

Loudoun County Spring/Fall Farm Tour Policy and Guidelines

Date: Spring: Annually, Third Weekend in May; Fall: Annually, Third Weekend in October.

Objectives: Promote Loudoun County's farms by sponsoring a weekend tourism event, increase awareness and educate the public about farming in Loudoun, and inform consumers about what products are produced from local farms.

Responsibilities of the County:

- › Publication – Produce Farm Tour publication, with input from farm participants. Distribute to the consumer mailing list and deliver to local and regional outlets. Provide copies to participants for display at their farms. Post Farm Tour information on website(www.loudounfarms.org).
- › Advertisement – This includes ads and articles in local and regional publications as well as social media.
- › Tour signs – Provide at least two directional signs, as mutually agreed upon.

Responsibilities of the Farm:

- › Provide text for the brochure by the deadline set forth by the County.
- › Agree to not charge an entrance fee; charges are permitted for products and special attractions.
- › Promote the tour on your social media channels and mail lists. This can be done by sharing the Department's post or creating your own.
- › Be open 10 a. m. - 4 p. m. both Saturday and Sunday of the tour weekend.
- › Provide an educational component. For many visitors, this may be one of their first experiences with rural Loudoun – this is your chance to spotlight your business while helping rural Loudoun shine. A few examples are:
 - › A short guided educational tour with information about your animals, crops, land stewardship, business of farming, etc.
 - › Demonstrations (uses of herbs, animal shearing or other animal care).
 - › Informational poster(s) about your farm, products, or methods.
 - › Activities such as farm-related scavenger hunts, seedling or seed plantings, etc.
 - › A short presentation for your visitors – about what you do, why you choose to do it and why it's important.
- › Provide your own insurance coverage.
- › Post the [Virginia Agritourism Activity Liability](#) sign.
- › Have ample parking for visitors the days of the event.
- › Provide staffing for the event.
- › Obtain specific permits as applicable, such as for [prepared food](#) items.
- › Complete the County's post-event survey form by the deadline. This information is used to evaluate the success of the program, to make determinations regarding future tours, and to share with County leadership. Completion of this survey is very important.

*** Each item listed above must be adhered to. If you do not adhere to the requirements, your farm may not be included in future farm tours.*

*** The Department of Economic Development reserves the right to reject any farm/venue from participating in current or future farm tours that does not meet the specified criteria listed above.*