Understanding Agricultural Law Educational Program

Understanding the Basics of

Americans with Disabilities Act (ADA) **Compliance for Agritourism Operations**

July 25, 2025

Understanding Agricultural Law

A Legal Educational Series for General Practice Attorneys and Business Advisors Representing Agricultural and Rural Clients

This webinar series is specifically tailored to create subject matter literacy and competence on fundamental issues of agricultural law for attorneys, advisors, and service providers to agricultural producers and agri-businesses.



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Today's Path

- The ADA in general
- Service Animals
- Physical Barriers
- Communication
- Digital Accessibility
- Farm Employment (briefly)
- Cost and Tax benefits

The ADA in General

The Americans With Disabilities Act

What is the ADA?

• "The Americans with Disabilities Act (ADA) is a federal civil rights law that prohibits discrimination against people with disabilities in everyday activities. The ADA prohibits discrimination on the basis of disability just as other civil rights laws prohibit discrimination on the basis of race, color, sex, national origin, age, and religion. The ADA guarantees that people with disabilities have the same opportunities as everyone else to enjoy employment opportunities, purchase goods and services, and participate in state and local government programs."



How the ADA Applies to Agritourism

- The ADA is broken into five titles covering different areas.
 - Title I: Applies to employers with 15 or more employees. Concerns equal employment opportunities.
 - Enforced by the Equal Employment Opportunity Commission (EEOC)
 - Title II: Applies to state and local governments, their services, programs, and activities.
 - Enforced by the U.S. Department of Justice (DOJ).
 - Title III: Applies to businesses and nonprofits serving the public ("public accommodations") and commercial facilities. Concerns equal opportunity to access goods/services.
 - Enforced by the DOJ

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Agritourism Businesses

- You-Pick operations
- Petting zoos
- Farm stands
- Wineries
- Farm-stays
- Pumpkin patches

- Greenhouses
- On-farm markets
- Christmas trees
- Goat yoga

Open to the public = Must comply with ADA **Dickinson Law**

Small Business Regulations

- PART 121—SMALL BUSINESS SIZE REGULATIONS
- https://www.ecfr.gov/current/title-13/chapter-I/part-121



"Businesses must provide people with disabilities an equal opportunity to access the goods or services that they offer."

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Who the ADA Protects

- The ADA protects a person with a disability.
- A person with a disability is defined in three ways:
 - Having a physical or mental impairment that substantially limits one or more major life activities.
 - Having a history or record of such an impairment (like cancer in remission).
 - Being perceived by others as having such an impairment (like scars from a severe burn).
- You do not need to apply for ADA coverage; it is a law, not a benefit program

Examples of Disabilities Under the ADA

The ADA covers many other disabilities not listed here:

- Cancer
- Diabetes
- Post-traumatic stress disorder
- HIV
- Deafness or hearing loss
- Mobility disabilities such as those requiring the use of a wheelchair, walker, or cane

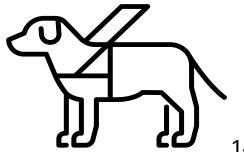
- Epilepsy
- Intellectual disabilities
- Major depressive disorder
- Traumatic brain injury
- Autism
- Cerebral palsy
- Blindness or low vision

Service Animals

Service Animals on the Farm

What is a Service Animal?

- Service Animal defined:
 - "dogs that are individually trained to do work or perform tasks for people with disabilities"
 - "The work or task a dog has been trained to provide must be directly related to the person's disability."
 - Service animals are not considered pets by definition
 - There are no dog breed restrictions



Service Animal Tasks

- Examples:
 - guiding people who are blind
 - alerting people who are deaf
 - pulling a wheelchair
 - alerting and protecting a person who is having a seizure
 - reminding a person with mental illness to take prescribed medications
 - calming a person with Post Traumatic Stress Disorder (PTSD) during an anxiety attack

Service Animals vs. Emotional Support **Animals**

Service Animals

 Dogs that are individually trained to do work or perform tasks for people with disabilities

Emotional Support Animals

 Animals whose sole function is to provide comfort or emotional support

Service Animals vs. Emotional Support **Animals**

Service Animals

 Generally, businesses must allow service animals to accompany people with disabilities in all areas of a facility where the public is allowed to go

Emotional Support Animals

Not protected by the ADA



Where Service Animals Are Allowed

- Businesses must generally allow service animals to accompany people with disabilities in all areas where members of the public are allowed to go
 - Brainstorming: How would you handle a service dog at a strawberry you-pick operation?



