

A photograph of a man in a blue t-shirt and a baseball cap, seen from behind, standing in a field of green grass. In the background, several cows are grazing. In the foreground, a group of children are walking towards the camera. The sky is clear and blue.

# AGRITOURISM & FARM NEWS

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# INDUSTRY news

with Editor Jamie Macready



## Restrictions spoil view for agritourism

### UNITED KINGDOM

*- Although the "stay at home" message has been acknowledged as necessary across the political and industrial sectors, the pandemic has hit some agritourism businesses, including farm tours, self-catering, farm experiences and emerging offers including lambing events, particularly hard.*

For some farms, agritourism is more than a sideline, it is an increasingly important part of the core business

Caroline Millar of five-star rated The Hideaway Experience, says the agritourism luxury accommodation side of the business had a 90% occupancy rate last year, but has been busy rescheduling stays and processing refunds for cancelled stays – more than £10,000 so far.

The firm estimates that a three-month closure will hit their bottom line by £100,000 and their eight staff are already at home while the company applies for support from the government's furlough scheme.

For more recent entrants into the sector, the impact has not been so severe.

Sascha Grierson, of Perthshire-based Grierson Organics, said the farm was still developing the agritourism



side of their business, so the impact has not been as devastating as some.

However, for the sector overall, the effect might be felt long after 2020.

Ms Grierson said: "It is not so much lost sales this year, it's about further down the line.

with them, although we are continuing with the farm retail operation with appropriate safeguards in place."

Claire Fleming of Peel Farm near Glenisla, which offers a farm cafe and gift shop, farm shop, self-catering accommodation and glamping pods, said her 20 staff, who are mostly part-time have been placed on furlough.

She said: "This is absolutely unprecedented – it's the uncertainty of the situation that is worst in some ways as we don't know when this will end, it's very worrying.

"We are still doing deliveries to the local area, but not everyone is aware of this, so I'm concerned for people.

"A lot of accommodation customers are transferring their bookings, but the thing is we don't know how long they will have to wait.

"Although I can use the time to do jobs that I hadn't been able to get round to, it's not generating income."

On the upside, there are reports of increasing footfall at farm shops as panic-buying in supermarkets puts some goods in short supply, something that owners hope will continue after the pandemic ends.

*Full Article:  
<https://bit.ly/2wlELmr>*

# Farm industry pulling out the stops in difficult times



*IN a world that has largely fallen silent, farms have become the last vestiges of loud, busy places as the industry pulls out the stops in response to the global crisis.*

There are crises on farms too, of course: Ambitious agritourism and diversification enterprises have come to an abrupt halt; prices are falling for prime livestock; and the looming labour emergency in the fields and polytunnels isn't far from many minds.

Yet the resourcefulness of the industry continues to shine through.

Just two days ago, Lunan Bay Farm's plans for May's asparagus harvest were on hold as 80% of their orders had been cancelled by restaurants and hotels.

They posted a tweet asking if anyone would support them by regularly buying their produce from small independent retailers – and 24 hours later the harvest was back on.

*Full Article:*  
<https://bit.ly/3c0R8U8>



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⚙️ YouTube 🔍

# Coronavirus hit California's cut-flower industry at the worst time



**Martin Gonzalez harvests flowers in Carlsbad on Feb. 28, two weeks before the field was closed due to the coronavirus.**

*IT happened this fast: Shoppers frightened by the novel coronavirus ransacked grocery stores. Store managers shifted staff to restock shelves. The floral booth went empty. California's cut-flower industry imploded.*

Sure, there are lots of nuances to this tale of tumbling economic dominoes. But at its core is the simple fact that few will buy a perishable luxury item when they fear for their lives. That could spell the end of many farms in California's \$360-million cut-flower industry.

Since mid-March, sales have fallen an average of 85% on California's 225 flower and foliage farms, while the labor force has dropped by a



similar proportion, according to the California Cut Flower Commission, a state agency that promotes the industry.

"We have companies that won't be here when it's over," said David Pruitt, CEO of the commission.

Coronavirus has proved as lethal on an economic scale as it is on the human scale, hitting a highly vulnerable industry in the most

precarious part of the season.

"The cut-flower industry has been battling offshore production for many years, and margins are razor thin; so it's kind of a tipping point," said Michael Mellano, CEO of Mellano & Company, a third-generation grower and wholesaler headquartered in Los Angeles' downtown Flower District.

"This is our busiest and

most profitable time of the year," Mellano said. "So, it's absolutely the worst time for something like this to happen."

Mellano said he laid off more than 90% of his staff and went into survival mode, hoping to gear up his Southern California and Las Vegas distribution hub when the market revives.

There probably won't be a grand reopening for Lompoc-based Ocean View Flowers, which produced 40 million stems only two years ago. Its produce-growing parent company, Santa Barbara Farms, shuttered the flower operation permanently, according to company and industry sources.

