesses in the area and address any concerns.
- Be innovative! People remember new ideas.
- Use the town's businesses, attractions, and resources to your advantage. Creating a sense of unity among businesses in the community can help the whole town.
- Allow sampling of your product. Although it can be an expensive upfront cost, having customers try your product, with no financial risk to them, can get them to visit your farm.
- Reach out to media personnel. Newspaper and magazines are on the lookout for new articles all the time. If you write an article, you have control over what is said about your farm and gain publicity. Submit news releases to newspapers as well. Offer interviews to local TV and radio stations about unique or special farm events.
- Sponsor a community project or support a nonprofit organization or charity.



Adding Value and Personalizing Your Services

When deciding on additional activities to offer on your farm, do not forget the little details that people will associate with their visit. Customers may be looking for something beyond U-pick or a farm tour. Offering refreshments and samples, since most tourism is done in the hot summers of South Carolina, is a great way to keep them happy, and they'll remember who had the cold drinks. Giving out pamphlets, pins, posters, stickers, and other goodies can also be a big hit. Buying items like that does take a small investment but getting a repeat customer would pay back that investment. Handing out promotional material (that does not feel like promotional material to your customers) still gets your business' name out there.



Overall Agritourism Marketing Tips

Use the following ideas, but make sure to write down what works for you. Your ideas could convince another farm to become a part of agritourism:

- Make customer happiness a top priority. People are coming to experience and relax at your farm. Agritourism is a hospitality business, so making your customers happy is the way to run a successful business. Learn their names and always ask what the customers liked and what could be improved. Keeping a database of customers can raise your customer service level. That is how you get repeat customers.
- Develop a mailing list. Get names and addresses (emails lists are easier than mailing addresses) from outdoor magazines, associations, SCDA, and any other groups in your target audience. Have a signup sheet at the entrance of your farm. Sending out an email regularly keeps people informed about your events, lets people know that you are still operational, and hopefully gets new visitors!
- Take care of the details. Professionally answering your phone, making sure employees greet all visitors, having clear directions and signs, cleaning a restroom, and answering emails/ phone calls promptly are examples of details that can make you stand out.
- Cater to as “high end” as possible customer as you can and do not be afraid to charge for your services. You want the customer to think that they are getting a quality experience if they're being charged. Since this is not a high-volume business, you cannot seek out the “low end” and expect to make money.



- Let your community know you're there! Hand out your brochure to restaurants, gas stations, shooting clubs, hotels, and other farms. It is much less expensive to attract clients in your area. At the same time, still advertise in magazines and newspapers that reach a broader base. Send news releases and article ideas and invite them out for a free stay. Making a personal connection will make the magazines and newspapers more likely to feature you. Make sure to get listed on SCFarmFun.org, and join the SC Agritourism Association.
- Look at similar businesses to see how they advertise, operate, and price. See what you like and what you want to improve. Don't be shy about talking to the other farmers. The Agritourism Association was created to help the agritourism farms in SC, and people want to help their fellow farmers.
- Put signs on your property that are visible from the road. Make sure that people can find you and contact you!
- With many options, it may be hard to decide on what you want to offer and how to tell people about it. Most successful agritourism ventures started with one idea, perfected it and then expanded their operation for the next idea. Take time to listen to what the customers want and make your business fit their needs with your resources.

INTERNET PRESENCE

What does almost every one of your potential new customers use every day?

Getting your business on the internet is the most effective marketing tool. A website provides users with a colorful, interactive way to get your business, product, and service descriptions. The information is easily updated, allows customers to pre-shop, and is available 24/7. The amount of information that you can put on your website is almost limitless as well, providing a huge advantage over other advertising mediums.

Website development could be expensive if you hire a company to design it for you or daunting task if you do it yourself.

It can be very easy to create a website through places like Google Sites or Wix.com. Many places have website templates that you can just fill in with your information.

What to Have on the Website

The major components of a website are:

1. Domain Name

The link to your website (mybusiness.com). Try to make this simple and as close to your business name as possible. This makes it easy for people to find your business.

2. Site Map

This is a “road map” of how your site is set up. It shows the navigation of the site and where different elements are located on the website.

3. Look and Feel

This is the design aspect of your website, and it should reflect the theme of your business. Having a consistent look on your website, other advertisements, and the actual business site gives a better overall impression to your customers.

4. Content

This is the actual pages that are shown on the site map. Common pages are an About Us, Contact Us/Find Us, Products and Services, News, Photos, FAQs, and Special Events page. Only use relevant content. Do not feel like you need each of those pages (like if you do not do special events).

Other components include a logo (if your business already has one), links to social media or other helpful resources, “In the News” page (if you want to link articles written about you), and a feedback page. All of these components are just suggestions and check out similar websites for ideas. Remember, even though so much can be done on a website, keep it simple and easy to use.

Facebook

Another great way to get on the internet, if you do not want to spend money on a website, is making a business Facebook page. Facebook has already done the website development for you. The site is easy to use, and most people are already familiar with the layout. Here are some tips if you choose this route:

- Make sure to create a business page, and not a personal page. You do not want to create a page where people have to “friend” you to find out about your business.
- Encourage friends and family to “like” your page.
- Keep the page up to date! Do not forget about the page after you make it. If a page hasn’t been updated in a year, people get the impression that you are not in business anymore.
- Posting on your page is how people find out what you are about. Posting pictures about what you are doing not only showcases your business, but it lets people know that you are still in business! Do check-ins when you go to other places, like Farmers’ Markets, to promote other local businesses. Encourage visitors to tag the business if they take pictures.
- Use the event option to post your special events on the farm.

Facebook can be a great, interactive way to get your customers involved and informed about you, and it’s free!



FARM PROFILE AND SOUTH CAROLINA AGRITOURISM ASSOCIATION

Agriculture is a vital part of our state's economy. The industry impacts every citizen, and the South Carolina Department of Agriculture (SCDA) is always working to help more people connect with agriculture. These are some ways that SCDA helps with connection:

SCDA recognizes the great value of agritourism and its potential to benefit farms of all sizes. If you have an agritourism component and would like SCDA's help with marketing, please fill out the Agritourism Farm Profile and return to address listed on the form. This will allow SCDA to establish a list of agritourism operations for statewide promotion and marketing. Get your Agritourism farm profile from scagitourism.org under farmer resources.

There is another step to further promote your agritourism business with SCDA. Founded in December 2014, the non-profit South Carolina Agritourism Association is designed to help agritourism farmers face challenges within the industry and share best practices. The SCAA goals are to educate agritourism operations in an effort to create sustainable activities and attractions, encourage the highest standards in hospitality and tourism initiatives, facilitate economic growth by promoting and fostering increased agriculture-based tourism throughout SC, and advocate proactively on behalf of agritourism operations within state-level organizations. Applications are available at scagitourism.org. Click on SCAA Membership Application. This manual also includes the application for your reference.





SOUTH CAROLINA AGRITOURISM FARM PROFILE

OFFICIAL USE ONLY

Received _____
 New Update
 New File Yes No
 Completed _____

The SC Agritourism Program is an exciting effort established to assist consumers in locating farm experiences as well as helping farm producers plan, develop, and promote tourist attractions on their farm. From pick your own berry operations, to major consumer events, Agritourism takes on many shapes and forms throughout South Carolina. Please take a few minutes to fill out this form to update your information and return it today!

CONTACT INFO

Business/Farm Name _____

Contact Person(s) _____

Physical Address _____

County where business is located _____

Mailing Address (If different from above) _____

Phone Number(s) _____

Email _____ Website _____

Facebook _____ Twitter _____

Please provide a brief description of your business and/or products. Please include information relevant to potential buyers/visitors. The information provided will be listed on SCFarmFun.org as a way to help promote your farm/business.

SC Agritourism Farm Profile

GENERAL FARM QUESTIONS

Are you a member of the SC Department of Agriculture's Certified SC Grown program? Yes No

How large is your farm? _____ acres

Would you classify the location of your farm as Urban Suburban Rural

Does the owner of your farm currently hold another job? Yes No

Methods of Sale for Products On Farm U-pick Farmers Markets Online Wholesale

Is your farm certified organic? Yes No Use organic practices? Yes No

What type of farming are you involved in? Crops, Animals, Ornamentals, etc?

AGRITOURISM PROFILE

Approximately how many visitors come to your farm yearly? _____

Open for Business: Dates / Times

Special Events: Dates / Times

SC Agritourism Farm Profile

ATTRACTIONS

Please check all of the following items that apply to your farm.

- | | | |
|---|---|---|
| <input type="checkbox"/> Agriculture Museum | <input type="checkbox"/> Farm Work Experience | <input type="checkbox"/> Native Plants / Ecology |
| <input type="checkbox"/> Animal Display / Demonstrations | <input type="checkbox"/> Fishing | <input type="checkbox"/> On-site Artisans |
| <input type="checkbox"/> ATV | <input type="checkbox"/> Food Processing | <input type="checkbox"/> Orchard |
| <input type="checkbox"/> Bike Trails | <input type="checkbox"/> Gardening Experiences | <input type="checkbox"/> Paintball |
| <input type="checkbox"/> Bird Watching | <input type="checkbox"/> Gem Mining | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Brewery | <input type="checkbox"/> Gift Shop | <input type="checkbox"/> Pick Your Own |
| <input type="checkbox"/> Campfires | <input type="checkbox"/> Greenhouse | <input type="checkbox"/> Pig Race Track |
| <input type="checkbox"/> Cheese Processing | <input type="checkbox"/> Grist Mill | <input type="checkbox"/> Pottery Making |
| <input type="checkbox"/> Christmas Tree / Cut Your Own | <input type="checkbox"/> Haunted Maze / Hayride | <input type="checkbox"/> Pumpkin Patch |
| <input type="checkbox"/> Cider Mill | <input type="checkbox"/> Hayride | <input type="checkbox"/> Roadside Market |
| <input type="checkbox"/> Cooking Demonstrations | <input type="checkbox"/> Hiking | <input type="checkbox"/> Skeet Shooting |
| <input type="checkbox"/> Corn / Crop Maze | <input type="checkbox"/> Historic Buildings | <input type="checkbox"/> Story Telling |
| <input type="checkbox"/> Cow / Goat Milking | <input type="checkbox"/> Horseback Riding / Lessons | <input type="checkbox"/> Summer Camps |
| <input type="checkbox"/> Curriculum Based School Activities | <input type="checkbox"/> Horseshoe Court | <input type="checkbox"/> Tours / Guided |
| <input type="checkbox"/> Disc Golf | <input type="checkbox"/> Hunting | <input type="checkbox"/> Traditional Farms |
| <input type="checkbox"/> Dog Trials | <input type="checkbox"/> Lake / River Experiences | <input type="checkbox"/> Trail Rides |
| <input type="checkbox"/> Edible Landscaping | <input type="checkbox"/> Live Entertainment | <input type="checkbox"/> Wagon Rides |
| <input type="checkbox"/> Educational Seminars | <input type="checkbox"/> Military Reenactments | <input type="checkbox"/> Wine Making |
| <input type="checkbox"/> Farm to Table Meals | <input type="checkbox"/> Mud Run | <input type="checkbox"/> Vineyard / Wine Tastings |

Other(s) _____

ACCOMMODATIONS

Please check all of the following items that apply to your farm.

- | | | |
|--|--------------------------------------|--|
| <input type="checkbox"/> Bed & Breakfast | <input type="checkbox"/> Camp Sites | <input type="checkbox"/> RV / Motor Homes |
| <input type="checkbox"/> Cabins | <input type="checkbox"/> Group Camps | <input type="checkbox"/> Reservations Accepted |

Other(s) _____

SC Agritourism Farm Profile

SPECIAL EVENT SPACE

Please check all of the following items that apply to your farm.

- | | | |
|---|---|--|
| <input type="checkbox"/> Air Conditioning | <input type="checkbox"/> Electricity | <input type="checkbox"/> School Groups |
| <input type="checkbox"/> Banquet Facilities | <input type="checkbox"/> Florist | <input type="checkbox"/> Sound System |
| <input type="checkbox"/> Birthday Parties | <input type="checkbox"/> Heating | <input type="checkbox"/> Special Needs Groups |
| <input type="checkbox"/> Catering | <input type="checkbox"/> Indoor Space / Size _____ | <input type="checkbox"/> Table / Chair Rental |
| <input type="checkbox"/> Chapel | <input type="checkbox"/> Liquor License | <input type="checkbox"/> Tent Rental |
| <input type="checkbox"/> Commercial Kitchen | <input type="checkbox"/> On-site Event Coordinator | <input type="checkbox"/> Tour Groups |
| <input type="checkbox"/> Corporate Groups | <input type="checkbox"/> Outdoor Space / Size _____ | <input type="checkbox"/> Wedding Venue |
| <input type="checkbox"/> Dance Floor | <input type="checkbox"/> Parking / # Cars _____ | <input type="checkbox"/> Youth / Church Groups |
| <input type="checkbox"/> Other(s) _____ | | |

DIRECT SALES

Please check all of the following items that apply to your farm.

- | | | |
|--|--|--|
| <input type="checkbox"/> Artisan Breads | <input type="checkbox"/> Flowers | <input type="checkbox"/> Potted Plants |
| <input type="checkbox"/> Artisan Cheeses | <input type="checkbox"/> Fresh Fruits | <input type="checkbox"/> Pumpkins |
| <input type="checkbox"/> Baskets | <input type="checkbox"/> Fresh Vegetables | <input type="checkbox"/> Shrubs & Trees |
| <input type="checkbox"/> Bedding Plants | <input type="checkbox"/> Herbs | <input type="checkbox"/> Specialty Food Products |
| <input type="checkbox"/> Corn Stalks | <input type="checkbox"/> Homemade Soaps / Lotion | <input type="checkbox"/> Straw Bales |
| <input type="checkbox"/> CSA (Community Supported Agriculture) | <input type="checkbox"/> Honey | <input type="checkbox"/> Sugar Cane |
| <input type="checkbox"/> Eggs | <input type="checkbox"/> Local Crafts | <input type="checkbox"/> Vegetable Plants |
| <input type="checkbox"/> Fish / Seafood | <input type="checkbox"/> Meat / Chicken | <input type="checkbox"/> Wreaths / Garland |
| <input type="checkbox"/> Other(s) _____ | | |

FOOD SERVICE

Please check all of the following items that apply to your farm.

- | | | |
|---|--|---|
| <input type="checkbox"/> Bakery | <input type="checkbox"/> Food Truck | <input type="checkbox"/> Prepared Snacks |
| <input type="checkbox"/> Cafe | <input type="checkbox"/> Full Service Restaurant | <input type="checkbox"/> Snack Bar |
| <input type="checkbox"/> Candy Shoppe | <input type="checkbox"/> Ice Cream Parlor | <input type="checkbox"/> Special Diet (Kosher, Vegan) |
| <input type="checkbox"/> Cantina (Pub) | <input type="checkbox"/> Local Food Vendor | <input type="checkbox"/> Vending Machines |
| <input type="checkbox"/> Other(s) _____ | | |

SC Agritourism Farm Profile

AMENITIES

Please check all of the following items that apply to your farm.

- | | | |
|---|------------------------------------|--|
| <input type="checkbox"/> ATM | <input type="checkbox"/> Play Area | <input type="checkbox"/> All Handicapped Accessible |
| <input type="checkbox"/> On-Site Transportation | <input type="checkbox"/> Restrooms | <input type="checkbox"/> Limited Handicap Accessible |
| <input type="checkbox"/> Picnic Area | <input type="checkbox"/> Wi-Fi | <input type="checkbox"/> Not Handicap Accessible |
| <input type="checkbox"/> Other(s) _____ | | |

ADMISSION INFORMATION

Please check all of the following items that apply to your farm.

- | | | |
|--|---|---|
| <input type="checkbox"/> Cancellation Policy | <input type="checkbox"/> Credit Cards | <input type="checkbox"/> School Trip Rates |
| <input type="checkbox"/> Cash | <input type="checkbox"/> Group Discounts | <input type="checkbox"/> Senior Citizen Discounts |
| <input type="checkbox"/> Check | <input type="checkbox"/> Military Discounts | <input type="checkbox"/> Student Discounts |
| <input type="checkbox"/> Other(s) _____ | | |

ECONOMIC IMPACT

In order to identify the economic impact that Agritourism operations have in our state and to keep our association viable, please check below the amount of sales that you generated during the last season. We will compile this information for overall member inputs and no individual information will be shared.

