

Agritourism Twilight Q&A: Operating During the COVID-19 Pandemic



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U-EXTENSION
INSTITUTE OF AGRICULTURE
THE UNIVERSITY OF TENNESSEE

TN Department of
Agriculture



**SOUTHERN
EXTENSION
RISK
MANAGEMENT
EDUCATION**



United States Department of Agriculture
National Institute of Food and Agriculture

Instructors

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Objective

- Help you to increase your knowledge of marketing risk associated with COVID-19 and develop goals for implementing new strategies to successfully navigate this new market challenge



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Disclaimers

- Information presented is for educational purposes only and does not constitute legal or medical advice.
- Any specific products or services referenced is for informational purposes only and does not indicate an endorsement.

Market Situation



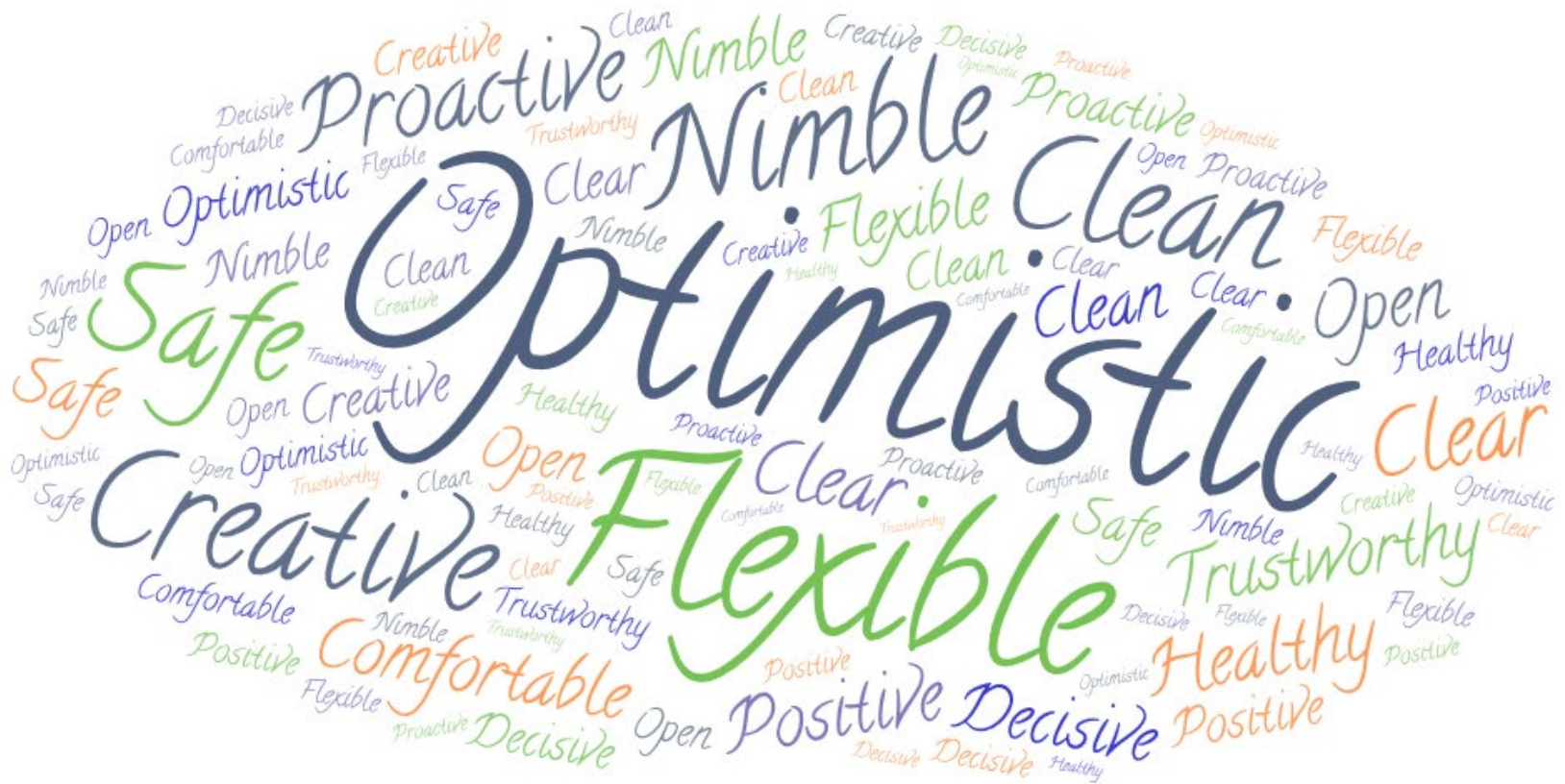
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- Continued dynamic situation with change in number of active cases, government ordinances and orders.
- Guidance issued early not updated often presenting challenges.
- Likely no public school field trips.
- Some schools altering calendars.