Eufloria, whose boutique roses have adorned New Year's Day floats in Pasadena and thoroughbred horses at Churchill Downs, announced it would shut down its Nipomo farm on March 18. It laid off most of its workers and donated unsold stems to hospitals and nursing homes.

But such was the outcry from fans and clients, Eufloria reopened two days later.

"We are starting to bring some of that employment back," sales manager Chad Nelson said. "We want to make sure that we're doing things to keep [plants] producing the way that they should, and if and when this market does come back, then figure out how we can handle those orders."

Coastal farms from San Diego County through Humboldt County likewise laid



off most of their workers and went into dormancy at the very time when they usually earn the bulk of revenue — the string of holidays from Valentine's Day through Mother's Day.

Chain groceries were among

the first to cancel orders, said F.J. Trzuskowski, vice president of sales for Washington-based Continental Floral Greens, which grows the "supporting cast" green foliage for bouquets on three California farms.

"There was no forewarning of this. It was like, 'Hey, stop all shipments starting now,'" Trzuskowski said. "Then with social distancing, all of a sudden the wholesaler can't be open to the public. It was a very quick stop to the industry."

Mellano said he also was hit hard by cancellations of events such as conferences, particularly in Las Vegas.

Weddings were put off, along with their roses, said Eufloria's Nelson.

"Maybe they didn't happen right now, but they're going to happen, right?" he said. "We just don't know what size they're going to be when they do happen. Budgets are going

to be different."

The California Cut Flower Commission has told its members that floriculture is protected under the agricultural exemption to closure orders. But with the collapse of the distribution pipeline, the clarification amounts to a technicality. Los Angeles' historic flower market, like others around the nation, is a ghost town.

"We've got wholesale companies closing down and retail stores, which in some cases have business, are losing their normal lines of distribution," CEO Pruitt said.

*Full Article:*

<https://yaho.it/3aWERjy>



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Jumbos Pumpkin Patch

# Doing farm business during COVID-19: Managing visitors, deliveries to farms



*AGRICULTURE in Wisconsin is a leading industry generating \$104 billion per year. Farms are the origin of the food industry. The health of farmers is instrumental at the start of a safe and secure food system. For this reason, farmers and those providing service to farms are identified as essential for Americans. Farms should consider all avenues of potential virus spread and develop protocols to reduce risk of disease. There are no boundary lines for diseases, so precautions are needed and not use "we are rural" for not taking precautions.*

Farms need to follow their biosecurity plans and protocols. If a farm does not have a biosecurity plan, one should be developed as soon as possible. Additional



biosecurity resources are available at:  
<https://bit.ly/3e3qz2C>

Follow all recommended cleaning, sanitizing, and hand washing protocols.

## FARM SERVICE PROVIDERS

- Develop a protocol when service providers arrive on the

farm. These protocols will vary for different providers

- Providers should have phone numbers for the contact person responsible. Depending on size of operation, it may all go to the farmer or may have shared responsibilities.

- Product providers such as feed, seed, fertilizer, and crop

protection products should be informed ahead of arrival onto the farm where product should be delivered, unloaded, or applied, in order to allow proper physical distancing with farmers or employees. This practice will help reduce risk to the service provider employee too.

- Provide veterinarians and animal care professionals with specific directions of where animals are located, location to park, and who to contact upon arrival.

- Attempt to keep enough resources on hand to be able to manage if backups are needed. This will minimize the number of times suppliers need to visit the farm.

*Full Article:  
<https://bit.ly/2RmEKG6>*

# Open to visitors: Agritourism provides way for farms to add new income stream



**ABOVE and RIGHT: Good Roots Farm and Gardens**

**SOUTH DAKOTA** - When people think of farms, they very rarely think of pizza – even if everything that makes up a pizza comes from a farm.

For Bill and Julie Ross, pizza is a Sunday open-invitation event on their Brookings, South Dakota organic farming operation.

The Rosses own Good Roots Farm and Gardens, a 40-acre organic farming operation with a market garden, high tunnel greenhouse, an apple orchard, pizza oven and restored near-centennial barn that is open for all kinds of agri-tourism ventures. Every Sunday in the summer, Good Roots hosts pizza nights for all to come enjoy.



The Ross family is part of an expanding merger of South Dakota's strong farming roots and a growing tourism industry. It's agri-tourism. As many look to re-diversify the family farm and make a bit of additional income, appealing to millennial and Gen Z curiosity

of farm life has become the golden ticket.

Two pioneers of the agri-tourism movement, Peggy Schlechter and Jacey Jessop, have cultivated workgroups, meetings, one-on-one sessions, and as of

last month, a full workshop, to help South Dakota producers kick off their new ventures.

Schlechter, the South Dakota State University Extension community vitality field specialist, and Jessop, the South Dakota Department of Tourism industry outbreak and development representative, began work on expanding South Dakota agri-tourism at the same time.

