

2019 Agritourism Campaign  
Social Media Toolkit  
February 25, 2019 -- April 5, 2019



**AGRITOURISM**



**"Spring into Safe Agritourism"**

February 25, 2019 -- April 5, 2019  
#SafeAgritourism #SaferFACES

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Cabin fever? Get social and ready for spring! **“Spring into Safe Agritourism”** 2019 is an opportunity to utilize network power to raise awareness around safety and health on agritourism venues for employees, owners, operators, and visitors. This opportunity also provides organizations with a space to share and promote resources related to the safety and health of agritourism operations.

### **Who should participate?**

- Anyone with a passion for agritourism, and making sure agritourism venues are safe and healthy for visitors and vendors

### **Who is the Audience?**

- Workers and owners of agritourism venues, particularly owners,

### **How to participate?**

1. Plan to post Facebook and Twitter content 2 times per week from February 25-April 5, 2019
2. Schedule content from the toolkit (or your own), and use #hashtags!
3. Update your cover photo and/or share the promotional graphics

### **Themes**

- Motivation Monday
- Training Tuesday
- Worker Wednesday
- Thank you Thursday
- Fun Friday



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## #MotivationMonday

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Poll: What's your motivation for being involved in agritourism?

- Diversify the farm
- Ag education
- Engage additional generations of the family
- Other

For guidance getting started in agritourism:

<https://bit.ly/2C9qWYz> **#SafeAgritourism #SaferFACES #MotivationMonday**

Who is the farm safety champion? Having an individual focused on safety and health reinforces a safety culture. **#MotivationMonday #SafeAgritourism #SaferFACES**

<https://bit.ly/2UDF8jP>

What worries you the most about having visitors on your farm? Having a plan for emergencies can ease anxiety. **#SafeAgritourism #SaferFACES #MotivationMonday**

<https://bit.ly/2SzbuiF>

We all get burnt out- take care of yourself to stay engaged and motivated! **#SafeAgritourism**

<https://bit.ly/2EfTj8V> **#SaferFACES #MotivationMonday**

"A good night's sleep is not just a novelty, it's a necessity." Fatigue causes chronic illness, major safety concerns, and lost productivity. Make time for slumber. <https://bit.ly/2Qy8sdb>

**#SafeAgritourism #SaferFACES #MotivationMonday**

What do you do support local? <https://bit.ly/2GCX5dE>

<https://bit.ly/2Gpxu8L> **#SafeAgritourism #SaferFACES #MotivationMonday**

Sort of like a side hustle: agritourism can boost or supplement farm income!

<https://bit.ly/2SOVMia> **#SafeAgritourism #SaferFACES #MotivationMonday**

Is agritourism for you? <https://bit.ly/2SDbZl4> **#SafeAgritourism #SaferFACES**

**#MotivationMonday**

## **#TrainingTuesday #AgritourismTuesday #TuesdayTip**

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Handwashing is simple... Right? Take a moment to refresh. <https://bit.ly/2rAcD99>  
<https://bit.ly/2U2Y8aN> **#TrainingTuesday #SafeAgritourism #SaferFACES**

“911, what’s your emergency?”

Train your employees so they know what to do if an emergency occurs. **#TrainingTuesday**  
<https://bit.ly/2Szbuif> **#SafeAgritourism #SaferFACES #TrainingTuesday**

True or false: sanitizer is as good as washing hands? <https://bit.ly/2GcPXpy>  
<https://bit.ly/2T1CtT2> **#TrainingTuesday #SafeAgritourism #SaferFACES**

Many agritourism guests are brand new to farms- do workers know what to say to farm visitors?  
<https://bit.ly/2rz6w4T> **#TrainingTuesday #SafeAgritourism #SaferFACES**

Employees need to know which areas are off limits to visitors- and how to communicate this information to them.

<https://bit.ly/2nfOZyG>

<https://bit.ly/2UG3Xvj> **#TrainingTuesday #SafeAgritourism #SaferFACES**

Ensure that worker training is documented- for your protection and theirs. Free customizable template:

<https://bit.ly/2N8GVdm> **#TrainingTuesday #SafeAgritourism #SaferFACES**

Training staff can be hard- but there’s free help. Safer FACES (Farm Animal Contact Exhibits) trains and certifies individuals involved in agritourism

<https://bit.ly/2ryJwTI> **#SafeAgritourism #SaferFACES #TrainingTuesday**

Maintain a record of employee training and education: it keeps you accountable and is good for liability.

