

HOW TO HOST A FARM TOUR CHECKLIST

STEP 1 - DEFINE YOUR AUDIENCE

- ☐ Identify Audience Type
- ☐ Determine Group Size
- ☐ Understand Interests/Expectations

STEP 2 - CREATE A PLAN

- ☐ Outline Tour Route
- ☐ Build a Timeline
- ☐ Prepare Logistics - parking, restroom, weather
- ☐ Plan Interactive Moments

STEP 3 - SAFETY CHECK!

- ☐ Sanitation & Bathroom Check
- ☐ Waivers & Emergency Preparation
- ☐ Wheelchair Access

STEP 4 - CHECK YOUR PROPERTY

- ☐ Walk the Tour Route
- ☐ Clean & Tidy Grounds
- ☐ Check Animal Pens & Walking Paths

STEP 5 - ADD SIGNAGE/DISPLAYS

- ☐ Directional Signs
- ☐ Agritourism Signs
- ☐ Educational Displays
- ☐ Indiana Grown Signage

STEP 6 - TRAINING

- ☐ Dress Code
- ☐ Assign Roles
- ☐ Review Commonly Asked Questions

STEP 7 - DAY OF TOUR

- ☐ Final Walkthrough
- ☐ Gather Extra Supplies
- ☐ Photo Opportunities
- ☐ Welcome Group!

STEP 8 - FOLLOW UP

- ☐ Send Thank You's
- ☐ Post on Social Media
- ☐ Ask for Feedback

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