

Open Farm Day Preparation Checklist—a tool to help you plan and organize your participation as a host farm

Activity	Date	Completed
Complete registration: https://www.maine.gov/dacf/openfarmday		
Plan your event – size, type of event, content, goals and objectives (why are you participating, what can, and do you need to do, for successful day?)		
Begin writing day of event schedule		
Book helpers - neighboring farmers, suppliers, friends, etc.		
Do your ag tourism risk assessment: http://bit.ly/AgTourismBestPractices		
Book toilets/portapotty if providing		
Communicate with neighbors and community about your event (<i>examples: check local codes to see if special event ordinances apply, let public safety know in advance if anticipate heavy traffic in area</i>)		
Print/prepare information signs (<i>examples: hand washing, parking, maps, Maine's agritourism liability signage</i>)		
Receive promotional information from Maine Department of Agriculture, Conservation and Forestry (<i>examples: posters, inserts</i>)		
Put up this year's posters around your community		
Organize supplies and give-aways (<i>Examples: handouts, gifts, products, samples, prizes, tour map</i>)		
Prepare props and facts for activities/tours/presentations		
Plan your route for farm tours and time it		
Revisit your event goals and daily schedule, make adjustments as needed		
Send out reminder about your participation (<i>Examples: newsletters, website, answering machine, #MaineOpenFarmDay on social media</i>)	Week Before	
If providing, set up facilities for hand washing, toilets, etc.		
Tidy farm, put away hazards, clean bedding for livestock		
Brief volunteers, family, staff etc. about event timeline and day's schedule		
Set up displays, finalize giveaways and logistics. Setup shade/rain tent, waste, recycling, compost etc. Put out signs (directional, parking, maps) Take pictures to help you remember setup for future events.	Day(s) Before	
Prepare and properly store food samples in advance so they are ready for visitors when you need them	Day Before	
Welcome, and thank visitors! If providing, put finishing touches on displays, set out, and restock samples (touch or taste) throughout the day	Day of	
Remind visitors to complete their visitor survey (mobile users can scan the QR code for the survey)	Day of	
Review event goals and make changes for next time	Day after	
Complete post-event questionnaire for host farm: Post-Event Survey Host Farm	Day after	
Save the date for next year! Fourth Sunday in July!		