

# Cornell Cooperative Extension Schoharie and Otsego Counties

## Family Farm Day 2025 – August 23, and August 24, 2025

### FARM ELIGIBILITY, GUIDELINES, AND PROCEDURES

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#### MUST READ:

To accommodate the format of the printed Family Farm Day guide/map, the print space allocated per farm will be limited to primary contact information, web page, and a 35-word narrative of the products and activities you will be offering on Family Farm Day. Remember to keep the narrative upbeat and inviting. Convince yourself to visit your own farm!

We also need a description of your farm for online promotions! The farm listing should focus on primary farm product information and drive readers to your website or social media pages where you can more thoroughly 'tell your story.' We strongly recommend that participating farms take this opportunity to update their websites. Remember to include eye-catching photos, information about your operation, and products and attractions that you plan offer during FFD, as this will help to draw visitors to your location! This description will be used on our website and social media pages.

#### PARTICIPATION ELIGIBILITY

Active farm enterprises in Schoharie, Otsego, and Delaware Counties within one of the following sectors, are eligible to participate in FFD:

- Food crops: large and small fruits – berries, apples, grapes; all varieties of vegetables and herbs; chickens, ducks, geese, eggs; dairy products – milk, cheese, and yogurt; livestock – beef, pork, venison, lamb, goat, rabbit, fish; hops and barley for craft brewing; honey and maple products.
- Field / fiber crops: plants, livestock for feed, fiber, or hides; hemp, alpaca, sheep, goat, rabbit, or cattle.
- Farm-related business processors: cideries, wineries, breweries, beekeepers, farm stands, agritourism operations, food/feed processors, equine boarding / training, and value-added producers.
- **Payment of \$50 registration fee.** If the \$50 fee is preventing your farm's participation, we will gladly try to accommodate you. Feel free to call to discuss further.
- **Certificate of Insurance:** All farm participants must provide proof of general liability insurance covering their respective operations for a minimum of \$1,000,000 for participation in FFD.
- **All registration materials must be received by Wednesday, April 30.** Registration must include:
  - Completed and signed
  - Registration Form either online or in print;
  - Farm participation fee: Check for \$50, payable to 'CCE Schoharie and Otsego Counties' or payment via PayPal or credit card;
  - Certificate of Liability Insurance that will be active on the day(s) of the event, 8/23/2025 and 8/24/2025.

#### GUIDELINES & PROCEDURES

- All farm visits are **free**; no farm may charge an admission fee. Participating farms must have at least one knowledgeable host available to greet guests and answer questions about the farm between 10am - 4pm on FFD. A minimum of two people is highly recommended! In the past, relatives, friends, and neighbors have proven to be very good volunteers.
- Farms are asked to encourage guests to sign in and complete visitor surveys (sign-in sheets and surveys are provided by CCE). These documents collect **crucial** data for farms and event planners.
- Participating farms may provide sample tastings of their farm products as they would at farmers' markets following recommended food safety guidelines. Visitors, especially with children, enjoy an

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animal interaction, visual or tangible, such as a farm tour or pony ride. Other farm-related activities with educational value should be about your farm, farm methods, business practices, the environment, your community, etc.

## FFD EVENT MATERIALS

CCE will provide day-of event materials including pre-printed sign-in sheets, visitor surveys, clipboards, and road signs to direct traffic to your farm on the day of the event.

- Event materials will be ready for pickup at your local CCE office beginning Monday, July 28, between 9 a.m. and 4:00 p.m.. Materials should be picked-up by farms no later than Thursday, August 21. **If you are unable to pick up your materials, please contact your local coordinator.**
- Following FFD, please bring all event materials back to your local CCE office within two weeks of the event. If you are unable to drop off your materials, please contact your local coordinator.
- With three counties included in this event, there is a considerable amount of territory to cover. We encourage participating farms to help place and recover FFD road signs in key locations (as permitted by regional DOTs), and by distributing Farm Guides to locations not served by commercial print media distribution services (including libraries, daycare centers, nursery schools, senior centers, and farmers' markets). FFD Farm Guides and signs will be available to participating farms in early August. Please let your local CCE office know if you can help!
- **Note:** Farmers' markets help by encouraging shoppers to visit participating farms on FFD. Although they are not listed as FFD farm stops, the Farm Guide (map) have a shelf life that serves for the duration of the season. As such we list farmers' markets in the Farm Guide at no charge.

## CCE FAMILY FARM DAY 2025 TEAM AND CONTACT INFORMATION

We look forward to addressing any questions by phone, email, or on-farm. If you know of other farms interested in participating in Family Farm Day (FFD), please direct them to the FFD website, [www.FamilyFarmDay.org](http://www.FamilyFarmDay.org).

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