

Agrotourism Training

Module 4: Develop an Agrotourism Product



Trainer Manual

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Introduction: Develop an Agrotourism Product

The development of an agrotourism product goes through various stages, starting with assessing whether there are any resources on the farm that can be developed into an agrotourism product or attraction.

The product then needs to be designed and developed, then once launched, ongoing operation and maintenance of the product will be needed.

This module will cover the various steps to help farmers develop an agrotourism product. Remember that there are different types of agrotourism products, and that any one product, or combination of products can be developed, including:

Type of product	Examples
Farm Work experiences	Animal farms, horticulture, general farming, agri-processing.
Education and Learning experiences	Farm tours of farming processes, agri-processes e.g. wine or cheese making.
Leisure and Recreation experiences	Physical activities: hiking, kayaking, camping, U-Pick, horse-riding, ATV riding, tractor rides, picnics.
Gastronomy and Food experiences	Meals on farms, cooking demonstrations and classes, product tastings, selling farm products.

The processes and elements for each of these have been discussed in Module 2 on Agrotourism Experiences, and the requirements for offering different agrotourism experiences have been discussed in Module 3: Agrotourism Services. In this module we will bring together all that information and develop the product/s you identify as good agrotourism opportunities for your farm.

Unit 1: Analyse the potential for Agrotourism

Farmers will have to assess whether they have any marketable or potential agrotourism products to develop and offer to the market.

1. Assess resources on the farm

An assessment will help to answer question such as: What does your farm have anything that other farms don't? How available are your resources? Do you have crops all year round? If crops are seasonal, will you have enough of other activities to run off season? Do you have the capacity to run tours or leisure activities? What resources do you need? What other farming activities can be used to create an agrotourism product?

Assess the resources and assets on the farm. Assets can include any of the following:

- **Physical resources:**
 - Land use, soil type
 - Land features such as mountains, caves, gorges
 - Water bodies e.g. rivers, lakes, dams, streams
 - Farmhouse and farm buildings
- **Farm activities:** What current farm activities may appeal to the public? Things that farmers may think are routine or boring might be unusual or interesting to people who are not farmers. Examples:
 - Planting trees.
 - Picking, checking quality, packing fresh produce.
 - Viewing baby animals.
 - Pastured poultry operations.
 - Sheep shearing.
 - Fruit tree pruning.
 - Bee-keeping.
 - On-site food processing.
 - Roadside produce stands.
 - Harvesting; U-Pick.
- **Special skills and knowledge:** Knowledge and skills are intangible assets that can help create a farm tourism operation. Some examples:
 - Livestock management: all about how to raise your sheep or chickens, etc.
 - Growing food crops: vegetables, fruit, wheat.
 - Local history, natural history.
 - Cooking, food preservation.
 - Horseback riding.
 - Music, arts and crafts.
 - Brewing or winemaking.
 - Photography.
 - Outdoors: birding, hiking, mountain climbing.

- **Stories/interpretation:**
 - Agriculture has unique features and elements that may be turned into special stories to share with visitors. Example: a traditional way of planting / harvesting / processing an agriproduct like cheese, etc.
- **Human resources:** see what skills, knowledge and support services are available to support an agrotourism business:
 - Staff: family and hired staff.
 - Management team: who will be responsible for and run the activity?
 - Neighbours.
 - Government staff and officials.
 - Business and tourism associations.
 - Other local businesses.
- **Financial resources:**
 - What are your financial resources? Do you have savings you can invest?
 - Do you have access to capital? Can you borrow money?
 - What are your start-up costs?
 - What can you realistically afford to spend?
 - How much money are you willing and able to risk?
 - Do you have the skills to manage the financial side of the business?
- **Community resources:** what other resources are found in the local area:
 - Natural beauty and attractions e.g. caves, mountains, streams.
 - Cultural and recreational offerings.
 - Food, lodging, shopping and entertainment.
 - Public infrastructure.
 - Accessibility – e.g. roads, transport (buses, trains, taxis).
 - Attitudes toward tourists.
 - Existing and complementary tourism activities and attractions.

Once you have a clear idea of the assets and resources that can be used as the basis of an agrotourism offering, next you have to identify and evaluate the tourism potential of these assets and resources.

2. Identify Tourism Potential

Identify your competition and potential collaborators.

