

OPEN FARM DAY

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Open Farm Day Handbook

Produced by the Promotion and Relations Committee
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Introduction

Firstly, we wish to extend a huge thank-you for opening your doors to the Open Farm Day event. While Open Farm Day can be a big undertaking, organized farm tours and open houses are a great reward to the general public who don't normally get to experience life on a farm first hand. Rain or shine, Open Farm Day draws in a huge crowd each year. Many farms get hundreds of visitors with a combined attendance rate in the range of 10,000-15,000. The event has been ongoing since its inception in 2000 and is organized by the Agricultural Alliance of NB (AANB) with the support from various stakeholders. Open Farm Day is hosted across the Atlantic Provinces each year on the 3rd Sunday of September. Farms across the Atlantic Provinces, like yours, will give the community a "back-stage pass" to see what it's like on the farm.

At the heart of Open Farm Day is communication, education and fostering an appreciation for our agricultural industry. The continued growth and strength of the industry is directly affected by the public's understanding and concern for it. By providing an exciting and enjoyable day of activities and open communication, we can facilitate a mutual understanding for the future direction of agriculture in New Brunswick.

The AANB would like to help you prepare by offering a few tips before the big day. In this guidebook you will find information on the event, suggestions and responsibilities on how to have a fun, safe and successful farm tour.

Your Role as a Participating Farm

Your primary role as a participating farm is showcasing what makes the New Brunswick farming community amazing while providing a safe and educational environment. Many farms have chosen to put on various activities such as: tours, displays, working demonstrations, tastings, activities for children, feeding animals, rides, etc. These activities and the hours which you host the event will be published in your farm description. Once all the farm descriptions are gathered, the list will be posted on the website and as pamphlets for the general public. We will send you a handful of posters for you to distribute and display amongst your community.

Promotional Box

In addition to the posters, the AANB will send you a promotional box that will contain materials for you to use as you see fit. While materials may change from year to year, you can expect pamphlets provided by different commodity groups from around NB and small items such as children's activities, toys, books and accessories. We will be in contact with you to make delivery arrangements.

While it's difficult to predict the amount of visitors each farm will get and provide the transportation for such a high volume, participating farms can drop by the office in Fredericton for additional materials. Please email or call us in advance to make sure items are available.

Liability Insurance

A Proof of Liability Insurance is required. The insurance is to protect both the farm and visitors in the event of any incidents. Your insurance agent may inform you of restrictions applicable to your coverage. Use signs, posters, or tape to indicate restricted areas. You can either email a copy of your liability insurance to alliance@fermenbfarm.ca or fax a copy to 506-452-1085.

Sales Opportunity

A great feature of Open Farm Day is that you have the opportunity to sell goods and market services directly to the consumer and build your customer base without having to leave the farm. Open Farm Day is heavily marketed through television, radio, newspapers, various other publications and social media. Please take advantage of this publicity to promote your business.

Suggestions for the Day of the event:

- Welcome visitors, give them a brief introduction of the farm and what you are going to show/do.
- Tell them what the “rules” are at the beginning of the tour or entrance to the farm.
- If you have any gear that the visitors need to wear (i.e. booties, hair nets, etc.), go over this at the beginning of the tour and instruct them how and when to use them.
- As a *courtesy* you may want to supply drinking water, washroom facilities and a few chairs, especially for children and seniors.
- If need be, have your visitors wash their hands before and after the tour. This protects your animals and your visitors.
- Decide on your photography policy prior to touring your farm. You may want to have your visitors ask prior to taking photos.
- A designated parking area is a good precaution. Extra thought is needed with higher traffic areas close to the road. Clearly marked entrance and exit signs also help with traffic flow. If you expect to get a high amount of traffic, you may want to assign someone to be in charge of parking.

Cleaning

- Just as you clean your home before visitors arrive we suggest doing the same for your farm. Ensure that any areas that visitors may not be comfortable with, are not in view.
- A walkabout with family or employees is a good way to gain some fresh eyes when looking for hazards.

Risk Areas

- Determine which areas are off limits. It is perfectly fine to set boundaries for your visitors. Remind your visitors that this is a working farm; there is equipment and activities that restrict movement throughout the farm.
- Don't assume that visitors know the risks or are even thinking about the risks involved. Visitors assume you've thought of the risks and addressed them.
 - Direct your on-farm visitors to lower-risk areas that still provide them the experience. When high risk areas can't be avoided take measures to secure the area with locks, warning signs and fencing.
 - For example: If livestock medicines, pesticides/herbicides, etc. are on your farm, it is recommended that they be secured in a locked room that visitors do not have access to.
 - For dairy farms, limiting access to your milk house and your milk tank specifically, is also recommended. While not always possible, if visitors have access to your milk house, ensure that you have additional people around to monitor visitors and activity.
- Advise visitors to stay with the tour and not wander off or drop back. This is for their own safety. Also advise them to adhere to any other practices you may have in place on your farm.
- You should have a first-aid kit available for any unforeseen incidents.

Suggestions Prior to Open Farm Day Check List	Remove Hazards
	Mark-off Restricted Areas
	Plan & Make Displays
	If offering, plan food refreshments and/or entertainment
	Prepare hand washing/washroom facilities
	Plan Parking
	Plan Tour
	Prepare First-Aid Kit
	Recruit Help if Needed
	Selling Goods?
	Need Business Cards?
On Open Farm Day	Set-up Road Sign
	Set-up Safety and/or Rule Posters
	Set-up Displays
	Set-up Food and Refreshments (Optional)
	Have First-Aid Kit Close by
	Set-up Parking Area
	Prepare for Tour
	Set up Washroom/Hand Santizing facilities (Optional)
	Set-up stand for selling goods
	Collect Visitor's surveys, Fill out Evaluation and mail into office
	Display Business Cards

Thank you for considering the safety of New Brunswickers on Open Farm Day. We hope you enjoy sharing what life on the farm is all about. If you have any other questions please don't hesitate to call us at 1 (506) 452-8101 or e-mail, alliance@fermenbfarm.ca