



**Webinar —Wednesday June 1, 2022 —10 a.m.**

Protecting your Agricultural Tourism Destination:  
Understanding Act 269 WI Limited Liability Law  
Register before **May 31** by emailing  
[director@wiagtourism.com](mailto:director@wiagtourism.com)



**Marsha Salzwedel**  
**National Farm  
Medicine Center**

What are the first two questions farmers ask themselves when thinking about bringing visitors to their farm? Will I have to increase my insurance coverage? And, What's my risk if someone gets hurt while visiting the farm? Mark your calendars and register for WATA's June 1st Webinar on Wisconsin's Limited Liability Law—a statute that limits farmer's risk when the public comes to visit, eat, or stay on working farms. Marsha Salzwedel, from the National Farm Medicine Center, will explain how WI Act 269 works to protect your agritourism destination.

## Wisconsin Limited Liability Law Sign

Information can be found on our website at:

<http://wiagtourism.com>

## NOTICE

**NOTICE:** A person who observes or participates in an agricultural tourism activity on this property assumes the risks inherent in the agricultural tourism activity. Risks inherent in the agricultural tourism activity may include conditions on the land, the unpredictable behavior of farm animals, the ordinary dangers associated with equipment used in farming operations, and the potential that a participant in the agricultural tourism activity may act in a negligent way that may contribute to injury or death. The agricultural tourism provider is not liable for the injury or death of a person involved in an agricultural tourism activity resulting from those inherent risks.



Per Wisconsin Statute 895.524

The Wisconsin  
Agricultural Tourism  
Association no longer has  
signs available for  
purchase. To obtain a  
sign please provide  
Wisconsin Statute  
895.524 to a local printing  
company. By following  
the statute they can  
make a sign that fits  
your needs.  
Thank you.

A PERSON WHO OBSERVES OR PARTICIPATES IN AN AGRICULTURAL TOURISM ACTIVITY ON THIS PROPERTY ASSUMES THE RISKS INHERENT IN THE AGRICULTURAL TOURISM ACTIVITY. RISKS INHERENT IN THE AGRICULTURAL TOURISM ACTIVITY MAY INCLUDE CONDITIONS ON THE LAND, THE UNPREDICTABLE BEHAVIOR OF FARM ANIMALS, THE ORDINARY DANGERS ASSOCIATED WITH EQUIPMENT USED IN FARMING OPERATIONS, AND THE POTENTIAL THAT A PARTICIPANT IN THE AGRICULTURAL TOURISM ACTIVITY MAY ACT IN A NEGLIGENT WAY THAT MAY CONTRIBUTE TO INJURY OR DEATH. THE AGRICULTURAL TOURISM PROVIDER IS NOT LIABLE FOR THE INJURY OR DEATH OF A PERSON INVOLVED IN AN AGRICULTURAL TOURISM ACTIVITY RESULTING FROM THOSE INHERENT RISKS.



## Would you like to promote your Agricultural Tourism Destination at the Wisconsin State Fair?

WATA is Teaming with the Wisconsin Department of Tourism to host the Tourism Booth. There are four shifts available for you to promote your Agricultural Tourism Destination to fair goers. This is a perfect time for you to promote your Fall and Winter Activities. Watch for more information in our June Newsletter. Register by emailing [director@wiagtourism.com](mailto:director@wiagtourism.com) or call (608) 774-1354.

# WISCONSIN STATE FAIR



### Promotion of our members is one of our top priorities.

The WATA tradeshow booth is one way for you to promote your Agricultural Tourism Destination. Agricultural Tourism is an economic engine for Wisconsin. This year WATA has had a presence at Wisconsin Association of Fairs Convention, WI Fresh Fruit & Vegetable Conference, Governor's Conference on Tourism and Wisconsin Farm Discovery Center. Join us as we promote you and Wisconsin's Agricultural Tourism Industry. WATA membership is an investment in your Agricultural Tourism Destination.

## Are you looking for ideas to diversify your Agricultural Tourism Destination? What about adding cut flowers?

Cut flowers can add tremendous value to a roadside or farm stand – imagine the increase in profit if you added a small bouquet onto 75% of your orders! Michael Wells, an experienced cut flower grower and Ornamentals Product Manager at Harris Seeds, will walk vegetable growers through how to get started with cut flowers, everything from choosing varieties, how to grow them successfully, and how to create simple bouquets for your customers.

[WATCH NOW](#)

### Successes and Challenges in Agritourism

Agritourism can be a useful way to expand and diversify a farm or ranch, but it doesn't work well in every situation. Below are examples of successful agritourism experiences and a discussion of common challenges, which may help you decide whether agritourism is right for your farm or ranch.

