

RESOLUTION # 14
AGRI-TOURISM LIABILITY

1 **WHEREAS**, agri-tourism – a catch-all phrase for activities that bring members of
2 the public onto a farm to experience farm business and farm life, usually, but not always,
3 for a price – is a growing sector of New Jersey agriculture; and

4 **WHEREAS**, agri-tourism, in the form of pick-your-own produce, hay rides, petting
5 zoos and other on-farm activities, can mean the difference between a financially
6 successful farm operation or one which goes out of business and is sold to developers;
7 and

8 **WHEREAS**, the day-to-day operations of farms cannot be halted in order for agri-
9 tourism to be conducted, even those operations that may pose some level of risk to
10 those uninitiated in farm work; and

11 **WHEREAS**, members of the public traveling to a farm for a specific activity on a
12 specific day may mean a large number of passenger vehicles coming onto the farm at
13 that time; and

14 **WHEREAS**, farmers are aware of the challenges that come with safely managing
15 large crowds and increased traffic on their farms and near farming activities, and even
16 this awareness cannot guarantee no accidents that could harm visitors will ever happen;
17 and

18 **WHEREAS**, other states have already explored or are currently exploring
19 proposals to enhance liability protections for agri-tourism and direct marketing
20 operations.**NOW, THEREFORE, BE IT RESOLVED**, that we, the delegates to the 101st
21 State Agricultural Convention, assembled in Atlantic City, New Jersey, on February 10-
22 11, 2016, do hereby urge the New Jersey Department of Agriculture and State Board of
23 Agriculture to establish an ad-hoc advisory committee, including farmer-representatives

24 engaged in direct marketing, to explore what has been done in other states to extend
25 additional liability protections to agri-tourism and direct marketing operations and to
26 make recommendations about whether similar formal action is necessary for New
27 Jersey.