



# MSU Extension Breakfast on the Farm

## Host Farm Application

### Year to Host \_\_\_\_\_

*Filling out this application is the first step in the process of being considered to potentially host a Breakfast on the Farm program. Once the application is reviewed you will be contacted by an advisory council member who will review the next steps and possibly arrange a farm visit.*

**Application Directions:**

If you would like MSU Extension to consider your farm for a Breakfast on the Farm (BOTF), please complete this application and submit it to your local MSU Extension educator for support. Breakfast on the Farm showcases a selection of Michigan’s farms. The goal is to introduce the non-farm public to the life and business of modern agriculture through a fun and educational event that emphasizes the importance of environmental stewardship, food safety and good animal care practices. Farms that are not already open for agritourism or do not have commercial operation sales on their farm are preferred. Farms will be selected based on factors such as farmstead offerings, accessibility and geographic location.

Please have the Extension educator submit your completed application to Ashley Kuschel. The statewide BOTF advisory council will review your application and you will be notified of your selection. Applications can be scanned and emailed or faxed to Ashley Kuschel at 586-469-6948.

When you sign on to be a host farm, you are not alone. An MSU Extension professional will help you and a local committee plan and coordinate the event and recruit volunteers. In addition, BOTF has equipment, signage and other resources to help make sure the day goes smoothly. MSU Extension and others involved in past BOTFs have also created materials to help promote the event – including fliers, posters and tickets – and will work with traditional and social media to get the word out. Your event will also be featured on the BOTF web site.

Thank you for your interest in Breakfast on the Farm. To view photos from past BOTF events, visit: [www.breakfastonthefarm.com](http://www.breakfastonthefarm.com). If you have any questions, please contact MSU Extension Breakfast on the Farm Program Coordinator Ashley Kuschel at 586-469-7616 (office), 586-337-4985 (cell) or [kuschela@anr.msu.edu](mailto:kuschela@anr.msu.edu).

**I. Contact Information**

Farm name: \_\_\_\_\_

Farm owner(s) (note: this info will be used in media releases, so please list all owners): \_\_\_\_\_

Other family members involved in the farm: \_\_\_\_\_

Designated contact person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Farm Address (if different): (Street, City, State, Zip): \_\_\_\_\_

Home phone: \_\_\_\_\_

Cell phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website/Facebook: \_\_\_\_\_

**II. About Your Farm**

In what county is your farm located? \_\_\_\_\_

What is the nearest major town? \_\_\_\_\_ How many miles from farm is this major town? \_\_\_\_\_

What best describes the commodity/commodities produced on your farm? (Please check all that apply.)

- Milk (dairy)
- Meat (please indicate what species) \_\_\_\_\_
- Vegetables
- Fruits
- Other (please be specific): \_\_\_\_\_

Where will consumers find your products? \_\_\_\_\_

Please list three to four key aspects of your farm that will be of interest to visitors. What will visitors do or see while on the farm and what is unique about the farm?

What two key messages do you hope to convey to the visitors?

Are there any issues that you could perceive in which your community might have a negative perspective of your farm (some examples are, but not limited to: disgruntled neighbors/past employees, environmental concerns on your property, FDA residue letter). Please describe. Note: Such disclosure will not exclude your application from being considered. It will help the committee determine the best plan to ensure that you, your farm team and volunteers are fully prepared.

Which of the following are characteristics of your farm? (Please check all that apply.)

- |   |   |
|---|---|
| <input type="checkbox"/> MAEAP Verified                   | <input type="checkbox"/> Water conserving                             |
| <input type="checkbox"/> Farmstead                        | <input type="checkbox"/> Pasture-based animal system                  |
| <input type="checkbox"/> Livestock                        | <input type="checkbox"/> Conservation/agricultural easements          |
| <input type="checkbox"/> Cropping                         | <input type="checkbox"/> Soil conservation BMPs                       |
| <input type="checkbox"/> Forest, wetlands & habitat       | <input type="checkbox"/> Centennial Farm                              |
| <input type="checkbox"/> Greenhouse                       | <input type="checkbox"/> Follow GAAMPS                                |
| <input type="checkbox"/> Integrated Pest Management (IPM) | <input type="checkbox"/> Energy conservation: solar, wind, geothermal |
| <input type="checkbox"/> No-till                          |   |
| <input type="checkbox"/> Confinement animal system        | <input type="checkbox"/> Compliance with Michigan agriculture laws    |
| <input type="checkbox"/> Certified Organic                | <input type="checkbox"/> For dairy farms:                             |
| <input type="checkbox"/> Organic (not certified)          | - What is your herd average? _____                                    |
|   | - What is your somatic cell count? _____                              |
|   | - What is your bacteria count? _____                                  |
|   | - How many cows do you milk? _____                                    |

How do you market your products? (Please check all that apply.)