Market Opportunities and Challenges

- Increase in homeschooling and remote learning.
- Families looking for “safe” activities close to home.
- Adults looking for “safe” outings.
- Spending impacted by uncertainty, unemployment, etc.
- Increased consumer interest in local food products.
- Challenges in procuring supplies.
- Challenges in hiring/maintaining labor/potential for increased absenteeism.

Developing Your Plan



Developing Your Plan

- Consumer and employee trust is vital!
- Help them feel safe/comfortable.
- Many consumers are now more interested in their health, safety and well-being. How can you help them through information, messaging, procedures, and products and services offered.



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Developing Your Plan

- Review requirements and guidance regularly
 - TN Pledge - <https://www.tn.gov/governor/covid-19/economic-recovery/tennessee-pledge.html>
 - CDC - <https://www.cdc.gov/coronavirus/2019-nCoV/index.html>
 - IAPPA - <https://iaapa.org/sites/default/files/2020-07/2ndEditionIAAPACOV19ReopeningGuidanceDistribution.pdf>
 - Local government and health department

Developing Your Plan

- Assess your goals
- Assess risks
 - What can you safely open following guidelines



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Developing Your Plan

- Develop and implement procedures to reduce risk
 - Cleaning/disinfecting/sanitizing
 - Handwashing/sanitizing stations
 - Social distancing – retail layout, lines, timed tickets
 - Mask protocol
 - Methods to reduce contacts – online booking/purchases; cash/payment handling; no communal condiments; no drink refills
 - Employee health screening
 - Employee training
 - Customer communication – website, social media, email, signage
 - Incidence response plan

Developing Your Plan

- Plan for increased operational costs
 - Staff personal protection equipment
 - Handwashing/hand sanitizing stations for guests
 - Cleaning supplies
 - Staff time to develop protocols, clean, keep records, communicate with guests, etc.
 - Signage – social distancing, etc.
 - Online ticketing systems
- Manage finances carefully
 - Reduce expenses where possible
 - Delay most capital investment



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Liability Considerations

- Duty to take reasonable measures or due care to provide a safe environment for customers and employees
- Follow applicable public health guidance (at minimum)
- Develop written plan
- Keep and maintain records of plan implementation



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Liability - Insurance

- Read your policy!
- Many farm and commercial liability policies **exclude** liability for the transmission or exposure to a communicable disease, bacteria, virus, parasite or other organism (e.g. COVID-19, hepatitis, tuberculosis, measles, etc.).
- Policies more often **include** liability coverage for physical injury caused by bacteria, parasite, or other organism contained in food products intended for human consumption (e.g. E. coli, salmonella, listeria, and similar food-borne illnesses).
- Discuss with your agent and ask them to point you to wording in the written policy where you can read the language it contains.

Liability – Waivers

- Depends on state law/case law
- Documents that customer has been warned of risk
- Does not absolve of gross negligence
- May not hold up in court
 - Clarity of language, bargaining power of parties, public interest
- Discuss with your attorney





COVID-19 Warning

We have taken enhanced health and safety measures—for you, our other Guests, and Cast Members. You must follow all posted instructions while visiting Walt Disney World Resort.

An inherent risk of exposure to COVID-19 exists in any public place where people are present. COVID-19 is an extremely contagious disease that can lead to severe illness and death. According to the [Centers for Disease Control and Prevention](#), senior citizens and guests with underlying medical conditions are especially vulnerable.

By visiting Walt Disney World Resort, you voluntarily assume all risks related to exposure to COVID-19.

Help keep each other healthy.

! WARNING REGARDING COVID-19: ✕

Any interaction with the general public poses an inherent risk of exposure to COVID-19. People who show no symptoms can spread COVID-19 if they are infected. COVID-19 is an extremely contagious disease that can lead to severe illness and death. The CDC advises that older adults and people of any age who have underlying medical conditions are especially vulnerable to severe illness from COVID-19. By visiting Dollywood Parks & Resorts you voluntarily assume all risks related to exposure to COVID-19.

Click here to view our full TERMS OF USE.

CLOSE

Liability – New Legislation?

- Special TN legislative session beginning Monday, August 10
- Will address COVID-19 liability protections for businesses, schools and non-profits
- Will not absolve of gross negligence/willful misconduct



Cleaning/Disinfecting/Sanitizing

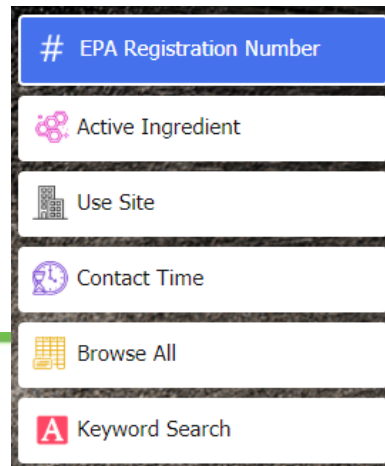
- Basic Terminology
 - **Cleaning** – removes dust, debris, and dirt from a surface by scrubbing, washing and rinsing
 - **Sanitizing** – reduces the bacteria identified on the product's label on surfaces
 - **Disinfecting** – destroys or inactivates both bacteria and viruses identified on product's label on hard, nonporous surfaces
 - **Disinfectants** are the only products approved by EPA to kill viruses on hard surfaces

