

Virginia Agritourism

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2/23/2022



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Objectives

Virginia Agritourism:

- 🍁 Definition
- 🍁 Importance
- 🍁 Impact
- 🍁 Opportunities
- 🍁 Questions



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Agriculture + Tourism

“Any activity carried out on a farm or ranch that allows members of the general public, for recreational, entertainment, or educational purposes, to view or enjoy rural activities, including farming, wineries, ranching, historical, cultural, harvest-your-own activities, or natural activities and attractions. An activity is an agritourism activity whether or not the participant paid to participate in the activity.” (Code of Virginia § 3.2-6400).

Virginia Decoded. (2008). Definitions. Retrieved January 16, 2017, from <https://vacode.org/2016/3.2/V/64/3.2-6400/>.

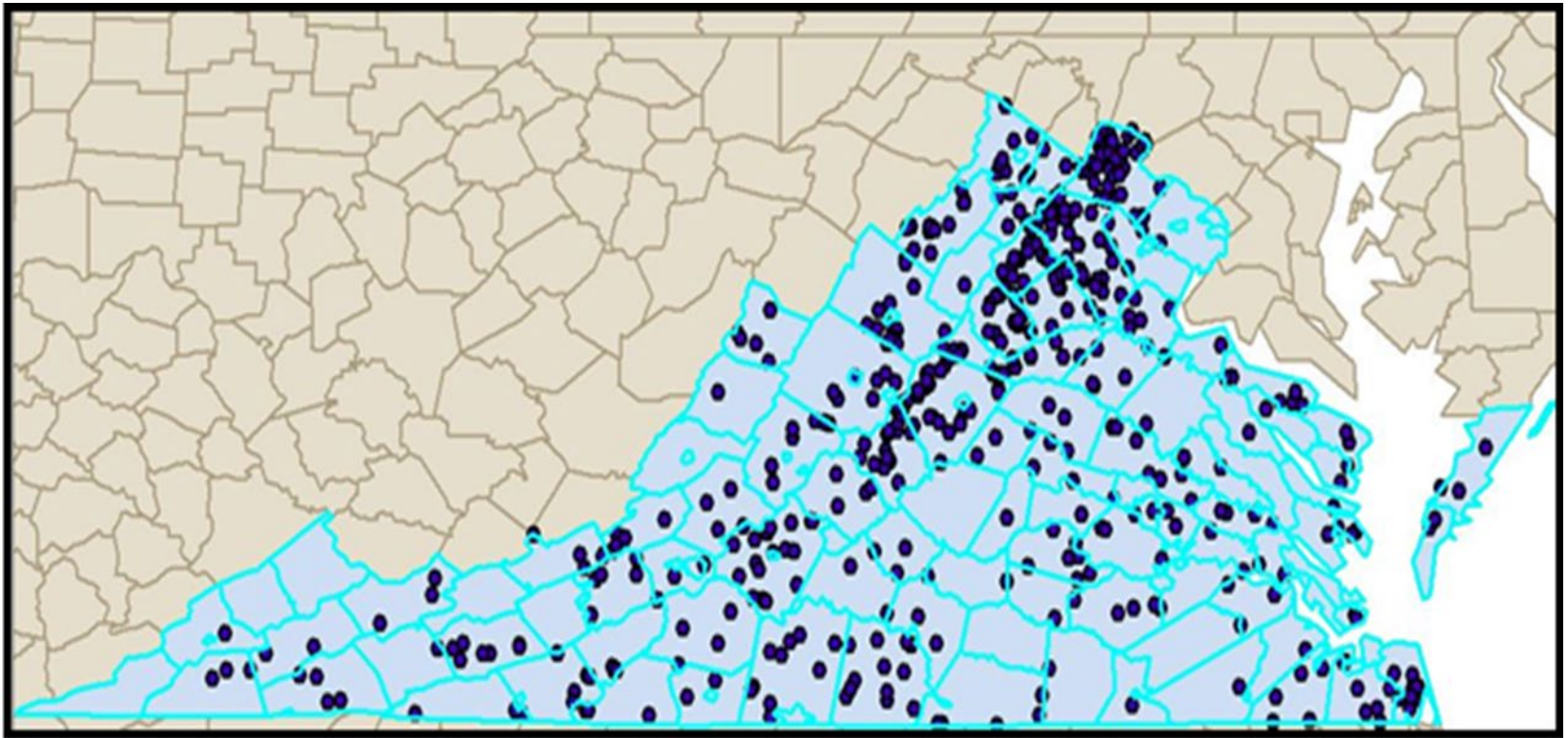


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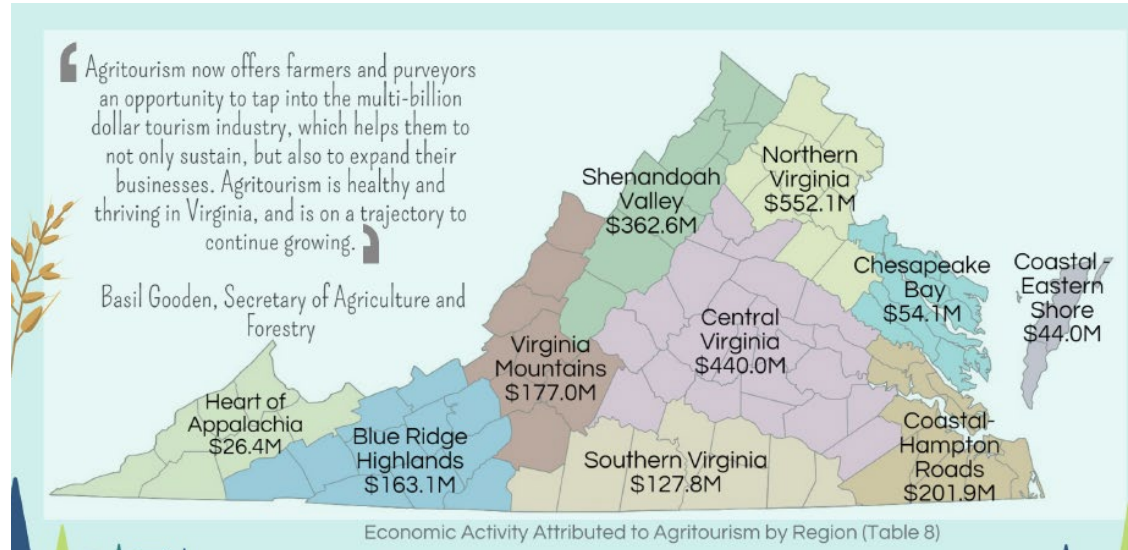
Virginia Agritourism Industry



Source: VDACS Virginia-Grown 2013; Pickyourrown.org; extension agent correspondence (ArcMap 10.1)

Agritourism

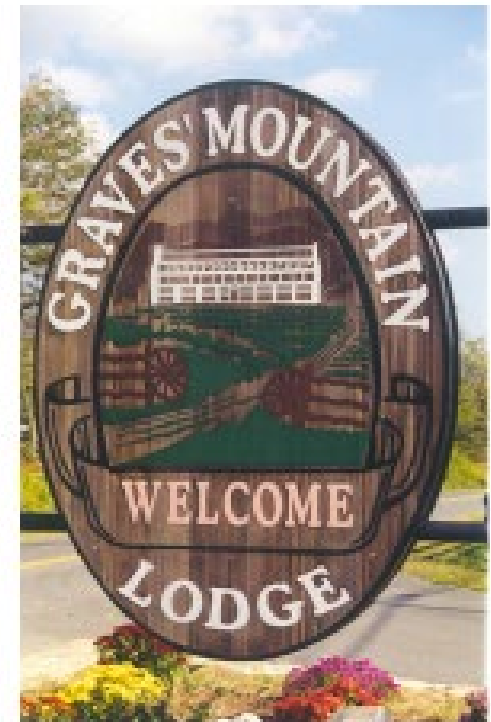
- 📖 Bed & breakfast
- 📖 Trail rides
- 📖 Breweries & wineries
- 📖 Fall festivals
- 📖 Corn mazes
- 📖 Hay rides
- 📖 U-picks or cut your own
- 📖 Farm stores & markets
- 📖 Weddings



Walker, M. (2009). Agritourism: Ideas and Resources. Retrieved January 16, 2017, from <https://pubs.ext.vt.edu/310/310-004/310-004.html>.