In 2016, the department of tourism created a plan to expand its offerings specifically into agri-tourism as producers asked for help marketing their farms beyond the state's borders. Around the same time, Schlechter began fielding calls from producers who wanted to add different ventures to their businesses as apps such as AirBnB took off nationwide.

"There were people who wanted to add it for that extra income to further diversify and to educate the public," Schlechter said.

In 2017, the two entities formed an agri-tourism workgroup. That was around the same time the Ross family finished renovating its family operation to open it to guests.

Over the last three years, Schlechter said the workgroup and interest in agri-tourism has grown dramatically. They've hosted workshops with overflowing capacity.

"We thought we'd try this little agri-tourism workshop

but ended up having 44 people register and had a waiting list," Schlechter said of a workshop they put on in February.

She and Jessop agreed that doing more workshops and group activities is a must in South Dakota – they just need to find a better way to reach a bigger audience.

Missy Kasten, who attended the workshop with her husband Chris, owns and operates That Pickin' Patch in Humboldt, South Dakota. That Pickin' Patch is Missy's dream of growing and selling pumpkins.

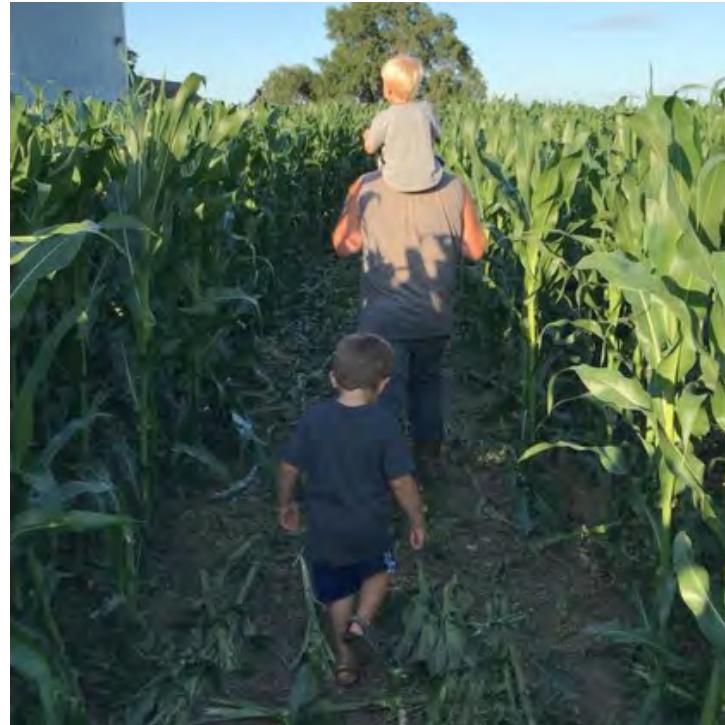
"After talking to some of our customers we realized there was a demand for a more hands-on experience, so we started offering a pick-your-own option," Kasten said.

The Kasten operation is a fifth generation farm and is primarily for corn and soybeans. The pumpkins and an egg venture help supplement income.

"While corn and soybeans are the main staple on our farm, we feel like we need to start transforming to stay ahead of the curve," she said. "We feel like we are getting too specialized – too many eggs in one basket – and if there is a hiccup in the system we wouldn't have anything to fall back on."

She compares adding tourism ventures to the small, diverse farms of the past.

"The generations before us had very diverse farms, so when one area fell on hard times hopefully something else would pull them through," she said.



**ABOVE: That Pickin' Patch**

Getting started on your own agri-tourism venture is a daunting task, and one that Julie Ross said shouldn't be taken lightly. The key for Good Roots to get off the ground, Ross said, was the ability for her and she and her husband to work off of each other's strengths. While Bill focused

on the construction side of the job, Julie's passion for meeting and interacting with new people led her to local businesses and events to promote their newly renovated operation.

"Your business needs to be an extension of what you love," she said. "We

are pioneers by nature, so we have definitely enjoyed pioneering this."

Her other advice to those looking to expand is to check into zoning restrictions and regulations. There needs to be access to expand and allow tourists onto the site without stepping on others' toes.

Marketing is another step, and one where the state tourism department can help. Ross started with a few notices in the newspaper and open house to gain interest. She eventually joined the Brookings Chamber of Commerce and added a highway billboard.

"There was good curiosity, and if you have music, food and something novel on a farm, let me tell you – you get all the people who are interested in something new and novel," she said.

One downside to inviting people on the farm, however, are insurance and liability concerns which Schlechter and Jessop said can be mitigated by speaking with insurance agents.

Ross was advised to look at their farm from the perspective of a toddler, teenager and elder to better understand how everyone would navigate the farm. Bathroom locations, footpaths and safety hazards all have to be addressed.

Taking stock of your schedule, starting with time availability, is another consideration.

