Virginia Tech — Invent the Future

Virginia Cooperative Extension
A partnership of Virginia Tech and Virginia State University www.ext.vt.edu

Virginia State

INNOVATIVE COMMUNITIES

Managing Legal Liability in Agritourism & Direct Marketing Operations

Southern Virginia
Monday, March 12, 2012
1:00 – 4:30 p.m.
Pepsi Building
660 Craghead Street; Danville, VA
Featuring A J Nuchols farm

Southwest Virginia
Wednesday, March 21, 2012
1:00 – 4:30 p.m.
Williams Orchard
5175 West Lee Highway; Wytheville, VA
Featuring Williams Orchard

Southeast Virginia
Friday, March 23, 2012
8:30 a.m. – 12:30 p.m.
Williamsburg Farmers' Market
Quarterpath Recreation Center
202 Quarterparth Road; Williamsburg, VA

Northwest Virginia
Friday, March 30, 2012
8:30 a.m. – 12:30 p.m.
Rockingham County Administration Center;
Fire and Rescue Training Room
20 East Gay Street; Harrisonburg, VA
Featuring Gary & Ellen Lohr farm

Welcome and Introductions
Listening Sessions: ***Opening the Can of Worms*** ..... Jesse Richardson, Virginia Tech

Our Farm & Legal Liability Management ..... featured Agricultural Entrepreneur

Listening to the Stakeholders
Managing the Liability Discussion..... facilitated by Martha A. Walker, Ph.D.
Virginia Cooperative Extension

- What are the threats?
- What the strengths, gaps, areas of confusion in the current liability document?

Break

The Issue of Farm Legal Risk .....Martha Walker
Experiences from the Farm

The Management of Farm Legal Risk
Organizational Structure .....Jesse Richardson
Insurance Coverage: The Options ..... Virginia Farm Bureau

Liability Audits: A facilitated discussion ..... Martha Walker
The Strengths, Weaknesses, Gaps

Reviewing the Listening Session: ***Opening the Can of Worms*** .....Martha Walker

- Given what you have heard . . . now what are your questions?

Call to Action.....Jesse Richardson

- Commit to assessing farm risk management level and developing a written liability management plan.