

The background of the slide features a large, faint, red circular seal of Rutgers University. The seal contains the text "RUTGERS UNIVERSITY" and "EST. 1823" around a central emblem.

RUTGERS

New Jersey Agricultural  
Experiment Station

# Stop Things From Going Wrong: Avoiding a Crisis Before it Happens

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*Crisis management plan (CMP)* describes how your business will react to a crisis, and who will be involved and what they will do.

A crisis management plan is critical because, without one, people under stress may make poor decisions and may unintentionally extend or worsen a crisis

The plan should minimize harm and restore operations as soon as possible.

Crises come in many forms, they threaten your organization's operations, reputation, finances, or strategic objectives.

Some crises jeopardize lives, health, and safety.

But not all --- food safety, data breach, customer service incidents, etc

# Safety vs. Emergency Preparedness

## Safety Preparations

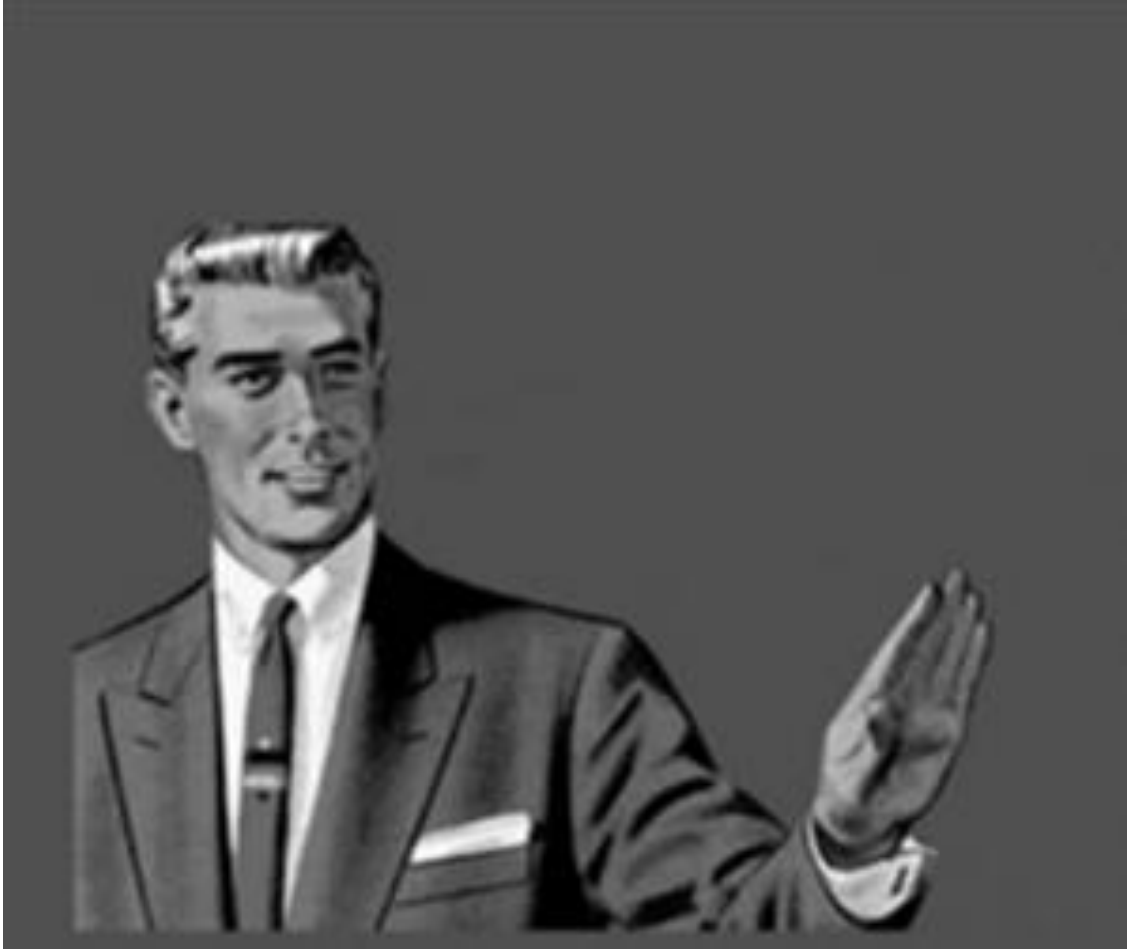
- Putting in fire control systems
- Making, communicating and enforcing rules
- Eliminating potential slip, trip, fall hazards
- Checklists for employees to use in getting ready for the day
- Establishing hand signals for use around loud equipment
- Designation hayride loading/unloading areas

## Emergency Preparedness Preparations

- Developing a plan
- Involving the entire management team
- Ensuring customers and employees will be safe in emergencies
- Planning for business continuity into the future
- Preparing back-up equipment and processes for operations







# Stop Worrying

What could go wrong?