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When can a service animal be prohibited?

- Service animals may be excluded by a business if the dog's presence would, "fundamentally alter the nature of the goods, services, programs, or activities provided to the public."
- Example: an operating room

Case Law

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- Berardelli v. Allied Services Institute of Rehabilitation Medicine, No. 17-1469 (3d Cir. 2018)
 - The court ruled in favor of the student who asked to bring their service dog to school

Allergies and Fear of Dogs (Cynophobia)

- When a person with allergies/cynophobia and a service animal user must share space, both should be accommodated, if possible, by assigning different locations
- If there's a significant risk of allergic reaction, operators are responsible for accommodating both individuals

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Food Service

• Establishments that sell or prepare food must generally allow service animals in public areas even if state or local health codes prohibit animals on the premises.





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Charges & Fees

- People with service animals cannot be isolated from other patrons, treated less favorably than other patrons, or charged fees that are not charged to other patrons without animals.
 - In addition, if a business requires a deposit or fee to be paid by patrons with pets, it must waive the charge for service animals.
- If a business such as a hotel normally charges guests for damage that they cause, a customer with a disability may also be charged for damage caused by himself or his service animal.
- Staff are not required to provide care for or supervision of a service animal.

Service Animals Must be Under Control

- "A service animal must be under the control of its handler."
- Service animals must be harnessed, leashed, or tethered, unless the individual's disability prevents using these devices or these devices interfere with the service animal's safe, effective performance of tasks.
 - "In that case, the individual must maintain control of the animal through voice, signal, or other effective controls."



No-Go Questions

- Staff cannot ask about the person's disability.
- Staff cannot require medical documentation.
- Staff cannot require a special identification card or training documentation for the dog.
- Staff cannot ask that the dog demonstrate its ability to perform the work or task.
- Staff are prohibited from asking for proof that the animal is certified, trained, or licensed

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Service Dog Certification

 There are no specific training or certification requirements for service animals

- Step 1: Is there an obvious disability?
 - If the person with the dog is obviously disabled, then assume that the animal is a service animal
 - Examples of obvious disabilities:
 - A blind person with a seeing-eye dog
 - An animal assisting a person in a wheelchair. The animal might be trained to assist with pulling the wheelchair, retrieving items, or other tasks
 - If the person is obviously disabled, staff may not ask anything

- Step 2: if the disability is not obvious, what can staff ask when trying to determine if they have a service animal versus a pet?
 - 1. Is the dog a service animal required because of a disability?
 - 2. What work or task has the dog been trained to perform?



• Step 2: continued...

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- If the individual answers "no" or "nothing" to the questions, then the dog is not a service animal within the definition of the ADA.
- If the animal is not a service animal, staff may tell them that your operation has a "No pet" policy and ask them to leave*
 - *Obviously, you can't do this if you do not have a clear "no pet" policy
- If the individual says that their animal is an emotional support animal (ESA), staff may tell them that there is a "No pet" policy, without exceptions for emotional support animals, and ask them to leave.

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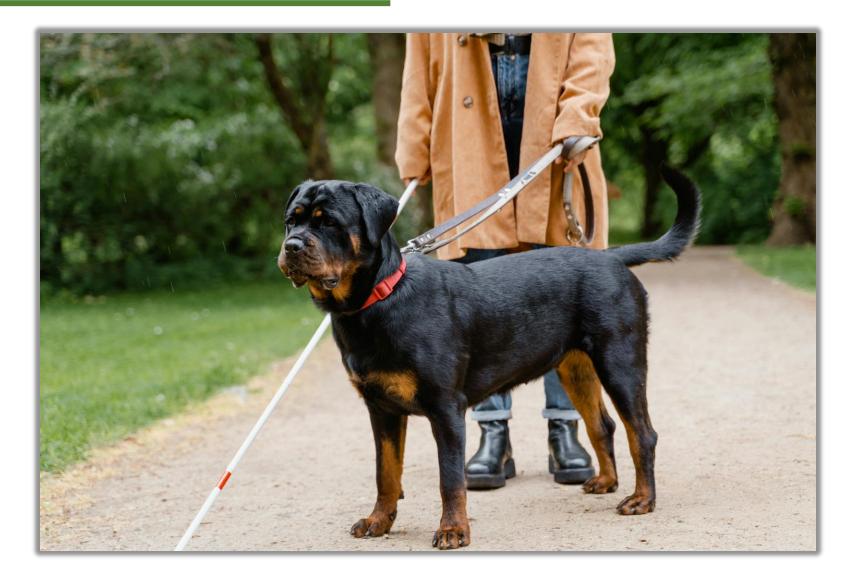
How should I address individuals who bring dogs to my agritourism operation?

