



FARMERS • GARDENERS • AGRITOURISM

Proudly Growing and Producing in Renfrew County!

First Annual "Farms Open"

Sunday September 18th 2022

a one day Agri-Tourism event for Renfrew County

Invitation to become a host farm / agri-tourism site

Dear Prospective Host Farm:

The Ottawa Valley Food Co-operative in cooperation with Renfrew County Economic Development, the National Farmers Union and the Renfrew County Federation of Agriculture are organizing the first Farms Open event for Renfrew County, to be held Sunday, September 18th, 2022. The intent of this one day open-house style event is to develop a stronger understanding and relationship between urban and rural people, to showcase the advantages of local food and the art and science of producing it. The idea is similar to Renfrew County's Rural Ramble, but with a fresh focus on farming and local food. Similar events to these, typically called "Open Farm Day", are run annually in Atlantic Canada, Alberta and in other countries around the world.

Farms Open gives farmers and food artisans a chance to share their passion and unique life-style with families, foodies and the rural curious, who otherwise have few opportunities to see and experience a working farm and/or commercial food production. With the COVID-19 pandemic, there is increased interest in local food as well as demand for staycation adventures, especially those that tantalize the taste buds and bring people closer to nature.

Farms Open: Renfrew County - Overview

1. Prospective host farms must complete and submit an application for consideration to participate in this event.
2. Host farms will be listed on a website and mapped so that visitors can choose one or more farms that interest them and plan their day.
3. Host farms are required to take a free 2 hour Farm Host Readiness course, August 24th. The course is to be completed on-line and will give you tips and advice to help you create a successful experience for your visitors.
4. Host farm participation is free.
5. There will be no admission charged to the public at the participating host farms.
6. Host farms can sell products or charge a fee for specific experiences, i.e. wagon rides, horse or pony rides, etc.
7. Host farms may invite crafters to set-up a booth for the event. Arrangements between crafters and the host are at their own discretion and responsibility.
8. Host farms may choose to set scheduled times for activities offered at their farm if they wish.
9. We encourage outdoor events to minimize risks for spreading COVID-19.
10. Public health requirements need to be followed as applicable, i.e. COVID-19, food or beverage sales, serving or tastings.
11. Host farms are solely responsible for what takes place at their site and must have a minimum of \$2 million in public liability insurance in place and provide proof of insurance.

Safety

On-site safety is a major consideration. A site plan should be drawn up to ensure hosts plan for parking, the flow of visitors, and keeping visitors away from danger. Other considerations to include sun or rain shelters, seating/resting areas, washrooms and/or handwashing facilities and the appointment of an on-site supervisor in case of an emergency.

To sign up as host site for Farms Open:

Complete the application form using the link below:

<https://ovta.typeform.com/to/SJVUz9OK>

OR, if you do not have computer access:

Contact:

Marshall Buchanan 613 602-5253 (text or cell)

Marketing Strategy

Once we have registered enough hosts to put on the event, we will announce the event on various social media platforms. Teasers will be sent out sparingly throughout the spring and summer. Hosts can post their own messaging to promote activities at their site. The County of Renfrew has generously offered to host a page for the event through the Taste of the Valley website.

Media Distribution

- Radio
- Print News Papers
- Website – hosted as part of the Taste of the Valley website
- Social Media: primarily Facebook & Instagram

Thank you for your support,

Marshall Buchanan, farmer

On-behalf of the Farms Open Organizing Committee