

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

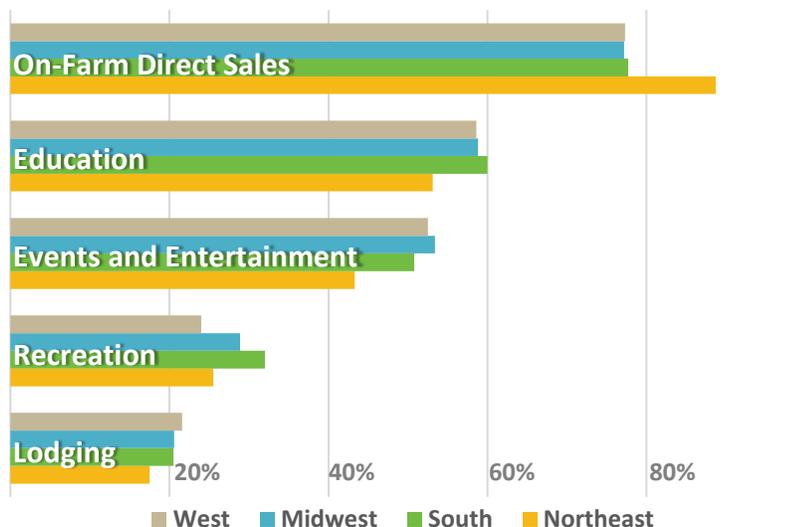
Regional Summary

Between November 2019 and February 2020, 1834 farmers, ranchers, and vineyard operators representing all 50 states in the US completed an online survey about agritourism including on-farm sales. For more information and additional summaries, visit <https://www.uvm.edu/vtrc/agritourism-survey>.

Survey respondents represent all four regions of the United States. Farmers in the South submitted the highest number of responses (29%), followed by West (26%) and the Northeast (24%). We received the lowest number of responses from the Midwest (21%).

Each category of agritourism activity was offered in every region. However, as shown in the chart on the right, on-farm direct sales were most common, especially in the Northeast. Next most common were farms offering educational experiences, such as tours and classes, followed by events and entertainment, recreation, and lodging.

Percentage of Activities Offered on Farms by Region



Products by Region

While some farm products, like fruit, were similarly prevalent across the country, the types of crops grown, animals raised, and value-added products offered varied by region. In the following two pages we highlight these differences and similarities. Product icons are to scale, based on responses from the survey.

Crops

Oilseeds and grains	Tree nuts
Vegetables and melons	Horticulture / Floriculture
Fruit	Maple Syrup

Animals and Animal Products

Beef cattle	Poultry and eggs
Dairy cows and milk	Sheep and goats
Hogs and pigs	Animal aquaculture

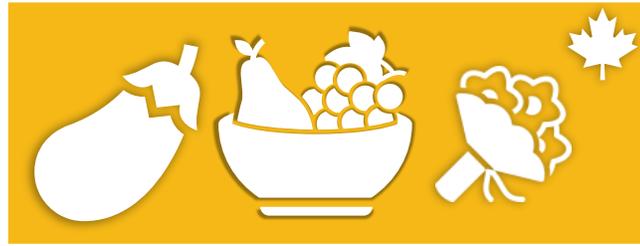
Value-Added Products

Cheese and dairy	Soaps, lotions, and beauty products	Processed meat
Animal fiber and fiber products	Salsa, pickles, jellies, jams, preserves	
Baked goods	Wine, cider, beer, distilled beverages	

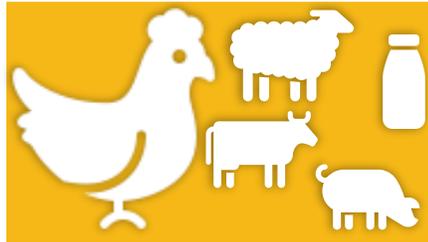
Northeast

Value-added products were more common in the Northeast than in other regions.