*Full Article:  
<https://bit.ly/2RiYYRI>*

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# Farms in Clark County embrace web to reach customers



CLARK County, Washington - Gov. Jay Inslee's stay-at-home order recognized farmers markets and farm stands as essential services. While grocery stores are having trouble keeping staples on the shelves and controlling crowds, local farmers are exploring various methods — some new and innovative, some old-fashioned — to get locally grown food into the kitchens of Clark County residents.

A couple of local farms have old-school farm stands filled with vegetables, eggs, meat, and cheese. Red Truck Farm in Ridgefield has a fridge full of veggies, including lettuce mix, pea shoots, collard greens and potatoes. Botany Bay Farms in Brush Prairie has pork, chicken, beef and eggs.

The delayed opening of the Vancouver Farmers Market and a drop in business from



local restaurants has inspired farmers to seek new ways to get their food to market. Many of them have turned to the internet.

Red Truck Farm recently had a farm box pop-up shop on its Facebook page. Customers sent a message to

owner, Amber Baker, through Facebook Messenger and then paid through PayPal, Venmo, or a link sent by the farm to pay by Square. Boxes could be picked up at Red Truck Farm in Ridgefield or Rally Pizza at The Mill.

Kelly Peters and Patrick

Dorris of Flat Tack Farm started a Community Supported Agriculture subscription this year. They set up a page on a host site called Harvie so that customers could join their CSA. Given the ease of using this platform, they decided to post some other vegetables for sale. Customers order and buy through the website and then pick up at their farm on the Heathen Estate in Brush Prairie or at a site in downtown Vancouver.

Register Farms' Facebook page lists cuts of lamb available for sale, including rack of lamb, kabobs and lamb pepperoni sticks. The farm also has eggs. Customers can order through email or the Facebook page, with weekly delivery or pickup in Esther Short Park.

Full Article:  
<https://bit.ly/2JPZhia>

# Maryland farms look to stay viable amid coronavirus pandemic



**ABOVE:** Laurel Mazur, of Columbia, a regular customer at Clark's Eliok Farm, takes a photo of one of the farm's baby boer goats after shopping at the Castle Store

**RIGHT:** Nora Crist, left, farm manager at Clark's Eliok Farm, talks with Dayton resident Kim Rosborough as she makes a purchase in the Castle Store.

**HOWARD COUNTY -** A sure sign of spring in Howard County is the controlled chaos that unfolds at Clark's Eliok Farm on Easter weekend.

Bleating baby animals get their fill of being petted as more than 1,500 children are set loose at carefully choreographed intervals to gleefully scoop up colorful plastic eggs with baskets in hand.

Not this year.

The Ellicott City mainstay off Clarksville Pike normally opens its petting farm and Enchanted



Forest attractions to the public April 1 and has opened earlier in years when Easter falls in March.

With Gov. Larry Hogan's ban on gatherings of more than 10 people and stringent stay-at-home order issued March 30 in response to the coronavirus pandemic, the farm has postponed opening day until further notice.

Egg hunts are far from the only pandemic-related losses for Howard County farms that have cultivated a dual identity as agricultural and agritourism operations.

While farming is considered an essential business by the state government during the coronavirus outbreak, agritourism is not.

With Maryland public schools closed through April 24 — and the looming possibility that closure may be extended — multiple Howard County farms are canceling field trips and postponing other group activities.

During the pandemic, the emphasis on buying local may be more important than ever to farmers who are losing agritourism business as strict regulations are put in place, said Kathy Johnson, director of agricultural business development at the Howard County Economic Development Authority.

Farms and farm stands are among the 11 food and agricultural sector businesses permitted to remain open in the governor's amended emergency order.

"You can shop with your eyes at a farmers market or on-farm store, and the farmer will bag [your selections] for you," Johnson said.

Six weekly farmers markets across the county are scheduled to begin opening May 6 on a staggered schedule, though current plans may have to be reevaluated to comply with government guidelines as that date draws nearer, she said.

Opening dates for markets located in parking lots of county library branches remain tentative since the county library system is closed until further notice, Johnson said. These include sites at the Miller Branch in Ellicott City and the East Columbia Branch.



**Martha Clark pets one of the baby boer goats at her farm. Clark's Elioak Farm farm has a petting zoo that normally would have opened April 1 but had to be postponed because of the coronavirus pandemic.**

Markets are also planned for Clarksville Commons, Maple Lawn, historic Ellicott City and Oakland Mills Village Center. A schedule with opening and closing dates will be updated as needed at [hocofarms.com](http://hocofarms.com).

Roadside stands, pick-your-own farms and farms selling produce, meats and dairy products are also listed on the website.

"Just know that farmers are still doing their daily chores and raising food for you while taking all precautions" during the pandemic, Johnson said.

Martha Clark and her daughter Nora Crist will continue to sell grass-fed beef and pastured pork at the Clark's Elioak Farm Castle Store as they did throughout the winter.

Fresh kale and cabbage grown in their high tunnel greenhouse are also for sale at the store, which is open Thursdays and Saturdays from noon to 3 p.m. and by appointment. More fresh produce will be added as the growing season progresses.