- | | | |
|--|--|--|
| <input type="checkbox"/> \$0 – \$9,999 | <input type="checkbox"/> \$100,000 – \$149,999 | <input type="checkbox"/> \$400,000 – \$499,999 |
| <input type="checkbox"/> \$10,000 – \$49,999 | <input type="checkbox"/> \$150,000 – \$199,999 | <input type="checkbox"/> \$500,000 – \$599,999 |
| <input type="checkbox"/> \$50,000 – \$74,999 | <input type="checkbox"/> \$200,000 – \$299,999 | <input type="checkbox"/> \$600,000 – \$699,999 |
| <input type="checkbox"/> \$75,000 – \$99,999 | <input type="checkbox"/> \$300,000 – \$399,999 | <input type="checkbox"/> \$700,000 + |

Are you interested in the Tourist Oriented Directional Signage (TODS) program? Yes No

Visit agriculture.sc.gov/marketing/agritourism for more information on obtaining TODS for your farm.

Are you interested in learning more about the South Carolina Agritourism Association? Yes No

SCAA assists agritourism operators with education, training, marketing, and networking opportunities.

RETURN FORM

By Mail:

South Carolina Department of Agriculture
 Attn: Jackie Moore
 PO Box 11280
 Columbia, SC 29211

Electronically:

jmoore@scda.sc.gov
 FAX 803-734-9808

SUBMIT FORM

CLEAR FORM

Save this form to your computer before filling and submitting electronically.



MEMBERSHIP APPLICATION

Business/Farm Name _____

Contact Person _____

Business County _____

Business Address _____ City _____ State _____ Zip _____

Mailing Address _____ City _____ State _____ Zip _____

Email _____ Phone _____

Website _____ Facebook _____

Active Memberships – What type of farming are you involved in? (Crops, animals, etc.)

MEMBERSHIP OPTIONS

Your membership will be valid from date of receipt until December 31 of the current year

ACTIVE

Agritourism farms / direct marketer’s farm operation

(1st time active members will receive a metal agritourism liability warning sign with membership)

ASSOCIATE

Off-farm venues / nonprofits / non-farmers supporting SCAA Mission goals

CORPORATE

Business / agency / for-profit entity supporting SCAA Mission goals

Please make check payable to the South Carolina Agritourism Association

Mail check and membership form to:

Jackie Moore, SCDA
PO Box 11280
Columbia, SC 29211

Date Received	_____
Check Amount	_____
Check Number	_____

SCAGRITOURISM.ORG



TOURIST ORIENTED DIRECTIONAL SIGNAGE (TODS)

The South Carolina General Assembly approved legislation in January 2014 creating the Agritourism and Tourist Oriented Directional Signage Program, commonly referred to as the TODS program.

TODS is a program that allows tourism and agritourism-oriented facilities to have directional signage placed in the highway right-of-way. The program is a cooperative effort between the SC Department of Transportation (SCDOT), SC Department of Parks, Recreation, and Tourism (SCPRT), and the SC Department of Agriculture (SCDA). Designed to promote agritourism and tourist-oriented facilities in rural areas, the program provides directional signing from the closest primary route that is a designated SC or US route.

SCDA and SCPRT are responsible for promoting the program and screening businesses to ensure that applicants qualify to participate in the program. The screening process is referred to as “pre-approval.”

SCDOT’s authorized agent, South Carolina Logos, Inc., is responsible for administering the program and fabricating and installing all signs. Businesses must submit final applications to SCDOT after receiving pre-approval from SCDA or SCPRT to participate in the program. The final application is to be reviewed and then approved or rejected by the TODS program oversight committee as required by section 57-25-8 of the South Carolina Code of Laws.

The application for TOD signs is on the next page. Contact Jackie Moore at SCDA for more information.



The South Carolina Department of Transportation
 955 Park Street - P.O. Box 191
 Columbia, SC 29202-0191
 855-GO-SCDOT (855-467-2368)
www.scdot.org



SC Department of Parks
 Recreation and Tourism
 (803) 734-0166
www.scprrt.gov



SC Department of Agriculture
 (803) 734-2144
www.agriculture.sc.gov

**Pre-approval application for
 participation in the South Carolina
 Tourism Oriented Directional Signs
 (TODS) Program.**

The South Carolina General Assembly approved legislation creating Agritourism and Tourism Oriented Directional Signage Programs, commonly referred to as the TODS program. TODS is a program that allows tourism and agritourism oriented facilities to have directional signing placed in the highway right-of-way. The programs are a cooperative effort between the SC Department of Transportation, the SC Department of Parks, Recreation and Tourism and the SC Department of Agriculture. These programs are designed to promote agritourism and tourist-oriented facilities in rural areas by providing directional signing from the closest primary route, a designated SC or US route.

The Department of Agriculture and the Department of Parks, Recreation and Tourism are responsible for promoting the programs and screening businesses to make sure that they qualify to participate in the programs. The screening process is referred to here after as "pre-approval." Because the backbone of the program revolves around highway signing, the Department of Transportation will oversee the program and maintain all program regulations. The regulations were developed cooperatively by the three agencies and are in compliance with the Federal Highway Administration's Manual of Uniform Traffic Control Devices. Program regulations are available at:
<https://www.scdot.org/business/agritourism.aspx>

SCDOT's authorized agent, South Carolina Logos, Inc., will administer the program and fabricate and install all program signs. South Carolina Logos, Inc. is the company that currently administers the Logo signing program on interstate routes. Businesses will submit final applications to SCDOT after receiving pre-approval from the Department of Agriculture or Parks, Recreation and Tourism to participate in the program. The final application will be reviewed and approved or rejected by the TODS program oversight committee as required by section 57-25-8 of the South Carolina Code of laws. SCDOT will serve as chair of the oversight committee and will forward all approved applications to South Carolina Logos, Inc. to initiate the program participation process. The application process, as well as program participation fees, is described in more detail in the **Frequently Asked Questions** section that follows.

Pre-Approval Application for Participation in the South Carolina Tourism Oriented Directional Signs (TODS) Program.

PART 1: Information

Operation is: **Agritourism Oriented Facility**

Applicant: _____
(Name in which business is conducted)

County in which business is conducted: _____

Physical Street Address of Business: _____

City _____ State _____ Zip _____

Contact Person(s): _____

Mailing Address: _____
(If different from above)

City _____ State _____ Zip _____

Contact Number(s): _____

E-mail Address: _____

Website address: _____
(If applicable)

Number of years in business: _____

Please provide a brief description of your business/operation. Please include the activities you offer at your location. *(Attach separate sheet if necessary.)*

Do you currently have a system in place to measure customer or visitor traffic? If so, please elaborate.

What are the dates and hours of operation? _____

PART 2: The following Program Criteria must be met to qualify as a TODS location.

Criteria for Selection of Agritourism-Oriented Facility

1. Located in a rural area.
2. Located on or accessible from a paved rural highway on the state highway system.
3. Offer agricultural activities related to production, harvest, processing, preservation, management, cultural, historical, recreational, educational, entertainment, and commercial activities, services and/or products to the general public; be unique and local in nature and not part of a chain of businesses having a common name under common ownership and management or under a franchise arrangement.
4. Have a permanent location and the agritourism-oriented activity shall be associated with a permanent building: constructed principally of brick, concrete block, stone, concrete, metal, or wood, or some combination of these materials.
5. Open to the public on a regular schedule with at least one employee attendant at the activity site for at least five (5) days per week, for at least six (6) hours per day (holidays excepted), for at least three (3) months out of the year.
6. Post its hours and days of operation at or near the main entrance so that they are visible to the public during closed as well as open hours.
7. If any general admission is charged, the costs of admission shall be clearly displayed to the prospective visitors at the entrance to the business.
8. Be located within five (5) miles of the intersecting route with a rural state primary highway where the program sign is to be erected.
9. Be an agritourism business qualified to participate in the SC Department of Agriculture Certified SC programs.
10. Have on-site signage that is visible from the fronting, paved rural highway.
11. Have driveway access from a paved public highway.

12. Provide off street parking accommodations with an exit having sufficient sight distance for motorists to safely enter the fronting roadway.

13. Be open to the general public and not by appointment or reservation only.

14. To qualify a business shall list its location, operating season and hours, contact information with the Department of Agriculture and have one of the following:

1. a reception structure;
2. a controlled gate;
3. a staffed reception and orientation point; or
4. permanent interpretation panels or displays.

15. To be eligible for the program, if the facility is located on a local paved road and more than one intersection from the nearest state route, the facility shall provide written documentation to ensure that the local government will permit similar directional signs on the right of way of the local system sufficient to guide motorist to the business.

Part 3: Photographs

Include a minimum of 3 photographs of your facility with your completed application. Electronic photos will be accepted. Each picture must be labeled with applicants' name and date the picture was taken.

Please Return Agritourism Oriented Facility Applications by e-mail to jmoore@scda.sc.gov or mail to:

South Carolina Department of Agriculture
Attn: Jackie Moore
P.O. Box 11280
Columbia, SC 29211

TODS Frequently Asked Questions

1. What is a TODS location?

In accordance with program regulations, the following definitions establish what types of activities, facilities and areas may be considered TODS locations:

Agricultural Activity - an activity carried out on a farm or ranch that allows members of the general public for recreational, entertainment or educational purposes to participate in rural activities.

Rural Activity - an activity that involves wildlife management, farming and ranching, or associated historic, scientific research, cultural, harvest-your-own and natural activities and attractions.

Rural Area - A rural area is defined as any area located outside the officially recognized boundaries of a incorporated area listed by the United States Census Bureau as having a population of 5,000 or more according to the most recent census. (Note that the cities or towns in SC listed in the quick links portion of the United States Census Bureau website are for incorporated areas having a population of 5,000 or more.) In addition, an incorporated or unincorporated area having a population of less than 5,000 according to the most recent census data is considered to be a rural area.

Agritourism-Oriented Facility - a location where an agritourism activity is carried out by an agritourism professional or other agricultural facility as outlined in the TODS program regulations.

Agritourism Professional - any person engaged in the business of providing one or more agritourism activities, whether or not for compensation.

Tourism-Oriented Facility - a location that derives greater than 50% of its income or total visitors during a normal business season from road users not residing in the area of the facility.

2. Briefly describe the pre-approval and final application process to participate in the TODS programs?

Depending on your type of business/facility (agritourism or tourism), you should contact either the South Carolina Department of Agriculture or the South Carolina Department of Parks, Recreation and Tourism to have them review your facility to determine if you qualify to participate in the programs. If your business meets criteria, the applicable department will provide a written certification to be included with your official application to SCDOT. You will then need to fill out the program application available on the SCDOT website.

<https://www.scdot.org/business/agritourism.aspx>

As required by program regulations, an oversight committee will meet semi-annually, once in January and once in July, to review and approve/disapprove your application. The committee is comprised of representatives of the three agencies, various tourist organizations and private industry. You will be notified in writing of the committee's decision. All approved locations will enter into a participation agreement with South Carolina Logos, Inc., SCDOT's contract administrator. Once an agreement has been signed and all fees collected, South Carolina Logos, Inc. will fabricate and install TODS signing within 60 days.

3. What does it cost to participate in the program?

Approved businesses will pay an initial participation fee (\$100) and purchase the necessary signing and pay for its installation (\$400 per sign). Every year thereafter, each business will pay an annual renewal fee (\$100). A typical location will need three (3) directional signs to adequately guide visitors to its location. A typical location with three signs will have an estimated expense of \$1300

the first year with an annual \$100 renewal fee every year thereafter. Participants will be billed by South Carolina Logos, Inc. once they have received final approval to participate in the program. Businesses will not submit any fees as part of the approval or application process. If signs become missing or damaged so that they are not serviceable, the participant will be responsible for any replacement sign costs, \$300 per sign.

4. What does the sign look like, and how big is it and who makes them?

The signing must meet program design criteria outlined in the program regulations. The signs will be manufactured and installed by SC Logos, Inc. The sign will be similar to other highway signs with a few exceptions. The backgrounds of the signs will be blue instead of green or brown. The official logo of the appropriate program will also appear on the sign in an effort to establish an associated level of quality and service available at participating locations.

Each business' sign will have a maximum height of eighteen (18) inches and will typically be no less than seventy-two (72) inches wide. The width may be governed by the available highway right-of-way. All letters will be upper case with a maximum height of six (6) inches. The arrow will be standard highway arrow, nine (9) inches wide and six (6) inches tall. The name of the location should be kept as brief as possible to adhere to the size limits of the signs. As mentioned earlier, right-of-way may be limited in some instances, especially on secondary roads.

5. How many signs will I need?

The number of signs will depend on the number of turns from the nearest primary highway, a designated SC or US route. A typical location located on a secondary road that intersects with a primary route will need 2 or 3 signs. Applicants will be required to submit a sketch of the desired signing as part of the application process. An example sketch will be provided with the application form available on the SCDOT website.

6. Is there a limit to the number of businesses that can be signed, and if so, how will that be determined?

Yes. The number of business sign panels per sign assembly will be four (4). The maximum number of sign assemblies per intersection will be three (3), for a total of 12 available business sign panels. In the event that more businesses submit applications at a particular intersection than there are spaces available, the businesses closest to the intersection with the nearest primary route where the signs are to be installed will qualify. Due to the rural nature of the programs, it is unlikely that that this situation will occur. The measurement will be from the driveway entrance of the business to the intersection with the nearest primary route.

7. As for my location signing that includes hours and days of operation as well as interpretive signing that is visible from the road, do you have specifications?

While there is no specification, you should consider the size of letters used on the TODS signs for your hours and days of operation. If you choose to use interpretive signage, consider using a National Park Service (NPS) standard.

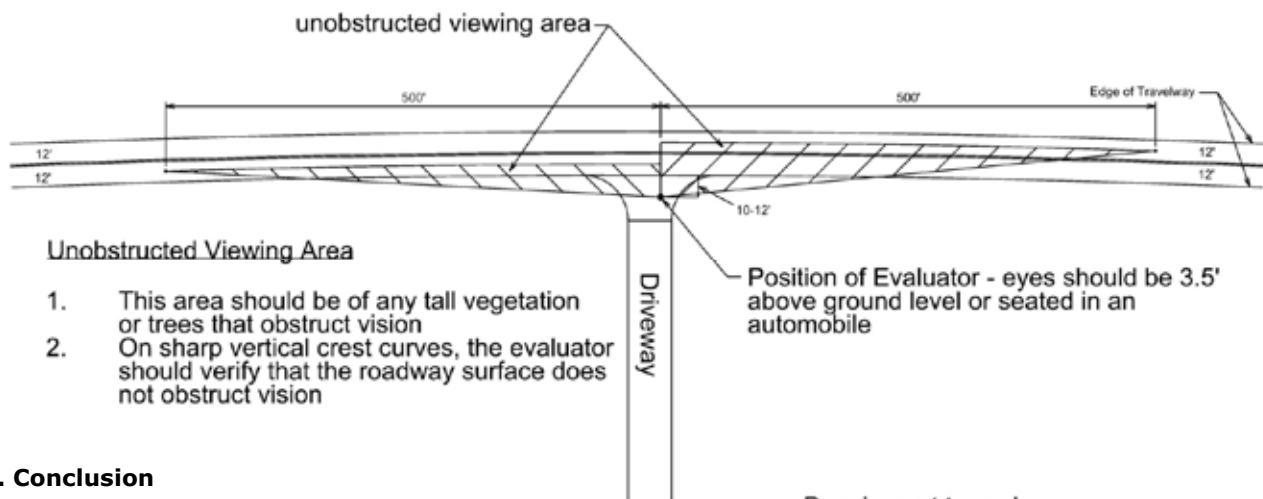


8. What do you mean by "parking accommodations with an exit having sufficient sight distance for motorists to safely enter the fronting roadway"?

Safety of motorists visiting a location is a key concern. On-site parking will be required for participation in the programs. When entering a facility, sufficient space should be provided between the driveway and the parking to allow the motorist to safely and completely make the turn from the fronting roadway. Motorists leaving a facility should have a clear view of the fronting road in both directions. Sight lines should not be blocked by business signs or other obstructions. Driveways located on sharp curves should be avoided.

In general, a motorist should have approximately 500 feet of unobstructed visibility in each direction when positioned at the end of the drive. For checking the visibility, the position of the eyes of the evaluator should be located 10 to 12 feet from the edge of the travel way and approximately 3.5 feet above ground level. This represents the approximate position a driver will be in when leaving the facility seated in an automobile. Measure down the road 500 feet in each direction and determine if an approaching car is visible from that distance. See the illustration below.

In the event that the evaluator has questions or concerns about a particular situation, the evaluator may contact the SCDOT Director of Traffic Engineering at (803) 737-1462 for assistance in evaluating the safety of a drive.



9. Conclusion

While the qualification criteria and frequently asked questions cover most of the TODS program requirements, specific information is contained in the TODS program regulations. A link is provided on the SCDOT website as part of the program application. Please review the program regulations prior to requesting assistance with your application process.

