



Agritourism and On-Farm Direct Sales Survey: Results for the U.S.

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Agritourism and On-Farm Direct Sales Survey: Results for the U.S.

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Acknowledgements

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Introduction

As part of a USDA-funded grant, a multi-state research and extension team conducted a national survey of farms that are open to visitors for product sales and/or experiences. The online survey took place between November 2019 and February 2020 and began with a question to ensure responses only from working farms and ranches that have visitors on their property. The survey link was shared with farmers and ranchers through email, social media, and newsletters by university extension systems, state departments of agriculture, agritourism associations, and others working with farmers and ranchers throughout the U.S.

Partial responses have not been removed for descriptive analysis. Selected fill-in responses (e.g., other) have been included below each figure or table, edited to aggregate duplicate responses and correct typos. The total number of responses (n) varies for each question as some respondents did not answer all of the questions.

Respondent Information

Responses were received from 1834 farms in all 50 states, ranging from one response each from six states, to 222 from Vermont. The largest contributions of data came from Vermont, Oregon, Tennessee and California. Responding farmers were of all ages, with 55 being the average age. A majority of responding farmers were women. Almost three-quarters have a college degree. Since the survey was conducted in the winter of 2019-20, responses reflect the state of agritourism in the U.S. before the COVID-19 pandemic.