- Step 2: continued...
 - If the individual confirms that the dog is a service animal, staff should permit them to enter





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When Can a Service Animal be Removed?

- A person with a disability cannot be asked to remove their service animal from the premises unless specific conditions are met.
 - 1.The dog is out of control and the handler does not take effective action to control it
 - 2.The dog is not housebroken

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What is "Out of Control"?

- There is no hard rule for determining whether a service animal is out of control. The determination will be based on the situation.
- Considerations:
 - Uncontrollable barking
 - Growling
 - Lunging
 - Biting
- If the service animal is provoked into its out-of-control behavior, it will not be considered out of control.

When Can a Service Animal be Removed?

- If the service animal is out of control, staff may ask the person to remove their service animal from the premises
- The person must be permitted to re-enter or obtain goods/services without the animal present

Miniature Horses

Reasonable modifications for miniature horses

Miniature Horses

 "(i) A public accommodation shall make reasonable modifications in policies, practices, or procedures to permit the use of a miniature horse by an individual with a disability if the miniature horse has been individually trained to do work or perform tasks for the benefit of the individual with a disability."



https://www.ada.gov/law-and-regs/regulations/title-iii-regulations/#-36302-modifications-in-policies-practices-or-

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procedures: ":text=(i)%20A%20public%20accommodation%20shall%20make.of%20the%20 individual%20with%20a%20disability.





Miniature Horses - Considerations

- "(A) The **type**, **size**, **and weight** of the miniature horse and whether the facility can accommodate these features;
- (B) Whether the handler has **sufficient control** of the miniature horse;
- (C) Whether the miniature horse is housebroken; and
- (D) Whether the miniature horse's presence in a specific facility compromises **legitimate safety requirements** that are necessary for safe operation.

Physical Barriers

Structures and pathways





- Small businesses must remove architectural barriers in existing facilities when it is "readily achievable" to do so.
- Readily achievable means "easily accomplishable without much difficulty or expense."
- This standard is extremely subjective
 - Businesses with more resources are expected to remove more barriers than businesses with fewer resources

Examples: Readily Achievable Barrier Removal

- providing an accessible route from a parking lot to the business's entrance
- installing an entrance ramp
- widening a doorway
- installing accessible door hardware
- repositioning shelves
- moving tables, chairs, display racks, or other furniture.







Leffel Roots Apple Orchard south of Eau Claire

Article:

https://www.leadertelegram .com/news/frontpage/orchard-owners-planta-wheelchair-accessibledeck-in-the-midst-of-dwarftrees/article_9b19d473-7a9d-548f-a272e569ab4dc68f.html







Diana excitedly spots a strawberry that she is easily able to reach from her wheelchair.

Washington Rock Quarries Inc.

https://www.warock.com/designing-fordiana-how-we-madegravel-wheelchairaccessible-in-brooklyn/

Accessible Hayrides!!!

ADA Compliant Ramp Leads Directly Into Our Hayride Wagons!



Inclusivity has been a priority in our upgrades! Thanks to ALPHA Home

Health Care of Herrin we now have an ADA compliant ramp leading

directly into our hayride wagons!

Thanks to ALPHA Home Health Care of Herrin! 618-998-9250



Now, everyone can be included and go on the hayrides! This is for our friends who have mobility issues and for our friends who use wheelchairs!

Check Out ALPHA Home Health Care Here

Bandy's Pumpkin Patch

https://bandys pumpkinpatch. com/







We have an area set up towards the back of the pumpkin patch with sensory toys. Please respect the intention of this space and reserve these toys for people who use this area.

Bandy's Pumpkin Patch

https://bandys pumpkinpatch. com/

Communication

Auditory & Visual Communication



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Communication Requirements

- "It is a business's responsibility to provide a sign language, oral interpreter, or VRI service unless doing so in a particular situation would result in an undue burden, which means significant difficulty or expense.
- A business's overall resources determine (rather than a comparison to the fees paid by the customer needing the interpreter) what constitutes an undue burden.
- If a specific communications method would be an undue burden, a business must provide an effective alternative if there is one.





