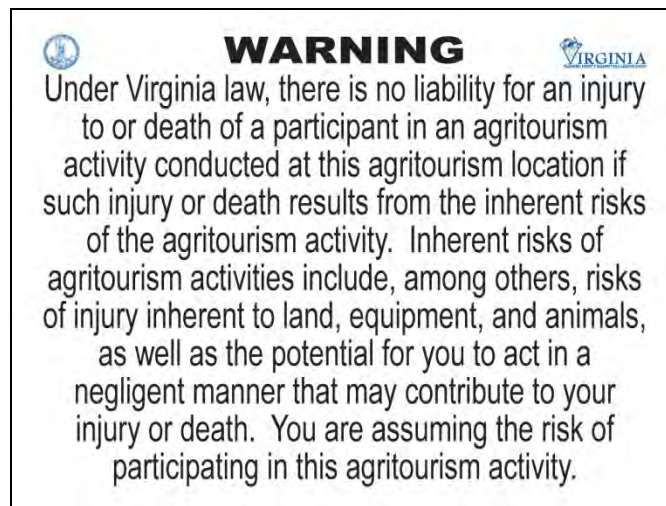


Agritourism Limited Liability Signage Available

This is important news for direct marketing operations that are involved in any aspect of agritourism. Agritourism, as defined by law, is “any activity carried out on a farm or ranch that allows members of the general public, for recreational, entertainment, or educational purposes, to view or enjoy rural activities, including farms, wineries, ranching, historical, cultural, harvest-your-own activities, or natural activities and attractions. An activity is an agritourism activity whether or not the participant paid to participate in the activity.”

Virginia farmers operating an agritourism activity are not liable for injury to or death of a participant resulting from the inherent risks of the activity as long as the warning contained in the law is posted. Inherent risks are dangers or conditions that are an integral part of an agritourism activity. These hazards include natural conditions of land, vegetation and waters; behavior of wild or domestic animals; and ordinary dangers of structures or equipment ordinarily used in farm operations.

This does not mean that you, as an agritourism professional, don't need liability insurance. However, it is hoped that this law will make liability insurance more accessible and more reasonably priced in the future. To be in compliance with the law, signage must be posted with the verbiage below.



The Farmers Direct Marketing Association has printed the necessary signage. To order, fill out the form below and send to FDMA, c/o Catherine T. Belcher, Executive Director, 2023 Stoneheather Road, Richmond, VA 23238. Checks should be made payable to FDMA.

Farm Name _____

Contact _____

Street Address _____

City _____ State _____ Zip _____

No. of signs (Please note that FDMA members receive two free signs. For additional signs or signs for non-members, see cost below.)

_____ Free signs _____ 1-4 signs @ \$5.50 ea. Plus \$5.50 shipping Total Due: \$ _____