- |  |  |
|--|--|
| <input type="checkbox"/> Cooperative                                     | <input type="checkbox"/> Community Supported Agriculture (CSA) |
| <input type="checkbox"/> Restaurants                                     | <input type="checkbox"/> On-farm                               |
| <input type="checkbox"/> Direct to stores                                | <input type="checkbox"/> U-Pick                                |
| <input type="checkbox"/> Wholesale                                       | <input type="checkbox"/> Other (please describe): _____        |
| <input type="checkbox"/> Farmers markets – please list specific markets: |  |

Livestock producers: What is your herd/flock size and type of operation?

How many acres do you farm and what are the primary crops grown?

How many generations is this farm and/or how many years has it been in business?

Do you own or operate any other farm(s) or agricultural enterprises?

Has your farm received any awards or certifications – such as milk quality, GAAMPS, Pork Quality Assurance Certification, Beef Quality Assurance Certification, Food Safety Certifications, etc.? Please list:

What agricultural organizations do you belong to?

### **III. Farm Location and Map**

Please write detailed directions to your farm from the nearest major town. Include mileage traveled on each segment of your directions, as precisely as possible. Note major roads and intersections or other landmarks that will help us place your farm on a map.

Are Google Maps directions to your farm correct? Please visit <http://maps.google.com/>, enter your address, and review the directions. Should we use an address other than the one you have provided above for mapping?

### **IV. Logistical Information-Note: varies depending on size of the event**

Have you hosted groups on your farm before (for example, school field trips, legislators, etc.)?

Do you have a building or access to a tent that will accommodate 300 - 400 people for breakfast?

Do you have an area where visitors can park (approximately 400-500 cars at one time, about 8-10 acres)?

Do you have an alternative parking plan in case of wet fields/increment weather (please describe)?

Do you believe the facilities and farm layout will accommodate 1,500 to 3,000 visitors in a four to five hour period?

What would you estimate your approximate visitor capacity to be at one time?

Do you have livestock that visitors will be able to interact with?

Do you have access to renting portable toilets and hand-washing facilities?

Are you or someone from your farm willing to serve as a media spokesperson for your farm and have conversations with visitors/media representatives? \_\_\_\_\_ Please identify the person: \_\_\_\_\_

**V. Insurance**

Do you currently carry liability insurance that covers visitors to your farm?

If you do not have liability insurance, special event liability coverage may be possible through your insurance carrier. Please note that activities involving vehicles or machinery (for example, hayrides) often require additional/specialized liability insurance beyond the standard liability. It will be required that you have a special one-day policy if not already covered. Any additional insurance costs will be covered through the funds raised.

**VI. Volunteers and Fundraising**

BOTF involves many local leaders who are willing to help plan and fund the event. You will be a key person involved in identifying potential donators who you know or do business with. The funds will come from your local area, as well as traditional and state supporters. Are you comfortable in helping to appoint a committee of 10 to 15 volunteers to plan and fundraise for the event?

Hosting a BOTF requires a financial commitment. Even though there is an effort to raise enough funds to cover the event, there may be maintenance items and preparation expenses on the farm that you will incur. Are you willing to take on this commitment?

BOTF requires 200 to 250 volunteers the day of the event. Are you willing to work with the local planning committee to identify and secure volunteers?

**VII. Farm Description**

Please write a description of what visitors will see at your farm in **40 words or less** (info may be used in media releases).

**VIII. Signatures**

\_\_\_\_\_
Farm owner

\_\_\_\_\_
Date

\_\_\_\_\_
MSU Extension Supporting Educator

\_\_\_\_\_
Date