Magnini, V., Calvert, E., & Walker, M. (2017). The Economic and Fiscal Impacts of Agritourism in Virginia. Retrieved on March 4, 2017, from <https://www.vatc.org/wp-content/uploads/2017/06/TheEconomicAndFiscalImpactsOfAgritourismInVirginia.pdf>.

Agritourism Attractions



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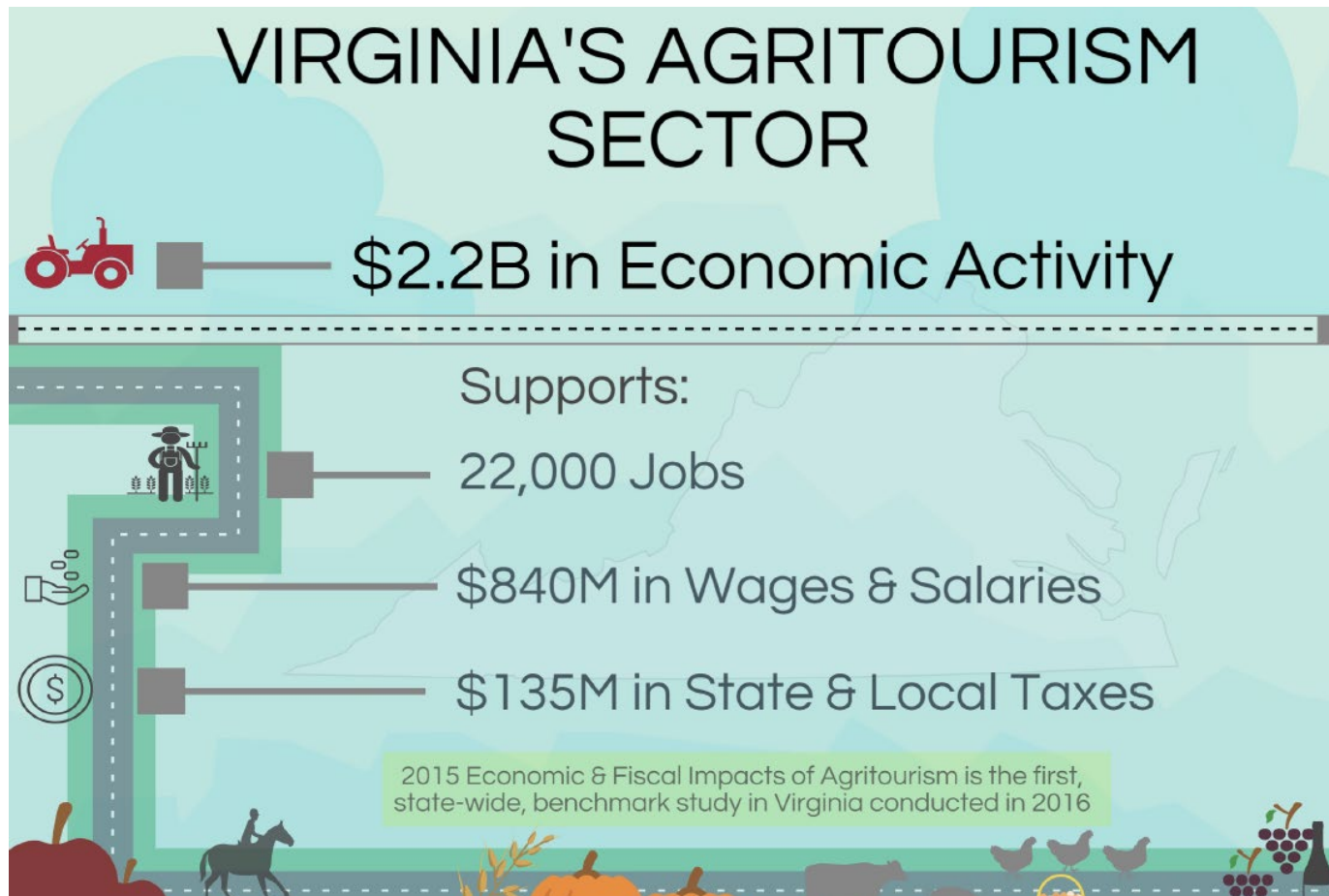
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Why Agritourism?