- Maple production was more common in the Northeast than in any other region.
- The highest percentage of farms raising dairy cows (25% of farms that raise animals) was in the Northeast.
- Baked goods (32% of farms offering value-added products) were the most common value-added product, followed by salsas and preserves (31%), processed meat (21%), and cheese and dairy (20%).



67% of farms grew crops



45% of farms raised animals

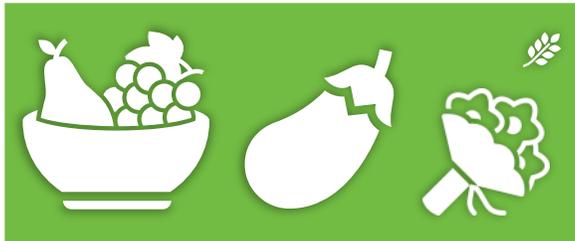


56% of farms offer value-added products

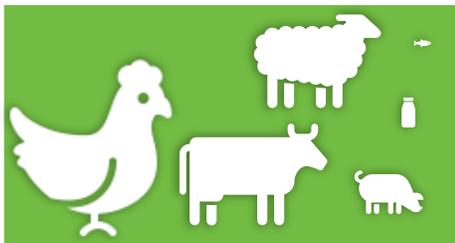
South

The South had the highest percentage of farms with animals, but a significantly lower percentage of farms raising dairy cows.

- Vegetables (54%), fruit (54%), and horticulture (33%) were the most common crops in the South.
- 4% of farms raising animals participated in aquaculture, more than any other region.
- Salsas and Preserves (39% of farms offering value-added products) were the most common value-added product, followed by baked goods (28%) and beauty products (24%).



61% of farms grew crops



48% of farms raised animals

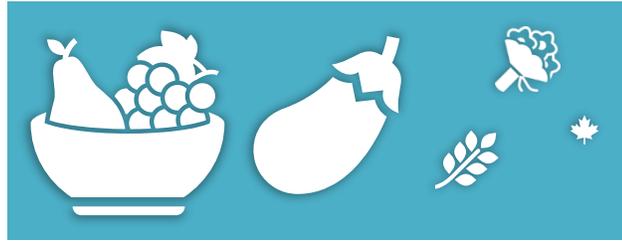


40% of farms offered value-added products

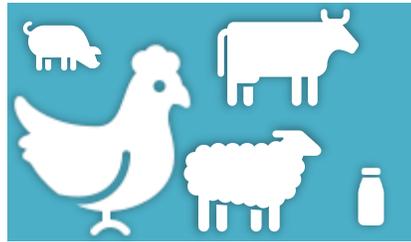
Midwest

The Midwest had a significantly higher percentage of farms growing oilseeds and grains compared to the rest of the US.

- Horticulture (17%) was least common in the Midwest, and grains (20%) were most common.
- The most common animals raised were poultry and eggs (52%), followed by sheep and goats (46%).
- Salsas and preserves (33% of farms offering value-added products) were the most common value-added product, followed by baked goods (31%), wine, beer, and cider (29%), and beauty products (26%).



65% of farms grew crops



43% of farms raised animals

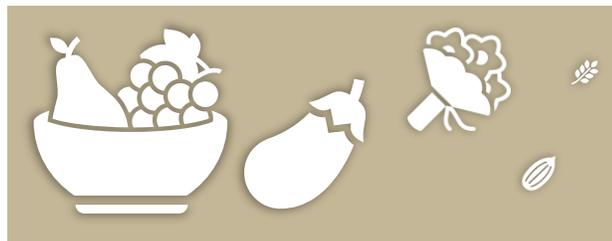


43% of farms offered value-added products

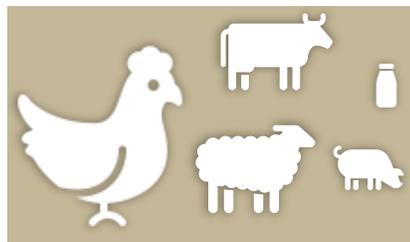
West

There was a significantly higher percentage of farms making olive and seed oils, as well as growing tree nuts, in the West compared to the rest of the US.