OTHER PLACES TO MARKET

Welcome Centers

Welcome Centers across South Carolina have areas to display local attraction brochures and flyers. There are 9 welcome centers, located in the Upstate, Midlands, Pee Dee, and Lowcountry. Contact your nearest Welcome Center to find out information or visit discoversouthcarolina.com/welcome-centers.

Schools

Schools are a great avenue to promote your farm, especially since families are most likely your target audience. SCDA has a program called Farm to School that could be beneficial for you to get more involved at schools. Visit scfarmtoschool.com for more information. Ideas to involve your business in your school system include:

- Lessons where you actually go to the classroom
- PowerPoints for teachers to go over in their classroom
- Brochures/flyers to hand out to students at school
- Brochures/flyers for a bulletin board
- Brochures/flyers to hand out at Parent/Teacher nights or other school functions

Farmers Markets

Farm direct marketing helps improve farmers' income and connects local businesses and customers with fresh produce. Here are tips involving Farmers Markets:

- Farmers markets also attract a notable number of tourists that are potential new visitors to your farm. The value of farmers markets, for both new and established operators of on-farm and roadside stands goes beyond the ability to attract tourists. The markets are another way to market your products and services.
- Networking with other producers, farmers, and business owners is another perk of selling at farmers markets.
- Talk to other farmers that do agritourism to help decide which market to attend. Each market has a different feel, size, and demographic to it.
- Visit agriculture.sc.gov/where-to-buy-local for more information.
- Visit southcarolinafarmersmarkets.com for more information from the SC Association of Farmers Markets.



Chapter 5

Farm Safety

CHAPTER OVERVIEW

This chapter was adapted from the supplement to the “Integrating Safety into Agritourism” website (safeagritourism.com), and is published by Marshfield Clinic, 2015. It describes how to keep you and your visitors safe on your farm.

INTEGRATING SAFETY INTO AGRITOURISM CHECKLIST

These checklists are designed to be used with the website walkthroughs and resources to help you implement safety strategies on your agritourism operation. The walkthroughs will help educate you on what to look for, the checklists will help you identify hazards on your own farm, and the resources can be used to address the safety issues found.

The checklists in this booklet cover a variety of topics, some of which all farms should review, and others that should be reviewed if that activity is part of your operation. The first checklist in this booklet is a “Topic Checklist”, which you can use to help you determine the topics you need to review and track your progress on completing them. In addition, this booklet also contains the following checklists:

CHECKLISTS FOR ALL OPERATIONS

- » Topics Checklist
- » Emergency Preparation & Planning
- » Traffic & Parking Safety
- » Handwashing & Restrooms
- » Barriers and Fences
- » Walkways, Surfaces & Structures
- » Communicating with Visitors

ACTIVITY SPECIFIC CHECKLISTS

- » Corn Maze Safety
- » Food Safety
- » Hayride Safety
- » Play Areas
- » Petting Zoo
- » Farm Market / Pick Your Own
- » Inflatable Rides
- » Water & Attractive Nuisances
- » Machine Safety

Once you have used the checklists to identify safety issues on your farm, visit the website to download free resources, such as signs, example policies, procedures, and logs, to help you fix these issues.

The following checklists come from safeagritourism.org.

CHECKLISTS FOR ALL FARMS

- » Topics Checklist
- » Emergency Preparation and Planning
- » Traffic & Parking Safety
- » Handwashing & Restrooms
- » Barriers & Fencing
- » Walkways, Surfaces & Structures
- » Communicating with Visitors

TOPICS				
#	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 Visitors			
7	Insurance Information			
#	If you have any of the below activities, do these:	Walkthrough	Checklist	Resources
8	Corn Maze Safety			
9	Food Safety			
10	Hayride Safety			
11	Play Areas			
12	Petting Zoos			
13	Farm Market / Pick Your Own			
14	Inflatable Rides			
15	Water and Attractive Nuisance			
16	Machine Safety			
Notes				
Reviewed By:		Review Date:		

EMERGENCY PREPARATION AND PLANNING				
#	Inspection Item	Present	Needs Correction	Date Corrected
1	There is an established procedure to warn visitors of hazards that may be found in various areas of the farm (workers explain verbally when visitors arrive, signs are posted, etc.)			
2	The farm has been evaluated for hazards for people with disabilities, such as steps and stairs. Accommodations are made (signage, parking stalls, smooth and wide walkways) for these visitors. The farm complies with the Americans with Disabilities Act.			
3	There is emergency information posted by phones for easy access during an emergency. Maps are available with routes to the nearest clinic or hospital.			
4	The farm has an Emergency Response Plan that is reviewed by owners and employees on a regular basis.			
5	A first aid kit with adequate supplies to respond to an emergency is easily accessible to all employees. The first aid kit is inspected regularly, resupplied, and the inspection is documented.			
6	There are employees trained in basic first aid and CPR. All employees know where the first aid kits are located and how to respond in the event of an emergency.			
7	Employees are trained to inform visitors to immediately report any illness or injuries. Employees are trained on the use of the Incident Policy and Incident Report forms.			
8	Employees have a method to contact other employees in other areas of the farm in case of emergency.			
9	Fire extinguishers are clearly marked and located in several areas around the farm.			
10	There is a fire evacuation plan and fire safety plan in place and all employees are trained on these plans.			
11	All exits are clearly marked and free of obstructions in areas where visitors will be present. Visitors areas have working smoke detectors.			
12	Employees verify that supervising adults are aware of which children they are responsible for and will be able to ensure that all children are accounted for in an emergency.			

#	Inspection Item	Present	Needs Correction	Date Corrected
13	All areas are monitored to ensure they are kept free of dust and other combustible materials that can cause fires. Fuels and flammable chemicals are appropriately marked and stored.			
14	Grass or field burning are only done when visitors are not present. Appropriate precautions, including fire safety equipment, are in place.			
15	All non-smoking areas are clearly marked, and employees are trained to inform visitors of smoking policies and areas, as well as policies on open flames (i.e. candles, grills, campfires, etc.)			
16	There is a sturdy shelter available, with a capacity greater than the number of visitors, for protection from weather hazards.			
17	Employees are trained to know when to have visitors take shelter and which areas to avoid during bad weather. The operation has a Weather Safety Plan, which all employees are familiar with.			
18	There is an operational weather radio monitored during the times that visitors are present on the farm.			
19	Visitors are informed prior to arrival on appropriate clothing and other environmentally appropriate items such as sunscreen and bug spray (on tour group handouts, website, etc.)			
20	Employees are trained to check visitors for appropriate clothing and other items they may need.			
21	There is a shelter available for visitors to warm up or cool down in case of weather exposures. Employees are trained to monitor visitors for heat/cold related illnesses.			
22	Visitors are offered drinking water and encouraged to drink frequently.			
23	There is a safety log available for documenting all safety issues discovered on the farm that need to be addressed. This log is monitored, and all documented items are addressed.			
Reviewed By:		Review Date:		

TRAFFIC & PARKING SAFETY

#	Inspection Item	Present	Needs Correction	Date Corrected
1	There is a sign located approximately ½ mile from the turn off to the agritourism operation with the name and distance to the farm on it. (Consider TODS if your farm qualifies.)			
2	The entrance to the agritourism operation is clearly marked/identified and wide enough to accommodate school buses and other large vehicles.			
3	The entrance to the farm and parking areas are sufficiently lit to provide good visibility, allowing visitors to identify the name of the farm, traffic patterns and parking spots.			
4	The road/driveway to the farm is smooth, even and free of holes and dips.			
5	The parking areas where visitors are to park are clearly marked, with adequate space for the number of expected vehicles.			
6	The parking area is far enough away from children’s attractions and gathering areas to minimize danger to children.			
7	All parking areas are free of brush, long grass, litter, and other trip hazards.			
8	Parking areas for the handicapped are clearly marked.			
9	If the parking area is far from attractions, there are drop off and pick up locations available and clearly marked.			
10	If large numbers of visitors are expected, workers (wearing bright/reflective clothing) are directing traffic.			
Reviewed By:		Review Date:		

HANDWASHING AND RESTROOMS

#	Inspection Item	Present	Needs Correction	Date Corrected
1	Are there facilities in the visitor area where visitors can wash their hands with warm running water, soap and paper towels?			
2	In areas where there is no running water available, is there some method for visitors to “clean hands” such as hand sanitizer?			
3	Are there hand washing facilities and/or sanitizer placed near the exit of all animal areas for visitors to use?			
4	Is there a hand washing policy in place? Are all employees familiar with this policy and hand washing procedures?			
5	Do employees communicate the importance of hand washing and correct hand washing procedures to all visitors?			
6	Are there restroom facilities available that include a toilet and a sink with soap and water? If portable restrooms are used, do they contain hand sanitizer?			
7	Are there handrails present in restrooms to accommodate handicapped visitors?			
8	Are restroom facilities low enough to accommodate usage by children? If applicable, do the restrooms contain a diaper changing area?			
9	Are the restroom facilities adequate to accommodate the expected number of visitors?			
10	Are all hand washing facilities and restrooms, including portable ones, inspected and cleaned on a regular basis? Are the inspections and cleaning documented on a cleaning record or log?			
Reviewed By:		Review Date:		

BARRIERS AND FENCING

#	Inspection Item	Present	Needs Correction	Date Corrected
1	Are there fences to separate visitors from large animals and/or other farm hazards?			
2	Are all fences inspected regularly and repaired as needed?			
3	Are fences separating visitors from hazards designed so children cannot crawl under, over or through the fence?			
4	Are fences that visitors may come in contact with made up of material that will not harm them (not barbed wire or electric)?			
5	If animals are present with a tendency to bite, is double fencing used to separate the animals from visitors and a warning sign posted?			
6	Are gates and latches constructed to withstand weather and abuse from visitors?			
7	Are gates checked regularly to ensure they close and latch properly?			
8	Are signs posted in appropriate places to indicate areas that are off limits to visitors?			
9	If visitors have easy access to areas that are off limits, are barriers such as fencing in place?			
10	Are gates locked if they lead to areas that are off limits to visitors?			
Reviewed By:		Review Date:		

WALKWAYS, SURFACES, AND STRUCTURES

#	Inspection Item	Present	Needs Correction	Date Corrected
1	Are all depressions, holes or other ground areas where water may pool filled in or drained?			
2	If water is present that cannot be drained, has it been treated with a larvicide, or other steps taken to decrease insect reproduction?			
3	Are all paths and surfaces smooth, level and free of steep grades if visitors will be using them?			
4	Are paths and surfaces inspected regularly and kept free of debris, brush, and vegetation?			
5	Are trails, walkways, and paths clearly marked so visitors know where they lead?			
6	Are all signs in good condition, legible, and language appropriate?			
7	Are walkways smooth and wide enough to accommodate wheelchairs and scooters?			
8	Has the use of stairs and steps been minimized?			
9	If stairs have to be used, do they have sturdy handrails in place?			
10	Does the farm comply with the Americans with Disabilities Act (ADA)?			
11	Is the groundcover under and around play items (i.e. slides, swings) enough to protect against injury?			
12	Are all entrances to visitor areas inspected for tripping hazards, clutter and debris, with signs posted to indicate the type of attraction?			
13	Are storage areas such as barns, sheds and grain bins locked when visitors are present?			
14	Are chemicals, fuels and pharmaceuticals kept in locked storage areas that are cool and dry and have proper ventilation?			
15	Are hand tools and power tools stored in a locked area?			

#	Inspection Item	Present	Needs Correction	Date Corrected
16	Are signs posted indicating which storage areas are off limits to visitors?			
17	Are storage areas with visitor's access kept free of hazardous materials at all times and supervised by adults when visitors are present?			
18	Are all building exits marked with exit signs (lighted if building is in use after dark)?			
19	Are all building exits kept clear of obstacles, clutter and debris?			
20	Are Agritourism liability WARNING signs posted at all entrances visible to all visitors as they enter your farm?			
Reviewed By:		Review Date:		

COMMUNICATING WITH VISITORS				
#	Inspection Item	Present	Needs Correction	Date Corrected
1	Are all forms and information sheets that will be posted on the website/Facebook, used as a handout, or sent to visitors, reviewed to ensure the information is current and complete?			
2	Are groups contacted to find out how many people will be coming (including how many adults and children), if they have special needs, and/if they are looking for something specific?			
3	When a group is coming, have you sent them this information? <ul style="list-style-type: none"> • Information about ‘what to expect from the visit’ • List of rules • Clothing/footwear recommendations • Child-to-adult ratios for adequate supervision • List of items to bring • List of items not to bring • Medical/informed consent forms • A request to be notified of visitors with special needs • A copy of the farm’s Emergency Response Plan 			
4	Do you have information available for visitors in one or more of the following formats? <ul style="list-style-type: none"> • Internet: Include information about your operation that is printable as a handout or form. This should include all information listed in No. 3 above. • Handouts: The same information is available in handouts at the farm and/or on signs posted around the farm, for visitors who do not have internet access. 			
5	Are signs posted near specific hazards to remind visitors of the hazard?			
6	Do you do a site walk-through before visitors arrive to ensure that all signs are appropriately placed, in good condition and clearly readable?			

#	Inspection Item	Present	Needs Correction	Date Corrected
7	Do employees take a few minutes when visitors arrive to communicate health and safety information, perform a visitor orientation, and explain the location of restrooms and hand washing stations?			
8	Are all employees trained in health and safety information and reminded on a regular basis that they need to model safe behavior?			
9	As visitors leave, are they asked about specific safety concerns they may have or for other feedback?			
10	Once visitors leave, is a tour done to ensure signs remain in good repair, there are no new hazards and all debris is picked up?			
Reviewed By:		Review Date:		



ACTIVITY SPECIFIC CHECKLISTS

- » Corn Maze Safety
- » Food Safety
- » Hayride Safety
- » Play Areas Play Areas Location / Design
- » Play Areas – Swings & Slides
- » Play Areas – Climbing-Overhead
- » Play Areas – Other Equipment
- » Petting Zoo
- » Farm Market / Pick Your Own
- » Inflatable Rides
- » Water & Attractive Nuisances
- » Machine Safety

CORN MAZE SAFETY				
#	Inspection Item	Present	Needs Correction	Date Corrected
1	Are signs posted at the entrance to the maze, so visitors know where to enter maze?			
2	Are signs posted around the outside of the maze pointing visitors to the entrance and/or exit of the maze?			
3	Are parking lots and roads at least 75 feet away from the maze?			
4	Do paths in the corn maze have smooth, even walking surfaces?			
5	Are all paths in the corn maze and the areas around the corn maze inspected regularly and kept free of garbage and debris?			
6	Is a sign posted at the entrance to the maze listing the "maze rules"?			
7	Are there signs and/or information sheets for visitors informing them of "no smoking" rules?			
8	Are fire extinguishers available to employees monitoring the maze?			
9	Does the local fire department have a copy of your Fire Safety Plan and know the size and exact location of the maze?			
10	Do employees ensure all children under 12 are accompanied by an adult if the maze isn't designed specifically for young children?			
11	Do employees know not to operate motorized vehicles and other machinery when visitors are present?			
12	Do visitors have a method to communicate with those monitoring the maze (i.e. flags or cell phones)?			
13	Is a public address system (i.e. bull horn or loudspeaker) available to those monitoring the maze?			
14	Is there an elevated platform or area where at least two employees are stationed to monitor the maze?			
15	Do employees ensure visitors know how to exit the maze by following the nearest row of corn to the perimeter?			
Reviewed By:		Review Date:		

FOOD SAFETY				
#	Inspection Item	Present	Needs Correction	Date Corrected
1	Do employees follow food handling guidelines when serving visitors? These include: <ul style="list-style-type: none"> • Wear plastic gloves • Have long hair tied back • A hat or hairnet covers hair • A shirt covers armpit area 			
2	Are hand washing supplies, including soap, paper towels and running water, available in the food service area?			
3	Is there a hand washing policy in place, and are employees trained in proper hand washing procedures?			
4	Are there thermometers in all refrigerators and freezers, and are the temperatures monitored and recorded daily?			
5	Are all refrigerators and freezers checked/cleaned daily, and is a log kept documenting these activities?			
6	Are there refrigerator/freezer temperature monitoring and cleaning policies in place, and are employees trained on these policies?			
7	Are thermometers available to check the temperature of food before serving?			
8	Are only pasteurized products available for visitors' consumption?			
Reviewed By:		Review Date:		

HAYRIDE SAFETY				
#	Inspection Item	Present	Needs Correction	Date Corrected
1	Are all hayride routes regularly reviewed to ensure that none cross public roads or highways?			
2	Do the hayride routes avoid steep grades or other hazards?			
3	Does the wagon used for hayrides have sturdy steps and railings?			
4	Is the wagon inspected before each hayride to check for loose boards, sharp edges, and exposed screws or nails?			
5	Is the wagon (and tractor, if pulled by a tractor) inspected for safe and efficient operation before each use?			
6	Are harnesses, hitches, and safety chains inspected prior to each use?			
7	If a tractor is used for a hayride, does the tractor weigh more than the gross weight of the wagon?			
8	Is only one wagon pulled at a time?			
9	Are the visitors loaded onto the wagon only after the wagon is hitched to the horses or tractor?			
10	Does the driver prohibit visitors from riding up front with him?			
11	Is the driver an experienced adult, experienced in pulling wagons?			
12	Does the driver proceed slowly and carefully, prepared to stop at the request of the visitors at any time?			
13	Do employees ensure that children are accompanied by adults?			
14	Are the safety rules communicated to the visitors once they are seated and ready for the ride?			
15	Do employees ensure visitors know to remain seated while the wagon is in motion?			
Reviewed By:		Review Date:		

PLAY AREA				
#	Worksite Inspection Item	Present	Needs Correction	Date Corrected
1	A sign with playground rules is posted at the entrance to play area, is easy to read, and inspected regularly to ensure good condition.			
2	Signs are posted at play activities that indicate age/size of children using the equipment and rules applicable to the activity. Signs are easy to read/understand and inspected regularly to ensure good condition.			
3	A sign with emergency contact information is posted in a visible area and inspected regularly to ensure good condition/readability.			
4	Inspections are done at least daily to clean up debris, garbage and any hazardous items that are left behind by visitors and staff.			
5	Garbage cans are provided for disposal of trash and other debris and are emptied promptly when full.			
6	Handwashing and restroom facilities are in/near play area, able to accommodate expected number of visitors and kept clean.			
7	The play area is free of unstable items (i.e. tires or gates leaning against a building) and inspected regularly for unstable items.			
8	The play area is kept free of toxic plants & insects (i.e. poison ivy, poison oak, fire ants) and is inspected regularly for new infestations.			
9	The play area is kept free from items that are sharp, rusty or hazardous to children (i.e. old saw blades, tools, chemicals etc.)			
10	Play equipment is inspected frequently for loose bolts, screws or nails, cracks, holes, splinters, peeling paint and broken or missing parts. All hazards are immediately addressed.			
11	Sand and water is regularly replaced to avoid contamination by animal waste, pathogens or insects.			
12	Play area is checked regularly for pests, nests, beehives, etc. and removed promptly.			