Together with your family and other business partners:

- find out if any agrotourism and nature tourism exists in your community.
- visit these activities if you can, to conduct some personal research.
- talk with successful operators
 - book a room or a tour or an activity/experience.
 - go to the attraction to see it, experience it, learn from it, and ask questions.

Sometimes, in a destination, there are many tourism businesses that offer very similar products to the market. It is important for agrotourism business owners to identify

something that is unique or special to their product, and promote that as their '**Unique Selling Point**' (USP).

In order to identify what is different, the farmer needs to thoroughly know and understand what their competitors are offering. Questions to ask include:

- Who are your competitors?
- What is their product? Is it possibly a complimentary product?
- What are the features of their products?

Note: Agrotourism is quite new in Iraqi Kurdistan, so there may not be many competitors to analyse. However, look at what there is, what they offer, and see what you can learn from them. Get ideas on what you could do – not to copy them, but to differentiate from them and offer something else or similar in the market.

A short competitor analysis may be conducted:

- Identify **who** your competitors are – draw up a list with descriptions and product information; create a folder or file of information.
- Identify who the **market leaders** (the best products) are and what they offer.
- Identify **smaller competitors** or similar products.
- Count **how many** competitors there are: if there are many competitors, there may not be room in the market for more products; or the product must be sufficiently different to attract customers.
- Note the **prices** they are charging in relation to services, quality, and product features . Is the price value for money for what they offer?
- Adopt **good ideas** from your competitors and **learn from their mistakes**, e.g. dirty toilets, insufficient information about their products: see what you can do better or differently.

Template for Competitor Analysis

Competitor	Product	Location	Best Feature	Price	Marketing	Other
# 1						
# 2						
# 3						
# 4						
# 5						

Once there is a clear understanding of what competitors are offering, it is easier to identify what is unique about the product under development.

Identify what you can do similarly, different, or better:

- Are there activities you can offer on your farm?
- Would you be able to offer something unique?
- How can you offer the same activity or product in a different way?

Important questions to ask to help identify your USP:

1. What is your product?
2. What makes it special; what is your USP?
3. What **different features** does your product offer to your **target market**?
4. What special benefit or experience can it offer them?
3. **Why** would customers buy **your** product not anyone else's?

Side note: your neighbours:

As you assess your own properties, you also have to think about the broader picture.

- How are your neighbours using their land?
- How do you affect your neighbours?
- How do your neighbours affect you?
- How will an agrotourism venture affect neighbours: traffic and road use, litter, signage, noise pollution, etc.

Identify your limitations:

- Good neighbour limitations: what will upset your neighbours?
- Natural resource limitations (e.g. water, steep land).
- Human resource limitations: number and skills of people on the farm.
- Legal limitations:
 - Zoning, permitting.
 - Building codes.
 - Septic tank or waste water requirements.
 - Labour laws.
 - Food safety.
 - Liability.

Unit 2: Designing an Agrotourism Product

The analysis has identified natural, cultural, and historic resources. Some of these ‘raw materials’ will have high potential to be developed into interesting, fun, safe activities for visitors, but others will not. This could be because either the activities do not have enough market potential, they are unsafe, or because farmers regard them as too private.

It can help if farmers discuss ideas about how their ‘raw materials’ could be developed into an enjoyable product or experience for tourists. For example, presenting cooking workshops to learn how to make traditional local dishes. These ideas become a ‘long list’ of potential agrotourism services and experiences.

Be aware that local people are used to their environment, and may not appreciate how difficult, slow, hot etc. tourists may find local terrain. To be sure of the true potential of an activity, it is often necessary to do further analyses. For example, surveying a proposed hiking route to assess how scenic, long, steep, and safe a proposed route is.