The pair also have a few tricks up their sleeves to fill the gap for visitors until their farm can safely reopen and resume educational tours, birthday parties and other activities.

Youth can view a gallery of farm animal photos online and watch videos of "Farmer Martha" as she does chores around the farm, such as painting the Three Bears' House of Goldilocks fame. Links to these features are available on the farm's

Facebook, Instagram and Vimeo pages.

Once the farm is allowed to reopen, Clark is weighing the possibility of selling timed tickets online that would allot visitors a specific two-hour slot and honor social distancing guidelines if they're still required, she said.

Tom Cunningham, owner of Mary's Land Farm on Sheppard Lane in Ellicott City, said his farm has postponed educational activities, tours, cooking classes and other group events for an indefinite period, but his on-farm store remains open 10 a.m. to 5 p.m. every day but Sunday.

"Farmers look at producing food as a ministry," Cunningham said, adding that innate perspective can make the uncertainty surrounding

the pandemic tough to accept.

People should make an extra effort to eat healthy foods grown by local farmers to stay strong and avoid falling victim to the virus, he said.

"Everyone should be watching their diets [more closely] during the pandemic, especially foods high in sodium or sugar," he advised.

While Cunningham is taking the new normal one day at a time, he said it's in his nature to remain optimistic.

"My hope is the sun blasts through the virus so people can come out" for activities at local farms, he said.

The Roving Radish, an initiative of the Howard County Office on Community Sustainability since 2014, will once again sell seasonal meal kits, which are assembled from local farms' poultry, meats and produce.

The kits, which come in standard and vegetarian options, include ingredients and recipes to make two dinners for a family of four. They are available for \$38 and to income-eligible consumers for the subsidized price of \$18, said James Zoller, the county's agricultural coordinator.

"We're anticipating we'll have more clients" due to the pandemic, Zoller said, noting a seasonal subscription isn't required and people can order week-to-week from online menus. "We served 300 kits last year, and we're projecting sales of 420 kits this year."

*Full Article:*  
<https://bit.ly/2RgVXAO>

# Green medal winners announced

**SAN FRANCISCO, CALI.** — The California Green Medal winners have been announced for the Sixth annual Sustainable Winegrowing Leadership Awards. The California Green Medal recognizes the leadership of wineries and vineyards committed to sustainability and is presented by the California Sustainable Winegrowing Alliance, California Association of Winegrape Growers, Wine Institute, Lodi Winegrape Commission, Napa Valley Vintners, Sonoma County Winegrowers and Vineyard Team. Four Green Medals are presented in the following categories: Leader, Environment, Community and Business. The recipients of the Green Medal Awards will be honored at a ceremony at the California State Capitol in Sacramento in the coming months.

## WINNERS OF THE 2020 GREEN MEDALS ARE:

**LEADER AWARD**, given to the vineyard or winery that excels in the three “E’s” of sustainability—Environmentally sound, socially Equitable and Economically viable practices.

**Winner:** J. Lohr Vineyards & Wines

**ENVIRONMENT AWARD**, given to the vineyard or winery that best demonstrates Environmental Stewardship through maximized environmental benefits from implementing sustainable practices



**ABOVE:** With wineries in Paso Robles, San Jose and Greenfield, family-owned and operated J. Lohr Vineyards & Wines embodies leadership in all three aspects of sustainability – environment, community and business; all of its vineyards and wineries are Certified California Sustainable.



**RIGHT:** Clif Family Winery’s approach to sustainability is to build a company that sustains and regenerates its people, the planet and its community, while creating engaging food and wine brands that sell, and building a successful profitable business.

**Winner:** Bonterra Organic Vineyards.

**COMMUNITY AWARD**, given to the vineyard or winery that is a Good Neighbor & Employer using the most innovative practices that enhance relations with employees, neighbors and/or communities.

**Winner:** Clif Family Winery

**BUSINESS AWARD**, given to the vineyard or winery that best demonstrates

Smart Business through efficiencies, cost savings and innovation from implementing sustainable practices.

**Winner:** Pisoni Family Vineyards

“The Green Medal recognizes the commitment and dedication to sustainability by California growers and vintners and shines a spotlight on industry leaders,” said Allison Jordan, CSWA Executive Director.

“Once again, the judging panel was impressed by

the breadth and depth of sustainable practices being used by growers and vintners across the state to conserve water and energy, maintain healthy soil, protect air and water quality, preserve wildlife habitat and enhance relations with employees and communities, all while improving the economic vitality of vineyards and wineries and growing and making high quality wine.”