#	Worksite Inspection Item	Present	Needs Correction	Date Corrected
13	There is an appropriate amount and type of cushioning ground surface materials placed under play equipment, which is regularly inspected and replaced/added to/ repaired as needed. (note grass is NOT an appropriate surface material for under play equipment)			
14	If play area contains swimming, tubing, rafting or activities that present a drowning hazard, rescue equipment is available, regularly inspected/maintained, and staff are trained to use it.			
15	All play equipment and activities are spaced far enough apart to prevent injury (appropriate use zones) and no activities, including spontaneous ones, compromise the use zones.			
16	Guard rails or protective barriers are present to prevent children from jumping off play equipment and are inspected regularly and kept in good repair.			
17	All play equipment is securely anchored, and anchors are inspected regularly to prevent equipment overturn.			
18	First aid supplies are easily accessible from the play area and their location is clearly marked. The supplies are regularly inspected and replaces/refilled as needed.			
19	Employees are trained to communicate supervision expectations to visitors and taught how to address inappropriate or inadequate supervision (i.e. adult texting – not watching children)			
20	Employees inform visitors of supervision expectations, both at the time of group registration and upon arrival, If visitors arrive individually, a sign may be used to communicate expectations.			
21	Employees communicate rules for play area to children and supervising adults. A sign is posted at play area entrance to remind visitors of rules and accommodate those arriving individually.			
22	Employees ensure that children are never in play area without adult supervision.			
23	Play areas are continuously monitored to ensure children play on equipment appropriately and adults enforce the rules.			

#	Worksite Inspection Item	Present	Needs Correction	Date Corrected
24	Employees/supervising adults stop dangerous horseplay, bullying, fights and other behavior that negatively impacts play and safety.			
25	Once inappropriate behavior is stopped, employees deal with the offenders according to company policy.			
#	Policies and Procedures Inspection Item	Present	Needs Correction	Date Corrected
1	A policy is in place for play area maintenance and inspections, detailing regular maintenance, how often inspections are done, what is to be inspected (signs, equipment, etc.) and who is responsible for the inspection.			
2	Inspection and maintenance logs are used to document maintenance and inspections, the results of all inspections, and when/how any hazards that are found are addressed.			
3	Policy(s) are in place that address the cleanliness of the play area, including garbage pickup and disposal, restroom and handwashing stations and play equipment cleanliness.			
4	A policy in place for inspecting and refilling/ replacing first aid supplies, and inspection/results are documented.			
5	A policy is in place that details how employees supervise visitors in the play area and ensures play areas are continuously monitored.			
6	A policy/procedure is in place for communication supervision expectations to visitors (number of chaperones, behavior, etc.)			
7	A policy is in place detailing how to deal with visitors who are unwilling to follow the rules and/or that behave inappropriately.			
8	A procedure for training employees on the policies and procedures is in place and includes documenting that the training was done.			
Reviewed By:		Review Date:		

PLAY AREA LOCATION / DESIGN REVIEW				
#	Inspection Item	Present	Needs Correction	Date Corrected
1	The play area is located in a area free from dust and wind hazards.			
2	The play area is located away from sources of loud noises, such as operating farm machinery and generators.			
3	The play area is at least 75 feet from parking areas and other traffic areas. It is designated by boundaries or physical barriers, such as fences, gates, or shrubs.			
4	The play area is located at least 30 feet away from electrical sources and air conditioning units.			
5	The play area contains areas of shade from the sun and/or buildings where visitors can go for relief from the weather.			
6	The play equipment is appropriate for public playgrounds and complies with Consumer Product Safety Commission standards.			
7	All play equipment is assembled/installed according to manufacturer's instructions.			
8	Play equipment is constructed of materials appropriate for the area/climate (i.e. no metal slides in hot areas)			
9	No materials/equipment is used that could result in children inhaling, ingesting or absorbing hazardous materials (i.e. lead-based paint, creosote, etc.)			
10	All play equipment is free of entrapment hazards (spaces >3.5" & less than 9")			
11	If farm pond, manure pits, or other drowning hazards are present on the farm, the play area is located away from them and rescue equipment is available, with staff trained in its use.			
12	Enclosed spaces (i.e. crawl tubes, boxed areas) have small openings or clear plastic areas to enable viewing children.			
13	Activity paths (i.e. bikes, pedal carts, miniature trains) don't route through areas where children are playing and can be hit.			

#	Inspection Item	Present	Needs Correction	Date Corrected
14	If the play equipment/activity presents a hazard to visitors who enter the area (i.e. paintball galleries, horseshoe pits) the equipment/activity is fenced or barricaded to prevent visitors from entering the area.			
15	Playground platforms are large enough to allow children to change directions for getting off the equipment.			
16	Moving equipment, such as swings and merry-go-rounds, should be located in a corner, side or at the edge of a play area.			
17	Heavily used equipment should be located in separate areas to prevent crowding.			
18	Equipment that could present a visual barrier to supervision should be located at the outer portion of the play area.			
19	If loose fill ground cover is used, it is not installed over a hard surface, has a method of containment, good drainage underneath, and the depth is appropriate for the fall height.			
Reviewed By:		Review Date:		

PLAY AREAS – SWINGS & SLIDES

#	Worksite Inspection Item	Present	Needs Correction	Date Corrected
<i>Swings</i>				
1	Swing structures are located away from other equipment.			
2	Swings are not attached to a composite structure.			
3	A-frame support structures don't have horizontal bars.			
4	Swing seats are made of soft materials (no wood, metal or hard plastic)			
5	Maximum of two swings per bay (single axis), one swing per bay (multi-axis) and bucket seats hung in separate bays.			
6	All S-hooks are pinched closed; no gap or space greater than 0.04 inches remains.			
7	Swing chains are in good condition, free from rust and wear, and all nuts and bolts are tight.			
8	Appropriate type/amount of ground cover is present in use zones.			
9	The use zones for swings don't overlap with other equipment.			
10	The use zone for a single axis (typical belt) swing extends six feet on the sides. In front and rear of the swings, the use zone is equal to twice the distance from the pivot point to the ground.			
11	There is at least 12 inches between the bottom of the seat and the protective surface (ground cover) for a single axis swing.			
12	The use zone for a bucket swing extends six feet on the sides. In the front and rear of the swings, the use zone is equal to twice the distance from the pivot point to the seating surface.			
13	Bucket seat pivot points are 47–96 inches above the protective surfacing.			
14	The use zone for a multi-axis swing (i.e. tire swing) should extend six feet plus the length of the suspending members (i.e. suspension chains) in all directions.			

#	Worksite Inspection Item	Present	Needs Correction	Date Corrected
15	Multi-axis swings are suspended in a horizontal orientation using three suspension chains or cables connected to a single swivel mechanism that permits both rotation and swinging.			
16	Drainage holes must be present on the underside of a tire swing for drainage.			
17	The minimum clearance between the seat of a tire swing and the uprights of the supporting structure is 30 inches.			
18	The minimum clearance between the bottom of the seat of a tire swing and the protective surface (ground cover) is 12 inches.			
Slides				
1	Slides are composed of materials that are appropriate for the climate (i.e. metal slides not used in hot, sunny climates).			
2	Handholds present to facilitate the transition from standing to sitting are at the top of the slide.			
3	Slide platforms: <ul style="list-style-type: none"> • Large enough to allow child to change direction to get off slide. • Enough length to facilitate transition from standing to sitting. • Are horizontal and at least as wide as the chute. • Surrounded by guardrails or barriers to prevent falls. 			
4	No spaces or gaps are present between the platform and the start of the slide.			
5	The sides of the slide chute are at least four inches high extending along both slides of the entire length.			
6	Toddler slides: <ul style="list-style-type: none"> • Average incline of slide chute is <24 degrees, no section >30 degrees. • Slide chutes are 8–12 inches wide. • Chute exit region is 7–10 inches long if any portion of the chute exceeds 24 degrees, and no more than 6 inches above the surface. • Use zone is at least 6 feet around the slide. For composite structures, the minimum use zone between access structures and the side of slide is 3 feet. 			

#	Worksite Inspection Item	Present	Needs Correction	Date Corrected
7	<p>Preschool/School age children:</p> <ul style="list-style-type: none"> • Average incline of slides is <30 degrees, with no section of the slide with a slope >50 degrees. • Chute exit region is at least 11 inches long, <11 inches above protective surfacing if slide is 4 feet high or less, and 7–15 inches above the surface if slide is over 4 feet high. • Use zone around a slide is 6 feet, except for exit area. Use zone for the slide exit area (slides <6 feet high) is 6 feet. For slides >6 feet high, the use zone in front of the exit is equal to the height of the slide, up to a maximum of 8 feet. 			
8	Tube slides: minimum internal diameter is 23 inches, and they must meet all the applicable recommendations for other slides.			
9	Appropriate type/amount of ground cover present in use zones.			
#	Policies and Procedures Inspection Item	Present	Needs Correction	Date Corrected
1	<p>Swings and slides are regularly inspected. Inspections include:</p> <ul style="list-style-type: none"> • All S-hooks remain closed, all nuts and bolts are tight. • Swivel mechanism for multi-axis swings are in good condition. • All swing chains are in good condition. • Tire swings do not have any exposed wires or steel belts. • Hanging mechanisms do not have exposed crush points. • All equipment remains in good condition, with no cracks, protrusions or other hazards present. 			
2	All issues identified during maintenance inspections are addressed and both the inspections and actions taken are documented			
3	Supervision policy ensures adequate adult supervision is provided, and supervisors ensure all play equipment is used as intended.			
Reviewed By:		Review Date:		

PLAY AREAS – CLIMBING OVERHEAD				
#	Worksite Inspection Item	Present	Needs Correction	Date Corrected
<i>All Climbing Overhead Equipment</i>				
1	Climbing equipment does not have climbing bars or other rigid parts in the interior.			
2	All rungs on climbing equipment are round and secured to prevent them from turning.			
3	Maximum rung diameter for toddlers is 1.20 inches. For preschool/school age max diameter is 1.55 inches.			
4	Use zone extends a minimum of 6 feet from the perimeter of a standalone climber.			
5	Use zone of a climber may overlap other equipment if other equipment allows for overlapping use zones and there is at least 6 feet between the two pieces of equipment (9 feet when adjacent play surfaces are more than 30 inches high).			
6	Appropriate type/amount of ground cover present in use zones.			
<i>Arch Climbers</i>				
1	Arch climbers used for access to equipment for preschoolers has slope 75–90 degrees with rungs spaced <12 inches.			
2	The rung spacing on arch climbers for school age children should be <16 inches.			
3	The vertical rise is 12 inches or less for all arch climbers.			
<i>Flexible Climbers</i>				
1	Flexible climber is not sole means of access to equipment intended for toddlers and preschool children.			
2	Flexible climbers that provide access to platforms are securely anchored on both ends.			
3	All anchors connecting flexible climbers to the ground are installed beneath ground level and protective surfacing.			
4	Connections between ropes, cables, chains or tires are securely fixed and regularly inspected & maintained.			
5	Spacing between horizontal and vertical components of a climbing grid do not form entrapment hazards.			

#	Worksite Inspection Item	Present	Needs Correction	Date Corrected
<i>Horizontal Ladders</i>				
1	First handhold on either end is not placed directly above the platform or climbing rung used to mount/dismount.			
2	Horizontal distance to first handhold is <10 inches but not directly above platform or 8–10 inches from climbing rungs.			
3	4–5-year-old: <ul style="list-style-type: none"> • Space between adjacent rungs for 4–5-year-old is 9–12 inches, evenly spaced and parallel. • Maximum platform height for 4–5-year-old is 18 inches. • Maximum height of ladder structure is 60 inches. 			
4	School age: <ul style="list-style-type: none"> • Space between adjacent rungs for school age is 9–15 inches. • Maximum platform height for school age is 36 inches. • Maximum height of structure is 84 inches. 			
<i>Overhead Rings</i>				
1	If rings are suspended, the maximum length of chains is 7 inches.			
2	If overhead rings are stationary, then spacing recommendations for horizontal ladders apply.			
3	If overhead rings are suspended and will swing, spacing recommendations for horizontal ladders do not apply.			
4	The remainder of guidelines for horizontal ladders apply to overhead rings.			
<i>Sliding Poles</i>				
1	Poles do not change directions along the sliding portion.			
2	Horizontal distance from pole to access structure is 18–20 inches.			
3	The pole extends at least 60 inches above the access platform/structure.			
4	The diameter of sliding poles is no greater than 1.9 inches.			

#	Worksite Inspection Item	Present	Needs Correction	Date Corrected
5	Upper access to pole is from one level only.			
6	Poles are continuous with no protruding welds or seams along sliding surface.			
Track Rides				
1	There are no obstacles along the path of the ride, including the takeoff and landing areas.			
2	Two track rides next to each other must be at least 4 feet apart.			
3	Ride handles are 64–78 inches above the surface.			
4	Rolling parts are enclosed to prevent crush hazards.			
5	Nothing is ever tied to any moving part of a track ride.			
6	If zip lines are present, they must be professionally installed, inspected and regularly maintained (check local/state regulations).			
#	Policies and Procedures Inspection Item	Present	Needs Correction	Date Corrected
1	All equipment is regularly inspected. Inspections include: <ul style="list-style-type: none"> • All nuts and bolts are tight. • Wood surfaces are free of cracks and splinters. • No peeling paint, rust or other signs of deterioration are present. • No protrusions or other hazards present on equipment. • Signs are present and in good condition indicating the ages and rules for play equipment. 			
2	All issues identified during maintenance inspections are addressed and both the inspections and actions taken are documented.			
3	Supervision policy ensures adequate adult supervision is provided, and supervisors ensure all play equipment is used as intended.			
Reviewed By:		Review Date:		

PLAY AREAS – OTHER EQUIPMENT				
#	Worksite Inspection Item	Present	Needs Correction	Date Corrected
<i>Balance Beam</i>				
1	<p>Signs are posted indicating the age of child the balance beam is intended for:</p> <ul style="list-style-type: none"> • Balance beams are not recommended for toddlers. • Preschool children: <12 inches above the protective surface. • School age children: <16 inches above the protective surface. 			
2	Design of balance beam allows easy access to the beam and does not present a tripping hazard when mounting or dismounting.			
3	Beams are in good condition, with no splinters, cracks or uneven surfaces.			
<i>Sandbox</i>				
1	Sandbox is located away from other play equipment and does not overlap the use zone of other play equipment.			
2	Sandbox is constructed to permit drainage.			
3	Sandbox is covered with a lid or other type of covering when not in use.			
4	Sand is replaced as necessary to prevent the transmission of disease and keep it free of foreign materials.			
<i>Merry-Go-Round</i>				
1	Merry-go-rounds are not used on playgrounds intended for toddlers.			
2	The merry-go-round is in good condition, with no splinters or rust.			
3	The rotating platform is continuous, approximately circular, and has no sharp edges or corners.			
4	There are no openings between the axis and the periphery of the merry-go-round platform with a diameter of 5/16 inch or larger.			

