



Success Stories

AGRITOURISM: THE NEW FRONTIER

umash.umn.edu/agritourism

The Problem:

Agritourism events, including school field trips, petting zoos, county fairs and similar venues, are a popular way for people to experience agriculture. These events can place people at **risk of illness and injury**, particularly for disease transmission between animals and people. **Financial and legal consequences** can also impact both visitors and the owner/operator. **Implementing safety practices to reduce the risk of injury or illness to visitors is becoming increasingly important.**

The Solution:

UMASH, in partnership with the Minnesota Department of Health, has developed a variety of resources to help farmers and agritourism operators keep their visitors safe. The training provides education to county fair board and farms hosting agritourism events on topics such as state licensing requirements, best practices for animal venues, handwashing, facility design and farm safety, as well as a safety training certification program for owners/operators.

THE IMPACT

- ⇒ Three online **agritourism safety videos**.
- ⇒ Two **new videos for 4H clubs** on food safety and biosecurity when exhibiting livestock.
- ⇒ Eight **Healthy Fairs and Agritourism workshops** across the state with a total of 240 participants.
- ⇒ **Safer Farm Animal Contact Exhibits (Safer FACES)** online certification program for venue operators.
- ⇒ Featured on **Extension** websites, in blogs and newsletters.
- ⇒ **Partnerships with state agencies** including the Department of Agriculture, Environmental Health and the Board of Animal Health.
- ⇒ **Collaborated with Farm Bureau and Farmers Union** to distribute materials to their members on proper handwashing and best practices in animal settings.

87- 100% of attendees plan to implement the information.

"A HUGE ASSET. Great information, well worth the time."

- Workshop Attendee



Our agritourism videos have had **over 3,300 views** on YouTube.



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