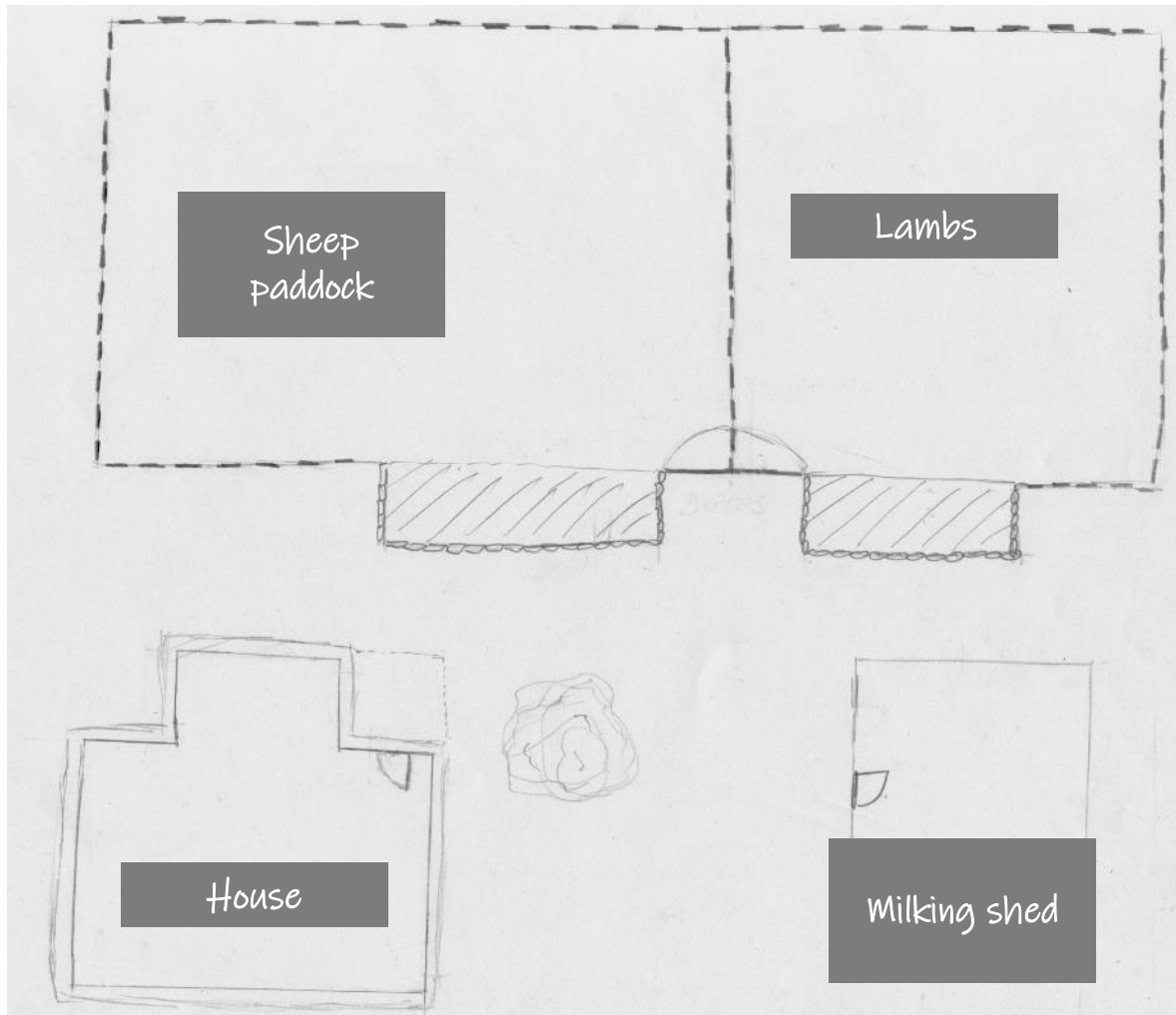
The following steps will help to design and develop the whole product:

1. Identify the Product Idea

This step will help to form a very clear idea of the product so that it can be developed. The product idea must incorporate and reflect the USP that you have identified. There may be more than one idea; the overall product may be a combination of different activities or offerings on the farm.

Evaluate different potential agrotourism possibilities:

- With the family or management team, draw a simple map of the property with the different assets and possible activities that could be offered at these sites or locations.
- Ask evaluation questions for each activity.
- List pros and cons for each of the possible activities.



2. List the Agrotourism Product Elements

After identifying to product idea, you need to think about what you have on the farm that will make the experiences as interesting and enjoyable for visitors as possible? Identify what elements you can put into the experience:

Example, identified elements on a dairy farm:

1. The animals: cows, sheep, goats; where they are kept, how they are cared for.
2. The dairy: where the animals are milked.
3. The cheese making /yoghurt making equipment and facility.
4. A tasting of the milk, cheese, yoghurt.
5. A meal in a dining area or café.
6. Is there a building that could be used as a tasting area, shop and eating area?