<https://bit.ly/2N8GVdm> **#SafeAgritourism #SaferFACES #TrainingTuesday**

Food safety and biosecurity are concerns for agritourism vendors- training staff helps mitigate these risks: <https://bit.ly/2GzhBwv> **#SafeAgritourism #SaferFACES #TrainingTuesday**

## #WorkerWednesday #WednesdayWisdom

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Keep posters on the farm to nudge workers to be safe and healthy. <https://bit.ly/2Ens8ZA>  
<https://bit.ly/2V83amo>

**#SafeAgritourism #SaferFACES #WorkerWednesday #WednesdayWisdom**

Do employees know their role? Handling money, food, and animals should all be separate activities. <https://bit.ly/2LhomCG> **#SafeAgritourism #SaferFACES #WorkerWednesday #WednesdayWisdom**

Help agritourism workers help you with checklists around the farm. <https://bit.ly/2kd673U>  
<https://bit.ly/2QVB7s0> **#SafeAgritourism #SaferFACES #WorkerWednesday #WednesdayWisdom**

Agritourism safety should be viewed as a program: take steps to prevent risks to visitors and respond to adverse incidents when they do happen. <https://bit.ly/2BstXS9> <https://bit.ly/2SMFeqZ>  
**#SafeAgritourism #SaferFACES #WorkerWednesday #WednesdayWisdom**

Some #WednesdayWisdom to reduce headaches on agritourism farms: post emergency contact information, have an information “booth”, limit access to certain areas. <https://bit.ly/2BstXS9>  
**#SafeAgritourism #SaferFACES #WorkerWednesday**

All employees need to know the business, expectations, safety risks, safety plan, and emergency response procedure. What’s your training plan?  
<https://bit.ly/2BstXS9> **#SafeAgritourism #SaferFACES #WorkerWednesday #WednesdayWisdom**

Keep workers safe by assigning jobs consistent with their age and abilities.  
<https://bit.ly/2T45h9O> **#SafeAgritourism #SaferFACES #WorkerWednesday #WednesdayWisdom**

Protect workers by providing the right type and amount of supervision  
<https://bit.ly/2UW5ahq> **#SafeAgritourism #SaferFACES #WorkerWednesday #WednesdayWisdom**

Do your workers know when and how to contact you if they need to? And whether not to use their phone or radio?  
<https://bit.ly/2TOnn02> **#SafeAgritourism #SaferFACES #WorkerWednesday #WednesdayWisdom**

## #ThankfulThursday

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Agritourism operators open their properties to the public for a personal, hands-on experience learning about agriculture. The work you do is so important (and fun!). Thank you. Share if you're an agritourism vendor!

**#SafeAgritourism #SaferFACES #ThankfulThursday**

Less than 2% of people are farmers or farm workers in the US. Agritourism operators and workers open their farm to give the public a taste of farming. Thank you.

**#SafeAgritourism #SaferFACES #ThankfulThursday**

<https://bit.ly/2GwIFNT>

Agritourism operators take on a lot of responsibility and liability by welcoming the public onto their farms. **#SafeAgritourism #SaferFACES #ThankfulThursday**

<https://bit.ly/2Gv9F0b>

Youth are exposed to bright career field when they visit agricultural exhibits. Thank you agritourism operators for educating the future of ag! **#SafeAgritourism #SaferFACES #ThankfulThursday**

Women are the driving force in agritourism & they're making an impact. They also have specific health and safety needs. **#SafeAgritourism #SaferFACES #ThankfulThursday #WomenInAg**

<https://bit.ly/2QleZLW> <https://bit.ly/2BwYgHp>

Fewer and fewer people are farming, and agritourism provides an opportunity to step out of daily routine and experience something new! This trend is global: <https://bit.ly/2Gpx3dJ>

**#SafeAgritourism #SaferFACES #ThankfulThursday**

## #FunFriday #FarmFriday

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Share your favorite agritourism pics or memories with us and we'll feature our favorites!

**#FunFriday #FarmFriday #SafeAgritourism #SaferFACES**

What's your favorite agritourism activity? Give the venue a shoutout! (This infographic can help with ideas!)

<https://bit.ly/2Ekz75v> **#FunFriday #FarmFriday #SafeAgritourism #SaferFACES**

In 2015, Farmers produced and sold \$8.7 billion of edible food commodities directly! A lot of that happens in agritourism-type venues.

