Breakfast on the Farm Host Application

Filling out this application is the first step in the process of being considered to host a Breakfast from the Farm event. We appreciate your interest in this great Ontario farm program.

Application Directions

Farm & Food Care is looking for hosts for the Breakfast on the Farm (BOTF) program. It will build off successful events over the last many years – with most attracting almost 1500+ visitors. To see pictures of the events visit: http://www.farmfoodcareon.org/breakfast-on-the-farm/

The purpose of BOTF is to cultivate awareness and appreciation for food and farming through a fun event that emphasizes the importance of environmental stewardship, food safety and good animal care practices.

If you would like FFCO to consider your site as a host for a Breakfast on the Farm (BOTF), please complete this application and submit it to Farm & Food Care Ontario. Hosts will be selected shortly after the deadline.

The preferred timeline is between April to October. Please keep this in mind when applying to host.

If you have any questions, please contact events@farmfoodcare.org or call the office at (519) 837-1326.

Things to Consider

These events can attract up to 2,000 people over a four - five hour period. There may also be several hundred vehicles on-site during the event. As a host for a BOTF event you should be prepared to accommodate at least this number of people.

Farm & Food Care will work with the selected host to determine a mutually agreeable date and to establish a local planning committee.

There is a significant time commitment to hosting a Breakfast on the Farm event. The planning committee expects that at least one member of the host farm help with the planning process and be the liaison between the committee and the host farm. The host farm will also be a resource to area contacts for planning committee members and needed suppliers.

There may be additional time needed to help prepare the farm for hosting the event. Leading up to the event there will be visits to the host farm by the planning committee. Set-up primarily takes place during the week leading up to the event. Clean up happens at the end of the event and could last a couple of days depending on rentals needed (tent, tables, chairs etc.).

Contact Information

Farm name: _____

Farm owner(s): _____

Other family member involved in the farm: _____

Designated contact person: _____

Mailing Address: _____

City, Province, Postal Code _____

Farm Address (if different): (Street, City, Province, Postal Code):_____

_____

Phone: _____ Cell phone: _____

E-mail: _____ Website: _____

Farm Twitter handle: _____ Facebook page: _____

We give permission to include our address (including civic address) on promotional materials. ☐ Yes ☐ No

About the location

Where is your farm located? _____

What is the nearest major town? _____

How many kilometres from the site is this major town? _____

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

Briefly describe the farm (number of animals, acres, crops, type of barn/farm setup, etc) and list any special certifications (organic, Environmental Farm Plan, Nutrient Management Plan, etc.). Pictures are encouraged and can accompany your application.

Please list three to four key aspects of your farm that will be of interest to visitors. What will visitors do or see that would be unique to your area?

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

Are there any local groups – 4-H, Junior Farmers, etc., that would be interested in participating? Please list, along with local group contact:

Logistical Information	Yes	No
Do you have a building that would accommodate up to 300 people at a time for breakfast? (If no, a tent can be rented)	☐	☐
Do you have an area where visitors can park (up to 400 cars at a time)?	☐	☐
Do you believe the facilities will accommodate 1,500 to 2,500 visitors over a four to five hour time period?	☐	☐
What would you estimate your visitor capacity to be at one time? (approximate)	☐	☐
Do you have access to livestock that visitors will be able to interact with?	☐	☐
Are you willing to serve as a media spokesperson and have conversations with visitors?	☐	☐
Have you or anyone on your Ag Society Board ever had media/Speak Up training?	☐	☐

Insurance

Do you currently carry liability insurance that covers visitors when on the site?

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.**

Volunteers

BOTF requires a good planning committee of local leaders who are willing to help plan the large event. Farm & Food Care will have a representative on the committee as well. Other leaders will be needed to serve on the planning committee.

The BOTF event day requires a number of volunteers to serve in many different capacities; from parking cars to serving breakfast and acting as a host at various stations. This will be a role for the planning committee to help identify local volunteers/ag ambassadors.

BOTF requires up to 100 volunteers the day of the event. Are you comfortable in helping to recruit some of the volunteers?

☐ Yes ☐ No

Fundraising

BOTF involves many local leaders who are willing to help plan and fund the event. You will be one of the key people involved in contacting potential donors who you know or do business with. The funds will come from your local area. Are you comfortable in helping fundraise for the event?

Hosting a BOTF requires a financial commitment. Even though funds will be raised to cover the event, there may be maintenance items and preparation expenses in relation to getting the farm ready to host the event. Families have spent a considerable amount of time and effort cleaning, organization and preparing their farm to be open to the public (i.e. pressuring washing the barn). Are you willing to take on this commitment?

☐ Yes ☐ No

Signatures

☐ I have read and understood all components needed to successfully host a Breakfast from the Farm event.

_____ _____

Representative Date

_____ _____

Farm & Food Care Representative Date

Submit your application to:

Breakfast on the Farm – selection process
c/o Farm & Food Care Ontario
660 Speedvale Avenue West, Unit 302,
Guelph, ON N1K 1E5
Email: events@farmfoodcare.org
Phone: (519) 837-1326 ext. 221

Breakfast on the Farm Summary of Host Expectations

Below is a brief checklist to help you decide if hosting a Breakfast on the Farm is right for you and your farm:

Association NAME: _____

Yes we have…….

- ☐ Facilities that will accommodate 1,500 – 2,500 visitors in a 4 – 5 hour period
- ☐ Parking for approximately 400 cars at one time and transportation for visitors requiring assistance
- ☐ Adequate liability insurance to cover visitors (a special policy for the event may be necessary)

Yes we are……..

- ☐ Comfortable with allowing visitors access to all areas on site that are safe and accessible
- ☐ Willing to comply with biosecurity standards
- ☐ Willing to have a safety assessment of the conducted
- ☐ Able to commit time and resources to plan and organize the event; to attend 4-5 planning meetings and to prepare the site
- ☐ Willing to help identify and work with a planning committee of volunteers and at least one Farm & Food Care staff member
- ☐ Willing to help Farm & Food Care Ontario secure up to 75 volunteers for the day of the event
- ☐ Willing to identify and contact local financial sponsors and to have Farm & Food Care Ontario serve as the fiduciary for the event
- ☐ Willing to serve as a media spokesperson for your farm
- ☐ Willing to complete an application in order to be considered as a potential Breakfast on the Farm host
- ☐ Able to meet all Health and Safety protocols, including having vaccination boosters up-to-date.