Proper Procedures

- Can't disinfect or sanitize a dirty surface
- Clean with detergent, soap and water
- Use a disinfectant or sanitizer according to label instructions
 - Requires a specific concentration
 - Requires a minimum “wet” contact time
 - Some require a rinse (especially on food contact surfaces)

Disinfecting for COVID19

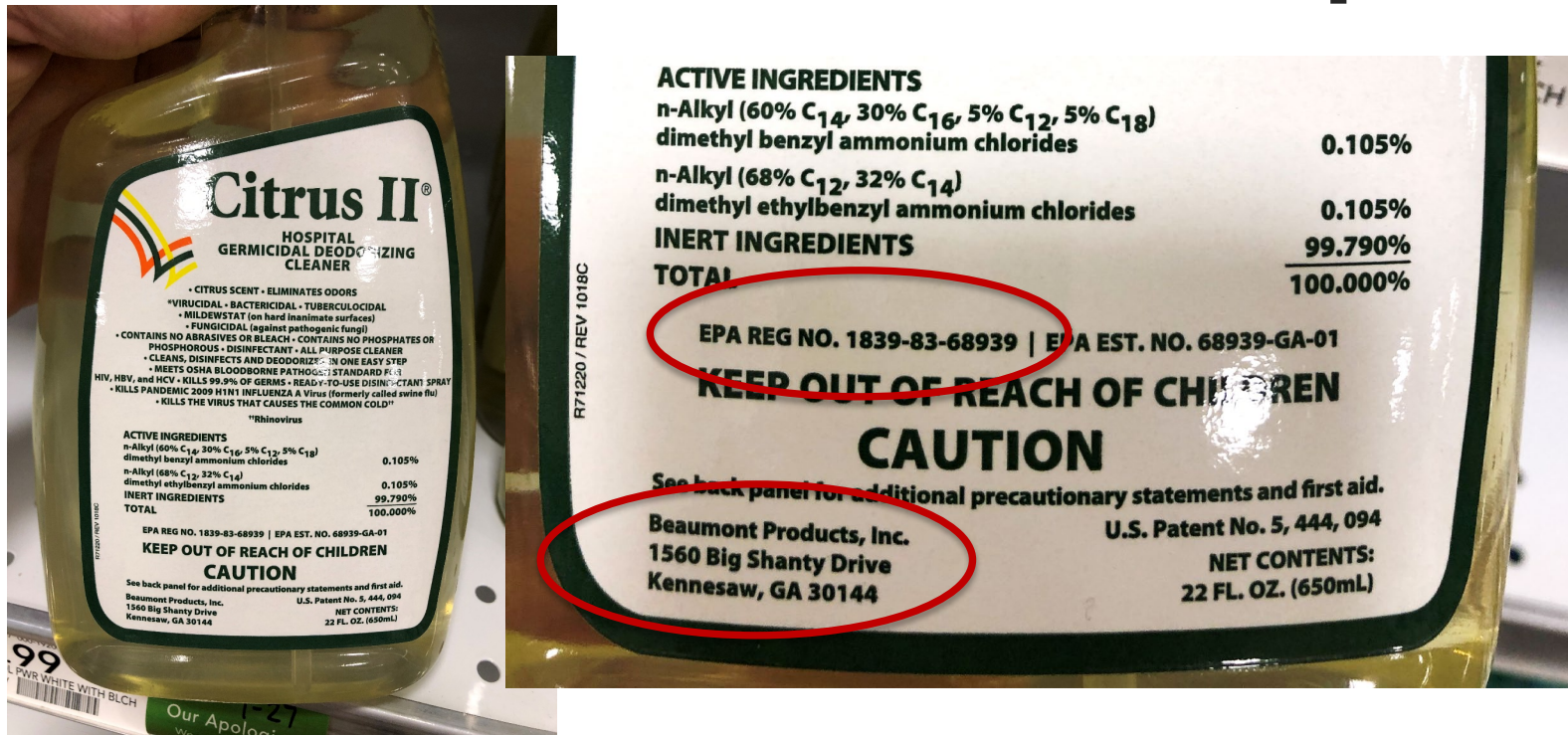
- Select a disinfectant on EPA's List N for effectiveness against SARS-CoV-2
 - <http://epa.gov/listn>
 - Download entire list, or use “new List N Tool” to check you products registration number



The image shows a vertical stack of six search options for the EPA List N Tool. Each option consists of a small icon followed by the text label. The options are: 1. A blue button with a hash symbol and the text 'EPA Registration Number'. 2. A pink molecular structure icon followed by 'Active Ingredient'. 3. A grey building icon followed by 'Use Site'. 4. A purple clock icon followed by 'Contact Time'. 5. An orange grid icon followed by 'Browse All'. 6. A red 'A' icon followed by 'Keyword Search'.

