

Connecting Kids with Cows!



Amy Kelsay, Kelsay Farms
Whiteland, IN
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Overview

- What is Kelsay Farms
- Why give farm tours
- Goals of each tour
- Age appropriateness/Knowing audience
- Logistics
- Engaging Students
- Marketing
- Q/A

Kelsay Farms, LLC

- 6th Generation Family Farm
- Located in Johnson Co
- Milk 400 cows, Farm 2200 acres
- 5 family members, 12 full time, 2 part time employees
- Milking 3X/day – 9 A, 5P and 1A



Kelsay Farm Tours, LLC



- Took over tours in '06
- Formed LLC in '07
- Spring, Summer & Fall
 - Experience the Farm
- Total Visitors:
 - Year 1 = 1,598
 - Year 2 = 6,113
 - Year 3 = 9,080
- 9 employees

Why Give Farm Tours?

- On-farm experience
- Education for children & parents
- Positive for Agriculture
- Embrace rapidly growing community
- Personal Passion



Goals of Farm Tours

- Positive Experience
- Educational
- Positive image of modern dairy
- Myth buster
- Feel good about where food comes from
- Have fun

Age Appropriateness

- Know your audience
 - Ages & Stages
 - <http://www.ces.purdue.edu/extmedia/NCR/NCR-292.html>
- Consider their background
- Attention span
- Different learning styles
 - Visual, hands-on
- Speak to your audience



Example of School Tour

- Greet students / welcome
 - Ask questions to engage them right away
- Layout the agenda for the day
 - Making 3 stops, Q/A at end of each stop, snack at end, bathroom break, etc.
- Tour
 - Allow time for students to just look around, consider travel time, allow time for pictures, allow time for hands-on, keep together when traveling about farm
- Conclusion
 - Review, set boundaries with students and chaperones if turning loose, remind them of time



Logistics / Safety

- Scheduling
 - 2 week intervals, make farm-staff aware, maximize tours/day
- Confirmations / Rain dates / etc.
 - Email confirmations, policies, numbers
- Fees
 - Charge fees, when to collect, how to collect
- Insurance / Liability

Engaging Students



- Ask questions
- Hands-on
- Displays
- Snacks
- Games
- Tell jokes / funny stories
- Keep them moving

Marketing

- Teachers / Youth leaders
 - State Academic Standards
 - <http://www.doe.in.gov/>
 - Direct marketing
 - www.kelsayfarms.com
- Scout Leaders
 - Community Program Provider
- WORD OF MOUTH!!!!!!

Question & Answer

Thanks so much for attending
and best of luck with
your farm tours!!