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

"Spring into Safe Agritourism"

February 25, 2019 -- April 5, 2019

#SafeAgritourism #SaferFACES

Contact:
Megan Schossow
umash@umn.edu
612-625-8836

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

facebook	twitter
UMASH	@umash_umn
National Children's Center for Rural Agricultural Health & Safety	@NCCRAHS
UMN Tourism Center	@umntourism

#MotivationMonday

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/2SDbZI4 **#SafeAgritourism #SaferFACES**
#MotivationMonday

#TrainingTuesday #AgritourismTuesday #TuesdayTip

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

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

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/2QIezLW 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

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

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

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

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