#	Worksite Inspection Item	Present	Needs Correction	Date Corrected
5	The surface of the platform has maximum height of 14 inches for preschoolers and 18 inches for school age children.			
6	The underside of the bottom of the platform is no less than 9 inches above the protective surfacing.			
7	Merry-go-round platforms do not have any up and down (oscillatory) motion.			
8	No components of the merry-go-round extend beyond the perimeter of the platform, no shearing or crush mechanism are accessible.			
9	There is a secure means for children to hold on.			
10	Mechanism in place limits peripheral speed of rotation to 13 ft/sec.			
Spring Rockers				
1	Sign is present indicating spring rockers are designed for toddlers and preschool children, and not for use by school age children.			
2	For toddlers, the seat is 12–16 inches high, and spring rockers with opposing seats have at least 37 inches between seats.			
3	For preschoolers, the seat is 14–28 inches high.			
4	Use zones extend a minimum of 6 feet in all directions.			
5	Seat design does not allow the rocker to be used by more than the intended number of users.			
6	Each seating position is equipped with handgrips and footrests.			
7	The springs minimize the possibility of children crushing their hands or feet between coils or between the spring and the rocker.			

#	Worksite Inspection Item	Present	Needs Correction	Date Corrected
Seesaws				
1	Use zone extends a minimum of 6 feet in all directions from the edge/end of the seesaw.			
2	Seesaws are in good condition and have protective ground cover in place.			
3	For fulcrum type seesaws, signs are posted indicating they are for school age children, and not for use by toddlers/preschoolers. Spring centered seesaws can be used by younger children, and appropriate signage is in place.			
4	In a fulcrum seesaw, the fulcrum does not present a crush hazard.			
5	Fulcrum seesaws: shock absorbing materials are embedded in the ground under the seat or secured to the underside of the seat to minimize impact with the ground.			
6	Fulcrum seesaws do not have footrests.			
7	Spring centered seesaws follow the requirements for spring rockers, including footrests.			
8	Handholds are provided on all seesaws at each sitting position, and they do not turn or protrude beyond the sides of the seat.			
Play Panels and Steering Wheels				
1	Steering wheels on play panels are completely enclosed and the center of the wheel does not create a protrusion.			
2	Play panel components are free of pinch, crush and shear points.			
3	All fasteners, connectors and covering devices on play panels can not loosen and are not removable without tools.			
4	Play panels are free of head and neck entrapments (no openings between 3.5 and 9 inches).			

#	Policies and Procedures Inspection Item	Present	Needs Correction	Date Corrected
1	<p>All equipment is regularly inspected. Inspections include:</p> <ul style="list-style-type: none"> • All nuts and bolts are tight. • Wood surfaces are free of cracks and splinters. • No peeling paint, rust, or other signs of deterioration are present. • No protrusions or other hazards present on equipment. <p>Signs are present and in good condition indicating the ages and rules for play equipment.</p>			
2	<p>All issues identified during maintenance inspections are addressed and both the inspections and actions taken are documented.</p>			
3	<p>Supervision policy ensures adequate adult supervision is provided, and supervisors ensure all play equipment is used as intended.</p>			
Reviewed By:		Review Date:		

PETTING ZOO				
#	Worksite Inspection Item	Present	Needs Correction	Date Corrected
1	All pets, such as dogs and cats, are tied up or kenneled when visitors are present.			
2	There is a transition area between the non-animal area and the animal area with appropriate signs and trash receptacles.			
3	Signs are posted in the transition area to inform visitors of the following: <ul style="list-style-type: none"> • Animals are present • Items such as food, drink, bottles and pacifiers are not allowed. • No smoking or tobacco products allowed. • Nothing should be placed in the mouth. • Post rules for feeding the animals. 			
4	Employees tell visitors there is no eating, drinking, smoking or tobacco use in animal areas. Employees also explain which items are not to be taken into animal areas.			
5	There is storage or holding areas for strollers and other items that are not permitted in the animal area.			
6	Animals are kept out of non-animal areas (with exception of service animals).			
7	Animal areas are kept clean and free of trash and debris. Animal feces and soiled bedding is immediately removed.			
8	Children are always supervised while in animal areas.			
9	The traffic flow through the animal area is one way.			
10	Double fencing is in place to prevent contact with animals, except those designated for petting.			
11	The animals available for petting are appropriately sized for young children.			
12	Petting of animals is only allowed over/through barriers (fences); visitors are not allowed in pens.			

#	Worksite Inspection Item	Present	Needs Correction	Date Corrected
13	For children under 5, no pre-weaned calves, reptiles, amphibians or poultry are used for petting. Other ruminants such as sheep and goats are also of concern for this age group.			
14	Animals that tend to bite are in a separate area from those available for petting, with signs posted to warn visitors that these animals tend to bite, and a double barrier or other method used to prevent visitor access.			
15	Dangerous animals (primates, carnivores, bats, venomous reptiles) are not used in petting zoos.			
16	Visitor traffic is monitored and controlled to prevent overcrowding.			
17	Employees inform visitors to immediately report animal bites, scratched or scrapes and are trained to administer first aid.			
18	Animals in petting zoos are kept clean, healthy, and up to date on all vaccinations. They are monitored daily for signs of illness and receive appropriate veterinary care.			
19	Sick or injured animals are immediately removed. Animals that are known or suspected to be from a herd with a recent history of a disease are not used.			
20	All surfaces are cleaned and disinfected daily and whenever visibly soiled.			
21	There are signs posted at the exit area advising all visitors to wash and sanitize their hands when leaving the animal area.			
22	There are hand-washing stations present in the exit area or nearby that include soap, running water and paper towels, and they are accessible to children and handicapped visitors. Hand sanitizer may be used as a supplement to hand washing, but not replace it.			
23	Employees remind visitors to wash hands when exiting the animal area and explain/demonstrate proper hand-washing techniques.			
24	All hand-washing stations and restrooms are checked regularly, cleaned and restocked with supplies as needed. A written cleaning log is kept, documenting all cleaning efforts.			

#	Policies and Procedures Inspection Item	Present	Needs Correction	Date Corrected
1	Employees are trained on the risk of disease and injury associated with animals and how diseases can be transmitted from animals to humans. Employees are trained to share this information with visitors and educate visitors about the animals.			
2	Workers are informed of emerging animal diseases and new outbreaks of old diseases.			
3	Schedules are set up for inspecting signs, walkways, petting areas and all visitor area for condition and cleanliness, all issues identified are addressed. All inspections and cleaning efforts are documented.			
4	All animals are kept clean and up to date on vaccinations. Records are kept documenting animal care, including veterinary visits and vaccination records.			
5	All workers are trained on policies and procedures for dealing with visitor injuries, including local and state requirements for reporting animal injuries, the use of incident reports and emergency procedures.			
6	Employees remind visitors to wash hands when exiting the animal area and are trained to demonstrate proper hand-washing procedure.			
Reviewed By:		Review Date:		

FARM MARKET / PICK YOUR OWN

#	Worksite Inspection Item	Present	Needs Correction	Date Corrected
1	<p>Raw manure:</p> <ul style="list-style-type: none"> • Is not used to top dress fruit and vegetable crops. • Is incorporated into the soil if used before planting. • Interval before harvesting is 90 days if edible portion of crop is not in contact with soil. • Interval before harvesting is 120 days if edible portion of crop contacts soil. 			
2	Pets and other animals are kept out of crop area.			
3	Strategies are in place to discourage trespassing by wild animals (i.e. fencing, netting, motion detectors connected to sprinklers or lights).			
4	Manure is composted to the appropriate temperature and the correct length of time.			
5	Handwashing and bathroom facilities are easily accessible to farm workers near the fields, in the processing area and in the market area.			
6	Handwashing signs are posted to remind employees to wash hands.			
7	Crates used to transport produce from the field are cleaned and sanitized before being used to transport produce to market, or new containers are used.			
8	Surfaces and equipment in processing area are cleaned and sanitized before produce is brought in and on a regular schedule (at least at the beginning and end of each day.)			
9	Clean and dirty containers are stored separately, and dirty containers are never placed on clean/sanitized surfaces.			
10	Clean water suitable for drinking is used to rinse produce.			
11	Vehicles used to carry animals, manure or chemicals are not used to transport produce (or are thoroughly cleaned, rinsed and sanitized).			
12	Produce is packed in covered containers, packed carefully and kept cool during transport.			

#	Worksite Inspection Item	Present	Needs Correction	Date Corrected
13	<p>If used for cooling:</p> <ul style="list-style-type: none"> • Ice is made of water suitable for drinking. • Freezer gel packs are cleaned and sanitized after each use. 			
14	Farm stands/markets are located away from the road to provide protection from distracted drivers and traffic.			
15	The front of the farm stand/market entrance is clearly marked with signage.			
16	Parts of the farm stand/market that may present trip hazards (i.e. ropes, wires, stakes) are marked with bright colors, ties or otherwise made obvious.			
17	Paths and walkways for visitors are well maintained and set up to avoid congestion and to keep visitors away from traffic and farm hazards.			
18	Signs are posted in visitor area indicating rules, instructions and areas that are off limits.			
19	Visitors are informed not to consume unwashed produce.			
20	Food samples are kept at the appropriate temperature and tongs or toothpicks are provided.			
21	Employees are trained to ensure children are always supervised.			
22	Pets and other animals are kept out of farm stand/ market, and signs are posted indicating that animals are not allowed.			
23	Adequate numbers of parking spaces must be available for visitors, and the parking area is located at least 75' away from farm stand/market.			

#	Policies and Procedures Inspection Item	Present	Needs Correction	Date Corrected
1	A handwashing policy is in place and employees are trained on proper handwashing techniques.			
2	A policy is in place for safe food handling and includes the following items: <ul style="list-style-type: none"> • Eating, drinking, or tobacco use are prohibited when handling produce. • Employees who are ill or show symptoms of illness do not work with produce/food until they are free of symptoms for 24 hours. 			
3	A procedure is in place for washing and transporting produce safely, and all employees are trained on the procedure.			
4	A food safety plan is in place and all employees are trained on the plan and how to sample food safely.			
Reviewed By:		Review Date:		

INFLATABLE RIDES				
#	Worksite Inspection Item	Present	Needs Correction	Date Corrected
1	The appropriate number of adults are present to operate/supervise the inflatable ride.			
2	Ride operators are trained on how to supervise the ride and are knowledgeable of all safety issues.			
3	Operators know the rules, explain the rules to visitors and enforce all the rules.			
4	Signs are posted to inform visitors of the rules.			
5	Ride operators ensure that all people jumping on an inflatable ride are of similar age/size.			
6	Rides are inspected prior to each use and between groups to ensure that no toys or other objects are left in/on the ride.			
7	Operators keep spectators back a safe distance from the ride.			
8	Inflatable slides comply with the same standards as regular slides for protective ground cover, use zones and other safety guidelines.			
9	Rides are anchored according to manufacturer's requirements.			
10	Anchoring ropes/tethers/tie-downs are attached to a permanent structure, in a manner that prevents them from slipping off the top of a stake during use.			
11	Non-load bearing positioning loops are not used for anchoring.			
12	Appropriate ground cover is in place around inflatable rides.			
13	Operators know to have visitors exit the ride and shut it down if it gets windy or the weather turns bad.			
14	Operators do not allow riders on inflatable rides if the ride is wet.			
15	Inspections of all rides are done regularly, per manufacturer's instructions, utilizing a checklist and documenting inspections.			

#	Worksite Inspection Item	Present	Needs Correction	Date Corrected
16	Electrical supplies and blowers are checked prior to each use.			
17	Inflatable rides are fully inflated when in use.			
18	If a ride starts to deflate, the operator immediately evacuates the ride.			
19	If a ride is shut down, signs are posted, and the ride is monitored to ensure visitors don't try to use it.			
#	Policies and Procedures Inspection Item	Present	Needs Correction	Date Corrected
1	A training policy is in place to train operators/ supervisors for inflatable rides, including supervision procedures.			
2	An emergency response plan is in place, and all operators/supervisors are trained on how to respond in the event of an emergency.			
3	A copy of the inflatable ride's owner's manual is available.			
4	A policy is in place for closing the ride if it gets wet, during windy conditions and/or bad weather.			
Reviewed By:		Review Date:		

WATER & ATTRACTIVE NUISANCES				
#	Worksite Inspection Item	Present	Needs Correction	Date Corrected
1	Is there a sign posted to warn visitors about open water or other potential drowning hazards?			
2	Are visitors informed of ponds, lakes or other water that is off limits (not for their use)?			
3	Are water hazards fenced off with a fence that is at least 4 feet high and in good repair? Does the fence have a self-latching gate that is kept locked when visitors are present?			
4	Is water rescue equipment available by water areas?			
5	Are employees familiar with water safety, basic water rescue techniques, first aid and CPR?			
6	Do employees inform visitors that all children need to be supervised in water areas and ensure that there are adequate numbers of adults to supervise?			
7	Do all bridges have even walking surfaces and side rails to prevent visitors from falling into the water?			
8	Have you inspected your operation for attractive nuisances: things that are hazardous to children but which they find attractive (i.e. hay piles, culverts with flowing water)?			
9	Have you eliminated access to all attractive nuisances (i.e. with fences or locked doors)? If this is not possible, are children closely supervised while in these areas?			
10	Are there signs to indicate which areas are off limits to visitors?			
11	Do the employees explain which amenities are available to visitors and the proper usage of these amenities?			
Reviewed By:		Review Date:		

MACHINE SAFETY				
#	Worksite Inspection Item	Present	Needs Correction	Date Corrected
1	Are employees aware that they should not operate farm machinery when visitors are present, unless machinery is being demonstrated or is part of an activity?			
2	Are all front-end loaders, three-point hitch attachments and implements lowered to the ground when not in use?			
3	In visitor areas, is all machinery parked on level surfaces and secured with parking brakes and wheel blocks when not in operation?			
4	Is equipment lacking proper safety features (such as ropes) not used for demonstration purposes?			
5	Is unsafe equipment stored out of visitor sight in locked storage areas?			
6	Are visitors informed that they are not allowed to climb or play on machinery, and do employees enforce this rule?			
7	Have all keys been removed from machinery present in the agritourism site?			
8	Are barriers installed around operating and non-operating equipment to keep visitors away? Are signs posted indicating that visitors must remain behind barriers?			
9	Is all equipment being demonstrated kept at least 20 feet away from visitors?			
10	Do employees know they must supervise all visitors who are present when machinery is in operation?			
11	Are rules in place and enforced prohibiting children and visitors from operating machinery?			
12	Is equipment operated by a licensed adult employee?			
13	Are rules in place and enforced prohibiting extra passengers on tractors and equipment?			
14	Is equipment that ejects or throws objects operated only when visitors are not present?			
15	Is the throwing capacity of all vehicles checked and the vehicle used according to capacity?			
16	Are vehicles driven slowly and tow only one piece of equipment when used on an agritourism site?			
17	Is the tractor hitched to the wagon prior to visitors loading when used for hayrides?			
Reviewed By:		Review Date:		

Chapter 6

Legal Considerations

CHAPTER OVERVIEW

Having people visit your property does come with some legalities you have to follow. This chapter outlines some of these issues. Please seek legal advice of qualified legal professionals for specific questions.

AGRITOURISM USE LAW

Chapter 43 Taxation

SECTION 12-43-233. Agritourism Use.

(A) In addition to and incidental to the uses required for real property to be classified as agricultural real property pursuant to Sections 12-43-220(d), 12-43-230(a), and 12-43-232, and applicable regulations, uses of tracts of agricultural real property for "agritourism" purposes is deemed an agricultural use of the property to the extent agritourism is not the primary reason any tract is classified as agricultural real property but is supplemental and incidental to the primary purposes of the tract's use for agriculture, grazing, horticulture, forestry, dairying, and mariculture. These supplemental and incidental agritourism uses are not an "other business for profit" for purposes of Section 12-43-230(a). For purposes of this section, agritourism uses include, but are not limited to: wineries, educational tours, education barns, on-farm historical reenactments, farm schools, farm stores, living history farms, on-farm heirloom plants and animals, roadside stands, agricultural processing

demonstrations, on-farm collections of old farm machinery, agricultural festivals, on-farm theme playgrounds for children, on-farm fee fishing and hunting, pick your own, farm vacations, on-farm pumpkin patches, farm tours, horseback riding, horseback sporting events and training for horseback sporting events, cross-country trails, on-farm food sales, agricultural regional themes, hayrides, mazes, crop art, harvest theme productions, native ecology preservations, on-farm picnic grounds, dude ranches, trail rides, Indian mounds, earthworks art, farm animal exhibits, bird-watching, stargazing, nature-based attractions, and ecological-based attractions.

