

# KISS - the - GROUND

## FARM TOUR KIT

A Guide to Hosting or Facilitating a Farm Tour



Kiss the Ground has found that farm and ranch tours are one of the best interactive ways to share the wealth of benefits that regenerative agriculture has to offer. We developed a kit to help you facilitate your own tours and help connect farmers, ranchers and other land stewards with members of their community. Tours can generate additional customers and also lead to more sharing of ideas and resources. This toolkit will prepare you with everything you need to host a successful farm tour event.

## STEP 1: IMPORTANT CONSIDERATIONS

### Setting an Event Date:

Our hope is for you to feel excited and at ease with planning your tour. Allow yourself 3-4 weeks to plan an event, send out invitations, and allow guests to RSVP.

### Topic Discussions & Collaborations:

Map out the tour by deciding which topics you will discuss. Draft notes and create teaching moments throughout the tour so you do not miss any opportunity to share knowledge. You may want to reach out to experts in your area to be present for the tour, or to give a presentation on a certain topic (grazing, fencing, water quality, soil health, etc.). It is important to tell your/the farmers story as it connects people to the core purpose behind the farm and how it came to be

*Examples: Show transition to regenerative agriculture, show farming techniques specific to your region/landscape, or teach practices like cover crops or rotational grazing.*

### Your Target Audience:

Your farm tour will be unique to you and is a meaningful way to create an impact in your community. Ask yourself these questions when choosing a target audience:

- What is the purpose of my event?
- Who is my target audience?
- What impact do I want to create?
- What impression do I hope to leave?

Setting a goal for your event experience is a great way to provide direction and follow through with your vision. Suggested audiences could include: beginning farmers, policy makers like local representatives and advisors, schools, and customers. Picking one group to focus on will help clarify your message and simplify the amount and types of information you will need.

### How & Where?

Keeping in mind the above considerations, you'll want to decide if you'd like to opt for an **in-person farm tour**, or a **virtual farm tour**.

#### In Person Farm Tour:

When planning an in-person farm tour, it's important to consider who you will be inviting, how many people you're expecting, whether you intend to provide snacks, the expected weather, facilities and so on. This is a good opportunity to showcase the products that are grown/made on the farm and sell them direct to consumers. If there isn't already a farmstand onsite, consider building one or setting up a table the day of the tour.

#### Things to consider:

- Guest parking
- Bathroom facilities
- Drinking water
- Shaded areas for breaks
- Products for sale
- Signage

Keep in mind the size of your audience, and any COVID -19 social distancing considerations. When hosting an in-person event we recommend you refer to the [CDC Guidelines](#) for updated information on hosting in-person gatherings during COVID-19.

### Virtual Farm Tour:

If you are hosting your event virtually, consider which streaming platform you will use and whether you will do it live or pre-recorded. This is a great way to “come together” in community, if unable to meet in person. Here are a few streaming options for you to choose from:

- [Zoom](#)
- [Vimeo](#)
- [Instagram and Facebook Live](#)

### Funding:

To offer your farm tour free of charge, consider asking for sponsorships from members of the local agricultural community. The local farm bureau, feed and supply stores, or ag consultants may consider supporting you as a means to share information about their services. Additionally, you can seek out grants for agricultural outreach. Check out the farmer resource guide for funding opportunities in your region.

### Promotional Tools:

In addition to choosing between an online or in-person event, you also have the option to host a **private or public event**.

Here are some ways to help get the word out to your community for public events:

- Post and distribute flyers around town
- Share on Facebook, Instagram, and other social accounts
- Share on Kiss the Ground's online Farmland Community
- Send an email to email groups you may be a part of (ie. organization, school, church or other network)
- Ask aligned organizations to share the event invitation in their newsletters
- Reach out to local community groups for them to extend invitations: community gardener groups, co-ops, farmers markets, local environmental groups, etc.
- Put an ad in your local newspaper
- Reach out to your local conservation district to promote to the community

## STEP 2: HOSTING YOUR FARM TOUR

### Event Details:

#### To host an in-person farm tour:

What to share with your guests beforehand:

- Directions to the farm and parking instructions
- Set a meeting location
- What to bring (water, hat, sunscreen, etc.)
- Liability waiver (sample waiver)
- Photography guidelines (if restrictions)

### Sample Farm Tour Schedule:

10:00 a.m. - Introduction

- Name circle (optional: name tags)
- Go over amenities / safety guidelines (bathrooms, don't pet animals, etc.)
- Farm history / historical land uses
- Farm facts:
  - Where you are located (watershed, native land)
  - Why you do things the way you do
  - Crops grown / animals raised
  - Acreage



#### 10:25 a.m. - Crop Fields

- Crop rotations / Cover crops
- Soil health / properties of soil
  - Dig up soil to see aggregation and root structure

