

- OCTOBER 20, 2020 -

Tips for Offering Virtual Experiences on Your Farm



- PRESENTED BY -
Scottie Jones, Leaping
Lamb Farm

Lee Rankin, Apple Hill Farm

- HOSTED BY -

FACT
Food Animal Concerns Trust

Introductions



Food Animal Concerns Trust (FACT) is a national nonprofit organization that advocates for the safe and humane production of meat, milk, and eggs.



Larissa McKenna

Humane Farming Program Director

Email: lmckenna@foodanimalconcerns.org

Website: foodanimalconcernstrust.org/farmer

FACT's services for livestock and poultry farmers include:

- **Fund-a-Farmer Grants - *applications now available!***
- **Conference scholarships**
- **Free webinars**
- **Humane Farming Mentorship Program**

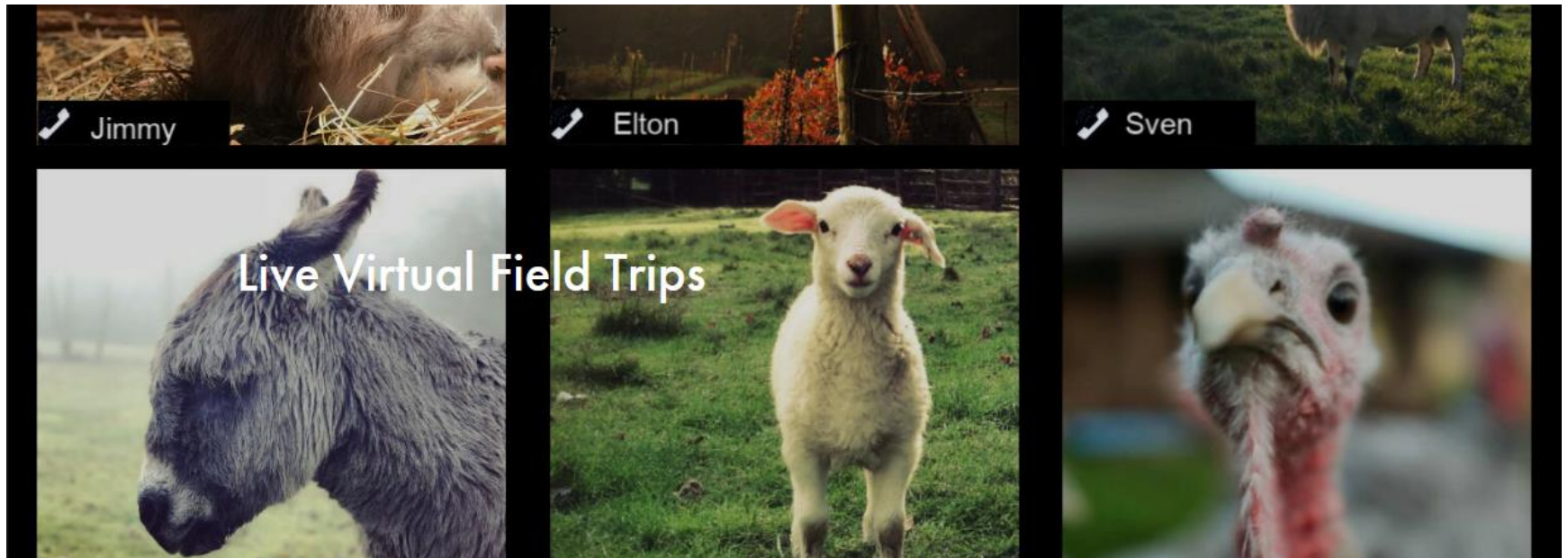
Our 1st Presenter



Scottie Jones

Leaping Lamb Farm

Virtual Farm Experiences



Scottie Jones

Leaping Lamb Farm, Alsea OR

Food Animal Concerns Trust Webinar

October 20, 2020

Leaping Lamb Farm, Alsea Oregon



Raising lamb since 2003 and hosting overnight guests since 2007 on our farm

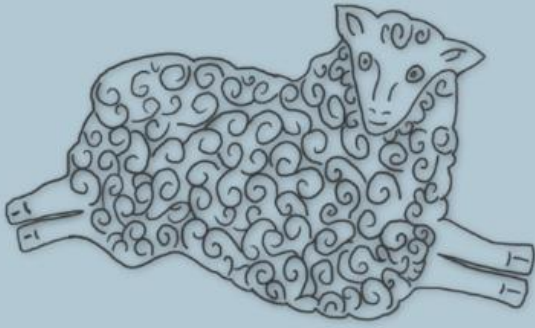
Leaping Lamb Farm & Farm Stay

[About](#) [Contact](#) [Directions](#) [Blog](#)



[Check Availability](#)





Leaping Lamb Farm, originally homesteaded in 1862, is a small family farm and farm stay located in a quiet creek valley of the Coast Range, Oregon. We are 40 miles from the ocean and 25 miles from the university town of Corvallis.