Triple A

ANYTIME

ANYWHERE

ANYONE

















Call for a free consultation ☎ (215) [redacted]

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*Pennsylvania Hayride and Tractor Pull Accident Injuries*

[redacted]

**BREAKING  
NEWS**







## The 5 P's

- Proper
- Planning
- Prevents
- Poor
- Performance



# Reduce Risk

- Most important step in risk management is making sure accidents don't happen in the first place
- Things that can be done to minimize hazards
  - Training staff
  - Reconfiguring public areas
  - Adding safety features
  - Increase customer awareness of specific hazards

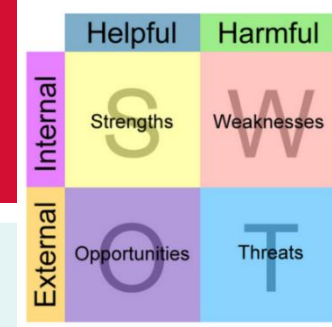




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For more information on this topic and for tools to help you with on-farm direct marketing, see our website at <http://agritourism.rutgers.edu/training>

# Example SWOT Analysis



## Strengths (Internal)

- Family/Co-Owners commitment
- Farming experience
- Knowledge and experience growing diverse crops
- Marketing experience
- Land quality, suitability
- Financial stability
- Location
- Communication skills
- Staff/Labor
- Strong business plan and common goals set

## Weaknesses (Internal)

- Lack of commitment
- Lack of experience
- Poor soils
- Labor shortage/untrained staff
- Differences of opinions with family/co-owners
- Lack of goal setting
- Financial issues
- Poor communication skills

## Opportunities (External)

- Excellent location for retail sales
- High per capita income area
- Other businesses in the area that attract customers
- Healthy eating trends
- Buy local movement
- People attracted to working on farms and learning about where food comes from

## Threats (External)

- Neighbor conflicts
- Federal, state, local regulations
- Law suits
- Poor economy
- Weather conditions
- New pest outbreak
- Road closures

# Items for discussion:

- Animal safety
- Emergency response and liability
- Employee management
- Food safety
- General farm safety
- Hayride safety
- Parking and traffic assessment
- Marketing assessments
- Handling and recording incidents