#	EPA Registration Number
	Active Ingredient
	Use Site
	Contact Time
	Browse All
A	Keyword Search

Disinfectant Examples



- Can't always go by the **PRODUCT NAME !**
- Look for **EPA REG NO.** e.g. 1839-83-68939

HOW TO CHECK ON EPA WEBSITE

Epa.gov/listn

Type in first two
numbers of
registration

List N Tool: COVID-19 Disinfectants [Feedback](#)

EPA Registration Number

Active Ingredient

Use Site

Contact Time

Browse All

Keyword Search

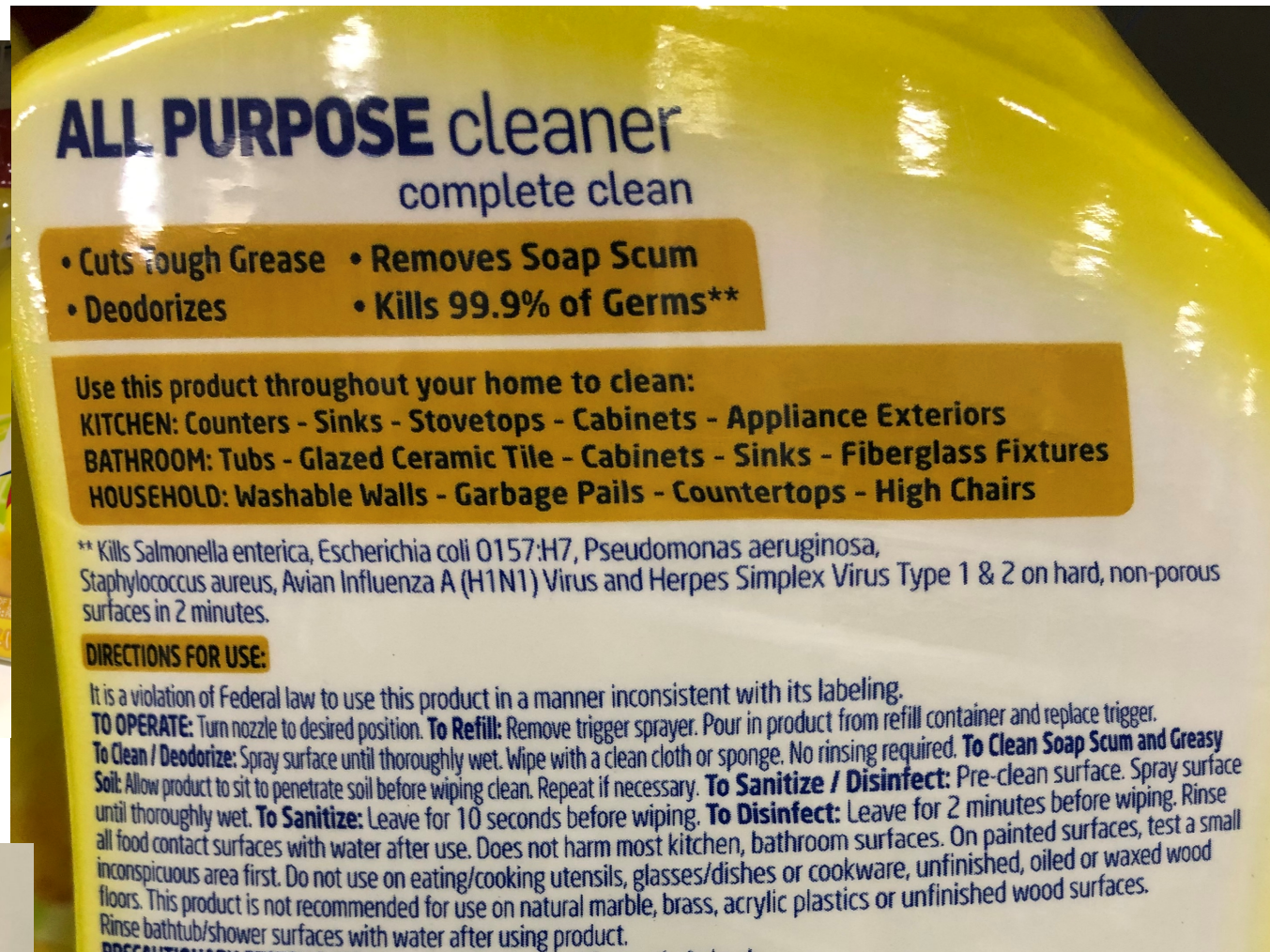
[Show results](#) [Clear results](#)