#### 11:00 a.m. - Pastures

- Paddock rotation
  - Animal residency period
  - Stocking right
  - Pasture grass species mixture
  - Livestock paddock occupancy
- Pasture Infrastructure
  - Type of fencing/ apportioning grazing spaces
  - Water accessibility
  - Additional feed
- Livestock health
  - Disease/parasites
  - Breeding
- Soil health / properties of soil
  - Dig up soil to see aggregation and root structure

#### 11:35 a.m. - Farmstead

- Animals (ex: goats, chickens, geese)
- Manure storage
  - Compost piles
- Fertilizer
  - Use of animal or crop byproducts
  - Use of compost or compost tea
  - Use of farm waste for biochar
- Equipment

#### 12:00 p.m. - Closing

- Potential resources for community involvement
- Farmstand / gift shop (if applicable)
- Q&A (See Q&A section below)

#### To host a virtual farm tour:

- Strong internet connection
- Pre-recorded tours upload to YouTube
- Where to access the event
- Follow up communications with link to the event
- Consider having someone else film you, the farmer, so guests can get a sense of face to face conversation
- Similar topics can be discussed as above, but it may be more helpful to pause between areas of focus to address questions in the chat or comments

#### Other Considerations:

- **Refreshments:** Will you be offering food or beverages for a group meal after your farm tour? Let the regenerative theme continue with the food on your plate!
  - Consider preparing snacks sourced from your farm
  - Consider asking a local regenerative farm/restaurant to donate food
  - Click [here](#) for sourcing some regenerative snacks
  - You can also check out Kiss the Ground's Purchasing Guide for some tips and tricks for sourcing regenerative food and making more informed purchases: [download here](#)
- **Sound System:** Most farms are noisy and the wide open spaces can make it hard to hear. Renting or using a portable speaker system can help guests hear you without you yelling or needing the group to be crowded together.
- **Host a Screening:** If you would like to show a short film during your farm tour, you will need to consider renting a projector, speaker setup, and chairs. (ie. [Kiss the Ground Movie](#)). Read the [How to Host a Screening Kit](#) for more information.



### Potential Questions From Guests (Q&A)

We know that connecting with your community is important, so we're happy to offer you a way to engage with others in conversation after the tour. We recognize that everyone processes differently. A tour can only cover some parts of the story and there is so much more to learn!

Once the tour is over, it's helpful to allow for a safe space for everyone to take a moment to reflect on what was learned. Giving a break before answering final questions will allow guests to come up with their own answers and engage in a process of self-discovery. You can download our full [Movie Discussion Guide](#), and/or review some sample questions below to facilitate discussion or to look to in preparation for a Q&A session:

- What challenges did you overcome on your journey to regenerative farming?
  - What challenges remain?
- What have been your biggest successes in implementing regenerative practices?
- How has regenerative farming fostered a sense of connection between you and your land?
- With regard to yield, crop viability, and finances, how has regenerative farming worked to the benefit of your farm's success?
- Why is regenerative farming important to you? Your community?
- What are the next steps to utilize the information shared on the tour? (specific aspect)
  - How do you see the regenerative movement moving forward?

### STEP 3: POST FARM TOUR RESOURCES

Resources are important tools for you to use to further your education and advocacy. Click on the links below to start your journey and continue learning more! For further information or questions please email: [farmland@kisstheground.com](mailto:farmland@kisstheground.com)

- [Find Your Path](#) towards Regeneration
- Kiss the Ground [Resource Library](#)
- Kiss the Ground [Farmer Resources Guide](#)
- Kiss the Ground [Farmer Training and Education](#)
- [Kiss the Ground Movie](#)

#### Donate:

**Where you spend your money matters!** If your guests would like to offer your community the chance to directly support the movement with a one-time donation or a Kiss the Ground membership, you can direct them here: [kisstheground.com/donate/](https://kisstheground.com/donate/)

#### Policy Farm Tours:

In coordination with our Regenerate America™ campaign, Kiss the Ground is working with several partner organizations to organize tours for members of the committees on agriculture as well as some other key representatives. These tours will be coordinated with Kiss the Ground's policy team and will include the representative and maybe some of their staff, the host farmer, and possibly a few other guests or experts. The intention is to give an opportunity for members serving on these committees to get a deep look into the opportunities of regenerative agriculture. If you are interested in using your farm for such a tour or if you have a good connection to a representative on one of the agriculture committees, please feel free to contact our Policy Director Finian Makepeace: [finian@kisstheground.com](mailto:finian@kisstheground.com)

We are so grateful you feel called to share this message of regeneration with your community. Your efforts to host a tour is a call to action that helps spread the word of regeneration throughout the world. The more people who know about the possibilities of regeneration, the more action can be taken to heal our planet. We know that it is possible to spark regeneration worldwide, and it is efforts like this that will make it happen - together, we can do this!