A panel of wine and sustainability experts judged the applications for the sixth annual California Green Medal. They include Karen Block, PhD, UC Davis Viticulture and Enology; Stephanie Bolton, PhD, Lodi Winegrape Commission; Anna Brittain, Napa Valley Vintners; Lisa Francioni, California Sustainable Winegrowing Alliance; David Glancy, MS, San Francisco Wine School; Frances Knapczyk, Napa Resource Conservation District; Emily Pelissier, UC Berkeley Center for Responsible Business; Cyril Penn, Wine Business Monthly; Katie Piontek, Sonoma County Winegrape Commission; Mike Taylor, Nugget Market, Inc.; and Beth Vukmanic Lopez, Vineyard Team.

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For more info visit:

<https://bit.ly/2JO9D25>

Source: Press Release

# Farmers prioritize worker health and safety



*SPENDING long days in their fields, barns and orchards alongside their family and workers, farmers always have health and safety top of mind – and even more so now as the nation works together to stem the spread of the coronavirus.*

From adding handwashing and sanitizing stations in the field to limiting person-to-person interactions as much as possible, keeping to the farm and even preparing for the worst – a COVID-19 infection on the farm – Farm Bureau is urging farmers to take all the precautions possible to protect themselves, their workers and their communities.

South Carolina peach and vegetable grower Chalmers Carr, who employs more than 800 workers from May through September – with more than 700 of them living

on the farm – is very mindful about how devastating it would be if one of his workers got sick.

“What would we do if one person gets it? This is very concerning as an employer,” he said.

Coronavirus prevention on Carr’s farm starts with the basics.

“The first thing we’re doing is education and training. And on top of that, we have been providing supplies, especially proper disinfectants, to do proper cleaning,” he explained.

Carr said he, his family and workers are also abiding by the CDC guidelines for limiting contact with others.

“Early on we asked our H-2A temporary workers for some voluntary restrictions on their end, like no out of town travel unless absolutely necessary, keeping visitors

to a minimum and no visitors in housing units. Now, like everyone, we’re keeping everything to a bare minimum, like trips to the grocery store,” he said.

Carr has also thought ahead about how to handle a worst-case scenario – a coronavirus diagnosis on the farm – and has identified a separate living and resting space for anyone who gets sick.

Carr emphasized that his company, Titan Farms, is staying vigilant and will continue to make changes as needed.

“This is a day-to-day changing environment. Our workers have been very helpful in making sure that they don’t get sick. They also don’t want to get anyone else sick either,” Carr said.

State Farm Bureaus are engaging farmers on the topic

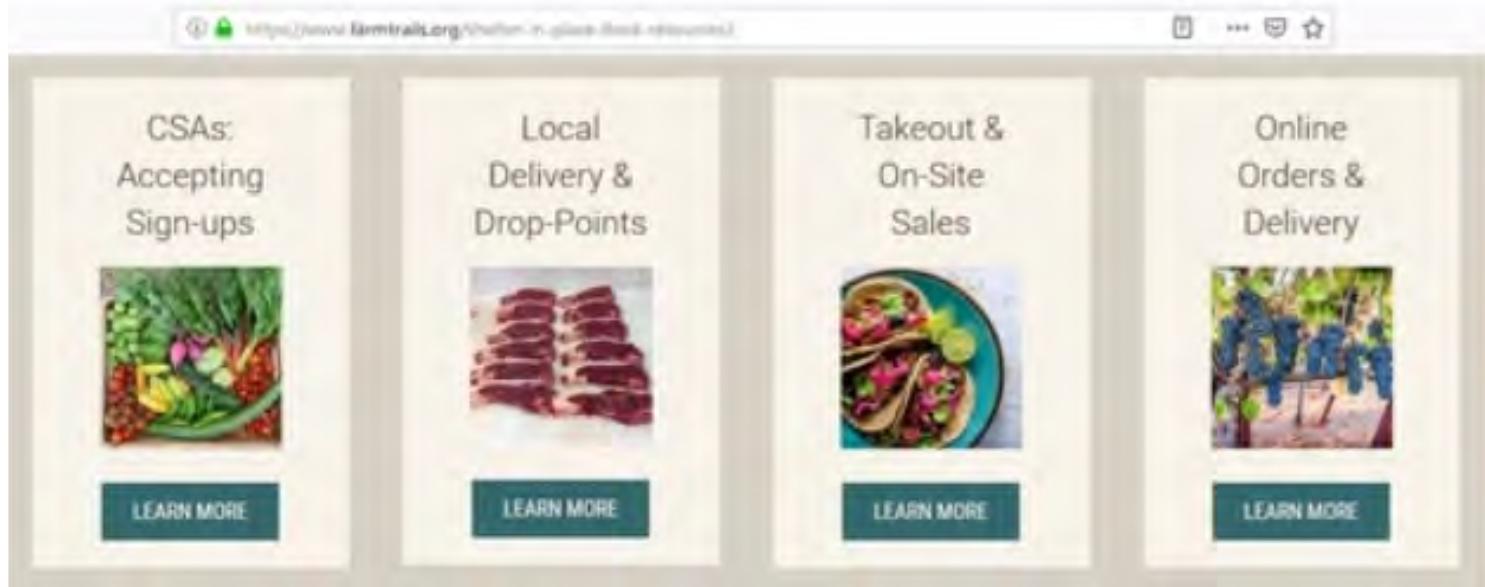
of worker safety in various ways. Some, like North Carolina Farm Bureau, have partnered with university Extension programs to create and distribute one-pagers on COVID-19 safety for farm workers.

