

Protecting Your Farm or Ranch: A Guide for Direct Farm Marketing in Idaho

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FORWARD

In summer of 2006, Rural Roots, Inc., based in Moscow, Idaho, received funding from the Western Center for Risk Management Agency to compile educational resources and host two workshops on managing legal liability on an Inland Northwest small to mid-size farm or ranch. The workshops were designed to address the legal liabilities and financial risks small farms and ranches undertake as they increase their direct market sales and develop new food and farm enterprises (i.e. processed food products or on-farm events like farm tours, brunches, and hands-on workshops).

The workshops and accompanying resources were so valuable to producers, Rural Roots requested funding from USDA Risk Management Agency to develop and distribute a comprehensive handbook to help farmers and ranchers navigate the many rules and regulations associated with direct farm marketing in Idaho and to hold additional workshops in spring 2008. This publication, ***Protecting Your Farm or Ranch: A Guide for Direct Farm Marketing in Idaho***, is one of the results of that partnership project.

The Guide is modeled after Washington State's *Handbook of Regulations for Direct Farm Marketing*, often called "The Green Book." In addition to providing information about regulations that apply to direct farm marketing in Idaho, ***Protecting Your Farm or Ranch: A Guide for Direct Farm Marketing in Idaho***, explains the need for producers to carefully assess and manage the many legal liabilities and financial risks associated with direct marketing. It is Rural Roots' intent to provide a useful resource that allows producers to more easily develop or expand their farm or ranch enterprises and to enter into or improve their farm marketing.

I would like to give special thanks to the following people and organizations for their support of and participation in the planning, development, review and distribution of this valuable resource!

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And thank you to the users of this Guide!
We, at Rural Roots, appreciate your commitment to
sustainable agriculture and local food!!

We'd like to hear from you!! Please let us know what
about this Guide you find useful and ways we can
approve future editions! Send your comments to:
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Sincerely,



Executive Director, Rural Roots



*Colette and her son, Forest, at
the Nampa Farmers' Market*