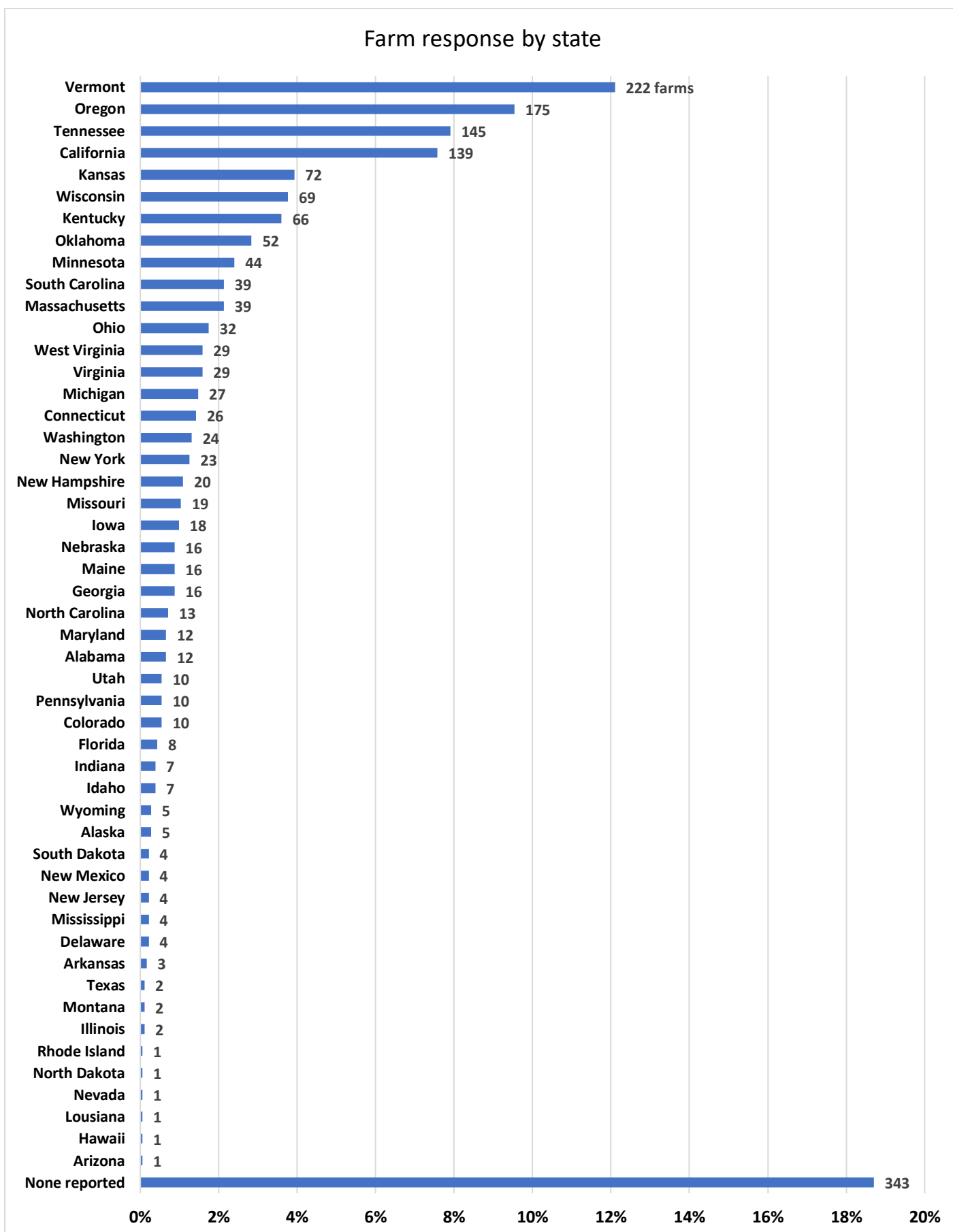


Figure 1. Farm response by state, 2018 (n=1834)

Table 1. Age distribution of respondents (n=1281)

	Age of Respondent
Average	55
Minimum	19
Maximum	99

Table 2. Gender of respondents (n=1407)

Female	58%
Male	43%

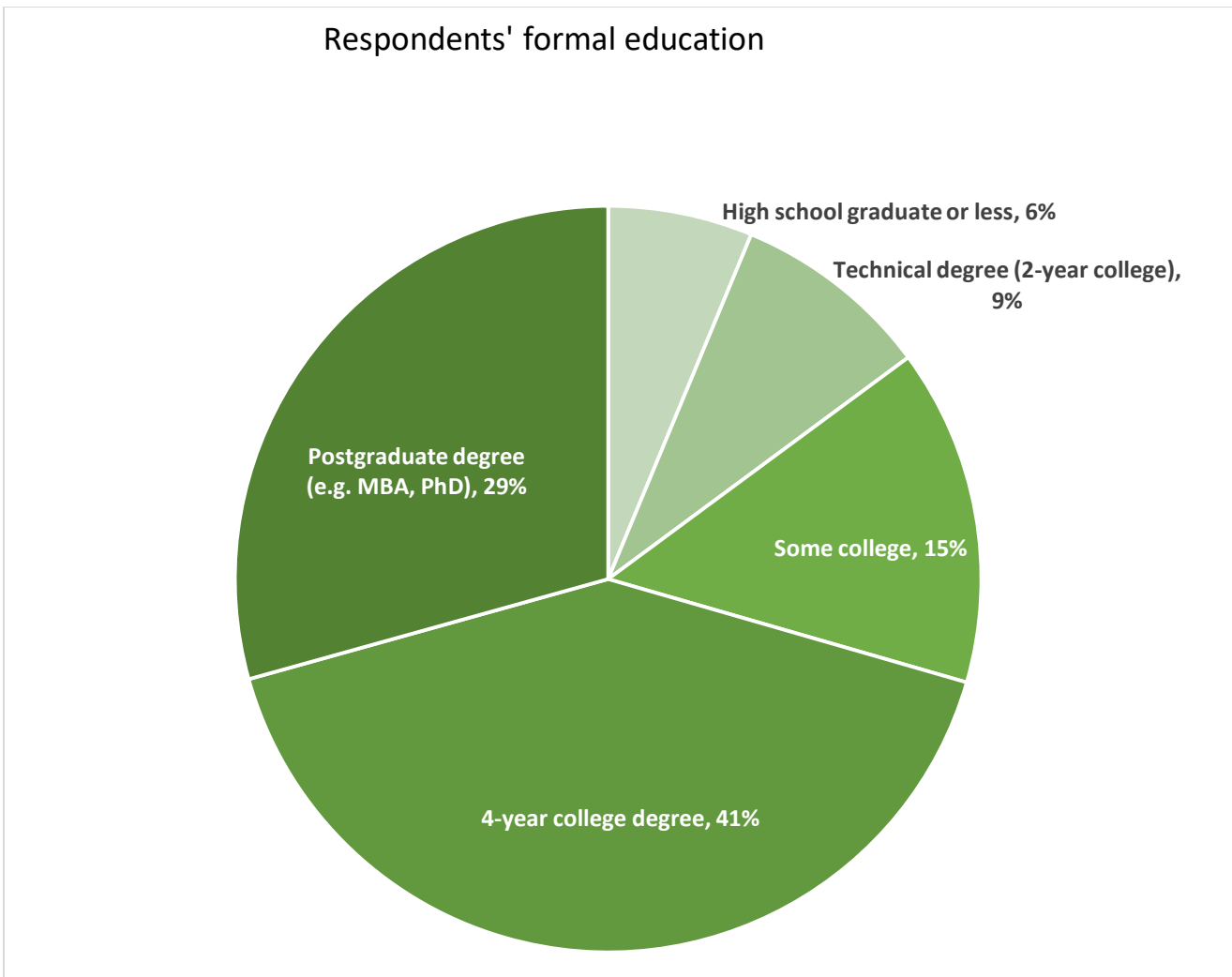


Figure 2. Respondent education (formal) (n=1405)