(B) The Department of Revenue by regulation may further define those uses qualifying as agritourism and appropriate definitions for "supplemental and incidental" as used in this section.

HISTORY: 2007 Act No. 76, Section 1, eff June 13, 2007.

LIABILITY LAW

Chapter 53

Agritourism Activity Liability

SECTION 46-53-10. Definitions.

As used in this chapter:

(1) “Agritourism activity” means any activity carried out on a farm or ranch that allows members of the general public, for recreational, entertainment, or educational purposes, to participate in rural activities.

(2) “Agritourism professional” means any person who is engaged in the business of providing one or more agritourism activities, whether or not for compensation.

(3) “Inherent risks of an agritourism activity” means those dangers or conditions that are inherent to an agritourism activity, including hazards related to surface and subsurface conditions, natural conditions of land, vegetation, and water at the agritourism location, the behavior of wild or domestic animals, except dogs, and ordinary dangers associated with structures or equipment commonly used in farming and ranching operations. Inherent risks of an agritourism activity also includes a participant that acts in a negligent manner that causes or contributes to an injury to or the death of the participant or others, including failing to follow instructions given by the agritourism professional or failing to exercise reasonable caution while engaging in an agritourism activity. Inherent risk does not include any willful, wanton, or reckless act or omission by the agritourism professional or any defect to land, structures, or equipment commonly used in farming and ranching operations that the agritourism professional knew or should have known existed.

(4) “Participant” means any person, other than the agritourism professional, who engages in an agritourism activity.

(5) “Person” means an individual, fiduciary, firm, association, partnership, limited liability company, corporation, unit of government, or any other group acting as a unit.

(6) “Rural activity” means wildlife management, farming and ranching, and associated historic, scientific research, cultural, harvest your own, and natural activities and attractions.

HISTORY: 2010 Act No. 236, Section 1, eff September 1, 2010.

Editor’s Note: 2010 Act 236, Section 4, provides as follows: “This act takes effect September 1, 2010 and shall only apply to causes of action arising after that date.”

SECTION 46-53-20. Limitations on liability of agritourism professional for injury or death resulting from inherent risk of agritourism activity.

An agritourism professional is not liable for an injury to or the death of a participant resulting from an inherent risk of an agritourism activity, and no participant or participant’s representative may make a claim against, maintain an action against, or recover from an agritourism professional for injury, loss, damage, or death of the participant resulting from an inherent risk of an agritourism activity unless the agritourism professional:

(1) intentionally injured or caused the death of the participant or committed an act or omission that constitutes willful, wanton, or reckless disregard for the safety of the participant and that act or omission caused the injury or death; or

(2) owns, leases, rents, or otherwise is in lawful possession and control of the land or facilities upon which the participant sustained injuries or death because of a dangerous latent condition which was known or should have been known to the agritourism professional.

HISTORY: 2010 Act No. 236, Section 1, eff September 1, 2010.

Editor's Note: 2010 Act 236, Section 4, provides as follows: "This act takes effect September 1, 2010 and shall only apply to causes of action arising after that date."

SECTION 46-53-30. Affirmative defense; assumption of the risk.

In an action for damages against an agritourism professional for an injury to or death of a participant, the agritourism professional may plead assumption of the risk of an agritourism activity as an affirmative defense.

HISTORY: 2010 Act No. 236, Section 1, eff September 1, 2010.

Editor's Note: 2010 Act 236, Section 4, provides as follows: "This act takes effect September 1, 2010 and shall only apply to causes of action arising after that date."

SECTION 46-53-40. Limitation on legal liability provided by chapter in addition to other limitations.

Any limitation on legal liability afforded by this chapter to an agritourism professional is in addition to any other limitations of legal liability otherwise provided by law.

HISTORY: 2010 Act No. 236, Section 1, eff September 1, 2010.

Editor's Note: 2010 Act 236, Section 4, provides as follows: "This act takes effect September 1, 2010 and shall only apply to causes of action arising after that date."

SECTION 46-53-50. Warning notice to be posted in conspicuous location; printed warning notice to be included in every written contract; required language of notice.

(A) Every agritourism professional must post and maintain at least one sign that contains a warning notice. The sign must be clearly visible and placed at the entrance of the agritourism activity or another conspicuous location on or near where agritourism activities are conducted. Each letter on the sign must be a minimum of one inch in height.

(B) Every written contract entered into with a participant by an agritourism professional for professional services, instruction, or rental of equipment related to an agritourism activity, must have a printed warning notice in or affixed to the contract. The warning notice must be clearly legible, and the words must be in boldface, twelve point type.

(C) The warning notices required in this section must contain the following statement:

WARNING!

Under South Carolina law, an agritourism professional is not liable for an injury to or the death of a participant in an agritourism activity resulting from an inherent risk associated with the agritourism activity. (Chapter 53, Title 46, Code of Laws of South Carolina, 1976).

(D) Failure to comply with the requirements in this section concerning warning signs and notices prevents an agritourism professional from

pleading assumption of the risk of an agritourism activity as provided in Section 46 53 30 and invoking the privileges of immunity provided in Section 46 53 20.

HISTORY: 2010 Act No. 236, Section 1, eff September 1, 2010.

Editor's Note: 2010 Act 236, Section 4, provides as follows: "This act takes effect September 1, 2010 and shall only apply to causes of action arising after that date."

**Taken from the South Carolina Code of Laws, Title 46*

WAIVERS

If you do not already have a liability waiver form created for your operation, see the checklist of items that should be included to assist you in making one:

- What type of property use and/or activities will the waiver cover?
 - » Define all activities in detail.
 - » State specifically the use permitted under the waiver.
 - » Consider what would be property uses outside the waiver.
- Under what terms may the person or group enter your property?
 - » Do they require a scheduled appointment? Can they show up unannounced?
 - » Do they need a guide/are always you with them?
- What are the names/groups of people participating in the activity?
- Include a description of the land the liability waiver covers.
 - » Describe the boundaries and the size of the land.
 - » Describe the areas of the land that are off limits to visitors and safety zones around buildings, barns, pastures, and houses.
 - » Choose a specified location of entry/exit and require that visitors check in and out at this certain location. State the location of entry and exit on the waiver.
 - » Describe any specifics that may be particularly harmful about your property (i.e. wild animals, sharp edges, poison ivy, fire ants).
- Include language that means visitors will not sue or attempt to make a claim against the owner regarding their land use and activities. A statement such as, "The user agrees to indemnify and hold harmless the landowner..." is a good example.
- If the person/group is under 18 years of age, make sure to include a guardian signature line. Consider noting that anyone under 18 years of age must be accompanied by an adult and that the adult "agrees to indemnify and hold harmless the landowner for injuries to the child."
- If your venture deals with hunting on your property, it is wise to incorporate firearm guidelines and require that all hunters have completed a hunter safety course.
- It is always wise to prohibit alcohol consumption on your land during any of your activities.

- Include in the waiver that the form will be construed under the State of South Carolina laws.
- Update your risk management plan:
 - » Talk with your insurance agent to make sure your insurance coverage covers activities that will take place on the farm.
 - » Determine if you need to incorporate a business structure into the farm, such as an

LLC or a Corporation to help protect your operation.

This checklist is not a complete list of all concerns that may be unique to your operation but serves as a general checklist covering the major parts of creating a liability waiver. All details must come from your own personal operation. Requiring visitors to complete a liability waiver will help ease your mind when allowing tourists to visit your farm and create an effective learning environment for all.

SAMPLE AGREEMENT

PERMISSION TO ENTER AND USE PROPERTY FOR RECREATION PURPOSES

_____ (Guest) is hereby given permission to enter property known as _____ for the following purposes:

_____ on the following dates: _____

This permission is strictly limited to the above description and is subject to strict compliance with the rules and regulations copied and attached, and other limitations or restrictions which from time to time may be given either orally or in writing.

SAMPLE RELEASE, WAIVER, AND INDEMNITY

I have read the above permission and the accompanying rules and warnings, and I understand that participating in _____ (name of activity) results in certain risks, regardless of all feasible safety measures, which can be taken. I am aware of the nature of the risks involved. I will follow any and all rules presented to me. I will conduct myself as a prudent person with regard for the safety of others, and myself and for the property of others. To the extent proposed activities involve on farm activity as that term is defined in state law, I hereby waive the right to bring an action against the professional or activity sponsor for any injury or death arising out of any farm activity. I assume the risk of any responsibility of injury, loss, or damage to person or property resulting from my participation in activities on the premises. I will not hold the landowners, possessors, or occupiers liable. I agree to indemnify and hold the landowners, possessors, or occupiers harmless from any claims or damages resulting from my actions, which may affect the person or property of the landowners, possessors, or occupiers of the premises or any other person.

Signed _____ Date _____

INSURANCE

The following information and questions are designed to provide basic guidance for meeting with your insurance agent. These items can be used to start the discussion, but there may be more items to discuss that are specific to your operation.

Choosing an Insurance Company

- Choose a company whose representatives understand your operation and the risk associated with it. This includes agents, claim adjusters, underwriters, auditors, and loss control staff.
- Find out what kind of financial strength the insurance company has. This is an indication of their ability to pay claims. Ask what their A.M. Best Rating is: “A++” is the best.
- Find out what kind of experience they have with operations like yours. How many others do they insure?
- Ask leading questions about your operation and hypothetical (or real) examples of loss. Ensure that they can answer your questions. This will help determine if they can provide the coverages you need.

Meeting with Your Insurance Agent Regularly to Discuss Your Operation

- At a minimum, you should do this prior to opening for the season.
- If you are open year-round, meet at least annually.
- Meet whenever you make a change to your operation and consider consulting your agent before implementing changes.

Questions for Your Insurance Agent

- Are there any property or liability exclusions or limitation that will affect my coverages?
- Will I be able to replace my damaged property with the coverages I have purchased?
- Are there any additional coverages I have not purchased that may help protect my assets if an accident were to occur?
- When will you have someone such as an Underwriter or a Loss Control Inspector come and review my operation? Is there anything I can do to prepare?
- Do I need current certificates of insurances from my vendors? Do they need to list us as additional insureds on their policy? Do the vendors need to have limits equal to or higher than my limits?
- Is there anything specific I will be asked to report to the insurance company, such as gross receipts or number of visitors?
- Do I need to review workers compensation insurance with you?

Questions About Documentation for Your Insurance Agent

- Do I need to provide proof to you that my fire extinguishers have been serviced, or can I just keep records on file at the farm?
- Do you need a copy of my emergency plan and/or documentation that my employees and family have been trained on the plan?

- Do I need to document that the local emergency responders such as the fire department and police visited my farm? Do you need a copy for your files?
- Do you need copies of all the local permits (like a health department permit), or do I just need to keep them on file?
- Do you need copies of completed checklists, photographs, and other documentation that demonstrates that safety practices are in place and have been regularly reviewed for the following items:
 - » Hand washing stations and restrooms
 - » Signs (appropriate signs posted, legible, in good condition, etc.)
 - » Inspections performed (i.e. for slip, trip, and fall hazards, equipment in good condition, buildings maintained, etc.)
 - » Log sheets for cleaning, disinfections, refrigerator temperatures, etc.
 - » Animals: regular wellness checks from a veterinarian and vaccination records
 - » Designated parking and walking areas to control the flow of traffic
 - » Emergency contact numbers posted in a visible place
- Is there any other documentation or policies that you need copies of or that we need to keep on file?

Keep in Mind

- Keeping documentation of all safety strategies, including policies and inspections, demonstrates that you have these elements in place. This is important in the event of an injury on your operation. Sharing this documentation with your insurance company may help them understand your operation better.
- Don't be afraid to ask questions, ask for clarification, or even challenge your agent when something doesn't seem right. It is important that you and your insurance agent work together to ensure you have the coverage you need. You want to have all of this in place before a claim occurs. Trying to get everything together after will cause many issues for you!

GENERAL LEGAL RULES AND REGULATIONS

Laws vary from location to location, so it is always important to look up federal, state, county, and city ordinances, rules, and regulations. Here are some general rules that apply in most situations:

- Always check with local, state, and federal authorities before trying to market any product, especially food items.
- Check with officials before you start, so there are no surprises in the future. Make yourself knowledgeable about rules and regulations far enough in advance to allow adequate time to comply with them.
- Rules and regulations are constantly changing, so communicate regularly with local and state officers.

- Make government inspectors your allies rather than your adversaries. They will often give you valuable free advice on many aspects of your operation. If you are constructing a building, for example, your consultations with inspectors will ensure that what you are building is something they will approve.
- Nearly all regulations add time, effort, and cost to your marketing operations. These can have an undesirable effect on your ability to do business. If you feel that certain legal requirements are extraneous or detrimental, bring this to the attention of the proper authorities and work with them to resolve the situation. You may be able to obtain a waiver in certain situations.
- Remember that safety is always of high importance. You can improve your opportunity for success if you always make your enterprise as safe as possible and carry adequate insurance for the size and type of your operation.

In case you are inspected, here are some questions and procedures to ask and follow:

- Ask questions and seek advice/assistance in meeting any regulations that apply to your business.
- Ask for a business card. You need to know how to contact the inspector for follow-up purposes. You may need to obtain copies of regulations, clarify a specific situation, speak with an inspector, or speak with someone else in the agency.
- In case of violations or citations, find out the full reason for your citation. Read the regulation, so that you understand it thoroughly and how it applies to your situation. If the warning is obviously justified, communicate to the officer that you understand and will comply. If you feel you are being wrongly cited, talk to the enforcement officer.
- If there is still disagreement, follow up with the appropriate agency and ask for help from their representatives. The next step is to go to your board of supervisors and try to work the problem out. As a last resort, call or write your elected state representatives. He or she may be looking for a case, and all of them are sensitive to public opinion, especially when a bill is coming up for a vote.
- In all cases, be polite but persistent. Agency representatives have regulations they have to abide by. If we get angry or overbearing with them, our attempts at working through difficulties can have an adverse outcome.

ZONING AND HEALTH CONSIDERATIONS IN AGRITOURISM

Agritourism businesses are subject to zoning and other regulations related to individual and environmental health. There can be federal, state, county, and municipal government regulations that you have to follow, and regulations can vary greatly. You need to be aware of all regulations relating to agritourism operations before starting.

- Zoning is the “division of a city or county by legislative regulations into areas (zones), specifying the uses allowable for property in these areas.” scstatehouse.gov/code/t06c029.php
- Ordinances, rules that specify what the zone can be used for, may prohibit particular activities or require that specific facilities and/or structures

be present. In some regions, ordinances have been altered to be more accommodating for farms involved in agritourism.

- Zoning ordinances are generally handled by county or municipal governments. Contact these offices for more information or to determine the ordinances in places in your area. This website should help you to find out what is allowed in your county, sccounties.org/county-information
- Examples of zoning ordinances include
 - » Limiting or prohibiting specific commercial recreational activities
 - » Requiring flush toilets and other sanitation facilities
 - » Prohibiting attractions, restaurants, or bed and breakfasts
 - » Regulation location and size of structures

Health Considerations

Health considerations are also an important set of rules that the government must enforce for both the health of individuals and the environment. These regulations vary in different locations as well, but your county/local health center will be in charge generally. Food preparation and safety, and waste disposal regulations also fall into this category. Examples of health regulations include:

- Limiting the number of visitors allowed on a “home stay” farm
- Requiring one or more persons involved with food preparation or handling to obtain a food handler’s permit or certificate

- Requiring certain types of equipment needed for food storage
- Requiring a certain amount of drinking water be available for visitors and placing requirements on water quality
- Enforcing specific requirements for septic systems and sewage disposal

More information can be found at scdhec.gov.

ADMISSIONS TAX

Admissions tax must be collected by all places of amusement when an admission fee has been charged. The tax is 5% of the paid admissions. If you operate a place of amusement, you must obtain an Admissions Tax License. There is no charge for the license. You may also be required to obtain a retail license.

- Code Section 12-21-2410 defines the terms “admissions,” “place,” and “person” and states: For the purpose of this article and unless otherwise required by the context:
 - » The word “admission” means the right or privilege to enter into or use a place or location
 - » The word “place” means any definite enclosure or location
 - » The word “person” means individual, partnership, corporation, association, or organization of any kind whatsoever.

In summary, the admissions tax is imposed upon the paid right or privilege to enter into or use a place of amusement.