<https://naturetourism.tamu.edu/agritourism/successes-and-challenges/>

**Be sure to encourage fellow farmers to join WATA [today!](#)**

## Schuster's Playtime Farm – Deerfield, Wisconsin

Fourteen years ago, Don Schuster planted 1/3 acre of pumpkins. Six years later he had seven acres of pumpkins, and customers from all over the region came to pick pumpkins at Schuster's. Based on requests from customers for other agritourism services, Don and his wife Theresa developed additional agritourism activities to increase farm visits, and thus increase pumpkin sales. The Schusters offer good advice to potential agritourism businesses. They say, "To get to our size takes time.



We have seen many farms try to skip steps and before they know it, they are out of business. There is a huge learning curve in this business. Anyone can grow a crop, but to harvest customers is a new venture for almost all farmers." Also, they add, "make sure to get good insurance." Lastly, the Schusters recommend that potential businesses join associations made up of other people in the business to "learn and grow from each other's experiences."

[Visit their website.](#)

## News to Know...

- ★ DATCP Announces Next Wisconsin Agriculture Youth Council. [Read more here.](#)
- ★ Ready for year-round fun? Travel Wisconsin helps visitors discover the best kind of fun there is – Real Wisconsin Fun. Find getaway ideas, travel planning tools, events, and free guides at [TravelWisconsin.com](http://TravelWisconsin.com)
- ★ Agricultural Tourism: What's Possible Come learn about the exciting economic development growth potential with the passage of the new Agricultural Tourism Zoning Codes in Green County and what's possible in Lafayette and Rock Counties. Wisconsin Farmers Union South Central Chapter May Meeting Thursday, May 19, 2022, from 5-7:30 pm. [For More Information.](#)
- ★ Join Langlade County Economic Development Corporation for a webinar featuring representatives from employee-owned businesses who will share their personal experiences with the business conversion process and the benefits and challenges of employee ownership...it's gaining traction! Take part on May 12th from 11am - 12pm CT. The webinar is free, but registration is required [here.](#)
- ★ May is Mental Health Awareness month! Mental health matters. Take care of yourself and know that your life matters, and if you need help, do not be afraid to ask for it. The number for the National Suicide LifeLine is 1-800-273-TALK (8255).



### About the Farm Center

The Wisconsin Farm Center provides information and support to farmers and their families in order to help grow Wisconsin's agricultural economy. The Center partners with industry groups, government and educational entities, and other stakeholders in the agriculture sector.

Wisconsin Farm Center

Phone:

1-800-942-2474

Email:

[farmcenter@wisconsin.gov](mailto:farmcenter@wisconsin.gov)

## More News to Know...

★ More Training Opportunities – Building Websites; SEO & Social Media Marketing  
The Mississippi River Regional Planning Commission, in collaboration with the Wisconsin Small Business Development Center (SBDC) at UW-La Crosse, will be offering free training sessions for small business owners & entrepreneurs this month. Websites 101; Introduction to Search Engine Optimization (SEO); and Introduction to Social Media Marketing.

Advance registration required. [REGISTER HERE](#)

★ The [Dairy Business Association](#) and Edge put together a Success in Succession Planning Dairy Stream podcast series featuring a farmer and expert. Thank you to [Pagel's Ponderosa Dairy, LLC](#), [Tri-Fecta Farms Family Market](#), Shiloh Dairy, [Compeer Financial](#), and George Twohig for participating in it. We encourage you to check it out on your favorite podcast app or here: <https://bit.ly/39KC2RC>

★ Are you having trouble with labor shortages? Marsha Salzwedel (our partner from the National Farm Medicine Center) would greatly appreciate any information you would be willing to share on worker shortages, including their impact on your farm and strategies you are trying. Please email any information you are willing to share to [salzwedel.marsha@marshfieldresearch.org](mailto:salzwedel.marsha@marshfieldresearch.org)

★ Wisconsin Farm Bureau Federation is once again recognizing farmers through its Heroes of Hope campaign. Nominations are being accepted until **May 20** and are available at [wfbf.com/farm-neighbors-care-campaign/heroes-of-hope](http://wfbf.com/farm-neighbors-care-campaign/heroes-of-hope).

Heroes of Hope is focused on shedding light on rural heroes who have helped others through a tough time – i.e., helping harvest crops while going through a tough time, providing positivity in their day-to-day careers, uplifting other farmers to get through a tough season, etc. Heroes of Hope aims to identify people who have helped bring hope to farmers or businesses, either in large or small ways. Members of the agriculture community are encouraged to nominate individuals who have made an impact on the way they conduct business, both ordinarily and extraordinarily.