Firmographic Information

Most farms reported being 10 to 49 miles from the nearest city of 50,000. Respondents reported farm acreage ranging from zero to 45,000 acres with an average of 370 acres, and a total of 52,500 acres. One third of farms comprise 10 to 49 acres. One fifth of farms hold 90% of the total farm acreage; the largest 3% of farms hold 61% of the acreage.

Over 25% of responding farms made no profit from agritourism, or operated agritourism enterprises at a loss in 2018; seven percent of farms generated profits over \$100,000 from agritourism. The largest number of responding farms generated profits between \$10,000 and \$100,000 from agritourism.

Table 3. Farm/ranch acreage (n=1420)

Acres	Number of farms	Percent of farms	Acres farmed	Percent of acres
0-9	180	13%	785	0.1%
10-49	453	32%	11,065	2.1%
50-99	236	17%	16,227	3.1%
100-219	245	17%	35,625	6.8%
220-499	159	11%	52,407	10.0%
500-999	76	5%	49,405	9.4%
1000-1999	28	2%	37,507	7.1%
2000+	43	3%	322,226	61.3%

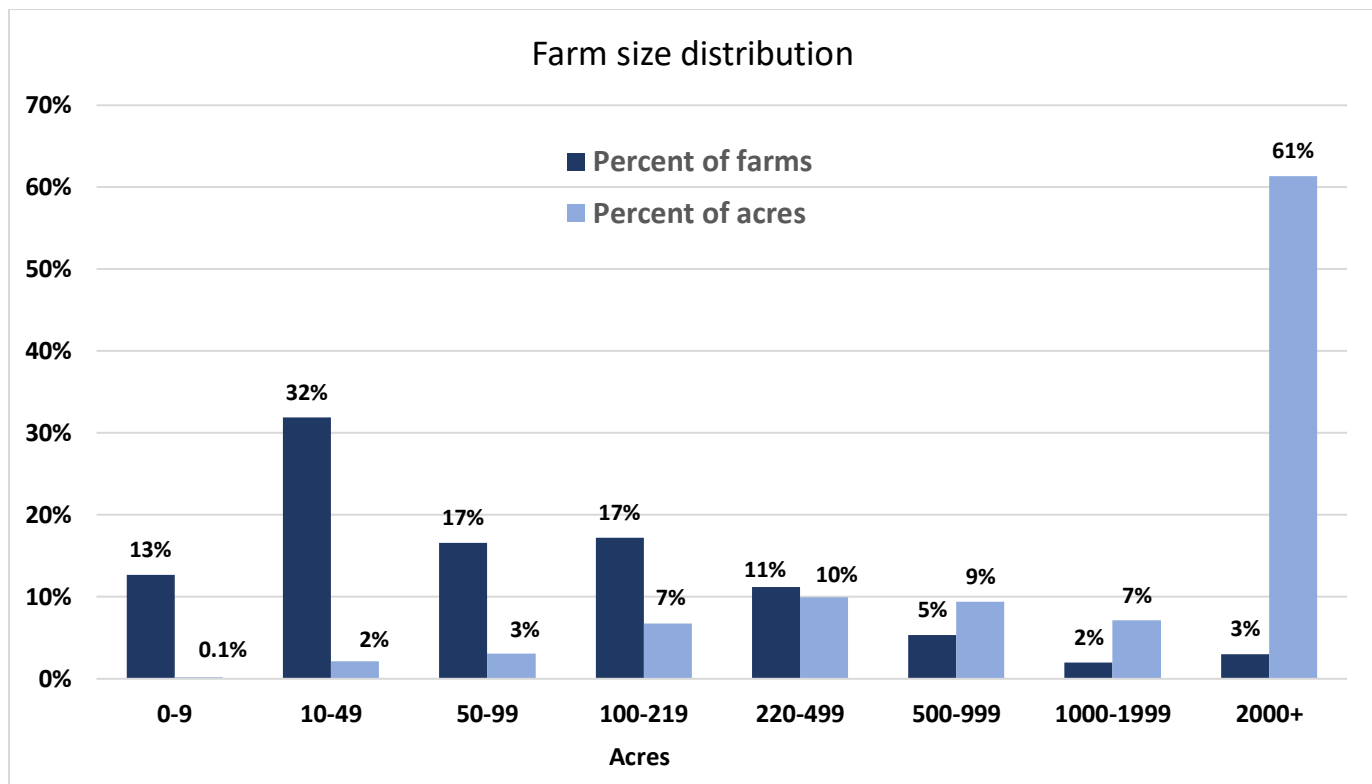


Figure 3. Farm size distribution (n=1420)