Total count: 1

Show entries [PDF](#) [CSV](#)

EPA Registration Number	Active Ingredient(s)	Product Name	Company	Follow the disinfection directions and preparation for the following virus	Contact Time (in minutes)	Formulation Type
1839-83	Quaternary ammonium	Detergent Disinfectant Pump Spray	Stepan Company	Canine parvovirus	10	Ready-to-use

Another Example











www.rbnainfo.com
Distributed by: Reckitt Benckiser
Parsippany, NJ 07054-0224 © 2019 RB
EPA Reg. No.: 777-66
EPA Est. No.: 777-MO-001 (S), 74291-MO-001 (BC)
Beginning of lot code indicates EPA Est. No.

One more Example



DIRECTIONS FOR USE: It is a violation of Federal law to use this product in a manner inconsistent with its labeling. **DO NOT** use this product full strength for cleaning surfaces. Always dilute strictly in accordance with the directions. For prolonged use, wear gloves.

For Laundry	Bleach	Water	Instructions
 Bleachable Fabrics Avoid bleaching wool, silk, mohair, leather, spandex and nonfast colors.	Whitening:  + 		<ol style="list-style-type: none">Sort laundry by color.Add detergent.Fill bleach to max line in dispenser or add measured amount of bleach to wash water.Add clothes and start wash. Ensure contact with bleach for 10 minutes.
	Sanitizing:  + 		
Laundry Sanitization Organisms: <i>Klebsiella pneumoniae</i> , <i>Staphylococcus aureus</i>			
For General Disinfecting and Deodorizing Hard, Nonporous Surfaces			
 Floors, Walls, Vinyl, Glazed Tile, Bathtubs, Showers, Sinks and Hard, Nonporous Toys	 + 		Prewash surface. Mop or wipe with bleach solution. Allow solution to contact surface for at least 6 minutes. Rinse well and air dry.

PRECAUTIONS: Avoid contact with eyes, skin or clothes. If contact occurs, wash thoroughly with water. Do not use in food preparation areas. Do not use on or near electrical outlets. Do not use on or near children's toys. Do not use on or near pets. Do not use on or near plants. Do not use on or near food. Do not use on or near clothing. Do not use on or near furniture. Do not use on or near walls. Do not use on or near ceilings. Do not use on or near floors. Do not use on or near carpets. Do not use on or near drapes. Do not use on or near curtains. Do not use on or near blinds. Do not use on or near shutters. Do not use on or near doors. Do not use on or near windows. Do not use on or near mirrors. Do not use on or near pictures. Do not use on or near posters. Do not use on or near signs. Do not use on or near notices. Do not use on or near advertisements. Do not use on or near any other surface.







STORAGE AND DISPOSAL: Store in original container. Do not mix with other chemicals. Do not pour down drain. Dispose of in accordance with local regulations.

CLOROX® BLEACH REMOVES TOUGH STAINS

BETTER THAN DETERGENT ALONE



Not for sanitization or disinfection. To sanitize and disinfect, use Clorox® Disinfecting Bleach.

For Laundry	
 Bleachable Fabrics Avoid bleaching wool, silk, mohair, leather, spandex and nonfast colors.	 +  <ol style="list-style-type: none">Sort laundry by color.Add detergent.Fill bleach to max line in dispenser or add 1/3 cup bleach to wash water.Add clothes and start wash.For best results, add to wash 5 minutes after the wash cycle has begun.
For Cleaning and Deodorizing	
 Floors, Walls, Vinyl, Glazed Tile, Bathtubs, Showers, Sinks and Hard, Nonporous Toys	 +  Prewash surface, mop or wipe with bleach solution. Allow solution to contact surface for at least 6 minutes. Rinse well and air dry.
DO NOT use this product full strength for cleaning surfaces. Always dilute strictly in accordance with label directions. For prolonged use, wear rubber gloves.	

EPA Registration Number

5813-120



Active Ingredient



Use Site



Contact Time



Browse All



Keyword Search

Mfd. for The Clorox Company, 1221 Broadway, Oakland, CA 94612.

© 2004, 2019 Made in USA of global components.

Clorox is a registered trademark of The Clorox Company.

EPA Reg. No. 5813-120. EPA Est. No. 5813-CA-3 (A8), CA-6 (TPP), GA-1 (A4), GA-2 (VG), IL-2 (VF), MD-2 (E6), TX-1 (A5); 71681-IL-1 (03), IL-2 (24). Beginning of batch code indicates Est. No.