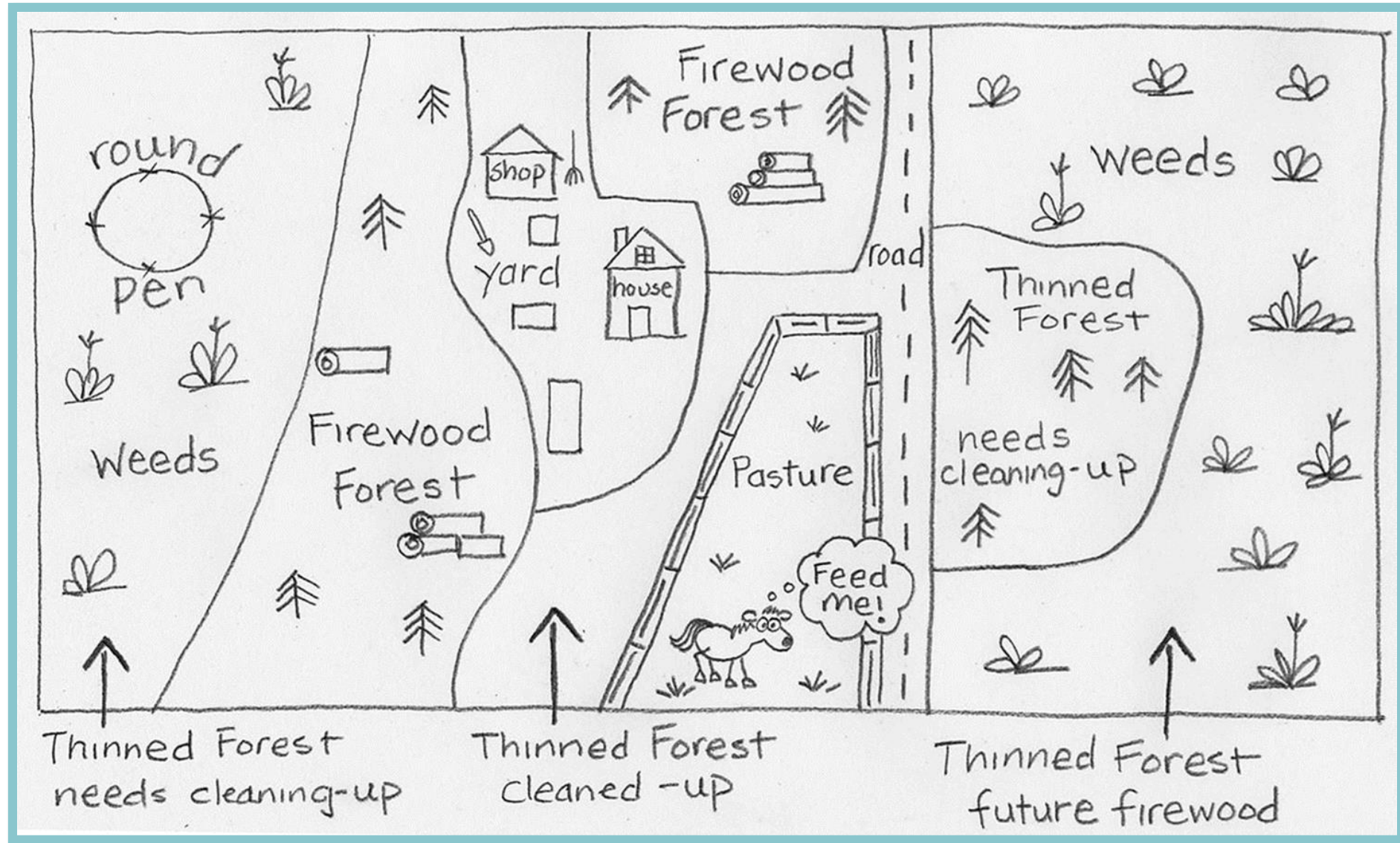




## The process

- Inspect your farm, preferably with two sets of eyes – helps identify all hazards
- Evaluate and set priorities
- Determine the most cost-effective corrective action
- Set a deadline for completion
- Implement corrective actions – reevaluate you have not caused another problem
- Repeat inspections monthly – evaluate progress and identify new hazards

# Make a map



















<https://agritourism.rutgers.edu/training/supplemental.html>

The screenshot shows a web browser displaying the Rutgers Extension Training for Agritourism Development website. The header features the Rutgers logo and a search bar. The main navigation menu on the left includes links to Home, Training Modules, Training Videos, Supplemental Materials (which is highlighted), Online Budget Calculator, Fact Sheets, Webinars, and Contact Us. The main content area is titled 'Supplemental Materials' and contains a list of downloadable documents and resources, each with a 'Download' or 'View' link.

**RUTGERS** New Jersey Agricultural Experiment Station

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## Extension Training for Agritourism Development

### Supplemental Materials

The following documents were developed/collected to provide additional hands on resources for farmers when receiving training based on the materials in the training modules and webinars.

- Considerations for Agritourism Operations During the Covid19 Pandemic [Download](#)
- Agritourism Animal Safety Assessment Checklist [Download](#)
- Agritourism Emergency Response & Liability Assessment Checklist [Download](#)
- Agritourism Employee Assessment Checklist [Download](#)
- Agritourism Operation Food Safety Checklist [Download](#)
- Agritourism General Farm Safety Assessment Checklist [Download](#)
- Agritourism Marketing Assessment Checklist [Download](#)
- Agritourism Parking & Traffic Assessment Checklist [Download](#)
- Farm Accident/Incident Report Form [SAMPLE] [Download](#)
- Sustainable Farming on the Urban Fringe - Agritourism in New Jersey [View](#)
- USDA/Risk Management Agency - SWOT Analysis: A tool for making better business decisions [Download](#)
- National Children's Center for Rural and Agricultural Health and Safety - Integrating Safety in Agritourism: Resources [View](#)
- Virginia Cooperative Extension - Managing Liability: Legal Liability in Agritourism and Direct Marketing Operations [Download](#)

Does the farm operator...	Yes	No	Priority Ranking <sup>1</sup>	Comments
...implement regular farm walk-through and safety inspection procedures for areas accessible by the public?				
...maintain records of farm inspections and efforts taken to promote farm safety?				
...have a written farm safety plan that outlines safety rules and procedures to maintain a safe environment for employees and visitors?				
...designate areas that are off-limits to the public?				
...have a written "plan of operation" (e.g., nature of activity, potential safety risks, procedures for safe implementation, rules, etc.) for each agritourism attraction or activity being offered?				
...remove or properly secure "attractive nuisances" that could be dangerous to children?				
...set up barriers and post warning signs around any lagoons or irrigation ponds?				
...maintain an up-to-date list of contact information and emergency contacts for the farm owners and employees?				
...maintain operational smoke detectors and fire extinguishers throughout operation?				
...keep stocked first aid kits in an accessible location?				
...conduct regular or at least annual staff training on performance expectations, farm safety risks, safety plans, plans of operation for activities, and emergency response procedures?				
...ensure that farm employees are easily identifiable?				
...train employees to properly operate farm machinery (e.g., for hayrides)?				
...secure all pesticides and other farm chemicals and mark such areas as "restricted"?				

