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

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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.
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

• 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.
Developing Your Plan

• Review requirements and guidance regularly
  – Local government and health department
Developing Your Plan

• Assess your goals
• Assess risks
  – What can you safely open following guidelines
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
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
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.
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

*All disinfectants can also sanitize – Check the label*
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
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
Another Example

Lysol®
ALL PURPOSE cleaner
complete clean

• Cuts tough Grease • Removes Soap Scum
• Deodorizes • Kills 99.9% of Germs**

Use this product throughout your home to clean:
KITCHEN: Counters - Sinks - Stovetops - Cabinets - Appliance Exteriors
BATHROOM: Tubs - Glazed Ceramic Tile - Cabinets - Sinks - Fiberglass Fixtures
HOUSEHOLD: Washable Walls - Garbage Pails - Countertops - High Chairs

** Kills Salmonella enterica, Escherichia coli O157:H7, Pseudomonas aeruginosa,
Staphylococcus aureus, Avian influenza A (H1N1) Virus and Herpes Simplex Virus Type 1 & 2 on hard, non-porous surfaces in 2 minutes.

DIRECTIONS FOR USE:
It is a violation of Federal law to use this product in a manner inconsistent with its labeling.
TO OPERATE: Turn nozzle to desired position. TO REFILL: Remove trigger sprayer. Pour in product from refill container and replace trigger.
TO CLEAN / Deodorize: Spray surface until thoroughly wet. Wipe with a clean cloth or sponge. No rinsing required. TO CLEAN SOAP SCUM and GREASY
TO SANITIZE / DISINFECT: Pre-clean surface. Spray surface until thoroughly wet. TO SANITIZE: Leave for 10 seconds before wiping. TO DISINFECT: Leave for 2 minutes before wiping. Rinse all food contact surfaces with water after use. Does not harm most kitchen, bathroom surfaces. On painted surfaces, test a small
inconspicuous area first. Do not use on eating/cooking utensils, glasses/dishes or cookware, unfinished, oiled or waxed wood
floors. This product is not recommended for use on natural marble, brass, acrylic plastics or unfinished wood surfaces.
Rinse bathtub/shower surfaces with water after using product.
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

1. Sort laundry by color.
2. Add detergent.
3. Fill bleach to max line in dispenser or add measured amount of bleach to wash water.
4. Add clothes and start wash. Ensure contact with bleach for 10 minutes.

For Cleaning and Deodorizing

1. Sort laundry by color.
2. Add detergent.
3. Fill bleach to max line in dispenser or add 1/3 cup bleach to wash water.
4. Add clothes and start wash. For best results, add to wash 5 minutes after the wash cycle has begun.

Not for sanitization or disinfection. To sanitize and disinfect, use Clorox® Disinfecting Bleach.
<table>
<thead>
<tr>
<th>EPA Registration Number</th>
<th>Active Ingredient(s)</th>
<th>Product Name</th>
<th>Company</th>
<th>Follow the disinfection directions and preparation for the following virus</th>
<th>Contact Time (in minutes)</th>
<th>Formulation Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>5813-120</td>
<td>Sodium hypochlorite</td>
<td>CRB</td>
<td>The Clorox Company</td>
<td>Canine parvovirus</td>
<td>10</td>
<td>Dilutable</td>
</tr>
</tbody>
</table>
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

This Photo by Unknown Author is licensed under CC BY-NC-ND
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.”
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

MyTN  PickTN
Buchanan's Barnyard

Marissa Buchanan
CEO

Phone: 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

Phone: 931-216-8250
Website:

Location(s):
1425 Highway 76
Clarksville, TN 37042

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
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 outside service on our farm and wearing masks for prevention,” owner Jimmy McCurley said. “We are getting 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 dist... See More

14,830 People Reached
754 Reactions, Comments & Shares
1 Like
593 On Post
122 On Shares
46 Love
40 On Post
6 On Shares
1 Haha
1 On Post
0 On Shares
19 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
1,311 Other Clicks

NEGATIVE FEEDBACK
5 Hide Post
0 Hide All Posts
0 Report as Spam
0 Unlikes Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

14,830
People Reached
2,543
Engagements
Boost Again

Posted on Apr 16, 2020
By Will Freeman

People Reached: 8.2K
Post Engagement: 842

612
3 Comments: 68 Shares
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

TN Pledge

- 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

- “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
Operator Experience

Amy Ladd
LuckyLaddFarms.com
Q&A

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