Patents: www.thecloroxcompany.com/patents/

196575.1681B

Total count: 1

Show entries

PDF

CSV

EPA Registration Number	Active Ingredient(s)	Product Name	Company	Follow the disinfection directions and preparation for the following virus	Contact Time (in minutes)	Formulation Type
5813-120	Sodium hypochlorite	CRB	The Clorox Company	Canine parvovirus	10	Dilutable

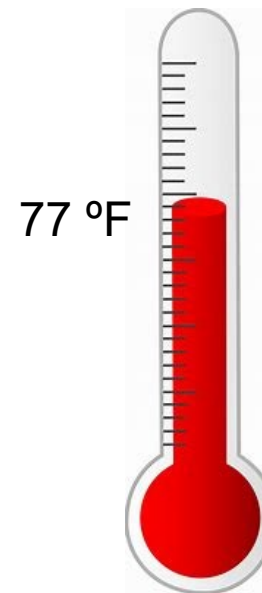
HOW to use BLEACH

- First, Bleach has an expiration date!
 - 1 year from production
 - e.g. E619337
 - E6 is manufacture's facility
 - 19 is year manufactured
 - 337 is day of the year manufactured
 - Produced - December 3, 2019
 - Expires - December 2, 2020



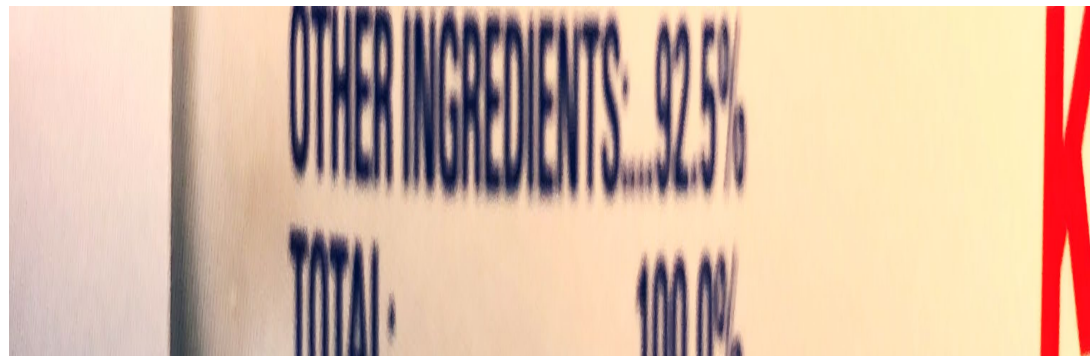
HOW to use BLEACH

- Second, Bleach will lose potency quickly after opening if stored in direct sunlight or higher than 77 Deg F.



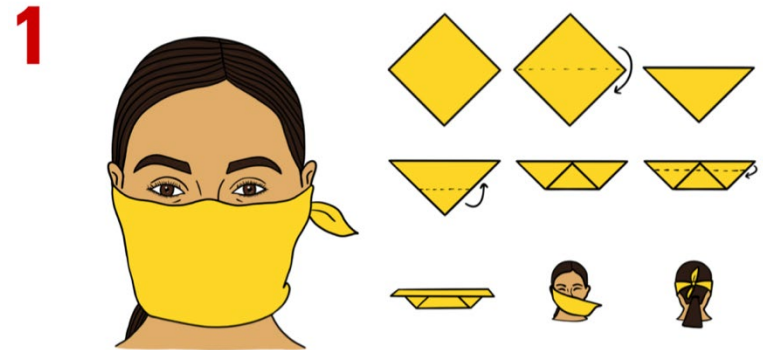
HOW to use BLEACH

- Third, Bleach must be diluted to be safe and effective on hard surfaces
 - Follow LABEL INSTRUCTIONS!
 - CDC and WHO recommend 0.12% sodium hypochlorite solution for at least 5 minutes
 - Look carefully at concentration on label

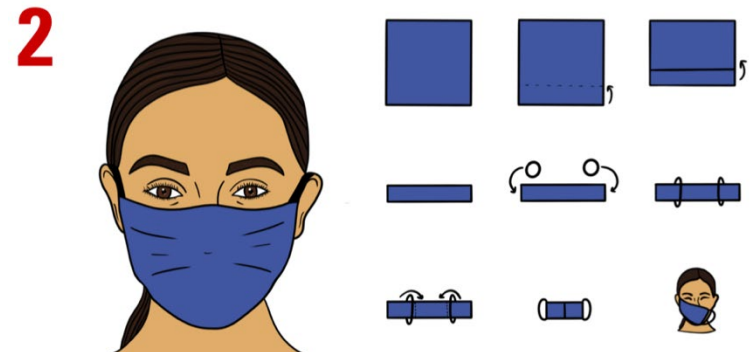


Masks

- Masks should be required for ALL workers and Patrons!
- Mask must cover nose and mouth to be effective
- Enforcement is your decision



Option 1 shows how to fold a plain bandana. Option 2 uses hair ties or rubber bands to create ear loops for a tighter fit.



