

Loudoun County Spring/Fall Farm Tour Policy and Guidelines

Date: Fall: Annually, Third Weekend in October (10/18-10/19)

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 available at local farms during the fall months.

Responsibilities of the County:

- Publication – Produce Farm Tour publication, with input from farm participants. Distribute via direct mail and delivery to local and regional businesses and other outlets. Provide copies to participants for display at their farms. Post Farm Tour information on website (www.loudounfarms.org).
- Advertise the event – Create and publish print ads in local and regional publications, and where appropriate on radio and television.
- Tour signs – Provide at least two directional signs, as mutually agreed upon.

Responsibilities of the Farm:

- Cooperate and provide text for the brochure by the deadline set forth by the County.
- Agree to not charge an entrance fee; charges are permitted, however, for products or particular attractions.
- Be open 10am-4pm both Saturday & Sunday of the Tour weekend.
- Have an educational component, such as demonstrations (potting plants, land stewardship, uses of herbs, animal shearing or other care) or informational poster(s) about your farm, products, or methods.
- Provide your own insurance coverage.
- Have ample parking for visitors the days of the event.
- Provide staffing for event.
- For-profit farms shall provide portable toilet facility, particularly if large crowds or small children expected.
- Obtain specific permits as applicable, such as for prepared food items.
- Complete and return County post-event survey form.

**** Each item listed above must be adhered to. If you are unable to check off each box, your farm will not be included in the farm tour.****

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