- The Department of Revenue (DOR) defines a "place of amusement" as any enclosure or location consisting of an activity that occupies one's spare time, distracts the mind, relaxes, entertains, or gives pleasure.
- Examples of "places of amusement" include nightclubs, college and professional sporting events, amusement parks, golf courses, miniature golf or "putt-putt" courses, tennis courts, bowling alleys, water slides, rodeos, musical concerts, health clubs, spas, gyms, swimming pools, crop circles and mazes, baseball batting cages, shooting ranges, fireworks shows, wildlife shows, botanical gardens, tractor pulls, and craft shows.
- There are not many exemptions for the Admissions Tax Act, but admissions to State/ County/Community Fairs, hunting or shooting preserves, privately owned fishponds or lakes, and boats that charge fees for pleasure fishing, excursion, sightseeing, and private charter are all excluded.
- The tax is five percent (5%) of paid admissions (the amount paid by patrons to enter into or use the place of amusement).
- Persons who operate a place of business are required to file Form L-514 with the DOR. Filers of Admissions Tax must also complete and submit an Admissions/Theater Tax Return, form L-511. Retain a copy of your form for audit purposes.
- This return is due on the 1st day of the month following the period covered by the return and becomes delinquent on the 21st day.
- Failure to file this return will result in a penalty of 5% for the first month plus 5% for each additional month not to exceed an aggregate 25%. Failure to pay will result in penalties of half of 1% per month not to exceed 25%. Interest on all overdue accounts will be assessed at the rate provided under federal law. The normal statute of limitations is three years, and that means that DOR can audit you for the past three years that you have filed returns. If you have never filed an admission tax return, the DOR can go back ten years.



Chapter

Keep It Going

CHAPTER OVERVIEW

Your agritourism business will go beyond what is covered in this manual, but hopefully this manual gives you the tools to be successful.

CUSTOMER SERVICE

Successful agritourism is more than just great attractions, it is the people. Agritourism is a people business. Making excellent customer service a priority adds value to businesses because customers are the lifeblood of your business so the happier, they are the better for you. Don't forget your community. Creating great community relations will go a long way to grow your agritourism venture. They will be there to support and encourage you along the way.

Customer service is a farm's ability to meet the needs and desires of its customers. It begins before a customer arrives at your farm and ends long after they leave. It is shown in the attitude, knowledge and behavior of you and your employees. Customer service is a major factor in customer retention and whether you receive positive or negative word-of-mouth referrals. Customer retention is important to the bottom line: research shows that it costs three to five times more to replace than to keep a customer. Customer service is also one area where you can gain a competitive advantage. The five dimensions of customer service are:

1. **Reliability**
Be open at the time that you set to be open! If you say you open at 8:00 am, do not open at 8:30 am one day, 8:00 am the next, and 9:00 am the day after that.
2. **Responsiveness**
Keep your contact information updated and reply promptly to your customers. Hospitality begins when you answer your phone.
3. **Assurance**
You and your employees need to be knowledgeable about your business. Your customer needs to think that you do know what you are doing. Answering "I do not know" to every question will not inspire trust between you and your customer. Do not make answers up if you do not know it because misinformation will be spread, but make it a point to learn the answers to many questions someone could ask you.
4. **Empathy**
Give caring and individualized attention to each customer. People want to feel like you are genuinely interested in them. Leading them to the U-pick field shows that you care more than if you just leave signs posted.



5. Tangibles

Show neat, clean, and professional physical facilities, equipment, personnel, and written materials. Quality attractions and activities are important to customers, and it could mean the difference to someone visiting. If someone pulls up to a cluttered and unsanitary looking place of business, they probably would not stay and buy something. You cannot change or clean everything about your business but making a good first impression on the customer is key.

Here are some tips for creating and maintaining high customer service:

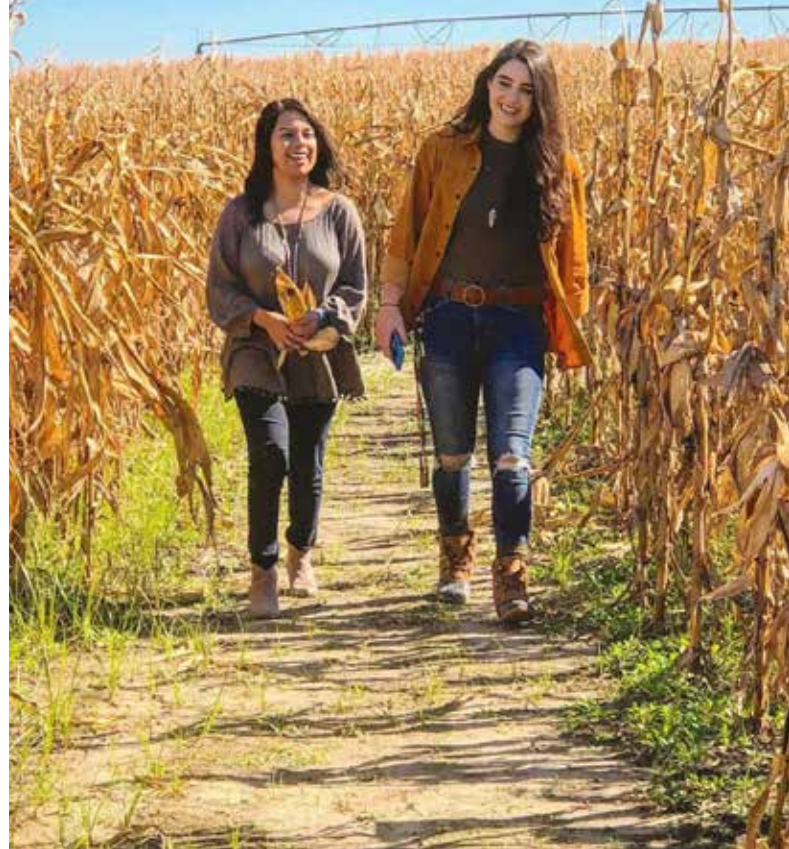
- Everyone must display a positive attitude. The customer is your job not an interruption to work. Always include a sincere smile when dealing with people, customers and co-workers.
- Appearance counts. Dress in appropriate clean attire. Consider matching shirts, aprons, etc. for all workers. Include name tags.
- The facility's appearance also counts. Keep all areas that will be seen by customers attractive and clean.
- Be courteous and polite to customers and co-workers, immediately welcome customers with a friendly greeting.
- Listen to your customers and respond appropriately to their needs.
- Use customer's names, if you know them.
- Maintain eye contact when talking to customers.
- Treat all customers as your very special guests.
- Everyone should be knowledgeable about your services and products.
- Get to know your customers, develop relationships. Get contact information (e-mail and address) so you can follow up with them after their visit and keep them posted on special events.
- Keep a list of activities, services, and phone numbers that guests may need such as banks, hotels, local hospitals, post offices, car repair shops, and churches.
- Always thank the customers at the end of their visit, inviting them to come back soon. A little gift with your business logo makes your business more memorable.
- Have a guest book for customers to sign, it makes them feel special and you will have the address and e-mails to send newsletters/specials.
- Give out coupons and /or group discounts that can be used on their next visit, for repeat customers.
- Your goal should be to give your customers more than they expect because you never want a guest to feel shortchanged when they leave. Customers leaving like that hardly ever return.
- SMILE, SMILE, SMILE

Define Customer Expectations

- Learn customer needs.
- Customer surveys. Ask what they need and want.
- Use survey data to your advantage. The more you know about your customer's needs and desires, the stronger your marketing plan. As a result, your farm will have the opportunity to educate and entertain more visitors.
- Create a simple survey with questions that vary from yes/no to multiple choice to open-ended ones so that your customers can respond easily and freely with their thoughts and ideas. You will be building a database of information that will help drive your decision making.
- What do you ask? How about: What do you enjoy most about visiting our farm? The least? When would you like to visit? You can even ask about new value-added ideas under consideration or evaluate existing items your farm already grows, makes or sells.
- Offer an incentive and your gratitude for completing the survey or send it to your farm's VIP patrons (that top 20% of customers who provide 80% of your business) for starters. They will share it with others.
- Ask employees for observations and suggestions.
- Evaluate sales and inventory for trends and returns.
- Keep track of wait times for activities and at registers.

List your Customers Expectations

You need to write down and organize what you learn from your customers. It may be costly to



survey your customers or collect data, so do not waste that money by not analyzing that data.

Define your Service Goals and Objectives

Your goals should be consistent with the needs, wants, and expectations of your target audience, your overall business goals, and the marketing position of your business.

The goals can range from how employees should greet visitors to the cleanliness of the facilities to the speed of services offered.

Train Employees

- Customer service should be the responsibility of everyone involved with an agritourism operation. You never know who the customers will find first to ask questions, especially if you let visitors just roam around the farm.
- For the purpose this chapter, assume that anyone who communicates to your visitors is an “employee.”

- You need to communicate the goals, objectives, and expectations about customer service to your employees.
- Train employees to be knowledgeable about the products and services offered. Be certain that they know the background of the farm since many people will ask that. Make sure that employees can professionally answer the phones and give clear answers.
- Encourage employees to take pride in where they work by treating them with respect and recognizing when they did well and let them know when something about their behavior needs to change. Being greeted by a happy employee will help your visitors more than being greeted by an employee who does not want to be there.
- Training for employees may be in the form of employee training sessions, job shadowing, and everyday interactions. Don't skimp on training.

Evaluate Customer Service

- A customer service plan is not complete without methods to measure its effectiveness.
- You can create a way for employees to easily communicate problems or suggestions to you.
- Periodically observe employee performance.
- Ask customers for feedback or suggestions through surveys or a comment section your website. Do not ignore the comments if you choose that method, and make sure to review them.

The result? Your farm's bottom line will be better by delivering on what your customer expects from your farm as you focus your business planning

and implementation. The bottom line is the bottom line, right?

COMMUNITY RELATIONS

Maintaining and developing your customer service is extremely important to stay in business and keeping a good image in the community as well. You want your business to work well with the rest of the community. You never know when you may need someone's help.

EXPANSION

As your agritourism operation becomes more successful, you may want to think about adding other aspects of tourism that will make you more attractive to customers.

Bed and Breakfast

Starting a bed and breakfast could be a good use of buildings that are not being used to farming anymore and a way to diversify your agritourism activities. You will need to check with your county zoning department on the specifics for starting a B&B on your property. The South Carolina Code of Laws has a chapter on B&B's as well.

TITLE 45 - HOTELS, MOTELS, RESTAURANTS AND BOARDINGHOUSES

CHAPTER 4

South Carolina Bed and Breakfast Act

SECTION 45-4-10. Short title.

This chapter shall be cited as the "South Carolina Bed and Breakfast Act".

HISTORY: 1998 Act No. 300, Section 1, eff May 27, 1998.

SECTION 45-4-20. Definitions.

As used in this chapter:

(A) "Bed and breakfast" means a residential-type lodging facility having no more than ten guestrooms where transient guests are fed and lodged for pay. This chapter does not apply to other types of transient accommodations, such as hotels, motels, motor inns, resorts, rooming houses, boarding houses, hunting lodges, or campgrounds. The phrase includes the following types of residential-type lodging facilities:

(1) "bed and breakfast" or "bed and breakfast inn", which are residential-type lodging facilities that have three to ten guestrooms and that serve only breakfast to registered guests;

(2) "home stay bed and breakfast", a residential-type lodging facility that has one to three guestrooms and that serves only breakfast to registered guests; and

(3) "country inn", a residential-type lodging facility that has three to ten guestrooms and that serves breakfast to registered guests.

(B) "Residential-type lodging facility", means a facility that:

(1) serves as both the innkeeper's residence and a place of lodging for transient guests; and

(2) is primarily residential in style with regard to the amenities provided to guests.

(C) "Guestroom" means a sleeping room, or a combination of rooms for sleeping and sitting, which includes, among other amenities:

(1) a bed or beds;

(2) a private or shared bathroom;

(3) clothes hanging and storage amenities; and

(4) a selection of furniture and lighting.

(D) "Innkeeper" means the proprietor of a bed and breakfast.

(E) "Residential kitchen" means a private-home-type kitchen in a bed and breakfast used for food service to registered guests as well as the innkeeper.

HISTORY: 1998 Act No. 300, Section 1, eff May 27, 1998.

SECTION 45-4-30. Food service; compliance with applicable regulations.

(A) A bed and breakfast with a residential kitchen may provide the following food service without having to obtain a permit authorizing the service:

(1) a continental or full breakfast to registered guests only;

(2) a tea-type service to registered guests only.

(B) Regulations promulgated by the Department of Health and Environmental Control pursuant to Section 44-1-140(2) or other provision of law regarding food service do not apply to a bed and breakfast providing only the food service identified in subsection (A) of this section. Instead of those regulations, a bed and breakfast must comply with the provisions of Section 45-4-40.

(C) A bed and breakfast providing any food service other than that identified in subsection (A) of this section must comply with regulations applicable to that food service, including catering.

HISTORY: 1998 Act No. 300, Section 1, eff May 27, 1998.

SECTION 45-4-40. Standards for food products; hygiene practices for innkeepers and employees; use of tobacco; food preparation areas and equipment.

(A) The standards provided in this section shall apply to a bed and breakfast providing the food service identified in Section 45-4-30(A)(1).

(B)

(1) Food shall be in sound condition and safe for human consumption. The use of food in hermetically-sealed containers that was not prepared in a food processing establishment is prohibited, with the exception of properly sealed and refrigerated homemade jams, jellies, and preserves, which shall be monitored by the innkeeper for freshness.

(2) Fluid milk and fluid milk products shall be pasteurized and shall comply with applicable law. Raw milk shall not be provided or used in a bed and breakfast.

(3) Only clean shell eggs meeting applicable grade standards or pasteurized liquid, frozen or dry eggs, or pasteurized egg products shall be used.

(4) Only ice which has been manufactured with potable water and handled in a sanitary manner shall be used.

(5) Food shall be protected from cross-contamination and from potential contamination by insects, insecticides, rodents, rodenticides, cleaning chemicals or utensils, overhead leakage or condensation, dust, coughs, and

sneezes or other agents of public health significance.

(6) A refrigerator or an oven used in a residential kitchen shall have a nonstationary, interior thermometer to monitor food temperatures. The storage temperature for perishable foods shall not exceed forty-five degrees Fahrenheit. The preparation temperature for baked foods shall be one hundred forty degrees Fahrenheit or more.

(C)

(1) Food shall be prepared with a minimum of manual contact and shall be prepared on food contact surfaces and with utensils that are clean and have been sanitized.

(2) Foods shall be cooked and immediately served to guests. The following food handling practices shall be prohibited:

(a) cooling and reheating prior to service;

(b) hot holding for more than two hours; and

(c) service of previously-served foods.

(3) Frozen food shall be thawed:

(a) in a refrigerator at a temperature not to exceed forty-five degrees Fahrenheit; or

(b) under potable running water with sufficient water velocity to agitate and float off loose food particles; or

(c) in a microwave oven only or as part of the conventional cooking process.

(4) Innkeepers and employees engaged in

food preparation shall maintain a high degree of personal cleanliness and shall conform to good hygienic practices during all food service and food handling periods. No innkeeper or employee who is infected with, or who is a carrier of, a disease that can be transmitted by foods may work with or handle food.

(5) Innkeepers and employees shall not use tobacco in bed and breakfast kitchens and food preparation areas.

(6) Food preparation areas, equipment, and utensils shall be constructed and repaired with safe materials, shall be corrosion resistant, nonabsorbent, and easily cleanable and durable under conditions of normal use. Equipment, utensils, and single service articles shall not impart odors, color, taste, nor contribute to the contamination of food.

(D) Food equipment, tableware, and utensils shall be easily cleanable and stored in a manner to avoid contamination. These items shall be cleaned and sanitized prior to food preparation, and after each use. A domestic or residential dishwasher and manual cleaning procedures may be utilized for cleaning and sanitizing. If a domestic or residential dishwasher is used, it must:

(1) be installed and operated according to manufacturer instructions for the highest level of sanitization possible, and the dishwasher temperature must be maintained at a minimum of 150°;

(2) effectively remove physical soil from all surfaces of dishes and utensils; and

(3) sanitize dishes and utensils by the application of sufficient accumulative heat.

HISTORY: 1998 Act No. 300, Section 1, eff May 27, 1998.

SECTION 45-4-50. Water supply; potable water; sewage disposal; toilet facilities; ventilation; fixtures and supplies.

(A) Sufficient potable water for the needs of the bed and breakfast shall be provided from an approved water supply. A private well water supply may be used if it meets residential water quality standards.