Auditory Considerations

- For guests who are deaf:
 - Put things in writing

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- Ex: If you provide workshops with verbal instructions, create a written handout
- Have notebooks available or writing tech (like a tablet)
- Use voice to text technology
- For guests who are mute:
 - Have notebooks or writing tech available



Visual Considerations

- For low-vision guests:
 - Print signs in large font
 - Have handouts available in large font (high contrast too!)
- For guest with blindness:
 - Have a staff person available to guide them and provide auditory narration
- For everyone:
 - Clear pathways

Digital Accessibility

Website and Social Media Accessibility

Technology Standards in the U.S.

- 1998 Congress amends Rehabilitation Act of 1973
 - Federal agencies are required to make electronic & information technology accessible to people with disabilities
 - 29 U.S.C § 794d
 - Section 508
 - https://www.section508.gov/manage/laws-and-policies/section-508-law/
 - U.S. Access Board is responsible for accessibility standards

Technology Standards in the U.S.

- January 18, 2017
 - "the Access Board issued a final rule that updated accessibility requirements covered by Section 508 and refreshed guidelines for telecommunications equipment subject to Section 255 of the Communications Act"
 - The update corresponded to standards with the World Wide Web Consortium (W3C) Web Content Accessibility Guidelines (WCAG 2.0)

ADA Requirements for Businesses

- "A website with inaccessible features can limit the ability of people with disabilities to access a public accommodation's goods, services, and privileges available through that website for example, a veterans' service organization event registration form.
- For these reasons, the Department has consistently taken the position that the ADA's requirements apply to all the goods, services, privileges, or activities offered by public accommodations, including those offered on the web."

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Web Content Accessibility Guidelines

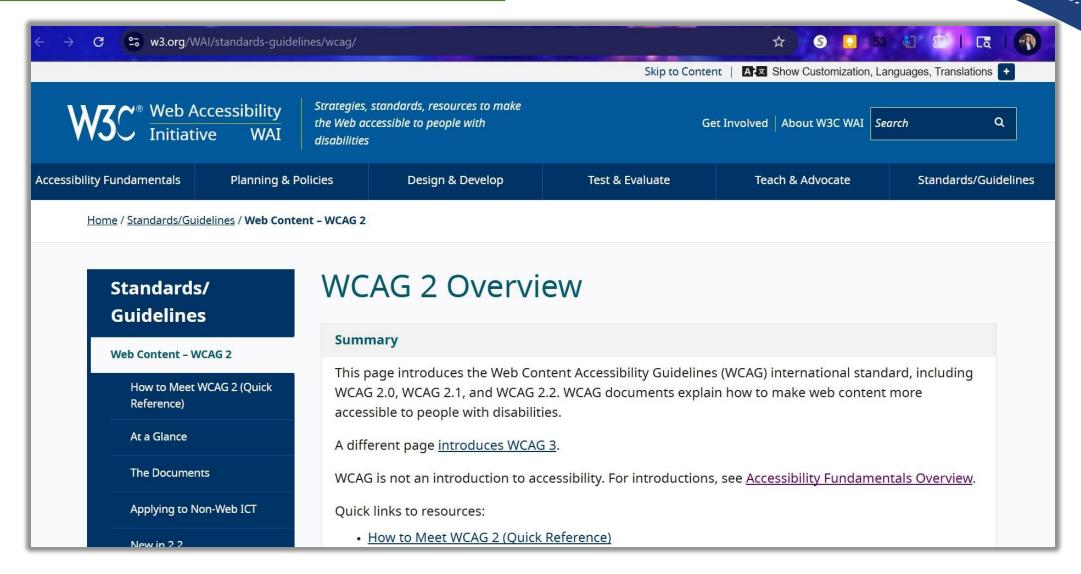
- World Wide Web Consortium (W3C) Web Content Accessibility Guidelines (WCAG 2.0)
- https://www.w3.org/WAI/standards-guidelines/wcag/



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Web Content Accessibility Guidelines

Guidance from the U.S. Department of Justice Civil Rights Division

- Color Contrast
- Text Cues
- Text alternatives ("alt text")
- Video Captions
- Text size & Zoom capability

- Headings
- Keyboard & mouse navigation
- Online forms
- Reporting accessibility issues



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Web Content Accessibility Guidelines