3. Plan the activity

After identifying possible elements to be included, begin to develop the experience. Starting with your chosen activity / experience start listing the activities that would be included in the experience. Think about how to make it as interesting and fun as possible. E.g. on a tour through a fruit farm can visitors learn by hearing about the different types of fruits, and they can pick and taste some.

Example, identified activities on a wine farm:

1. Walk through the vineyard with explanation of the vines, the types of grapes, the annual cycle of looking after the vines e.g. pruning, irrigating, harvesting.
2. Tour of the winery and explanation of how the wine is made.
3. Visit to the cellar where wine is stored and aged.
4. Tasting of wines – young/raw wines, and aged wines to compare the difference.
5. Tasting of bottled wines ready for sale.
6. A simple meal with complimentary food – cheese, olives, dolma, etc.

Example: Identified activities for a horse trail

1. Meeting the horses and saddling up.
2. Outriding along a planned route.
3. Visit attractions on the way – e.g. a viewpoint, a waterfall.
4. A picnic or refreshment stop.
5. Return to stables.
6. De-tack the horses, brush them down.

Example: Identified activities for a cooking class of traditional dishes

1. Introducing the class – handing out aprons or any other equipment.
2. Providing drinks for participants to drink during the experience: water, soft drinks, tea, wine.
3. Showing and explaining the different ingredients.
4. Demonstrating the making of a dish or item.
5. Participants make the dish themselves with help from the master cook.
6. Setting a table together.
7. Shared meal once it is ready.
8. Provide some additional items such as condiments or bread to go with the meal.

Tour Planning: If you are offering some form of tour, follow the guidelines below.

1. Plan the route

If you have planned a tour, and identified the elements and activities, you now have to map it properly and plan the timing. For example, where does the experience begin, what are the stops along the way and where does it end? How long will it take? Do the following:

- a. **plan the route** First on a map/sketch.
- b. **walk the route.**

Walking the route also allows the farmer to plan the timing and duration, identify risks, possible alternative activities, or **points of interest** e.g. some wine farms propagate their vines from a vine which may have been on the farm for years and this can be interesting to visitors.

Walk the route and think about:

- How long will the tour be? Information tours should not be longer than an hour.
- Do we need information boards anywhere?
- Will everyone with normal mobility and fitness be able to do the route?
- Are there any dangers or hygiene risks to allowing visitors into any of the areas listed? How can we reduce or remove these risks?
- Do we need to build anything – railings, steps, boarded walk on muddy sections, signs e.g. beware low doorway, etc.

The tour planning must result in a plan for the tour which covers the following:

1. **Where visitors will be met and by who:** A guide should meet visitors with a friendly attitude and be able to explain the history of the property or give information about the farm.
2. **What information to provide:** What will the guide (farmer) say along the way? There may also be information boards describing something about the farming process or product. The guide should explain these on the way, and give time for the visitors to read any information boards.
3. **What activities will be done:** Opportunities to touch, feel, taste, practice, do something along the way.
4. **Where does the tour end:** Often at a point of sale so that the visitors can buy the farm product if it is in a saleable form e.g. fresh produce, cheese, etc.
5. **What facilities are needed:** Rest stops, seating, shade, water, etc., along the way.

With this information each step can be further broken down. The size of the parking area can be planned; the pathway leading to the main building set with flowers and information boards, the script for the guide written and practiced, etc.

Example: Tour on a wine farm:

The route:

1. Visitors arrive in the parking area.
2. Visitors go to the main building (winery or farmhouse) and are met by a guide.
3. Visitors are guided to and through the vineyards.
4. Visitors are led to the winery.

5. From the winery visitors enter the cellar.
6. From the cellar visitors go to a wine tasting.
7. Visitors can buy wines.
8. Visitors can have a simple meal (from a menu or booked in advance).
9. Visitors then leave the property.

4. Scripting a farm tour or activity

This step includes research, organising and prioritising what information to share; scripting the narrative, and training staff – including practicing. Scripting can also indicate how long the tour may be, allowing the farmer to schedule their tours effectively. This can also be a chance to identify how many visitors one guide can handle / the attraction can accommodate e.g. trailer rides might only fit twenty people.

Farm tours are meant to make people happy and interested, a good tour makes people care about the property, the people, the history, and the product. When writing a script for the tour it is important to make it interesting and fun. Tell a story, not just facts. For each part of the attraction there should be a story to tell, several stories can be written per attraction and guides can choose which one to tell depending on who the visitors are. For family attractions, keep the script simple, easy and fun.