(B) An approved means of sewage disposal must be provided. A public sewage system is the preferred means of sewage disposal and, if available, must be used. If a sewage disposal system is used, it must be constructed, maintained, and operated according to applicable residential sewage disposal standards.

(C)

(1) Toilet facilities shall be installed in accordance with residential construction standards.

(2) There shall be at least one toilet facility for every two guestrooms. Shared bathrooms shall contain appropriate cleaning agents and disinfectants for self-service by guests.

(3) There shall be at least one bathroom which shall be conveniently located and accessible to innkeepers and employees at all times. Bathrooms used by food handlers shall have hot and cold potable water, soap dispensers and disposable towels, a supply of toilet tissue, and an easily cleanable receptacle for waste materials.

(4) Bathrooms opening to the kitchen or dining area shall have adequate mechanical ventilation.

(5) Toilet facilities, including toilet fixtures and all related facilities, and any related vestibules, shall be kept clean and in good repair.

Guestroom toilets shall have, at a minimum, a supply of toilet tissue, soap, towels, and an easily cleanable receptacle for waste materials at all times.

HISTORY: 1998 Act No. 300, Section 1, eff May 27, 1998.

SECTION 45-4-60. Fire safety provisions; compliance with codes; equipment and exits.

(A)

(1) A bed and breakfast must provide a safe and secure environment for guests, visitors, and staff.

(2) The use of a portable, supplemental heater may not be substituted for a permanent heating source.

(B)

(1) A new bed and breakfast must comply with provisions of fire safety and fire prevention statutes, regulations, codes, and ordinances enacted or promulgated by the State or a political subdivision for application to private residences or single-family dwellings.

(2) A new bed and breakfast must adopt a controlled cooking plan or install a commercial hood with a fire suppression system.

(3) A bed and breakfast which is damaged or renovated in an amount exceeding fifty percent of the appraised value of the building is considered a new building for purposes of this chapter.

(C) An existing bed and breakfast must comply with the following provisions:

(1) Guestrooms that are used for sleeping purposes must be provided with smoke detectors. Smoke detectors must be installed in accordance with the manufacturer's instructions and may be battery-operated or hard wired in existing buildings.

(2) Not more than 15 guests may be housed on any floor of an existing bed and breakfast. Occupancy in excess of this number requires a one-hour safety corridor and a second exit. Windows are not exits. All guest sleeping rooms must have at least one operable window.

(3) In an existing bed and breakfast, one exit is allowed from an occupied roof, if the area is less than five hundred square feet and is not higher than immediately above the second floor. Rooms within a bed and breakfast may exit through more than one intervening room. Windows are not exits.

(4) Corridors and exit balconies in an existing bed and breakfast may be as narrow as thirty-six inches. A guestroom located not higher than the second floor above ground level does not require an enclosed stairway.

(5) An existing bed and breakfast must provide illuminated hallways and stairs, with an emergency power source in the event of power failure to the building.

(6) At least one fire extinguisher with a 2A:10BC rating or higher must be provided on each floor of an existing bed and breakfast. A 40BC rated fire extinguisher must be provided in the kitchen area.

(7) An existing bed and breakfast is exempt from the requirements of a commercial hood and extinguishing system.

HISTORY: 1998 Act No. 300, Section 1, eff May 27, 1998.

SECTION 45-4-70. Swimming pools; standards for construction and operation.

If a bed and breakfast has a swimming pool which is available to guests, it must be constructed and operated in accordance with Department of Health and Environmental Control standards for residential swimming pools.

HISTORY: 1998 Act No. 300, Section 1, eff May 27, 1998.

SECTION 45-4-80. Insurance coverage.

A bed and breakfast shall maintain appropriate commercial insurance, including property and liability coverage, as a lodging facility.

HISTORY: 1998 Act No. 300, Section 1, eff May 27, 1998.

SECTION 45-4-90. Exemption for tax on accommodations for transients.

The exemption from the tax provided in Section 12-36-920 shall apply to any bed and breakfast that has no more than five rentable guestrooms on the same premises and that is also the innkeeper's place of abode.

HISTORY: 1998 Act No. 300, Section 1, eff May 27, 1998.

Farm Stays

Invite visitors to stay overnight on your farm to experience Real Farm Life. You can offer private, comfortable stays from primitive campsites, cabins, and RV sites to a room in your farmhouse. Here is a list of websites that can help. Many take care of the insurance and bookings for hassle-free options for you.

- » Airbnb: [airbnb.com](https://www.airbnb.com)
- » Boondockers Welcome: [boondockerswelcome.com](https://www.boondockerswelcome.com)
- » DYRT: [thedyrt.com](https://www.thedyrt.com)
- » Farm Stay USA: [farmstayus.com](https://www.farmstayus.com)
- » Glamping Hub: [glampinghub.com](https://www.glampinghub.com)
- » Harvest Hosts: [harvesthosts.com](https://www.harvesthosts.com)
- » Hipcamp: [hipcamp.com](https://www.hipcamp.com)
- » Tentrr: [tentrr.com](https://www.tentrr.com)
- » VRBO: [vrbo.com](https://www.vrbo.com)
- » Yonder: [yonder.com](https://www.yonder.com)

Culinary Tourism

This is a subset of agritourism that focuses specifically on the search for and enjoyment of prepared food and drink. Culinary tourism is an important new niche that fosters economic and community development. Adding this type of tourism to your business can be as simple as showing visitors how you make jam to as complicated as opening an on-farm restaurant. Here are some reasons why culinary tourism is important:

- Nearly 100% of tourists dine out when traveling.
- Dining is consistently one of the top 3 favorite tourist activities.
- There is a high correlation between tourists who are interested in wine/cuisine and museums, shows, shopping, music and film festivals.

- Interests in culinary tourism spans to all age groups.
- Local cuisine is the #1 motivating factor in choosing a destination.

EXAMPLES OF CULINARY TOURISM:

- Farm to Table Dinners
- Cooking classes or workshops with your product
- Tasting room at a winery (could have an interesting room design like old cellar décor)
- A restaurant in the countryside
- A beer so unique that people feel that they have to come visit at least once in their lifetime
- A unique and memorable product from your orchard, farm, or ranch, such as Grandma's secret recipe for Pear Butter (that tastes better than anyone else's)

Educational Opportunities

Adding activities to educate your local community or outside visitors about agriculture or national attraction of your property would also be a good expansion opportunity. This would need to be directed towards your target audience. These opportunities can be a regular activity to add or only specific day events. Some ideas to keep in mind are:

- Once you decide who you want to be your target audience, similar to your marketing plan, make sure you reach out to the right places to advertise.

- If your educational activities are for students, FFA and 4-H are great places to advertise.
- If your educational activities are for adults, local rotary, church groups, and chamber of commerce are more suitable places.
- Make sure to go through all the steps that you used when you started your agritourism operation (costs, marketing, laws and regulations, customer feedback, employee time, volunteers, etc.)
- If you're teaching visitors about controversial issues (like field burning, animal rights, GMO's, use of pesticides/chemicals, etc.) be prepared for the questions on both sides. Be able to answer in a thoughtful, informative, and friendly manner.

SC Farms Hikes

Who doesn't like getting outdoors to take a nice stroll or go for a run? Why not expand opportunities for the public to enjoy the sights and sounds on your farm? Through the SC Farm Hikes program, the public is invited to walk on trails along farms throughout all of SC! For more information and to have your farm trails listed, go to scagritourism.org.

To add even more adventure to your hiking trails, try hiding a Geocache! Geocaching is an outdoor recreational activity in which participants use a Global Positioning System (GPS) receiver or mobile device to hide and seek containers, called "geocaches" or "caches", at specific locations marked by coordinates all over the world. If you are interested in attracting visitors to your farm from the Geocache community, visit geocaching.com to find out how.

FARM SUCCESSION PLANNING

Farm succession planning and transfer is an important process and can take several years to complete. It entails transitioning the management and assets of the agricultural operation, building new management capacity, and developing a long-term plan to ensure financial security and peace of mind for you and your successors. It is never too early to get started! Whether you are just beginning to think about retirement, looking for a successor, have a successor identified, or are a part of a farm family in transition, this resource will inform your decision-making and guide your planning for transferring your farm.

This abbreviated resource outlines essential steps toward developing a farm transfer plan. For a more detailed guide, please visit: clemson.edu/extension/agribusiness/sccced/resources.html

Step 1: Plan for Retirement and Evaluate Your Business

- Start by setting a date for retirement.
- After setting a date for retirement, make a list of things you want to do during retirement and ask yourself: How much money do I/we need to retire?
- When considering retirement income include Social Security and retirement savings, retirement expenses (housing, healthcare, etc.), and how much retirement income is needed from the farm.
- Perform a current business analysis and consider what changes can be made on the farm to increase its viability.

Step 2: Understand your Options and Choose your Transfer Strategy

SELLING OR TRANSFERRING FARM ASSETS?

Before you decide which direction to take, sit down with your family and discuss the farm's future. Does everyone want the farm to remain in business? What are the expectations of the next generation?

SELLING FARM ASSETS

This is an accounting question decided by how much your farm business is worth, how much you still owe on it, and how much you will pay in taxes after the sale. The questions below will help you walk through this process and give you a rough estimate.

- How much is the farm worth?
- How much do you owe?
- How much will the tax bill be?
- What is the tax liability?
- How much money is left after selling the farm?

This is a great topic to discuss with your accountant as they can explain any financial questions you may have.



TRANSFER STRATEGIES

If you are considering transferring your farm to a successor keep in mind, that there is more than one way to combine these strategies listed below.

Transfer by Selling and Leasing Assets

The advantage of selling and/or leasing assets to the next generation is that it provides cash flow for retirement. The main disadvantage is that the younger generation may not be able to afford the payments.

Transfer by Gifting

The advantages of gifting are that it avoids income taxes for the senior generation while giving the junior generation a break on the business's cost. The main disadvantage is that the senior generation does not receive any cash for retirement.

Transfer by Inheritance

This is letting the estate plan, Will, or revocable living trust do all the work. The typical "someday, this will be all yours approach."

Transfer Through an Intermediary

This means that business assets are transferred or controlled by a third party (neither the owner nor the successor owns and manages the assets).

Transfer Assets Through a Business Structure

The type of business structure chosen can then make your transfer plan easier. (Sole Proprietor, Partnership or LLC, S or C Corporation)

Step 3: Choose your Successor

Some questions you may want to consider when choosing your successor may include: What is the best decision for the farm's long term business viability?, Who will be the best manager?, How well will you work with them?, How will you train them?, When will you transfer management responsibility?, and When will you transfer business assets?.

Step 4: Build your Team

Up until now, the advice you have needed for your business transfer plan has been limited. Now things get a little more complex: legal issues combine with family and financial issues. Below is a list of specialties that need to be represented on the transfer team:

- Family/business members: Everyone who is affected by the transfer
- Lender: Loan security, financing the next generation
- Accountant: Tax implications of the business transfer
- Business management specialist: Someone who knows the industry
- Farm transfer facilitator: Keeps the process moving
- Financial planner: Retirement planning and life insurance needs
- Lawyer: Reviews and drafts the legal agreements, prepares estate planning documents
- Other: Trusted family advisors

Chapter 8

Agritourism Resources

CHAPTER OVERVIEW

Use this chapter if you have any questions that the rest of this manual does not answer. South Carolina state agencies and agritourism associations can provide benefits for farmers wishing to start and/or expand their agritourism operations. The following agencies can provide information and resources to help with the basics as well as marketing and growing your farm. The associations can also provide opportunities to network, interact and learn from others involved in similar businesses. This helps our farms build upon the experiences of others with similar operations. They also provide information on trainings, conferences and new trends in the industry.

SOUTH CAROLINA RESOURCES

South Carolina Small Business Development Centers

 scsbdc.com

The SC SBDC has 17 locations across the state and 40+ business consultants.

- **Free, private consulting:** Starting a new business? Looking to make an existing business more productive? Sign up for one-on-one consulting with our experienced advisers. Whether you have one question or dozens, our consultants have answers.
- **Business plans:** Many people have ideas. Few have plans. Both short and long-range plans are necessary for successful business. This is particularly true when seeking financing. The future looks brighter with a solid business plan.
- **Financing options:** While we don't have money, we know who does. SC SBDC business consultants understand financial products. They work with traditional banks and other lending institutions, venture capitalists and angel investors to help businesses meet the requirements for loans or investment.
- **Marketing strategies:** Do you know about demographics and how to reach your customers most effectively? Is social media for you? How do you put together a website? Our consultants can help build a marketing plan for your products and services.
- **Financial management:** An entrepreneur has to wear a lot of hats. Problem is, most people aren't good at every aspect of business. Billing, accounts payable and payroll is imperative to success, but often the most dreaded job. Learn bookkeeping skills that will help your business prosper.

- **Employee management:** It can be difficult to find the right person for the job. It can be even harder to keep good employees. Learn human resources skills and how to attract and keep employees who will help your business grow.
- **Government contracting:** Looking for avenues for expansion? Thinking of selling to the government? SC SBDC procurement specialists can guide you through the requirements of doing business with municipalities, universities and the military.
- **Exporting assistance:** Have goods and services that would appeal to customers outside of the US? Make an appointment to speak with an SC SBDC export specialist. They can assess your chances of success in international markets and start you on the road to a thriving export business.
- **Veterans Business Program:** Service members who own a small business face unique challenges while being deployed. The SC SBDC Veterans Business Program helps both veterans and active service members with an existing business or the start of a new one.
- **Low-cost business seminars:** There is always something interesting and informative going on at the 17 SC SBDC locations. Seminars covering business topics from starting a new venture to financing options, from social media to bookkeeping are offered on a regular basis. Check the seminars tab on the homepage for a full listing of current workshops across the state.
- **Resources and referrals:** This tab on the homepage links to other websites that provide important information on regulations, grants, guidelines, laws and best practices. SC SBDC consultants can also make referrals to put entrepreneurs in touch with the resources and connections necessary for success.


- **Contact:** South Carolina Small Business Development Centers
State Director's Office
Darla Moore School of Business
University of South Carolina
1014 Greene Street
Columbia, SC 29208
803-777-4907

South Carolina Business One Stop

 scbos.sc.gov

SCBOS is the official South Carolina business web portal. It enables anyone with an existing business or anyone starting a new business to file permits, licenses, registrations, or pay taxes. From your computer anytime, 24 hours a day – 7 days a week, you can take care of your important state filings, and pay for multiple filings and/or taxes with one credit, debit, or EFW payment.

South Carolina Department of Agriculture

 agriculture.sc.gov

AGRITOURISM

 scagritourism.org

CERTIFIED SOUTH CAROLINA

 certifiedsc.com

CERTIFIED ROADSIDE MARKETS

 agriculture.sc.gov/certified-roadside-markets

COMMUNITY BASED FARMERS MARKETS, WIC/VOUCHERS

 agriculture.sc.gov/community-based-farmers-markets

FARM TO SCHOOL

 scfarmtoschool.com

SCDA FOOD SAFETY COMPLIANCE

 agriculture.sc.gov/food-safety-compliance

South Carolina Agritourism Association

 scagritourism.org

South Carolina Association of Farmers Markets

 southcarolinafarmersmarkets.com

South Carolina Specialty Crop Growers Association

 scspecialtycrop.com

South Carolina Specialty Food Association

 shoplocalsc.org

South Carolina Department of Health and Environmental Control

 scdhec.gov

Clemson Cooperative Extension

 clemson.edu/extension

SC Farm Bureau Ag in the Classroom (AITC)

 scfb.org/aitc


South Carolina's Ag in the Classroom program is a non-profit 501(C)3 education foundation created to promote awareness and recognition of the importance of the sources of our food and fiber. They offer hands-on grade-level specific lesson plans that address curriculum objectives as prescribed by the SC Department of Education.

NATIONAL RESOURCES**United States Department of Agriculture (USDA)**

 usda.gov

START2FARM.GOV

Start2Farm.gov Helps Beginning Farmers and Ranchers Get Started

 usda.gov/media/blog/2012/02/17/start2farmgov-helps-beginning-farmers-and-ranchers-get-started

International Agritourism Association (NAFDMA)

 nafdma.com

We are entrepreneurial farm families who invite customers to visit our farms and experience the food and the fun we create to sustain our livelihood. Our membership is made up of farmers, extension agents, industry suppliers, researchers, farmers' market participants, and government officials.

Farmers Market Coalition

 farmersmarketcoalition.org

FMC provides a network of support to market managers, vendors and customers, where ideas and issues are discussed, and best practices are shared. We work closely with regional leaders to build the capacity of state farmers market networks and associations.

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South Carolina Agritourism

A PROGRAM FROM THE SOUTH CAROLINA DEPARTMENT OF AGRICULTURE

AGRICULTURE.SC.GOV/MARKETING/AGRITOURISM | SCAGRITOURISM.ORG