



Success Stories

AGRITOURISM: THE NEW FRONTIER

umash.umn.edu/agritourism

The Problem:

Agritourism events, like school field trips, petting zoos, and county fairs, provide an agricultural experience, but 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 visitors safe**. The training provides education to county fair board and farms hosting agritourism events. **Outreach efforts engaged farm safety champions that have amplified these resources and the need for health and safety on the farm.**

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

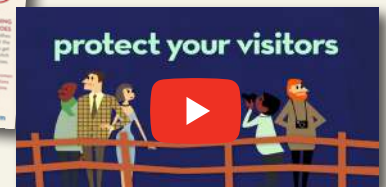
"A HUGE ASSET. Great information, well worth the time."
- Workshop Attendee

THE IMPACT

- ⇒ Five online **agritourism safety videos**, including:
 - » Two **new videos for 4H clubs** on food safety and biosecurity when exhibiting livestock.
- ⇒ **Safer Farm Animal Contact Exhibits (Safer FACES)** online certification program for venue operators.
- ⇒ 14 **Healthy Fairs and Agritourism workshops** across the state with a total of **326** participants
- ⇒ Featured on **Extension** websites, newsletters and blogs.
- ⇒ **Partnerships with state agencies** including the Department of Agriculture, Environmental Health and the Board of Animal Health.
- ⇒ **Partnered with North Star Farm Tour** to create multi-lingual materials for 20 farm tours to promote handwashing and best practices in animal settings.



Our agritourism videos have had **over 6,100 views** on YouTube.



Revised January 2020

