

"NC Agritourism Farm" Road Signs Program

The NCDA&CS Agritourism Office announces the "NC Agritourism Farm" road signs program for agritourism farms and vineyards. The program is designed to promote North Carolina's agricultural economy by helping agritourism businesses meet standards of good agritourism practices. The NC Agritourism Farm signs are to be placed at the entrance to your farm/vineyard. Signs may be removed by DOT if on the right-of-way.

Agritourism farms which do not sell farm-grown products are now eligible for the Goodness Grows program. A 'farm experience' is a recognized agricultural 'product,' valuable to sustainable farming in our state, and is a part of the Goodness Grows program.

This three-part process allows an approved farm to buy a road sign that identifies the farm as a "North Carolina Agritourism Farm." Costs of the program are subsidized by the Agritourism Networking Association (ANA). The attractive metal signs are available to successful applicants for **\$20.00 payable to NC ANA** at the address below.

Part 1 - Successfully complete the following:

1. "NC Agritourism Farm" application - print from your computer, fill out by hand clearly & neatly and mail back with the Goodness Grows application & the check.
2. Goodness Grows application - www.ncagr.gov/markets/gginc/application.htm - print application from your computer, fill out clearly and neatly, and mail back. Be sure to check the agritourism box on the front page category section.

If you cannot print the applications, they will mailed to you if you contact the Agritourism Office. Please print out both applications. Answer only those questions on the GGINC application which apply to your agritourism business.

Part 2 - Successfully complete the following:

1. An interview and site visit
 - a. to confirm the applications are complete and correct
 - b. to verify that the applicant understands his/her pledge to perform as promised in the NC Agritourism Farm application
2. A verbal agreement between the farmer/vineyard owner that adherence to this program will allow the farm to serve as a model for other farms

Part 3 - Purchase the 13"x20" metal farm sign for \$20.00 - place at the farm entrance

The signage will indicate to the traveling public that they have reached a destination agritourism farm. Visitors are invited to 'spend an hour or stay the day!'

Mail Sign and GGINC application, and check/money order to NCANA for \$20.00 to
Martha Glass, Agritourism Office
1020 Mail Service Center
Raleigh NC 27699 - 1020

"NC Agritourism Farm" Road Signs Application

Items 1 - 5 are required.

1. Open to the public a minimum of two (2) days a week, 3 - 6 hours a day, preferably one weekend day during the farm's selected season(s) * (see * below)
2. Clean and neat appearance at farm entrance and throughout visitor areas
3. Site free of threats to human health and safety with signage indicating health and safety information and facilities
4. Trained staff who welcome groups, give interpretive tours, answer questions and are available for assistance
5. Informational material such as brochures, flyers, maps, activity sheets with history of farm/vineyard

Select five additional criteria to meet requirements of the application.

6. Educational material for school visits related to farm activities for use both pre- and post-visit in addition for use while at the farm
7. Clear directions from staff regarding recreational activities and safety rules
8. Active production of food and/or fiber or other farm products, and/or care for livestock, fish or smaller animal exhibits with staff interpretation/information about production processes and/or care of animals/fish with appropriate interpretive signage
9. Clean public bathroom(s) [may be portable] and accessible to physically-challenged
10. Parking areas with marked spaces on level ground for physically-challenged
11. Information on any areas or activities not accessible or conducive to the safety of special needs or physically-challenged individuals
12. Clearly visible and easy to understand directional signage for all activities
13. Free telephone for emergency use with emergency numbers close by
14. Easy access to drinking water
15. Areas set aside for physically-challenged and others to relax
16. One staff member on site trained in first aid procedures with first aid kit readily available, inspected frequently, and stocked appropriately
17. Staff formally trained on visitor hospitality (training available through many county Cooperative Extension offices)
18. Pre-visit packet mailed prior to visit containing basic visitor information
19. Evaluation tool for follow-up of individual or groups to assess visitor impression of farm visit
20. Easily accessible and smooth paths to accommodate wheelchairs, walkers and strollers

NOTE * : Exception to this item includes seasonal venues (ex. U-pick farms, farm roadside markets, or fall farms open only in September - November time frame), farms open for special events or festivals, or for craft and/or artists' farms which are open by appointment or reservation only. The use of the word "farm" includes vineyards as appropriate.

Agritourism Liability Warning Signs

The Agritourism Office *strongly* advocates that farms have agritourism liability coverage and use the Agritourism Liability Signs. For information on the agritourism liability law and liability signs, go to www.ncagr.gov/agritourism in the side column.

Make check/money order to NCANA for \$20.00.

Mail with both completed applications to

Martha Glass

Agritourism Office

1020 Mail Service Center

Raleigh NC 27699-1020

The Goodness Grows in NC application - www.ncagr.gov/markets/gginc/application.htm - should be returned with the NC Agritourism Farm application via USPS. Read all of the GGINC information, but only fill out information specific to your farm if the question does not pertain to your farm/vineyard. Questions may be directed to Martha Glass at martha.glass@ncagr.gov or 919-707-3120.

Information about the NC Agritourism Networking Association (ANA) is found on www.ncagr.gov/agritourism in the side column.

NOTICE: These two applications are in effect from the date approved until December 2011. New online Agritourism Office applications will be required by November 1 of each year following 2011. Site visits may be random but with sufficient notice to set a date and time. Goodness Grows applications take effect upon approval, and are not subject to site visits unless the Goodness Grows Office is notified of discrepancies between the farm and the application on file. Credit card payment is not available.