- 🌱 Additional income
- 🌱 Market farm products
- 🌱 To share a lifestyle
- 🌱 Provide service/opportunity to the community
- 🌱 Educational/experiencing something new
- 🌱 Enjoying the outdoors
- 🌱 Fun/entertainment
- 🌱 Live close by/passing through/visiting friends or family in the area
- 🌱 Availability of good food, fiber, and/or wine
- 🌱 Bonding with family and friends

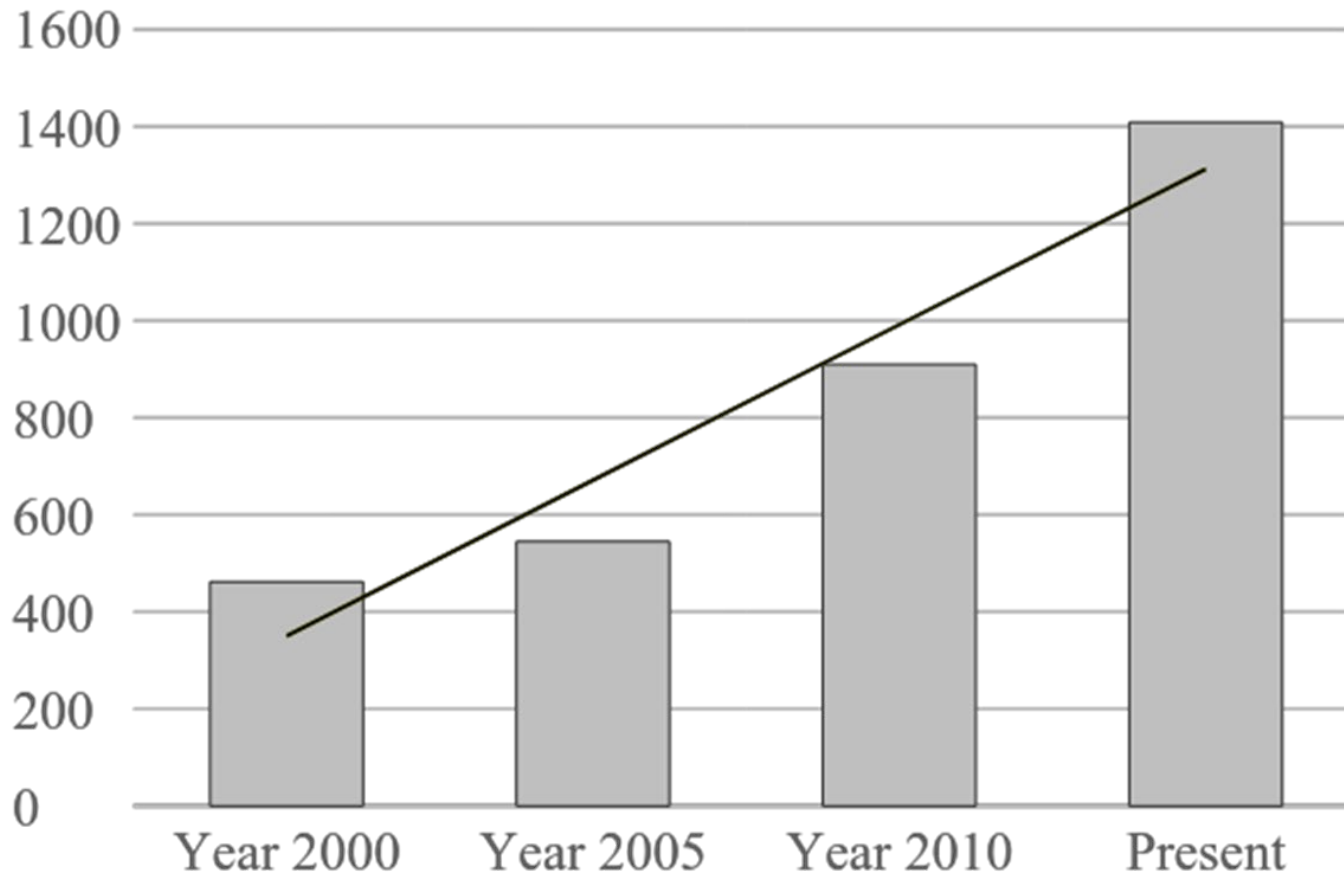
Magnini, V., Calvert, E., & Walker, M. (2017). The Economic and Fiscal Impacts of Agritourism in Virginia. Retrieved on March 4, 2017, from <https://www.vatc.org/wpcontent/uploads/2017/06/TheEconomicAndFiscalImpactsOfAgritourismInVirginia.pdf>.