Table 4. Farm/ranch acreage

	Acres
n	1420
Min	0
Max	45,000
Mean	370
Median	60
Standard Deviation (SD)	2,108

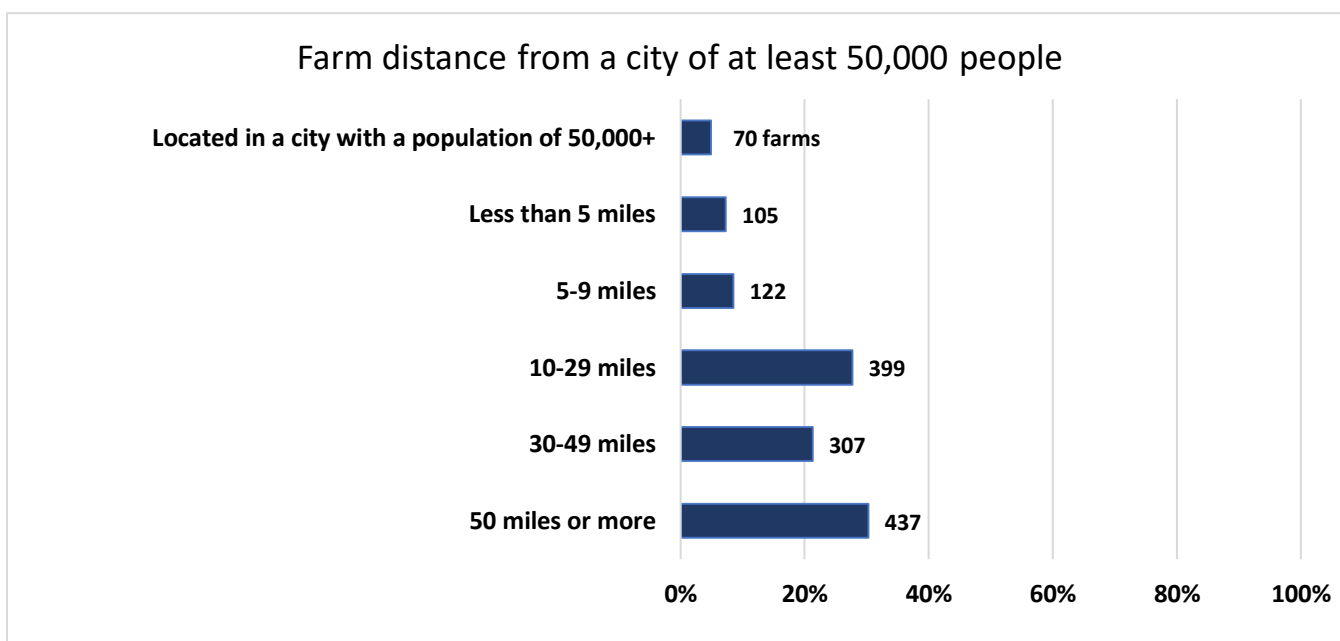


Figure 4. Farm distance from a city of at least 50,000 people, 2018 (n=1440)