Farm Stay

We invite guests to stay overnight on our farm, either in the farm cottage that sleeps six, or our farm house that sleeps twelve, offering a retreat from city life.



Books by Scottie Jones

Both of Scottie's books are available at the farm & online. *Country Grit: A Farmoir of Finding Purpose and Love* and *Paco, the Dusty Donkey...* give them a look!



Farm Tours & Photo Shoots

We offer small group tours for a personal experience. See the animals, tour the farm, hike in the woods, play in the barn, have a picnic. Relax & enjoy our beautiful setting!

Farm Stays and Farm Tours









LEAPING LAMB FARM









We needed to reassess our business model for other opportunities



Bumped up social media so our guests wouldn't forget us.





Leaping Lamb Farm

May 6 · Instagram · 🌐



Neverending asparagus. We've eaten a ton so far, but it just keeps coming. #asparagus #leapinglambfarm #groutourism #food



... [Edit Book Now](#) [Promote](#) [View as](#)



443
People Reached

63
Engagements

[Boost Post](#)

👍❤️😮 22

7 Comments

[Like](#)

[Comment](#)

[Share](#)



[View comments](#)

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Comment as Leaping Lamb Farm



On Instagram we noticed we were getting more likes on our videos

... even of asparagus!

Watched Bar SZ Ranch start a YouTube channel

YouTube bar sz ranch SIGN IN

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

HORSES
CUSHING'S DISEASE
12:55
HOW TO MANAGE CUSHING'S DISEASE IN...
Bar SZ Ranch
39 views • 3 days ago

HORSES
HOW WE HELP OUR SENIOR HORSES FEEL YOUNG &...
13:40
HOW WE HELP OUR SENIOR HORSES FEEL YOUNG &...
Bar SZ Ranch
55 views • 2 weeks ago

MINI COWS
14:06
WE HAVE MINIATURE COWS!
Bar SZ Ranch
67 views • 2 weeks ago

KITTENS AND BUNNIES
13:09
MEET THE NEW KITTENS & BUNNIES!
Bar SZ Ranch
114 views • 1 month ago

ANIMAL RESCUE
45:19
ANIMAL RESCUE ROUNDUP!
Bar SZ Ranch
60 views • 1 month ago

Horse Training ▶ PLAY ALL

FIRST-TIME RIDERS
13:02
WHAT TO EXPECT ON YOUR FIRST HORSEBACK RIDE!
Bar SZ Ranch
67 views • 1 week ago

HORSE TAG
10:19
HORSEBACK RIDING GAMES & EXERCISES!
Bar SZ Ranch
73 views • 3 weeks ago

INJURY CARE
11:57
HOW TO PROPERLY TREAT & CARE FOR HORSE INJURES!
Bar SZ Ranch
60 views • 4 weeks ago

HORSE GAITS
11:18
WHAT ARE THE FOUR GAITS OF A HORSE?
Bar SZ Ranch
70 views • 1 month ago

CRAZY HORSE ROUNDUP
41:31
HOW WE TRAIN THE CRAZY OUT OF OUR HORSES...
Bar SZ Ranch
108 views • 1 month ago

Shootin' From The Hip ▶ PLAY ALL

We want to invite you along on the Bar SZ journey with us through our - Shootin From the Hip playlist! The videos you will see on here are what real life looks like on the ranch, all dirt and mud

SOAP MAKING
11:52
THE COMPLETE GUIDE TO COLD PROCESS SOAP...

FEEDING FRENZY
11:20
THIS IS WHAT FEEDING OVER 100 ANIMALS LOOKS...

DIRTY RANCH JOBS
12:57
WHY IS THE RANCH SO DIRTY?

WE HAVE WATER!
19:27
WHERE DOES ALL OUR WATER COME FROM!?

GARDEN TOUR
18:22
CHECK OUT OUR NEW RANCH GARDEN!