Color Contrast in text

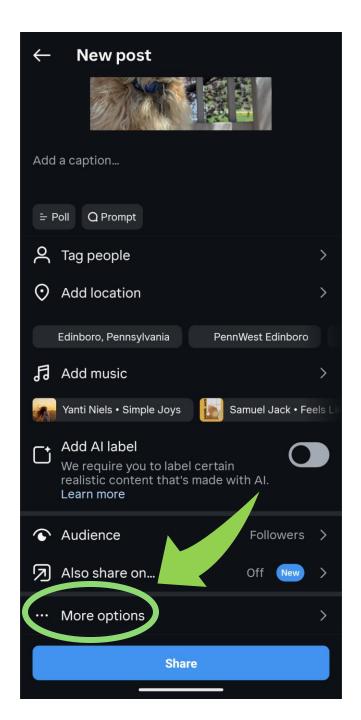
 Make sure there's a distinct difference between the text & background to accommodate limited vision or color blindness

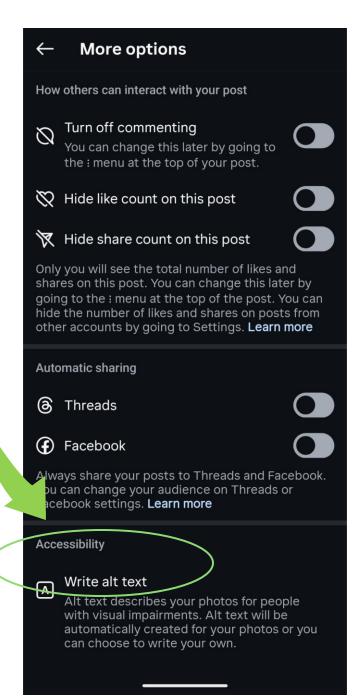
Text cues when using color in text

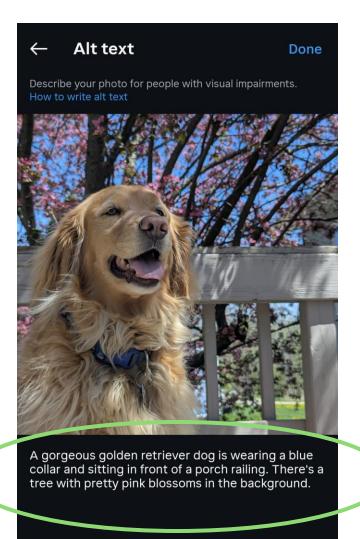
• Ex: Use the word "required" in addition to red text for required form fields

Text alternatives ("alt text") in images

• Describe the image and the purpose of the image for people who use screen readers.











Web Content Accessibility Guidelines

Online forms

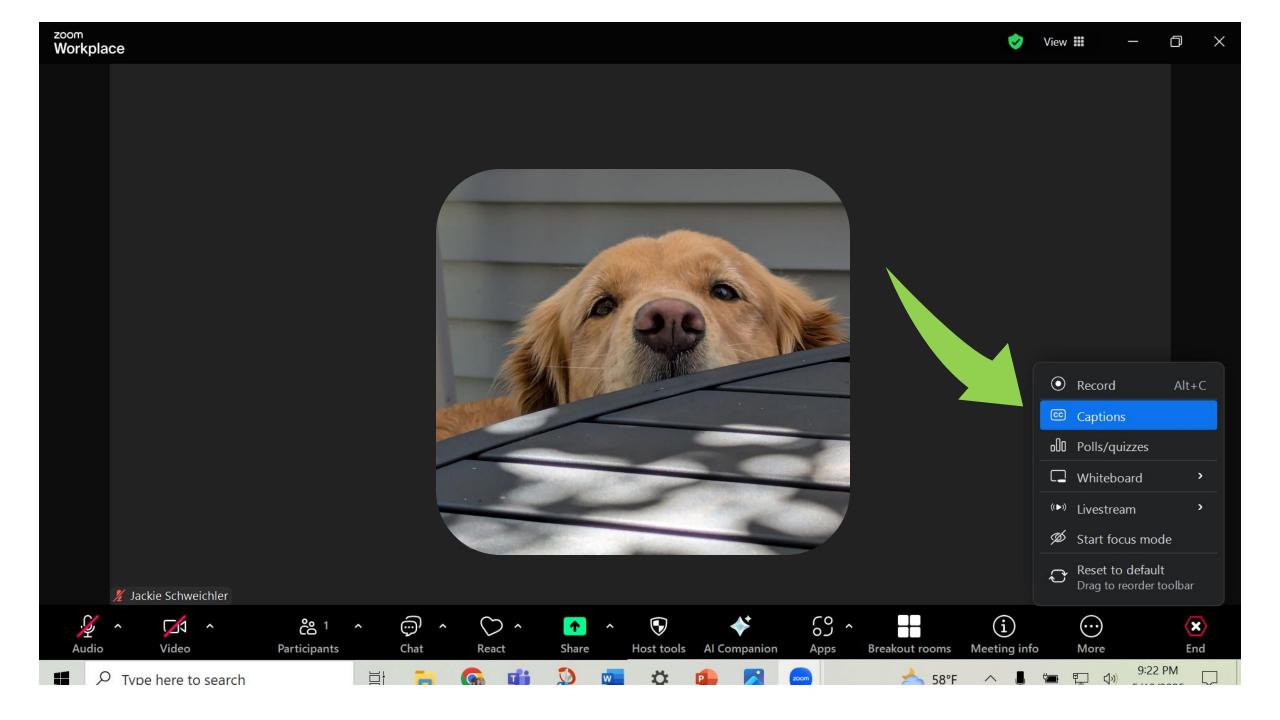
 Use labels & clear instructions. Forms should be accessible by keyboard. Labels should state what to do in each field.

