



GETTING STARTED IN AGRITOURISM CHECKLIST

Legal Considerations

		Yes	No	N/A
Zoning	County zoning bylaws on the allowed uses of land have been reviewed and proper permits have been obtained. Contact your county planning department to learn about county zoning codes that address things such as buildings, new construction, and signage.			
Insurance	Regular meetings are held with the insurance agent to ensure the correct type and amount of insurance coverage for all on-farm activities offered.			
Accountants and Lawyers	Met with accountant and lawyer to determine the best legal business structure for the farm, licensing, employee regulations, succession planning, etc.			
Records	Records of all farm documents are kept, including (but not limited to) inspections, safety protocols, emergency plans, and incident reports.			
Hazards	Signs are posted to warn visitors of hazards, such as ponds and other water sources.			
Attractive nuisances	Attractive nuisances are removed or blocked off to visitors and children.			
Signage and Fencing	Areas off-limits to guests are clearly marked.			
Walkways and Paths	Walkways and paths are maintained and kept free from dips and holes. Signage is used to direct visitors where to and not to walk.			

Food Regulations

		Yes	No	N/A
Food business licensing	Rules, regulations, certifications, and licensing needed to sell products on- farm have been researched and followed. Information can be obtained by contacting the Iowa Department of Inspections, Appeals, and Licensing: dia.iowa.gov/			
Labeling	Labeling requirements for the food products being sold have been researched and followed. Information can be obtained by contacting the Iowa Department of Inspections, Appeals, and Licensing: dia.iowa.gov/			
Food safety	Proper protocols are in place to ensure food is safely grown, managed, harvested, stored, and sold. Information can be obtained by visiting the Iowa State Food Safety website: extension.iastate.edu/humansciences/foodsafety			
Handwashing	Employees are required to wash hands.			
Gloves	Plastic gloves are worn when dealing with food.			
Animals	Domestic animals are not allowed in areas where produce is grown and management strategies are put in place to manage wild animals.			

Visitor Accommodations

		Yes	No	N/A
Parking	There is an adequate amount of parking for visitors. Entrances and exits are clearly marked. The parking area is managed, smooth and free of holes and dips.			
Restrooms	A restroom is located on-site for visitors. Restrooms are inspected and cleaned regularly. Restroom ratio is sized for number of guests on farm.			
Handwashing	Handwashing stations (running water, soap and paper towels) are available and easy to access for visitors.			
Shade	There are areas of shade that individuals can access to get out of the heat and sun. Water is available for guests.			
Seating	There are areas where individuals can sit down and rest on the premises.			
Safety and Accessibility	Accessibility has been evaluated for guest comfort and ADA considerations.			
Lighting	There is adequate lighting if events are held in buildings or in the evening.			

Farm Emergency Preparedness

		Yes	No	N/A
Emergency Plan	Plans are written out and shared with employees in the chance of having an emergency on the farm (accident, fire, flood, etc).			
Weather	Plans are written out and shared with employees in the chance of severe weather occurring while visitors are on-site.			
Contact	Systems are in place to contact employees and visitors in case of an emergency.			

Biosecurity

		Yes	No	N/A
Signage	Signs are used to educate, inform, and warn visitors of animals and the rules and risks associated with them.			
Animal areas	Animal areas are clearly marked with entrances and exits and a transition area between non-animal areas.			
Handwashing	Handwashing stations are utilized. Signs are visible to remind visitors to wash their hands.			
Animal Health	Sick animals are removed from the herd and kept in an isolated pen.			
Protective Measures	Shoe covers and hand sanitizer is provided for guests before entering animal barns.			

Pesticide Safety

		Yes	No	N/A
Storage	All pesticides are stored in a safe and locked area, out of sight and reach of visitors.			
PPE	Employees wear the proper PPE equipment when dealing with pesticides.			
Application	Proper protocols for timing, rates, and handling are applied per pesticide labels.			

Public Play Area Safety

		Yes	No	N/A
Standards	Play equipment is built to proper standards to ensure safe play areas for children.			
Boundaries	Play areas have designated boundaries.			
Safety	Play area is located away from attractive nuisances, vehicle traffic, and other potential hazards.			
Inspection	Play areas are inspected regularly to ensure safety; free from sharp edges, nails, rust, hot surfaces, etc.			

Employee Management

		Yes	No	N/A
Employee Training	Employees are trained in all aspects of the operation. Standard procedures accompany each feature or area of the farm so guest experiences remain consistent.			
First Aid	Employees are trained in basic first aid and emergency protocol.			

Marketing Practices

		Yes	No	N/A
Business Information	Hours are clearly listed. Hours get updated during holidays and dates when closed are marked on websites, social media, etc.			
Google	Correct address is listed on Google and business information listed is up-to-date.			
Communication	Customers can contact your business through email, phone, or social media. The business phone is being answered, voicemails returned, and emails responded to in a timely manner.			
Outreach	Reach out to customers on a regular basis through online source(s); website, social media, newsletters, etc.			

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