Our first attempt at production
harder than it looks!



In the end, we came up with virtual farm tours because someone asked



Produce & Pasture-Raised Meats

We have limited quantities of pasture-raised meats for sale, as well as produce from the garden. Learn about our practices!

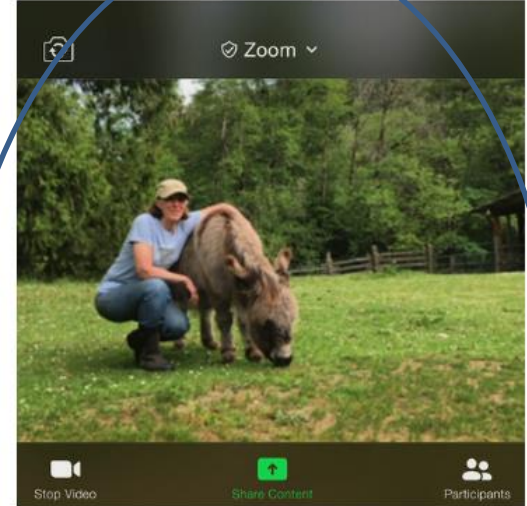
[Learn More](#)



Activities On & Off the Farm

There's plenty to keep you busy both here on the farm and in the surrounding area. Where will your day take you?

[Plan Your Stay](#)



Live Virtual Farm Tours

While we enjoy giving tours in person, we also love to brighten up a classroom or a boardroom... even a living room!

[Request a Live Virtual Tour](#)

And we priced according to what we were offered initially...and then some research on the subject



Schools

30 minute Virtual Public School Field Trip | Free

We'll introduce you to our animals at the barn and take a walk over to the chicken yard to collect the eggs. This tour can be tailored to age or topic.

30 minute Virtual Private School Field Trip | \$75

Similar to the public school field trip, we'll introduce you to the animals and take a walk around the farm. This tour can be tailored to age or topic.



Friends & Family

30 minute Friends & Family Virtual Field Trip | \$75

Let us introduce you to our cast of characters at the barn. We offer close-up interviews and specific requests. We're available for happy hours, birthday parties, family events, or just for something different.



Corporate

10 minute Corporate Virtual Pop-In | \$75

See how long it takes for anyone to notice there's a furry face in the crowd! We'll call in to your meeting.

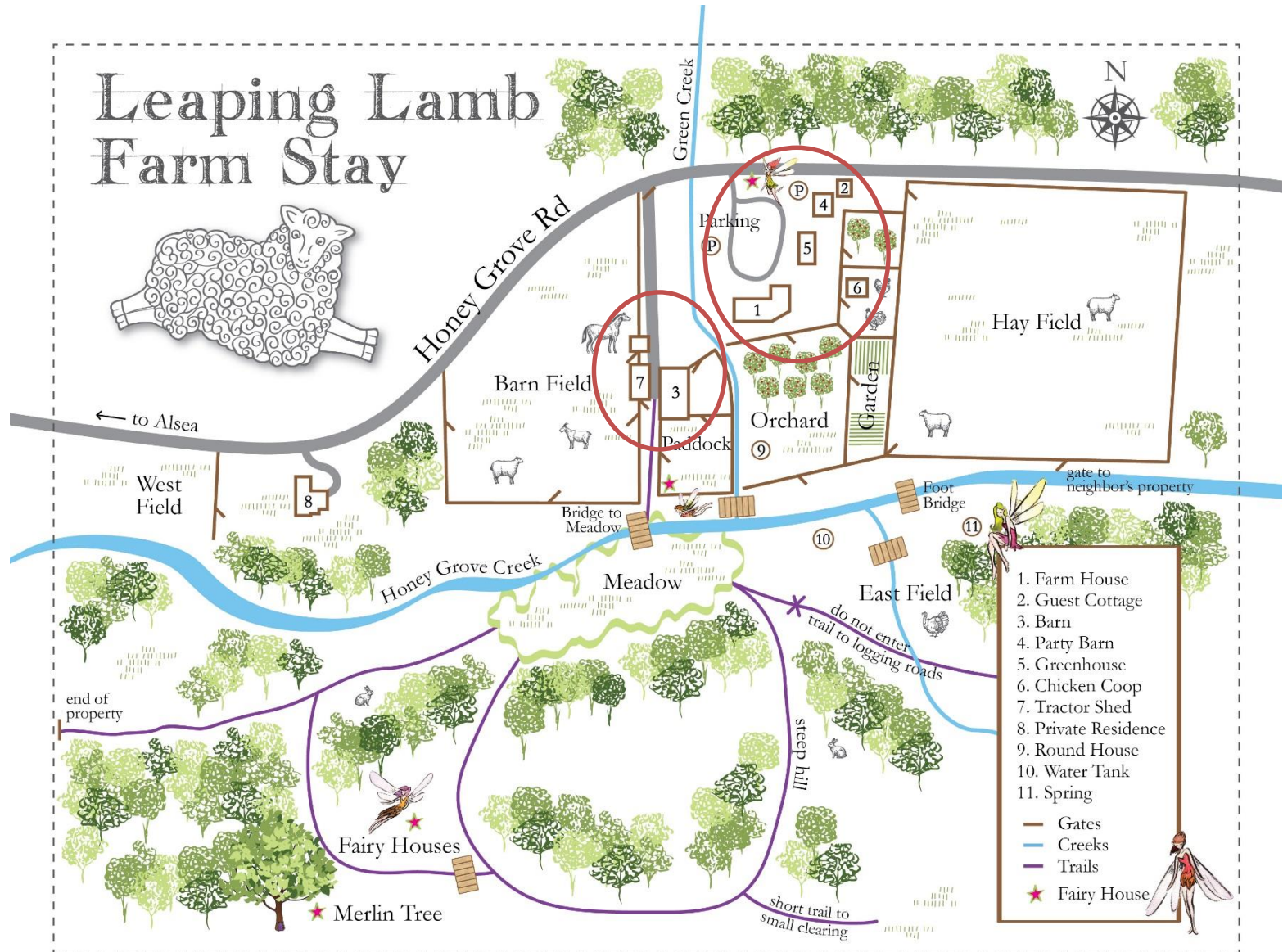
30 minute Corporate Virtual Field Trip | \$250