Text size & zoom capacity

 Make sure your fonts are large and readable and that users can use the browser to zoom in

Video Captions

Include captions on videos



Web Content Accessibility Guidelines

Headings

 Use headings to delineate different sections of your website and make sure that your website creator does so in a way that sections are navigated in order.

Keyboard & mouse navigation

 Users with disabilities should be able to access your website using their keyboard, rather than a mouse

Reporting accessibility issues

 Websites should contain reporting functionality for the public to report accessibility issues.



Check Your Digital Accessibility

- World Wide Web Consortium (W3C)
- Web Accessibility Evaluation Tools List:
 - https://www.w3.org/WAI/test-evaluate/tools/list/

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Check Your Digital Accessibility - Examples

- WebAIM (Utah State University)
 - https://webaim.org/articles/evaluationguide/
- Accessibility Cloud
 - https://www.accessibilitycloud.com/
- AEL Accessibility Checker
 - https://aeldata.com/accessibility-checker/

Farm Employment

A Snapshot for Farm Employers

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Employment Under the ADA (briefly)

- "General requirement: Employers must provide people with disabilities an equal opportunity to benefit from the employment-related opportunities available to others. This includes things like recruitment, hiring, promotions, training, pay, and social activities.
- The ADA includes specific requirements for employers to ensure that people with disabilities have equal access to employment. Learn more about these requirements on the Equal Employment Opportunity Commission's guidance for employers."

The Cost of Compliance

Paying for ADA Updates & Tax Benefits

Tax Benefits - Disabled Access Credit

- Disabled Access Credit (IRS section 44)
- "non-refundable credit for small businesses that have expenses for providing access to persons with disabilities"
- Can be claimed each year that expenses are incurred
- Requirements
 - OBusiness revenue less than \$1,000,000 or
 - o Fewer than 30 full-time workers

Tax Benefits - Disabled Access Credit

- Covered Expenses:
 - o readers for customers or employees with visual disabilities
 - osign language interpreters
 - o purchase of adaptive equipment
 - o production of accessible formats of printed materials (i.e., braille, large print, audio tape, computer diskette)
 - o removal of architectural barriers in facilities or vehicles (alterations must comply with applicable accessibility standards)
 - ofees for consulting services (under certain circumstances)

Tax Benefits - Disabled Access Credit

- Cannot be used for new construction
- "The amount of the tax credit is equal to 50% of the eligible access expenditures in a year, up to a maximum expenditure of \$10,250.
- There is no credit for the first \$250 of expenditures. The maximum tax credit, therefore, is \$5,000."