When writing the script and planning the activity – consider how to add interest by doing something practical, or involving the five senses, for example:

- **Try a skill:** milking a cow or goat, churn butter, dye some fabric, unroll a silk cocoon.
- **Taste:** a product in various stages of production – e.g. raw, unprocessed, then the final product.
- **Smell:** what a product smells like at different stages of ripeness or preparation: grape must – raw wine – ready wine.
- **Feel:** different textures such as uncombed and combed wool, rough silk, untanned leather, etc.

The script needs to be timed to match the duration of the tour, perfectly delivered, and all guides need to deliver the same information.

Example of Dairy Farm Tour

Tour content and information

Depending on the tour, visitors could try milking the cows or they could watch the cows being milked with machines. Guide the visitors through the process in a fun way and allow some hands-on involvement, especially if there are children.

Since such tours are usually educational, sign boards and accurate, consistent, explanations of the process, the property history, the animals, the products etc. need to be clear and visible.

Afterwards the visitors may have a meal in a dining area (informal restaurant, the farmer's

house, a picnic area) where they could have a meal including dairy products made on the farm. If possible, visitors may also buy some products to take home.

Hygiene and Safety considerations:

Dairy farms have important procedures to ensure that every animal is correctly cared for and healthy and the milk is carefully and correctly treated. Dairy farms depend on healthy animals and clean environments. Explain to visitors what protocols they must follow on the tour to ensure that hygiene and safety is maintained.

Guidelines for visitors include:

- Do not litter on the grounds as this may affect the health of the animals.
- Avoid walking behind the animals unless they are secured in their milking parlours (pens that cows stand in while being milked). The cows are animals and can cause bodily harm; guides should watch their visitors very carefully to see that they do not behave in any way that can cause them harm.

5. Provide additional information

Extra information can be provided to visitors in the form of *information boards*. These can be along the way on a tour, or in specific places such as a dairy, winery, or shop. They do not have to be fancy or expensive, but they do have to be accurate (provide correct information) and attractive (neat, clean, tidy). They can be printed or handwritten and can include good quality photos or drawings of the product. They could even be written on blackboards, or on walls painted with blackboard paint.

Examples of information boards on different agrotourism attraction:

- **Citrus farm:** the citrus family: different types of citrus fruits.
- **Tea farm:** types of tea, process of fermenting and making tea, different flavourings for tea.
- **Coffee farm:** types of coffee, how coffee is produced 'from bean to cup'.
- **Livestock farm:** different breeds of animals (cattle, sheep, chickens, etc).
- **Lavender farm:** the extraction of lavender oil or essence.
- **Honey farm:** the life cycle of a bee; life inside the hive, types of bees, what bees feed on (the flowers they need), the role of bees in the environment, traditional beehives and bee-keeping.
- **Wine farm:** the process of making wine, different grape cultivars, especially those unique to Kurdistan or the area; making wines from other fruits such as pomegranate.

Tips for information boards:

- Keep the info short – not too many words.
- Make sure the pictures clearly show what you are trying to explain.
- Make sure the information is correct – do some research or ask experts for input.
- If writing in another language (e.g. English) get someone to check it for you.

- Place them where they are easy to see, and people who will be reading them will not be in the way of the visitors or farm workers.
- Information boards may also be maps to orient visitors to the property.

6. Equipment and Resources

Depending on the agrotourism activity, some specialised equipment or resources may be needed.

Farm tours: Microphones may be needed when working with large groups, doing noisy tractor rides, etc. to ensure the visitors can hear the guide. It may be a good idea to have buckets of food for visitors to feed the animals as well as sanitiser to use after they interact with animals. Sanitiser should be available in the restaurant, restrooms, animal enclosures and at the entrance and exit of the property.

Leisure activities: More specific resources may include tractors, picnic blankets, saddles and bridles, food items, plates and cutlery, kitchenware, etc.

Food and gastronomy: Cooking facilities, ingredients, refrigeration, preparation equipment, dining area with furniture and service ware.