The California Farm Bureau Federation and its affiliate Farm Employers Labor Service each created dedicated webpages with information for employers, as did other farm organizations, California Farm Bureau reported in its publication, Ag Alert.

Bryan Little, chief operating officer of FELS and director of employment policy for CFBF, said employers throughout California have been reviewing and updating procedures to ensure safety.

*Full Article:  
<https://bit.ly/2VabFPx>*

# Farms and ranches sell direct online - Please help grow connections!



## COMMUNITIES SUPPORT THEIR LOCAL FARMS AND RANCHES

During this COVID-19 emergency, as most agritourism operations have canceled events and on-farm activities, many are refocusing on direct sales - selling to their local community members directly through on-line sales, CSAs, and pick-up and delivery services. UC

SAREP is helping consumers purchase directly from local farms and ranches by sharing connections to local farmers all over California on our UC Agritourism Directory, [www.calagtour.org](http://www.calagtour.org).

The new webpage, COVID-19 Shelter-in-Place Direct-from-Farm Resources, includes information and links to local agricultural and community organizations

connecting consumers with farms and ranches offering box deliveries, farm stands, online ordering, delivery and pickup services, organized by region.

We need you! Please help grow these connections

Resources for connecting with local farmers and ranchers in many California regions are not yet included on this website. We need your help!

If you are an organization promoting local direct sales by farmers and ranchers, or if you are an individual farmer or rancher who would like to be included on this page, please contact Penny Leff, UC SAREP agritourism coordinator, at [paleff@ucdavis.edu](mailto:paleff@ucdavis.edu).

Farmers' markets open as "Essential Services".

*Full Article:*  
<https://bit.ly/2xfmjMT>

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# Why advertise in an online magazine?



## **COST PER REACH**

- we go to **7000 EVERY WEEK**, and rates are far cheaper.

Why? Because we don't have print or distribution costs BUT still reach the audience. It is a proven fact print magazines and newspapers are declining with the move to online readership.

## **ONLINE V PRINT**

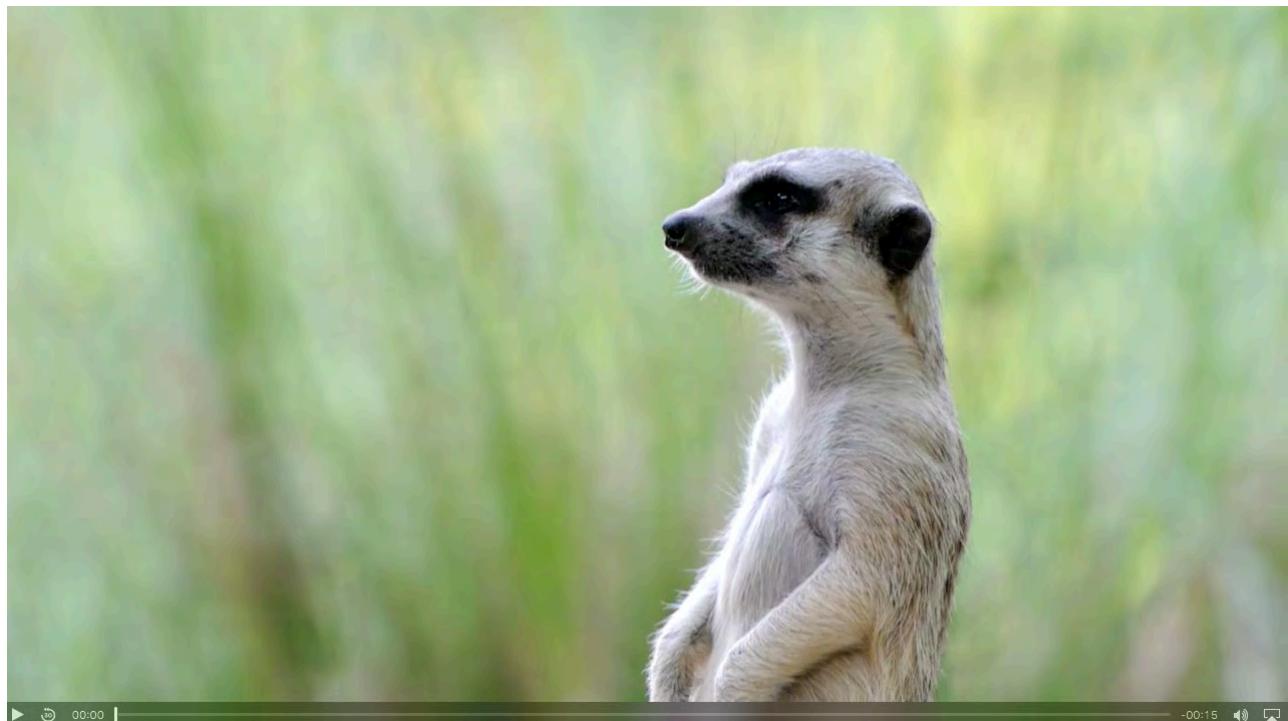
- **online is INSTANT and TOP OF MIND.**

Agri Tourism E News covers the COMPLETE industry every week, for 48 weeks of the year.