Wearing Gloves

- Typical glove materials
 - Nitrile, vinyl (PVC), and polyethylene
- Putting on gloves and when to change them
 - Wash hands before putting on gloves AND after taking them off
 - Minimize touching the gloves before wearing them
 - Change gloves often (minimum 2-4 hrs or when necessary)
- Improper use of gloves can be worse than dirty hands
 - Extended use or torn gloves
 - Do **NOT** reuse single-use gloves
 - Remove gloves from the inside out



Sources of Cleaning Materials

- *Box stores*
- Grainger
- Sysco
- Ecolab
- Gordon Food Service
- Uline.com
- Webstaurant.com
- Amazonbusiness.com
- CORECHEM
(Knoxville)

Communicating with Customers

- Use a positive tone
- Clearly communicate your health and safety protocols – what are you doing to keep your customers and employees safe



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Communicating with Customers

- Clearly communicate expectations for customers
 - Request people visit another time if they are/have been sick or have come in contact with anyone with COVID-19 in the last 14 days
 - Request customers implement social distancing
 - Describe other procedures (temperature checks, mask requirements or recommendations, etc.)

Communicating with Customers

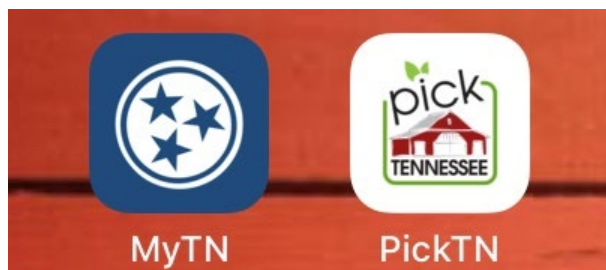


- Maintain brand consistency and visibility
- Promote your story
 - People involved (your operation/other producers), farm setting, focus of your business, challenges faced, triumphs
 - “Consumers are looking for heroes, make farmers heroes.”

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Pick TN Products

- FREE marketing platform for TN producers
 - www.picktnproducts.org
 - Download our app or get the update!
 - Find us in the MyTN app
- Keep your listing updated by emailing pick.tn@tn.gov



Buchanan's Barnyard

Marissa Buchanan

CEO

📞 423-836-4138 🌐 Website

✉️ lindasgardentennessee@gmail.com



Location description: Riceville, Tennessee

Agritourism:

Full Season- Heritage Breeds Festival

March-October

Thursday - 8:00 am- 5:00 pm

Friday - 8:00 am- 5:00 pm

Saturday - 8:00 am- 5:00 pm

Farmers' Market:

Heritage Breeds Festival- May / September

May-September

Saturday -10:00 am- 3:00 pm



Region: East - McMinn County

Method of Sale: Other : Festival



Boyd Farm

Keith Boyd

Owner, Operator & Farmer

📞 931-216-8250 🌐 Website

Location(s):

1425 Highway 76

Clarksville, TN 37043

[Directions](#)

Agritourism:

Corn Maze Season

September-November

Monday -9:00 am-6:00 pm

Tuesday -9:00 am-6:00 pm

Wednesday -9:00 am-6:00 pm

Thursday -9:00 am-6:00 pm

Friday -9:00 am-6:00 pm

Saturday -9:00 am-6:00 pm

Sunday -9:00 am-6:00 pm

Region: Middle - Montgomery County

Method of Sale: On Farm Sale

Additional Information: Boyd Farm is located in Clarksville, TN & offers farm tours in the fall inclusive of pumpkins, gourds, squash, & a corn maze, which has been in operation for 7 years. Our pumpkins are a Tennessee tradition, which have been grown on our farm since 1984. Directions: From I-24, Exit 11 at Clarksville, travel 1/2 mile, east on Hwy 76 (toward Adams). Boyd Farm is located on the left. We will be open from mid to late September through October 31. Come see us.

Available: Corn and Hay Mazes, Pumpkin Patches, Pumpkins, Squash Summer, Gourds

Pick TN Products

- July website metrics
 - 27,141 visits
 - 76,512 page views
- Pick TN Products Facebook
 - July
 - 35,476 page likes. This is up 2,832 likes from April
 - Posts reached 116,216 people
 - 27,732 people are engaging on our posts



Pick TN Products
 April 18 at 1:36 PM · 🌐

Amazin' Acres of Fun in Sparta is known for offering plenty of fun farm activities from corn mazes to Easter egg hunts, but right now, they're known for their incredible strawberries!

