RURAL ROADWAY SAFETY

- Large equipment
- Slow moving vehicles
- Winding roads
- Two-way traffic
- Long work-days

Increase risks on rural roads

Get to your Destination

Consider adding lower lights on high equipment, like sprayers. Keep reflectors, Slow Moving Vehicle Signs, and lights in good condition. More lighting could reduce crashes by 60%.

Incidents are more likely and more severe due to increased frequency and severity of speeding.

SPEED LIMIT
35

Eliminate distractions, drugs, alcohol, and fatigue. Also, check in on employees, co-workers, family.

As always, buckle up.

Keep windows and mirrors clean. Machinery have challenging views and blind spots as is.

Drive defensively - other drivers' actions are unknown.

Yield when necessary, allow vehicles to pass, and don't pull in front of traffic.

When possible, shift travel to less-busy times on roads suited for the machinery.

Familiarize yourself with local road and routes, and learn the traffic patterns.

Rural roads are fatal.

19% of the U.S. population lives in a rural area, but 51% of all U.S. traffic fatalities are on rural roads - even though there is less traffic on rural roads (FHA, 2014)

#1 Agribusiness Insurance Claim: Motor Vehicle Accidents