## **VIDEO EMBED**

- we can **embed video into ARTICLES or ADS** for no extra cost.

It is a fact 87% of videos are watched to completion when visiting a page from a desktop.



# INDUSTRY news

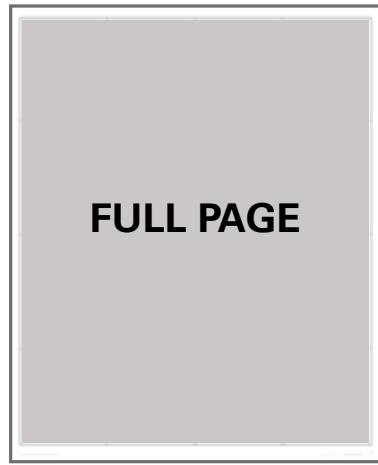
Agritourism & Farm E News is delivered via email to 7000 businesses every Wednesday to farms across the United States and Canada.



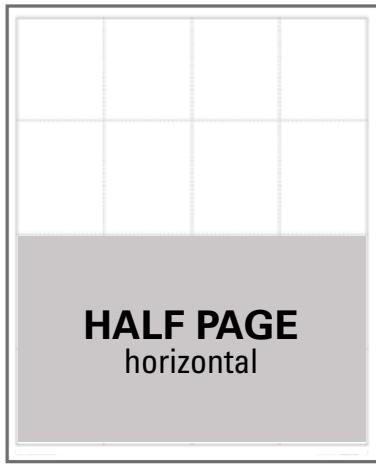
Subscribe today, **it is FREE**, and get the latest Agritourism and Farm E News hot off the 'press'.



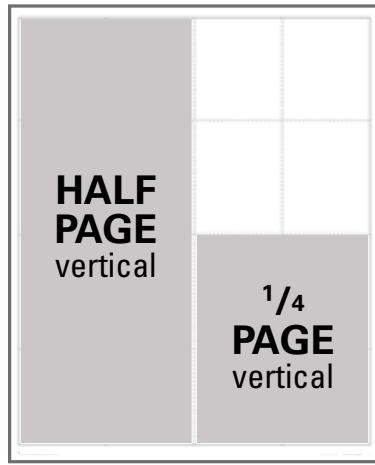
## AD FORMATS



**FULL PAGE**

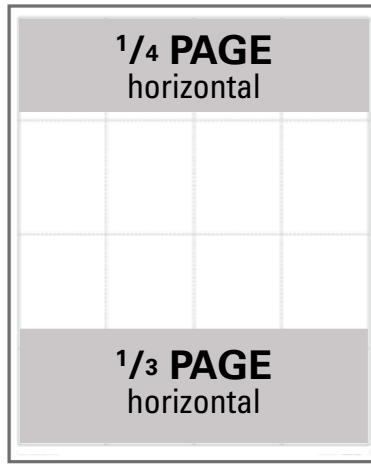


**HALF PAGE**  
horizontal



**HALF PAGE**  
vertical

**1/4 PAGE**  
vertical



**1/3 PAGE**  
horizontal

## DISPLAY AD RATES

### FULL PAGE: \$540

11" H x 8.5" W

### HALF PAGE: \$300

Vertical • 9.2" H x 3.7" W

Horizontal • 4.5" H x 7.7" W

### QUARTER PAGE: \$200

Vertical • 4.5" H x 3.7" W

Horizontal • 2.3" H x 7.7" W

### THIRD PAGE: \$240

Horizontal • 3" H x 7.7" W

**EMAIL BANNER: \$1800** 48 weeks  
JPG 6.2" x 1.35"

**COMPANY PROFILE full page: \$250**

## ARTWORK RATES

Advertising rates are based on artwork being supplied to our specification in either high res jpg or pdf format.

## TERM DISCOUNTS

12 WEEKS: 7.5%

24 WEEKS: 10%

48 WEEKS: 15%

## DEADLINES

**Display ads:** Book by 10am Friday prior to publication

**Supply artwork:** Monday 12 noon prior to publication. jpg or pdf to our specifications with no crop marks or bleed.

## TERMS

New clients invoiced on booking. Existing clients 14 days.

## WHO TO CONTACT

**Press releases:** e: [jamie@industrye-news.com](mailto:jamie@industrye-news.com) | **Ad bookings:** Jamie Macready 317 408 6849  
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