"We are doing curbside service on our farm and wearing masks for prevention," owner Jimmy McCulley said. "We are setting up hand washing facilities for customers that want to pick their own. For u-pick customers that do come inside the market, we will have tape on the floor showing 6' social dis... See More

14,830
 People Reached

2,543
 Engagements

Boost Again

Boosted on Apr 18, 2020
 By Will Freeman

People Reached
 8.2K

Post Engagement
 842

View Results

👍❤️👍 612

3 Comments 68 Shares

👍 Like

💬 Comment

➦ Share

👤

Performance for Your Post

14,830 People Reached		
830 Reactions, Comments & Shares		
705 Like	583 On Post	122 On Shares
46 Love	40 On Post	6 On Shares
1 Haha	1 On Post	0 On Shares
10 Comments	3 On Post	7 On Shares
68 Shares	68 On Post	0 On Shares
1,713 Post Clicks		
386 Photo Views	17 Link Clicks	1,310 Other Clicks
NEGATIVE FEEDBACK		
5 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	
<small>Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.</small>		

TN Department of Ag COVID-19: Toolkit for Ag Operators and Workers

- COVID-19 Prevention, Monitoring, and Management for Agricultural Settings Booklet
- Flyer and Poster: Tips for Farm Operators
- Flyer and Poster: Tips for Farm Workers
- Videos
- FAQs
- Ag Industry Guidance
- Links to other resources from Ag Industry Partners

<https://www.tn.gov/agriculture/topic/covid-19-response-and-resources.html>



TN Pledge

<https://www.tn.gov/governor/covid-19/economic-recovery/tennessee-pledge.html>

- General Business Guidelines
- Restaurant Guidelines
- Retail Guidelines
- Lodging Guidelines
- Non-contact Recreation Guidelines
- Attractions, Large Venues, & Community Events
- Summer Camps Guidelines
- Look for local mask mandates

TN Dept of Education

<https://www.tn.gov/education/health-and-safety/update-on-coronavirus/reopening-guidance.html>

- “Schools should not plan in-person field trips but are encouraged to plan virtual field trips, where feasible.” – Page 3 of Tennessee Department of Health Recommendations for the Management of COVID-19 in Schools



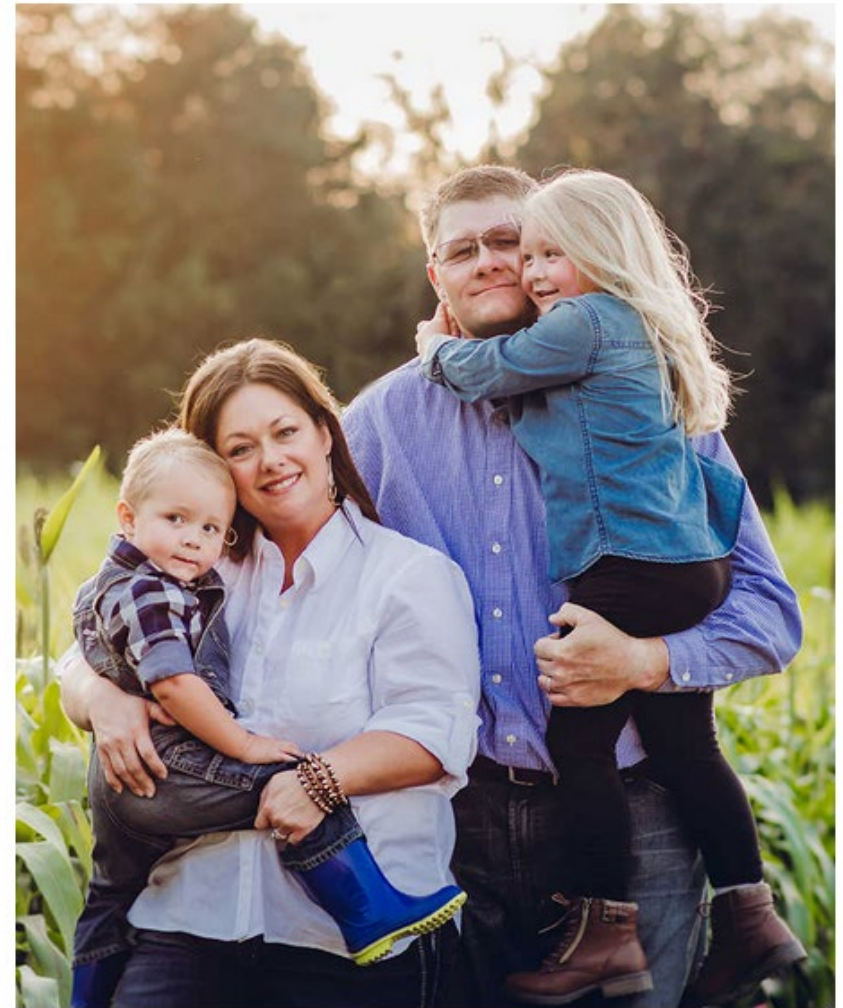


Lucky Ladd Farms
AG-VENTURE FARM FUN PARK

Operator Experience

Amy Ladd

LuckyLaddFarms.com



Q&A



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**SOUTHERN
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EDUCATION**



United States Department of Agriculture
National Institute of Food and Agriculture