



Did you know?

From 1990 through 2008, 1,975 agricultural deaths were recorded in Canada. Seventy per cent of those fatalities were machine-related, with the top three most common sources of injury being rollovers, runovers, and entanglements. Among children, the most common causes of child-related fatalities

included being run over by equipment, drowning, or equipment rollovers. Preventing these deaths and injuries can start at the source with proper safety training for the use of farm equipment and materials. When you bring up the importance of safety while closing a sale, you could be making a lasting difference in the life of your farming customer.

Many of the products, tools and equipment used in agriculture come with risks, so agricultural retailers have a responsibility to help protect their customers.

Be Informative. Know about all the potential risks involved with the products you sell, and remember that part of your job is explaining all risks clearly. You should provide all relevant safety information whenever you make a sale. Don't wait for your customers to ask for the information. Remember that you're part of a chain, from the manufacturer to the consumer, and that you must pass along all the safety information that you receive.

Know Your Responsibilities.

You have certain legal responsibilities when it comes to safety. Provincial laws vary, but all of them require that you take steps to protect your customers. Make sure that you are aware of the relevant legislation for your jurisdiction. Your most important goal is to build a good relationships with your customers, and a part of this is making sure your customers remain happy, healthy and safe. Remember, being a responsible salesperson will also strengthen your relationship with customers.

Stand Behind Your Product.

Ensure that all products are inspected before they leave the lot to ensure that safety systems are in place. A safety check could be as simple as making sure that warning labels haven't become illegible over time. Never sell a damaged product "as is" if doing so could put someone at risk.



Ask Questions. When selling products to your customers it's fair to ask who will be using them, especially in cases where special training is necessary to use them safely. It's not disrespectful to ask your customers if they know the hazards associated with the product. Caring about your customers' safety is a sign of respect and will help you to build your relationship with them.

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MACHINERY

Provide Complete Information.

When selling a piece of machinery, explain any operational risks. If the equipment requires training, either offer it yourself or refer your customers to a qualified training provider. It's also important to review the machine's safety features and what their limitations are, and to stress the importance of safe and regular maintenance. Ensure that the equipment's safety features meet local standards. It's just one more way to protect your good reputation in the farming community. No one wants to be known as the person who sold their customer equipment that failed a farm inspection immediately after!

Host a Safe Equipment Event.

Have a day when producers are invited to bring their equipment in to be inspected to ensure that it meets current safety standards. You could demonstrate new safety features on current models and have producers share their knowledge about safe practices. Make it a practice to communicate safety tips regularly in company newsletters, email exchanges, or websites.



Lead by Example. The safety of your staff is also essential to show a commitment to safety. Make sure all employees are following the health and safety policies and procedures you have in your workplace. Ensuring that safety management systems are in place, including adequate training, supervision and availability of hazard information like Material Safety Data Sheets (MSDS) indicate to your customers that safety is something you take seriously. Established safe work procedures and policies for potentially hazardous situations like working alone, lifting and material handling also protect your business.

Encourage Retrofits. Many older machines, while still perfectly functional, might lack modern safety features such as guards or shields for moving parts.

Encourage producers to retrofit their equipment so they're up-to-date with current standards. At the very least, ensure that your customers are aware of the potential injuries that could result in failure to take action. Make sure they acknowledge the risk isn't just to them but could also seriously injure an employee or someone they love. Always offer to look over their equipment and make recommendations about updates that could be necessary.

HAZARDOUS MATERIALS

Lead by Example. When it comes to potentially hazardous materials, such as solvents, pesticides or veterinary medicines, it's important to follow all safety procedures to the letter. Set a good example for your customers and reduce your risk of incident by storing, handling, and transporting them as safely as possible. Consider including safety warnings or reminders on the invoices or packing slips which accompany these hazardous materials.

Be Thorough. Explain all the risks associated with your products and the techniques that should be used to mitigate them. This includes not only how to use a chemical, but also how to transport and store it safely. It's not disrespectful to ask where your customer will be storing the chemical, or how they're planning to get it to their farm. These questions show that you're a professional and that you take your customers' safety seriously.

Safety Equipment. Make sure customers know which Personal Protective Equipment (PPE) is necessary for the products that they're buying and how to use it. It's a good idea to make the appropriate PPE available alongside the product whenever possible. If your customers have to look elsewhere for it, they may end up going without. You should also explain which signs should be posted in your customer's chemical storage area, and consider providing them as well. In addition to increasing safety, offering safety equipment can provide an additional revenue stream for your business.



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Resources

BRITISH COLUMBIA

British Columbia
Agriculture Council
bcac.bc.ca

Farm and Ranch Safety
and Health Association
farsha.bc.ca

WorkSafe BC
worksafebc.com

ALBERTA

Alberta Federation
of Agriculture
afaonline.ca

Alberta Farm Safety
Program
[www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/aet623](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/aet623)

Alberta Farm Safety
Centre
abfarmsafety.com

Workers' Compensation
Board of Alberta
wcb.ab.ca

SASKATCHEWAN

Agricultural Producers
Association of
Saskatchewan
apas.ca

Saskatchewan
Abilities Council
abilitiescouncil.sk.ca

The Agricultural Health
and Safety Network
aghealth.usask.ca

Workers' Compensation
Board of Saskatchewan
wcbask.com

Government of
Saskatchewan –
Labour Relations
and Workplace Safety
sasklabourrelationsboard.com

MANITOBA

Keystone Agricultural
Producers
kap.mb.ca

Workplace Safety
and Health
gov.mb.ca/labour/safety

Workers Compensation
Board of Manitoba
wcb.mb.ca

SafeWork
safemanitoba.com

ONTARIO

Ontario Federation
of Agriculture
ofa.on.ca

Workplace Safety &
Prevention Services
healthandsafetyontario.ca

Ontario Ministry of Labour
labour.gov.on.ca

Workplace Safety
and Insurance Board
of Ontario
wsib.on.ca

QUEBEC

L'Union des producteurs
agricoles
upa.qc.ca

Commission de la santé
et de la sécurité du travail
du Québec
csst.qc.ca

NEW BRUNSWICK

Agricultural Alliance
of New Brunswick
fermenbfarm.ca

Safety Services
New Brunswick
safetyservicesnb.ca

WorkSafeNB
worksafenb.ca

NEWFOUNDLAND AND LABRADOR

Newfoundland and
Labrador Federation
of Agriculture
nlfa.ca

Service Newfoundland
and Labrador –
Occupational Health
and Safety
servicenl.gov.nl.ca/ohs

Workplace Health,
Safety and Compensation
Commission of
Newfoundland and
Labrador
whscc.nl.ca

NOVA SCOTIA

Nova Scotia Federation
of Agriculture
nsfa-fane.ca

Society of Farm Safety
Nova Scotia
farmsafetyns.ca

Workers' Compensation
Board of Nova Scotia
wcb.ns.ca

Nova Scotia Labour
and Advanced Education
– Health and Safety
gov.ns.ca/lae/healthandsafety

PRINCE EDWARD ISLAND

Prince Edward Island
Federation of Agriculture
peifa.ca

Workers Compensation
Board of Prince Edward
Island
wcb.pe.ca

Prince Edward
Island Public Service
Commission –
Occupational Health
and Safety
gov.pe.ca/psc/ohs