**#FunFriday #FarmFriday #SafeAgritourism #SaferFACES #FarmersMarket**

<https://bit.ly/2S0UhJR>

Where are your handwashing stations? Strategic placement helps with hygiene. **#FunFriday**

**#SafeAgritourism #SaferFACES #FarmFriday**

<https://bit.ly/2EjOxXO>

Over 70 million people visit farms each year! Integrate safety into these experiences so visitors can have great experiences. **#FunFriday #SafeAgritourism #SaferFACES #FarmFriday**

<https://bit.ly/2TPZsxs>

"Agriculture is our wisest pursuit, because it will in the end contribute most to real wealth, good morals, and happiness." Agritourism makes this experience more accessible! **#FunFriday**

**#SafeAgritourism #SaferFACES #FarmFriday**

Agritourism is popular with visitors that do not have an ag background- help them have fun on the farm but also stay safe!

<https://bit.ly/2BKvPXc> **#FunFriday #SafeAgritourism #SaferFACES #FarmFriday**

## RESOURCES

<b>AgriSafe</b>	<a href="#">Agritourism Webinar</a> <a href="#">Women's Health</a>
<b><a href="#">Safe Agritourism</a></b>	<a href="#">Checklists</a> <a href="#">Communicating with Guests Checklist</a> <a href="#">Emergency Preparation and Planning Checklist</a> <a href="#">Employee Safety Orientation Checklist</a> <a href="#">Integrating Safety into Agritourism</a> <a href="#">Signs</a>
<b>Cornell University Cooperative Extension</b>	<a href="#">Getting Started in Agritourism</a>
<b>Minnesota Department of Health</b>	<a href="#">Animals in Public Settings Best Practices</a> <a href="#">Common Zoonotic Diseases from Farm Animals</a> <a href="#">Safer FACES</a> <a href="#">Staying Safe at Petting Zoos and Fairs</a> <a href="#">Sanitizer doesn't kill all germs</a> <a href="#">Wash Your Hands</a>
<b>Minnesota Grown</b>	<a href="#">Your Guide to Local</a>
<b>Minnesota Institute for Sustainable Agriculture (MISA):</b>	<a href="#">Come &amp; Get It! On Farm Food Service</a>
<b>The National Agricultural Law Center</b>	<a href="#">Agritourism</a>
<b>National Safety Council</b>	<a href="#">Fatigue- You're More Than Just Tired</a>
<b>Rutgers</b>	<a href="#">Managing the Safety Risks of Agritourism Farms</a>



<b>UMASH</b>	<a href="#">Farms, Fairs and Fun: Be Sure to Wash Your Hands</a> <a href="#">Staying Healthy on the Farm</a> <a href="#">Farm Safety Check: Does your farm have a health and safety program?</a> <a href="#">Farm Safety Check: Stress and Wellness</a> <a href="#">Farm Safety Check: Emergency Preparedness</a> <a href="#">Farm Safety Check: Chemical Storage Area</a> <a href="#">Farm Safety Check</a> <a href="#">State Fair Survey Infographic</a> <a href="#">Agritourism Worker Survey Infographic</a> <a href="#">4H Agritourism Videos</a>
<b>UMN Tourism Center</b>	<a href="#">Creating positive customer experiences</a> <a href="#">Festival and event management</a> <a href="#">Building local tourism</a>
<b>USDA</b>	<a href="#">Census of Agriculture Highlights: Direct Farm Sales of Food</a> <a href="#">Agritourism and Farm Tours</a> <a href="#">Alternative Enterprises and Agritourism - Farming for Profit and Sustainability</a>
<b>Vermont Tourism Research Center</b>	<a href="#">Agritourism: Resources</a> <a href="#">Opening your farm to visitors</a>
<b>WATA</b>	<a href="#">Wisconsin Agricultural Tourism Association</a>
<b>The World Bank</b>	<a href="#">Employment in Agriculture</a>
<b>YouTube:</b>	Animal Agritourism: <a href="#">Lay out a Plan for Success</a> Agritourism: <a href="#">Prepare and Plan for Guests on Your Farm</a> <a href="#">Farms, Fairs, and Fun: Be Sure to Wash Your Hands</a> <a href="#">NC Women in Agritourism</a> <a href="#">Agritourism: Every Field has a Story</a>

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