Impact



Magnini, V., Calvert, E., & Walker, M. (2017). The Economic and Fiscal Impacts of Agritourism in Virginia. Retrieved on March 4, 2017, from <https://www.vatc.org/wpcontent/uploads/2017/06/TheEconomicAndFiscalImpactsOfAgritourismInVirginia.pdf>.

VA Agritourism Growth



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VA Agritourism Inventory

VIRGINIA REGION	FARM-BASED WINERIES, VINEYARDS, BREWERIES, & DISTILLERIES	OTHER AGRITOURISM VENUES
Blue Ridge Highlands	24	87
Central Virginia	84	203
Chesapeake Bay	12	24
Coastal – Eastern Shore	1	29
Coastal – Hampton Roads	19	113
Heart of Appalachia	3	15
Northern Virginia	109	244
Shenandoah Valley	40	197
Southern Virginia	17	70
Virginia Mountains	24	94
Totals	333	1076



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Visitor Spending

VIRGINIA REGION	LOCAL VISITORS	NON-LOCAL VISITORS	SPENDING IN THE STATE (INCLUDES ON AND OFF THE FARM)
Blue Ridge Highlands	344,819	249,697	\$120.0M
Central Virginia	891,560	645,612	\$311.3M
Chesapeake Bay	111,833	80,983	\$39.1M
Coastal: Eastern Shore	93,194	67,486	\$32.2M
Coastal: Hampton Roads	410,055	296,937	\$142.4M
Heart of Appalachia	55,917	40,491	\$19.4M
Northern Virginia	1,096,587	794,081	\$383.1M
Shenandoah Valley	736,236	533,136	\$255.8M
Southern Virginia	270,264	195,708	\$94.0M
Virginia Mountains	366,565	265,443	\$127.5M
TOTALS:	4.3M	3.2M	\$1.5B



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Opportunities

⚠️ Liability

⚠️ Insurance

⚠️ Safety



WARNING



Under Virginia law, there is no liability for an injury to or death of a participant in an agritourism activity conducted at this agritourism location if such injury or death results from the inherent risks of the agritourism activity. Inherent risks of agritourism activities include, among others, risks of injury inherent to land, equipment, and animals, as well as the potential for you to act in a negligent manner that may contribute to your injury or death. You are assuming the risk of participating in this agritourism activity.