<sup>1</sup>H = High Priority, M = Medium priority, L = Low priority

## Agritourism – Keeping Passengers Safe on Hay Rides

Fact Sheet FS1145



### **Cooperative Extension**

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### **Introduction**

In order to remain economically viable, many farms are taking advantage of the rural and outdoor appeal of the farm and developing entertainment attractions which offer visitors a "farm experience". There are many agritourism options including corn mazes, hay rides, pumpkin patches and pick your own. A common component of many of these attractions is transporting guests on a hay ride using a tractor and hay wagon. With the potential liability of transporting guests, hay ride safety is an increasingly important issue.

Many of the accidents associated with hay rides could be avoided or eliminated by following simple safety precautions. Without proper control measures in place, you have an accident waiting to happen. Many accidents can be attributed to inadequate supervision or training, poor site and crowd control, or improper vehicle operation. This fact sheet will provide information to help reduce risks and increase the safety of hay rides.

### **Before The Hay Ride**

#### **Route Inspection and Maintenance**

The initial planning of the route of the hay ride is very important. Remember these 5 P's: Proper Planning Prevents Poor Performance. Your hayride route should be planned to allow for the most efficient movement of your visitors across the farm, and emphasize any points of interest you may wish to highlight. However, your first and foremost priority is to ensure the safety of your guests.

After determining the route of your hay ride, you should inspect the route with a critical eye looking for potential concerns. For example:

- Identify any hazards or risks that must be addressed or avoided. Concerns can include and are not limited to overhead branches, wires, irrigation heads, sharp turns, uneven ground, and poorly drained soil.
- Avoid on-road travel to the extent possible. This eliminates the need to deal with automobile and truck traffic.
- Consider whether emergency vehicles can access areas of the farm covered by your hayride, should they be needed.

Once the route has been determined the job is not over. A daily pre-ride inspection should be conducted. Check to make sure there are no tire ruts, pot holes, fallen branches or other hazards that could change daily along the route. If needed consider grooming the trail after the day's use with a York rake or roller. This will help ensure a flat and smooth surface for the hayride.

#### **Tractor and Equipment Preparation**

Maintaining and selecting the proper tractor for the hayride is critical for safety. When selecting a tractor for the hayride, use a Rollover Protective Structure (ROPS) equipped tractor large enough to handle and stop the load without trouble. Remember your wagon will be filled with guests. The tractor pulling the wagon must have the power, weight, traction and braking ability to control the load.



- Information to include:
  - Name, address, and contact information of the injured person
  - A detailed description of the incident
    - What happened?
    - Time and location of incident?
    - What type of injury/harm was incurred?
    - How/why did the incident occur?
    - Visitor's status (e.g., employee, invited guest, trespasser, etc.)
    - Farm conditions (e.g., weather, number of visitors, etc.)
  - Describe any medical assistance provided, or offered
  - Names and contact information for witnesses to the incident
    - Record any accounts of what was witnessed
  - Name, address & contact information of person completing the report

**- SAMPLE -**

**FARM ACCIDENT/INCIDENT REPORT FORM**

**{Farm Name}**

Date of incident: \_\_\_\_\_ Time: \_\_\_\_\_ AM/PM

Weather conditions: \_\_\_\_\_

Name of injured person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number(s): \_\_\_\_\_

Date of birth: \_\_\_\_\_ Male \_\_\_\_\_ Female \_\_\_\_\_

Description of injury: \_\_\_\_\_

\_\_\_\_\_

Details of incident: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Were there any witnesses? Yes \_\_\_\_\_ No \_\_\_\_\_

Name of witness(es): \_\_\_\_\_

Address of witness: \_\_\_\_\_

Phone number: \_\_\_\_\_

Was a witness statement obtained? Yes \_\_\_\_\_ No \_\_\_\_\_

Was first aid administered at the farm? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, describe actions taken: \_\_\_\_\_

Did injury require EMS/hospital visit? Yes \_\_\_\_\_ No \_\_\_\_\_

Name of hospital: \_\_\_\_\_

Hospital phone number: \_\_\_\_\_

Employee investigating scene: \_\_\_\_\_

Any corrective measures taken? \_\_\_\_\_

Any photographs taken? Yes \_\_\_\_\_ No \_\_\_\_\_