7. Staffing

Staff need to be carefully selected and trained on the element of the agrotourism activity that they are involved in operating. These can include:

- **Guides for farm tours** must be trained on the tour content and narrative, and how to engage well with visitors. They must also be aware of any risks or dangers and be alert to these in order to keep the visitors on the tour safe.
- **Farm workers** working alongside visitors: they must know how to show the visitors to safely use tools and equipment, and the standard of what needs to be done e.g. the degree of ripeness to pick fruit.
- **Demonstrators** are people who will demonstrate a skill or activity to visitors. They must be trained to have all equipment and materials ready before the demonstration, what information to provide, what skills to show, and how to comfortably engage with visitors. Example: demonstration of making cheese, of cooking, of shearing a sheep, etc.
- **Activity leaders** will lead visitors on leisure, recreation, or adventure activities such as horse riding, hiking, boating, camping and such. They must be well trained to keep their visitors safe, to pace themselves according to the group level, to manage the group, and to prepare for and pack up after activities.
- **Shop attendants or salespeople** must be trained on handling and recording payments, on displaying wares, on keeping the shop clean and attractive, and on being able to answer questions about the produce and products being sold. They should also have a friendly and helpful attitude toward visitors.

8. Visitor facilities

Parking: Provide an adequate parking area that is clean and has no obstacles that can damage vehicles (potholes, rocks, mud to get stuck in). It should provide enough space for the maximum number of visitors. Marking out the parking slots will make it easier to get a full number of vehicles into the area. A pathway and signs should direct visitors to the main building or reception. If you receive tour groups, make sure you have space for small busses or mini-busses.

Restrooms: There need to be enough restrooms to accommodate the maximum number of visitors plus staff. There should be signs to indicate facilities for ladies and gents. Restrooms need to be stocked with toilet paper, soap and either handtowels or paper towels, toilet bidet sprayer and a rubbish bin. On properties where families are a target market, there should be facilities for feeding and changing babies.

Seating: Provide seating for visitors, especially during or after walking tours of the property. Make sure these seating areas are shaded or protected from the elements. Seats must be sturdy, clean, able to hold the weight of the visitors. Restaurants would also require adequate seating in a way that suits the kind of visitor the farm is attracting e.g. families will want their own tables but a group of students may prefer to share one large table. Seating can be simple – such as bales of hay covered with cloths or blankets. In the event of picnics, the farm must provide picnic blankets and keep the picnic area clean, dry, and free of insects and other things which may bother visitors.

Inclusivity of disabilities: There should be accessibility for persons in wheelchairs or parents with prams. Ramps instead of or in addition to stairs are a good idea because then everybody is catered for.

First Aid: A clean, quiet, and well stocked area should be identified to giving first aid care in case of any injury to staff or visitors. This area should be well lit, there should be a door for privacy, there should be a bed or chair for injured persons to rest, bottled water or similar needs to be on hand and the area needs to be well marked with clear signs.

Unit 3: Operating an Agrotourism Product

Operating a successful agrotourism product is more than just hosting tours or running activities. Implementation includes taking bookings, ensuring enough resources are available, ensuring the equipment is all functional, animals are healthy, staff are scheduled based on how busy the property will be and so on.

Remember that operating an agrotourism attraction will follow the four stages of the guest cycle. All of these stages must be properly run every day.

1. Bookings and Ticketing

One of the first things a visitor experiences of the tour is the booking or ticketing process. This can be online or telephonic, so the farmer needs to have functioning landlines / cell phones as well as an easy-to-use online system with staff to respond and make the arrangements where necessary.

Telephone etiquette and email etiquette will be required when running any tourism business. Staff considerations:

1. The staff answering calls need to answer with the name of the property and ask how they can help, in a cheerful tone.
2. All staff who take calls should be able to ask questions, e.g. how much a tour costs, special prices for children, any exciting activities, wheelchair friendly, etc.
3. They need to have a good attitude and speak politely to visitors.
4. Being polite and helpful is key, the communication needs to be very clear, and the visitor should end the call feeling like they have been assisted well.

Staff responsible for bookings may have to keep track of the payments made online and on the day. Tickets can also be sold 'at the farm gate' i.e. when people arrive they buy tickets and do the activity without having pre-booked or paid. This is probably most common.

2. Social media updates

Someone should be responsible for making and posting social media content; they need to be trained to do so effectively and the content should be monitored by the farmer. This will be discussed in more detail in Module 5.