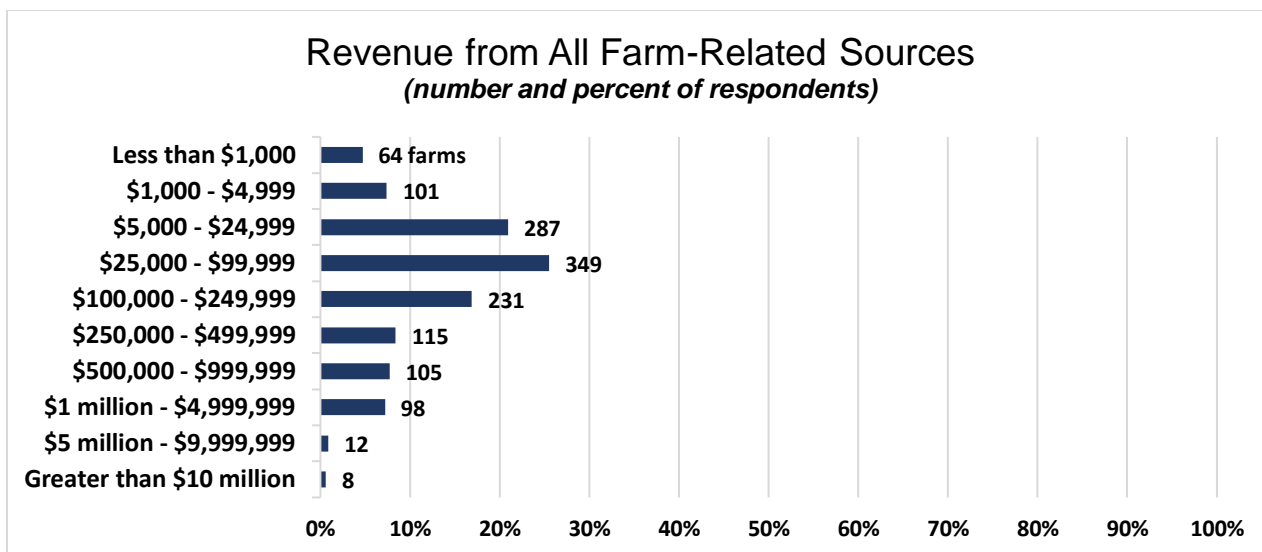


Figure 5. Gross revenue from all farm-related sources in USD, 2018 (n=1370)

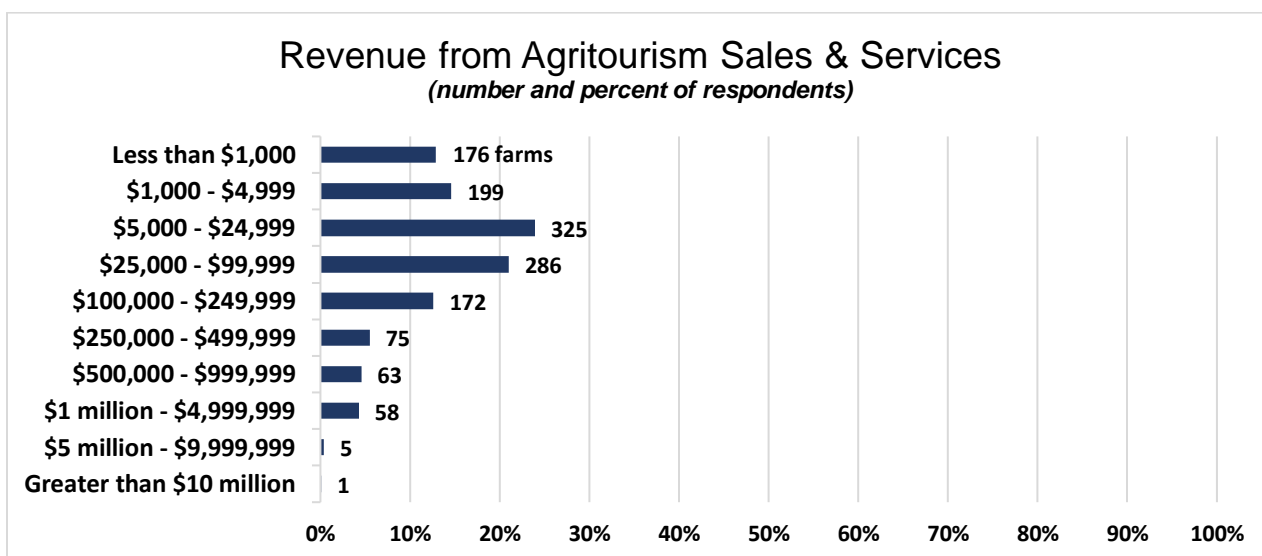


Figure 6. Gross revenue from agritourism sales and services in USD, 2018 (n=1360)