NC Agritourism Farm Road Sign Program

Frequently Asked Questions (FAQ) Sheet

1. Who is eligible for the signs? All farmers who invite visitors to their farms or vineyards, seasonal U-picks, roadside stands, educational and entertainment agritourism farms, orchards, Christmas tree farms, vineyards, farm B&Bs, slow food dining and others. See sub-categories at www.VisitNCFarms.com.
2. Do farms have to be members of the NC Agritourism Networking Association (ANA)? No. Agritourism farms/vineyards interested in membership can find information in the side column of www.ncagr.gov/agritourism.
3. How much do the signs cost, and how durable are they? The signs cost \$20.00, are made of metal, and are approximately 13"x20". They have a white background with the state in green, and the words "North Carolina Agritourism Farm" in red superimposed on the green state background. In the corner of the sign will be the 'got to be NC Agriculture' logo with the Goodness Grows symbol, and the ANA logo is in the other corner.
4. Where do I place the sign? You need only one sign and it can be placed at the end of the entrance to the farm, near the road, but on private land - not the DOT right-of-way. If they are on the right-of-way, they may be removed and not returned by DOT agents.
5. What do I have to do to get a sign? There are two applications to fill out and return to the Agritourism Office with your check for \$20.00 made out to NCANA. When the applications are received, a representative of ANA will schedule a visit to meet with you to go over the applications to make sure they are complete.
6. Do I get my sign money back if I change my mind? If the farm is not approved for the sign, or the owner decides not to participate after sending the two applications and \$20.00, a refund of \$18.00 will be made, with \$2.00 withheld for administrative costs.
7. What are the applications? The first application is the Sign application. On it you provide contact information and agree to meet criteria that will help your farm succeed as a quality agritourism farm and impress visitors favorably. The second application is for Goodness Grows membership and is free. From this date on, the "agricultural product" required for Goodness Grows membership is considered to be the "farm experience" you provide your visitor. Complete information about the Goodness Grows program and requirements can be found at <http://www.ncagr.gov/markets/gginc/index.htm>. You need to fill out page one only (see # 12 and # 13).
8. How soon will I receive my sign? After your applications are received and the site visit is scheduled, you should receive your sign within two - three weeks.

9. Who conducts the site visit? An ANA District Director or Martha Glass, the manager of the Agritourism Office, will visit your farm to meet you and make sure the applications are complete.
10. May I order more than one sign? Yes, for an additional cost of \$20.00. Remember to be sure that the signs are on your farm property and are not on the right-of-way (see # 4).
11. Do I have to fill out more than one Sign application if I own more than one farm and want a sign for each farm? Yes. You will need to submit a new Sign application for each business, but you may make copies of the Goodness Grows application to send in with the Sign applications. Each application will identify a particular farm with a different physical address. In the event the two entities have the same address, but are separate seasonal businesses (i.e. a spring market and a fall orchard), and two signs are requested, two applications need to be submitted. If the two businesses have the same address but different names, two Sign applications need to be submitted.
12. What if I'm already a member of Goodness Grows? Please submit a **new** Goodness Grows application with the new Agritourism box checked. Also check any other block which applies to you. **Print clearly, at the top of the GG application, 'Current GG member.'** For 'Company Name,' fill in your farm name.
13. Why am I required to join Goodness Grows? The Goodness Grows program is under the umbrella of NCDA&CS's "brand" - "Got to Be NC ---". To take advantage of the benefits of that well-known brand and its industry-wide reputation and use the logo on the sign, Goodness Grows membership is required. It is free.
14. If I don't produce a product, do I have to fill out other information on the GG application? No. You may omit filling out the bottom of page one and/or page 2 of the GG application if you are joining as a new GG "agritourism" member.
15. Do I need to join ANA? No. You are welcome to use the sign without joining ANA, although we hope you review the information on ANA on the Agritourism website, www.ncagr.gov/agritourism, and consider joining ANA.
16. What happens if I have concerns about meeting the five required sign criteria? Email Martha Glass, manager of the Agritourism Office, at martha.glass@ncagr.gov and explain your concerns in writing. A follow-up email or a phone call will work to resolve the concern.
17. I don't have access to a printer, so how can I get the applications? Call Martha Glass at 919-707-3120 or email martha.glass@ncagr.gov.
18. May I email the Sign application back and mail the GG application with the check? No. Receiving paperwork at different times is not efficient administratively, could hold up your applications and result in a delay in receiving your sign. Please mail one envelope with applications and check.
19. Can \$20.00 be on a credit card? We cannot process credit cards. Only checks or money orders can be accepted. Please do NOT send cash.

"NC Agritourism Farm" Sign Application

**** Type, or print clearly and neatly in ink ****

Date of Application _____ Date Received: _____

Agritourism Networking Association Member: Y ___ N ___

Name of Applicant _____

Name of Farm/Vineyard _____

Phone(s) (H) _____ (O) _____ (C) _____

Email _____ Website _____

Facebook _____ Twitter _____

Physical Street Address of Farm _____

City _____ Zip _____ County _____

Mailing Address (if different from above) Street/PO Box _____

City _____ Zip _____ County _____

I agree to criteria 1 - 5: (signature) _____

I select the following 5 criteria to meet requirements for the "NC Agritourism Farm" sign: (List numbers from previous page): _____

I plan to be in compliance & ready for a site review by (date) _____