

# Survey of Agritourism including On-Farm Direct Sales in the United States

## Overview

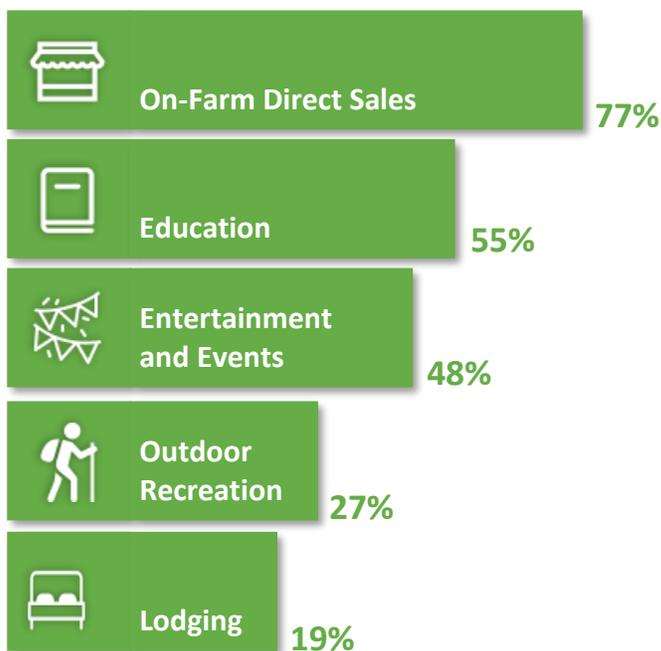
### Online Survey

Between November 2019 and February 2020, farmers, ranchers, and vineyard operators throughout the U.S. completed an online survey about agritourism including on-farm sales. The goal of the survey was to better understand the types of experiences and products offered, the economic viability of agritourism enterprises, and ways to support a healthy future for producers and their communities.

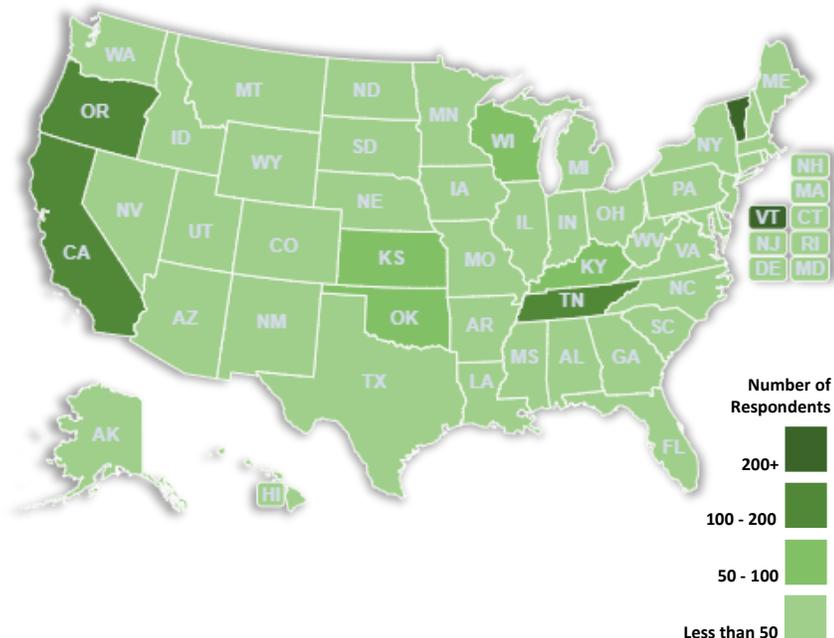
### What is Agritourism?

For the purpose of this survey, agritourism was defined as experiences and product sales taking place on farms, ranches, or vineyards. Examples include farm stands, u-pick, overnight farm stays, tastings, events, tours, horseback riding, farm walks, and hunting.

### Types of Farm Experiences Offered



### Number of Respondents by State



### Who answered the survey?

Responses were received from 1834 farms, ranches, and vineyards in all 50 states. The top responding states were Vermont, Oregon, Tennessee, and California (shown above).

Agritourism activities were classified using a conceptual framework<sup>1</sup> focused on five types of agritourism, as shown on the left. The most commonly offered experience was on-farm direct sales (77%).

On average, survey respondents:

**were 55 years old**  
(average age)

**had 10+ years**  
experience in agritourism  
(53%)

**were female**  
(58% of respondents)

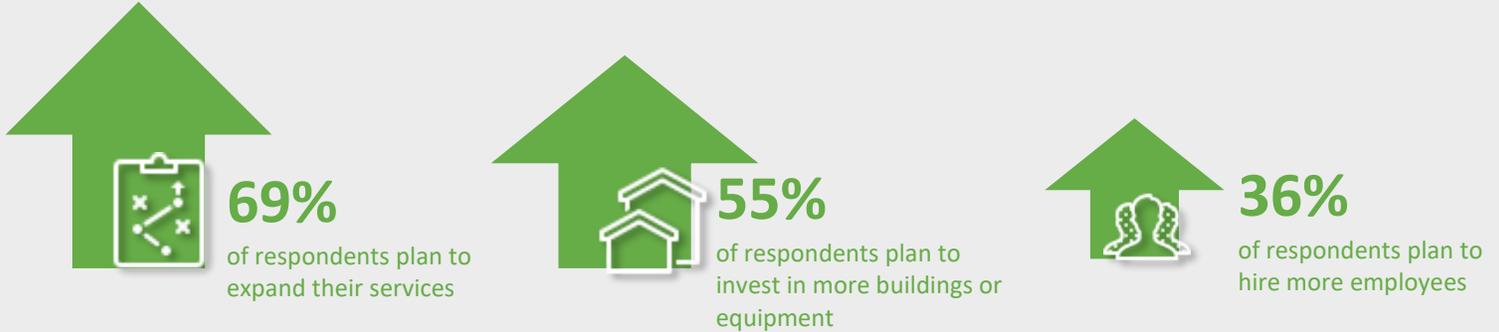
**farmed 60 acres**  
(median farm size)

**had a college degree**  
(70% of respondents)

<sup>1</sup>Chase, Lisa C., Mary Stewart, Brian Schilling, Becky Smith, and Michelle Walk. 2018. "Agritourism: Toward a Conceptual Framework for Industry Analysis". *Journal of Agriculture, Food Systems, and Community Development* 8 (1), 13-19. Online publication <https://doi.org/10.5304/jafscd.2018.081.016>.

## Findings: The Future of Agritourism is Bright

When asked about plans over the next five years, farmers and ranchers across the country expressed optimism about the potential for agritourism. Many farms surveyed planned to expand their services (69%), while over half (55%) intended to invest in more buildings or equipment for their agritourism enterprises. Over one-third (36%) planned to hire more employees in the next five years. Only 4% of those surveyed intended to decrease the number of services offered over the next five years.



Although one-quarter of respondents reported no profit from their agritourism enterprises, many of them were motivated by non-monetary values such as building community and educating the public about agriculture.

*“It is essential to the sustainability of farms and food supply that people understand more than they do about what they eat, what they wear, and the decisions they make as consumers.”*

- farmer, Minnesota

While this survey showed optimism, it also highlighted the challenges of being a farmer or rancher. The most common challenges noted by respondents are:

**Time Management**  
(90%)

**Labor (Including family)**  
(89%)

**Liability and Insurance**  
(81%)

**Marketing**  
(81%)

For more information and project summaries, visit <https://www.uvm.edu/vtrc/agritourism-survey>.



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