



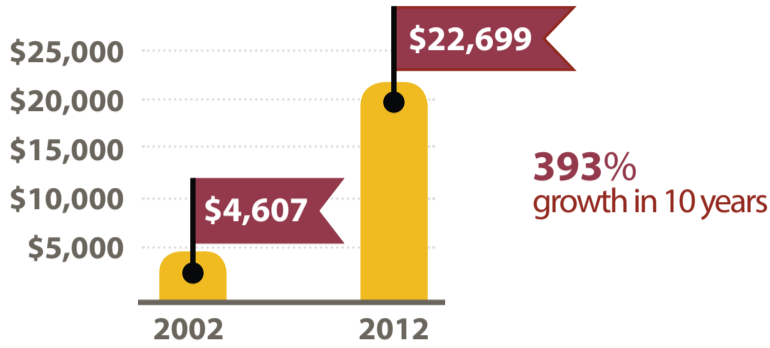
Keeping Visitors Safe and Healthy on the Farm

Agritourism is an **ever-growing value opportunity** for farmers interested in expanding their agricultural businesses. Agritourism is the intersection of tourism and agriculture. It is any commercial enterprise that links agricultural production to tourism to attract visitors to the farm for education or enjoyment and provide the farm with supplemental income. Although agritourism provides wonderful opportunities for both farmers and consumers, it is important to consider the potential risks that arise when individuals visit a farm and lack proper farm health and safety knowledge.

AGRITOURISM IS GROWING

MINNESOTA AGRITOURISM INCOME PER FARM

Gained from Agritourism and Recreational Services



Source: agcensus.usda.gov

Growing interest in agriculture, food production, and local foods has helped agritourism grow as an industry in the United States.

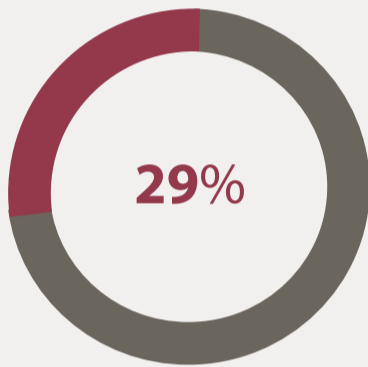
Agritourism includes a wide range of activities:

- Orchards
- Pumpkin patches
- Breakfast on the farm
- Petting zoos
- Farms that hold field trips etc.

AGRITOURISM SURVEY

A 2016 survey of 1,105 Minnesota State Fair attendees gathered information about **knowledge and behaviors related to agritourism, zoonotic diseases, and handwashing practices.**

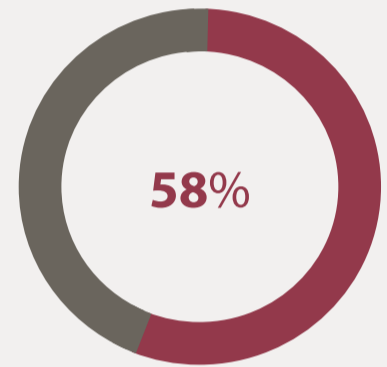
Participants with an agriculture background



Participants who had heard of the term agritourism



Participants who understood germs can easily spread from hands to face or mouth



WHAT PARTICIPANTS KNEW ABOUT DISEASE PREVENTION

89%
Of participants knew diseases could be spread between animals and people



57%
Of participants reported not washing their hands after visiting an agritourism venue (Only 47% of participants with an agricultural background)

KNOWLEDGE ≠ BEHAVIOR



97%
Knew handwashing was the best way to prevent diseases

39%
Thought hand sanitizer was just as good as washing their hands with soap and water



HANDWASHING AND HAND HYGIENE BEHAVIORS

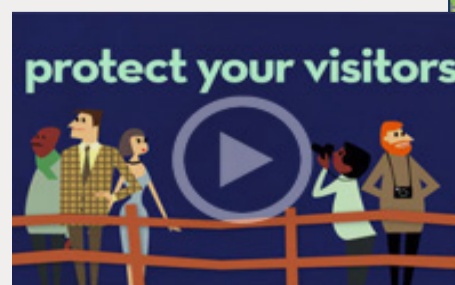
- Zoonotic diseases are infectious diseases that can be transmitted between animals and people. Even healthy, well cared for animals can have germs that can make people sick.
- Handwashing is the preferred method to prevent most zoonotic diseases at agritourism venues.

HOW TO PROMOTE GOOD HAND HYGIENE BEHAVIORS

- Keep animal contact areas distinctly separate from other areas.
- Post signs to direct a clear one way flow through the animal area.
- Use posters and educational signs to remind visitors how to protect themselves.
- Have plenty of handwashing stations at the animal contact exit and the food and beverage areas.
- Provide training for all staff and volunteers.

UMASH has **FREE** resources to keep visitors safe and healthy on the farm

• Videos • Posters • Fact sheets



umash.umn.edu/agritourism



UPPER MIDWEST AGRICULTURAL SAFETY AND HEALTH CENTER
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