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Visitor Safety Concerns

- Unfamiliar with agriculture
- Looking for a babysitter
- Easily distracted
- The rules “don’t apply to me”
- Common sense is “dead”

National Children's Center



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Insurance

 Need insurance

 Walkthroughs

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

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

National Children's Center for Rural Agricultural Health Safety www.marshfieldclinic.org/nccrahs
 Funding provided by the National Institute for Occupational Safety and Health (NIOSH award no. 5U540H009568-04)

Safety



Walkthroughs



Training



Signage (words and pictures)



Farm layout

Wash hands / Lávese las manos

1



Wet Hands
Mójese las manos

2



Apply Soap
Aplíquese jabón

3



Wash hands 10 to 15 seconds
Lávese las manos 10 a 15 segundos

4



Rinse hands
Enjuáguese las manos

5



Dry hands with a clean paper towel
Séquese las manos con una toalla de papel limpia

6



Throw away paper towel
Bote la toalla de papel



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General Farm Safety

- ▲ Equipment
- ▲ Fire Extinguisher
- ▲ Chemical Storage
- ▲ Livestock
- ▲ Ponds/Water
- ▲ First Aid Kit
- ▲ Emergency Plan



Getting Started

- 🍓 Business Plan
- 🍓 Layout of farm
- 🍓 Check Zoning and Planning/Permits
- 🍓 Insurance/Walkthrough
- 🍓 Other agritourism operations near you
- 🍓 Partnerships
- 🍓 Have fun



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#Agritourism2020



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Adapting to COVID-19

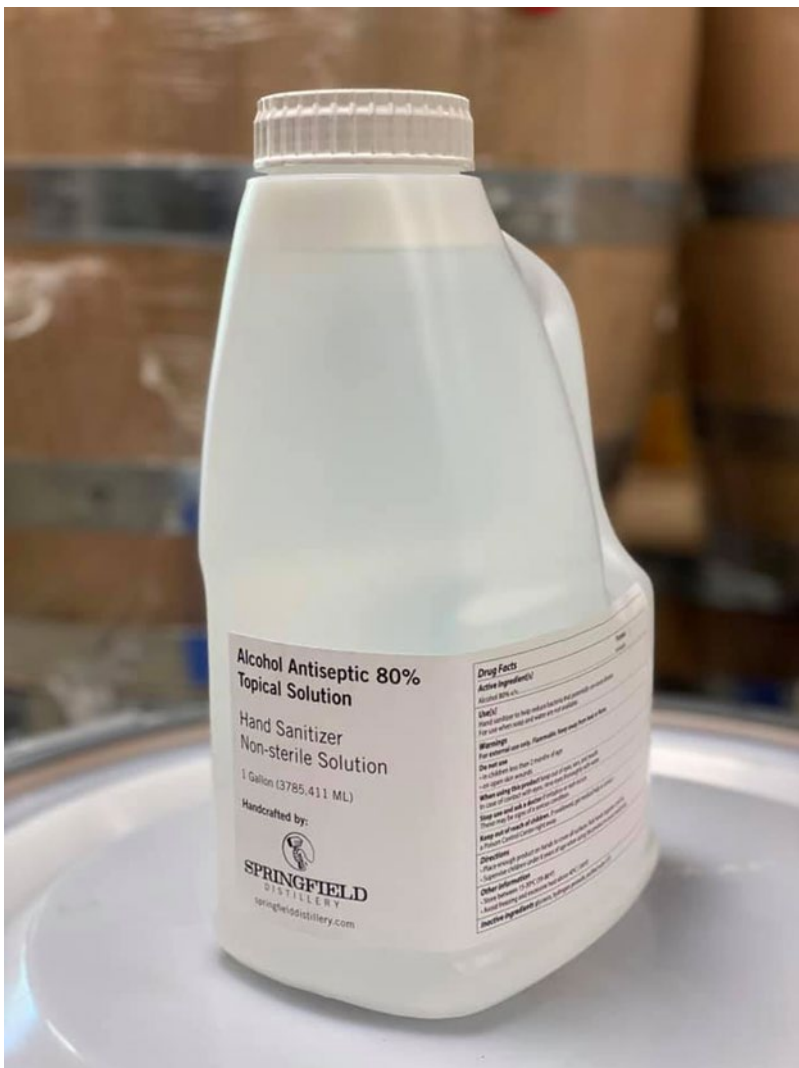
- 🍁 Expanded:
 - 🍁 PPE utilization
 - 🍁 Social media presence
 - 🍁 Website applications
 - 🍁 Virtual field trips
 - 🍁 Ticketing programs
 - 🍁 Informational signage
 - 🍁 Local food interest





Photos from Browder's Fresh Pickins in Smithfield, Virginia.