We're open to suggestions. Join us to hang out with the animals or walk around the farm. Meet Paco and Amber, collect egg, smell the roses. We'll answer questions and can customize your tour however you like.

Set up for live events (so this is what it looks like)



Connectivity Radius for Field Trips – barn to chicken yard



Farm Tour for our local tourism agency
this was free but the marketing value was worth the effort
– over 1000 views, 200 live



Scottie put treats in her pockets while we got ready for a news interview. 🤪🤪 #leapinglambfarm #sheep



464
People Reached

101
Engagements

Boost Post

👍❤️🤪 38

2 Shares

👍 Like

💬 Comment

➦ Share



Comment as Leaping Lamb Farm



Things to think about:

- Weather
- Connectivity
- What you want to convey
- What the audience wants to hear
- How to turn camera around
- Who is going to help you
- *What happens when you put food in your pockets!*



Stuff to make things more 'professional'

- Smart phone (depends on plan!)
- Tripod w/ remote, Light Ring (\$40)
- Microphone (\$25)
- Gimbel (\$90)

Farm Life using Facebook Live app

unpaid virtual farm experiences





Leaping Lamb
PADI STAY
P.O. Oregon







Feel free to contact me:

Scottie Jones

Leaping Lamb Farm

Farm Stay U.S.A.

541-487-4966/541-250-9387

sjones@leapinglambfarm.com

scottie@farmstayus.com

Our 2nd Presenter



Lee Rankin

Apple Hill Farm

Apple Hill Farm



Apple Hill Farm



Apple Hill Farm



Apple Hill Farm





APPLE HILL FARM

You • Farm • Family

www.AppleHillFarmNC.com

applehillfarmnc@gmail.com

(828)963-1662

Banner Elk, NC

Questions?

Please type into the chat bar



Connect with



Upcoming webinars

- 🐔 **October 26:** Designing Silvopasture Plantings (Part 1)
- 🐔 **November 2:** Why Trees Die in Silvopasture (Part 2)
- 🐔 **November 9:** Silvopasture Decision Making (Part 3)

Grants, Scholarships, Mentorship & More!

- 🐔 **Fund-a-Farmer Grants – applications due by December 1**
- 🐔 **Mentorship program – application in November**
- 🐔 **Scholarships - ongoing**
- 🐔 **Customized handouts on pastured-raised food available**
- 🐔 Sign up for emails @ foodanimalconcernstrust.org/farmer/

Join us on social media