- 9% of farms growing crops grew tree nuts, more than any other region.
- Poultry and eggs (50%) were the most common animals followed by sheep and goats (40%).
- Salsas and preserves (35% of farms offering value-added products) were the most common value-added product, followed by wine, beer, and cider (32%), and beauty products (20%).



64% of farms grew crops



43% of farms raised animals



49% of farms offered value-added products

Farm Size and Proximity to Cities

The median farm size varied by region. Respondents in the Northeast had the largest farms (median 80 acres) and were also further away from cities with a population of 50,000 or more, while the Western region respondents farmed smaller properties (median 40 acres) closer to a city. Respondents in the South and Midwest were similar in both size and proximity to cities.

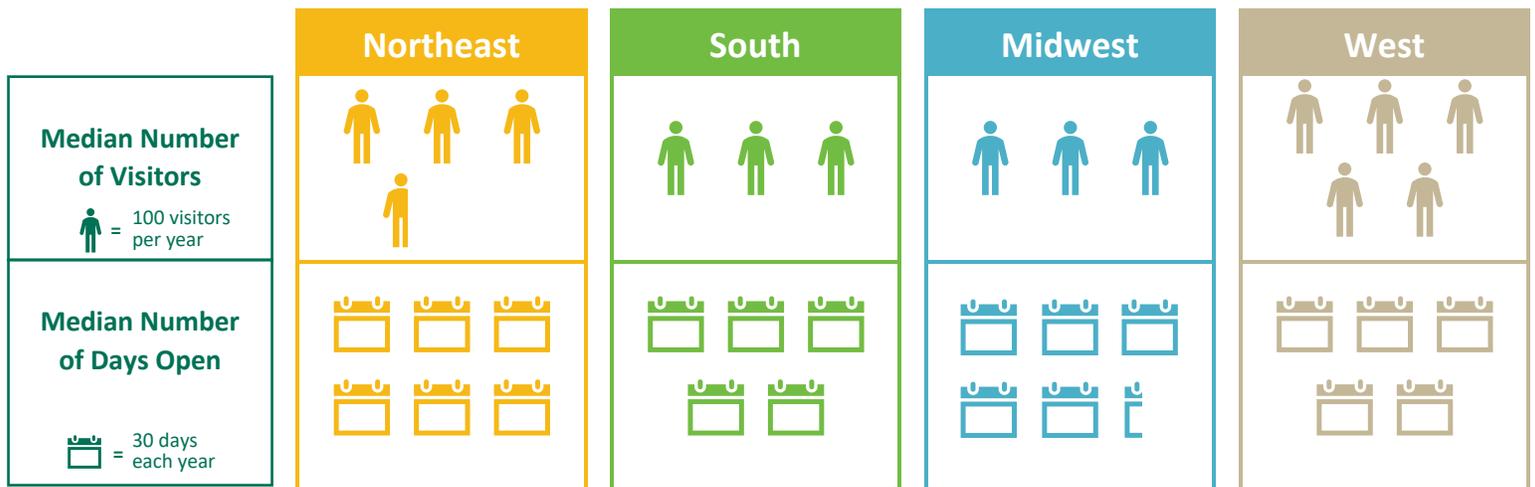
The median farm size was much smaller than the average farm size. The average farm size in the West was 659 acres, 303 in the Midwest, 266 in the South, 244 in the Northeast. Note that survey respondents are not a representative sample of US farms and the number of responses varied per state.



Numbers of Visitors and Days Open

As shown above and in the table below, farms surveyed in the West were not only closer to cities, but also welcomed more visitors than any other region (median of 500 visitors per year). The Northeast welcomed the second highest median number of visitors (380), followed by the South and Midwest (both 300).

Farms in the Northeast were open more often than other regions (median of 180 days open per year), followed by the Midwest (158), South (150), and West (150).



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