Springfield Distillery shifts production to hand sanitizer in Halifax, Virginia.

[Springfield Distillery shifts production to hand sanitizer | Coronavirus | yourgv.com](#)



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Bumper Year!

🍏 U-picks, meat markets, farm stands, etc.

🍏 Average or better sales

🍏 Increased exposure (outside and local)

🍏 Adapted via:

🍏 Adding online ordering

🍏 Pick up times/drive thru

🍏 Assigned picking times or areas

🍏 Partnerships with local businesses



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Challenging Year...

Event Based Operations like:

Breweries, Vineyards, Wedding Venues,
Festivals, etc.

-  Hit very hard with restrictions
-  Many temporary closed
-  Defaulted contracts
-  Diminished foot traffic
-  Event re-scheduling or cancelation



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Maybe Next Year?

 Personal Choice

 Liability concern

 COVID-19 risks

 Online marketing???



Resources

 <https://ext.vt.edu/agriculture/agritourism.html>

 <https://safeagritourism.org/>



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Farm Emergency Plan



Virginia Farm Emergency Plan

Authored by Livvy Priesser, Unit Coordinator and Extension Agent, Agriculture and Natural Resources, Isle of Wight County, Virginia Cooperative Extension

What is a Farm Emergency Plan and why should you create one?

The purpose of a Farm Emergency Plan is to help agricultural operations proactively prepare for management of unexpected hazardous situations. A thorough and current Farm Emergency Plan can help minimize first responder response times and assist with site location accuracy during an emergency. Farm Emergency Plans should be utilized as well communicated training tools for operational employees, family members, etc. If done properly, a Farm Emergency Plan could be one of the most effective and invaluable tools to have around.

The Bureau of Labor Statistics found that agriculture activities are among the 34 deadliest jobs in the United States. Farming is a hazardous job and in 2019, Virginia reported three fatalities throughout the state due to farm incidents according to Virginia Farm Bureau. Our program team has put together resources to help encourage farm safety and wellness for all farm families by compiling a Farm Emergency Plan to help farmers ensure they are prepared in the event of an on-farm emergency.

Where should you store your plan?

Once you have thoroughly completed a Farm Emergency Plan, it is important that all necessary parties are provided convenient access. The plan should be stored in multiple locations and be available in various formats if possible. Suggested places include in the tractor(s), combine(s), truck(s), pesticide storage shed, office, and/or any other central location where employees congregate. Laminating or keeping the plan in a binder/folder will help with the durability of the plan. It is important to share this information with employees, family members, and local first responders (police, EMS, and fire). If the operation is multilingual, all should be covered in the plan. Lastly, the plan should be updated annually and reviewed with new employees.

Who should have access to it?

All farm employees and family members should have access to this plan. This plan should be kept in several different locations for easy access. We also suggest sharing this plan with your local first responders as well.

Date Completed: _____

About the Farm

Farm Employers	Name	Phone Number	Email
Owner/Manager			
Vice President/Manager			
Other Workers			

If you have an emergency, call 911. If 911 does not work, please contact:

Departments	Contact Numbers
Local Fire Department	
Local Emergency Medical Services	
Sheriff	
Animal Control	
Virginia State Police	(800) 674-2000
Local Hospital	
Local or Family Doctor	
Veterinarian (Small and Large Animal)	
Local VDACS Pesticide Investigator	
Virginia Agriculture and Consumer Services (VDACS)	(804) 786-3501
VDACS Pesticide Division	(804) 786-3798
Virginia Poison Control	(800) 222-1222
National Response Center	(800) 424- 8802
National Suicide Prevention Line	(800) 273-8255



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<https://ext.vt.edu/agriculture/agritourism.html>