Tax Benefits – Barrier Removal Deduction

- Barrier Removal Tax Deduction (IRS section 190)
- Deduction can be taken by a business of any size
- Applies to the removal of architectural or transportation barriers
 - (renovations must comply with accessibility standards)
- Max deduction = \$15,000

Tax Benefits

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- These benefits can be used together!
- Example:
 - Small business spends \$20,000 on qualified access adaptations
 - Can take a tax credit of \$5,000
 - Based on \$10,250 expenditures
 - Can take a **deduction** of \$15,000
 - (deduction is equal to the difference between the total expenditures and the amount of the credit claimed)

Work Opportunity Tax Credit

- Available for employers who hire individuals from groups who have faced consistent significant barriers to employment
- For employees who have worked 400 or more hours:
 - \$2,400 or 40% of up to \$6,000 in first year wages
 - For qualifying individuals
 - \$9,600 or 40% of up to \$24,000 of first year wages
 - For qualified veterans

Dispute resolution

Avoiding accessibility disputes

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USDA's Agricultural Mediation Programs

- Who can request mediation?
 - USDA-related issues:
 - Agricultural Loans
 - Wetlands determinations
 - Compliance with farm programs, including conservation programs
 - National organic program established under the Organic Foods Production Act of 1990
 - Agricultural Credit
 - Rural water loan programs
 - Grazing on National Forest System land
 - Pesticides
 - Non-USDA issues:
 - Lease issues; including land leases and equipment leases.
 - Family farm transition.
 - Farmer-neighbor disputes





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USDA's Agricultural Mediation Programs

- Who conducts mediation?
 - Impartial 3rd party mediator
- If an agreement is not reached, the requestor may seek appeals or legal action
- Coalition of Agricultural Mediation Programs
 - https://agriculturemediation.org/

Pennsylvania Agricultural **Mediation Program**

Contact us:

PennState |

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Jackie Schweichler, Director 329 Innovation Blvd.

University Park, PA 16802 (814) 746-4619

AgMediation@PennStateLaw.psu.edu

Website: www.PAAgMediation.com

Wrap up

Final comments and review

Checklist for ADA Compliance

- Walkways ☐ Can they be navigated by people using walkers and wheelchairs? **□** Doorways ☐ Are your doorways wide enough to accommodate wheelchairs? ☐ Animals ☐ Are you prepared to accommodate service animals? ☐ Bathrooms ☐ Are your bathrooms updated?
- **→** Website □ Did you (or your designer) follow best practices? ☐ Signage and Audio
 - ☐ Do you have accommodations for people with hearing or visual limitations?
- ■Parking
 - ☐ Do you have an ADA parking space?
- ■Training
 - □ Is your staff trained on this topic?

2022 U.S. Census

- The total U.S. civilian noninstitutionalized population with a disability in 2022:
 - •44.1 million or 13.4%
- Total U.S. civilian employees ages 18 to 64 with a disability in 2022:
 - •9.8 million

Promotional Opportunities

- Promote your business as accessible
 - Advertise accessibility features
- Blue Trunk Foundation
 - https://www.bluetrunk.org/
 - Business owners can list their business for free to show accessible features





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Call ADA Directly with Questions

- ADA Information Line
 - Talk to us at 800-514-0301 | 1-833-610-1264 (TTY)
 - M, Tu, W, F: 9:30am 12pm and 3pm 5:30pm ET
 - Th: 2:30pm 5:30pm ET
- Community Outreach Coordinator
 - Disability.Outreach@usdoj.gov



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My Favorite Resources

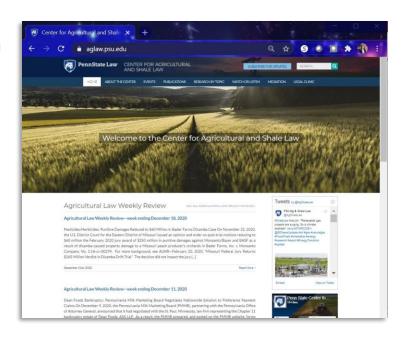
- ADA Update: A Primer for Small Business
 - https://www.ada.gov/resources/title-iii-primer/
- Agriculture and the ADA: Service Animals, The National Agricultural Law Center
 - https://nationalaglawcenter.org/wpcontent/uploads//assets/articles/brownrumley-Service-animalada.pdf

Center for Agricultural and Shale Law

https://aglaw.psu.edu

- Agricultural Law Weekly Review
- Shale Law Weekly Review
- Agricultural Law Virtual Resource Rooms
- Shale Law Virtual Resource Rooms
- Agricultural Law Tracker
- Shale Law Tracker

- Agricultural Law Podcast
- Social Media
 - Twitter, Facebook, LinkedIn
- Presentations
- PA Ag Mediation Program





Have an accessibility request for any of these materials?

Email me at jks251@psu.edu or call me at 814-865-4249.



Thank you!

Jackie Schweichler

Staff Attorney

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