3. Staff rostering

Staff can be scheduled to suit the expected number of visitors. This will either be based on bookings if there is such a system, or on expected sales on, for example, a holiday weekend when good weather is expected. It is not good business sense to schedule five guides if there will only be two tours or activities in one day. Staff rosters should allocate an equal number of shifts to give everyone the opportunity to work and earn. Scheduling may need to be adapted to suit certain staff members, women with small children for example may have family responsibilities that they need to work around. Often family members will be the ones offering the farm activities, and their own family responsibilities (e.g. toward school age children) will have to be considered when planning who does what, and when.

4. Maintenance and Quality of Facilities

Knowing when it is busy and when it is quiet is also helpful when planning maintenance on equipment or areas on the property. Plan routine maintenance for days when there are few to no bookings. Big maintenance projects should be done in off-season periods.

Maintenance includes property (e.g. weeding, clearing of walkways or hiking trails), vehicles, equipment and facilities (painting, fixing anything broken, replacing lightbulbs, washing curtains).

The maintenance / inspections take different forms for each facility or activity available to the visitors. Before any activities take place the farmer / owner / manager should check the following:

Restrooms:

- Allocate someone to check, clean and restock the restrooms at least two or three times a day, especially on busy days.
- Put up signs to inform guests what not to throw into toilets, especially for septic tank systems.
- Toilet paper, soap and hand towels or paper towels, must be restocked often.
- Ensure the water is running, no toilets are blocked, etc.
- Check that taps are not dripping, leaking or running – fix any that are.
- Waste bins must be regularly checked and emptied.

Restaurant:

- Dining areas should be cleaned before and after service, and, during busy times, kept clean during service.
- If pests such as flies are a problem, then measures should be taken to reduce flies e.g. through screens or other effective, locally available methods such as fly traps.
- Both raw and prepared food must be hygienically handled and stored – e.g. kept covered; kept cold (refrigerated food at $\pm 4^{\circ}\text{C}$); raw and cooked food kept separate.
- Food waste bins must be emptied often so as not to attract pests like flies, cockroaches or ants.

Walkways:

- Walkways include paths, passages, steps and staircases.
- These must not be slippery; in case of rain, provide boards over muddy areas, or some form of non-slip matting (e.g. old sacks) on slippery floors.
- Check often that handrails and steps are sturdy.
- Place safety or warning signs in areas where there are potential hazards such as steep or slippery steps, low doorways, etc.

Parking areas:

- Check the parking area to make sure there are no sharp objects that could cause punctures or injuries.
- Check that the parking area is dry and even; fill in any holes or areas where water collects.
- Pave or place stones or rocks in areas that may be wet or muddy.

- Demarcate parking spaces if possible – this will make the parking area more efficient to hold the maximum number of vehicles. Simple lines of rocks, stones or bricks can be used for this.

Enclosures:

- Animals must be secured in their paddocks or enclosures.
- The enclosures must be well fenced and kept neat and clean.
- Check that gates close properly with secure fastenings.
- Enclosures must not be easily accessible to (unsupervised) children.

Animals:

- Animals must be healthy, well cared for and not aggressive.
- Provide sanitising or hand washing stations near enclosures for visitors to use after being in contact with animals.
- Food to feed animals can be provided to visitors, either included as part of their entry fee, or to buy on the farm. Containers used for animal feed should be reusable or environmentally friendly e.g. paper, leaves, baskets.
- Always supervise children who are interacting with animals.

Equipment:

- Conduct safety checks of any equipment used in farm experience activities, especially adventure activities. This includes electrical, mechanical or manual equipment.
- Regularly service equipment used in visitor experiences, according to the manufacturer's instructions.

Accommodation:

- Must be serviced/cleaned every day unless this is not part of the accommodation rate.
- Provide clean and stocked ablution/bathroom facilities – toilet paper and soap.
- Clean and make sure that the accommodation does not have mould, mildew or damp.
- Accommodation must be safe and secure, and animals should not be able to get too close to the buildings / tents.
- If providing linen (sheets and towels) these must be washed between guests; incoming guests must always get fresh linen.
- Plan regular cleaning of items such as carpets, rugs or mats, curtains and soft furnishings.
- Use a simple checklist to check the condition and readiness of rooms after they have been cleaned and before guests arrive. Here is a simple example:

Element	😊	😐	😞
Beds made neatly: smooth linen, pillow placed nicely			
Lights working			
Soap provided			
Towels provided and neatly hung up or folded			
Surfaces dusted			
Floor clean			
Room is neat and tidy			
Toilet clean			



Basin clean			
Windows clean			
Shower free-flowing			