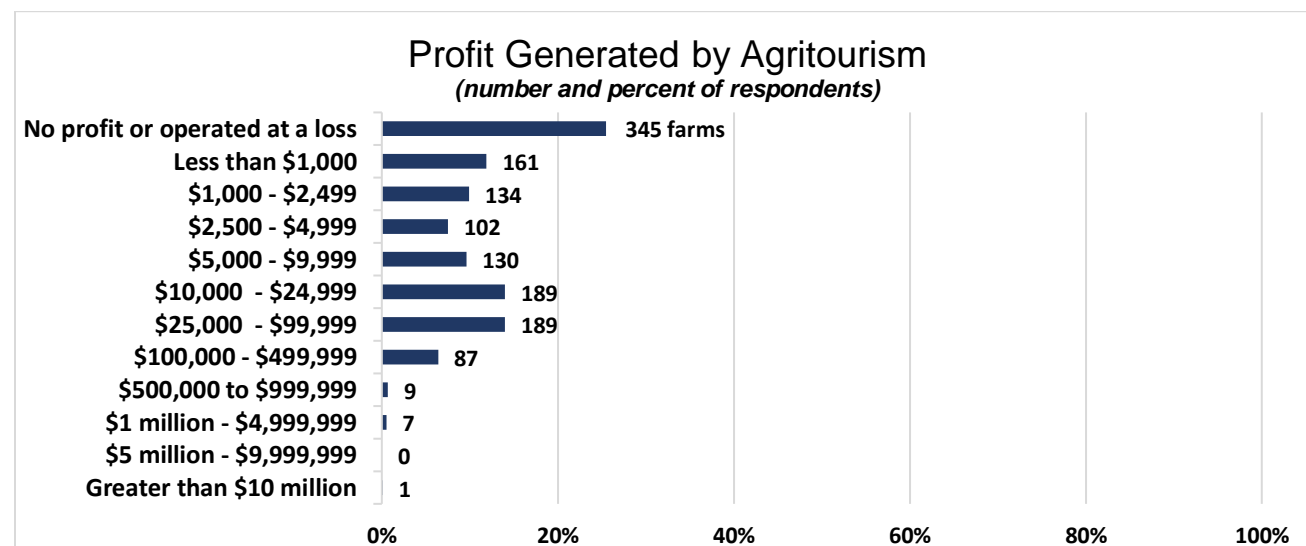


Figure 7. Estimated profit (in USD) generated by agritourism enterprise(s), 2018 (n=1354)

Table 5. Number of years in the agritourism business.

Years in agritourism business	Number of farms	Percent of farms
Under 5 years	398	25%
5 to 9	349	22%
10 to 14	253	16%
15 to 24	296	19%
25 to 44	213	13%
45 years or more	83	5%
Total	1592	

Table 6. Year the agritourism enterprise started.

	Year
Mean	2005
Median	2010
Earliest	1926
Latest	2019

Table 7. Approximate visits (paid and unpaid) to farm/ranch in 2018.

This reports the number of visits, not individual visitors, so that one person who visited 10 times in 2018 would be 10. A tour bus of 50 people would be 50 visits.

Number of annual visits	Number of farms	Percent of farms	Total visits	Average visits per farm
0 - 50	379	25%	7,900	21
51 - 200	271	18%	34,868	129
201 - 1,000	368	24%	196,878	535
1,001 - 5,000	278	18%	774,176	2,785
5,001 - 25,000	139	9%	1,570,075	11,296
25,001 - 100,000	56	4%	3,098,189	55,325
More than 100,000	24	2%	7,079,082	294,962
Total	1515		5,682,086	3,751

Table 8. Approximate visits in 2018.

	Visits
n	1515
Min	0
Max	1,300,000
Mean	8,423
Median	320
SD	51,637

Table 9. Approximate percentage of visits from people who traveled 50 miles or more (one-way) from their home, 2018.

Percent of visitors	Number of farms	Percent of farms
0%-9%	322	22%
10%-24%	351	24%
25%-49%	255	17%
50%-74%	249	17%
75%-100%	291	20%
Total	1468	

Table 10. Visits from people who traveled 50 miles or more in 2018.

	Visits from 50+ Miles or More
n	1468
Min	0
Max	100
Mean percent	36%
Median	25%
SD	31%

Table 11. Number of days open to visitors, 2018.

Annual days open	Number of farms	Percent of farms	Total days open	Average open days per farm per category
10 or less	159	10%	882	6
11 - 35	147	9%	3,600	24
36 - 100	317	20%	21,939	69
101 - 250	386	25%	68,191	177
251 - 365	552	35%	187,363	339
Total	1,561		281,975	181

Table 12. Number of days open to visitors in 2018.

	Days Open
n	1560
Min	0
Max	365
Mean days	181
Median	160
SD	133

Product Types

Respondents were asked to select all the product categories applicable to their farms. Many farms selected multiple product categories. For each product category selected (Figure 8), farms were asked for more detail (Figures 9-11.)

Each question in this section included space for respondents to list “other” products or offerings. A selection of the most prominent “other” listings is included in this section; the full lists are in Appendix B.

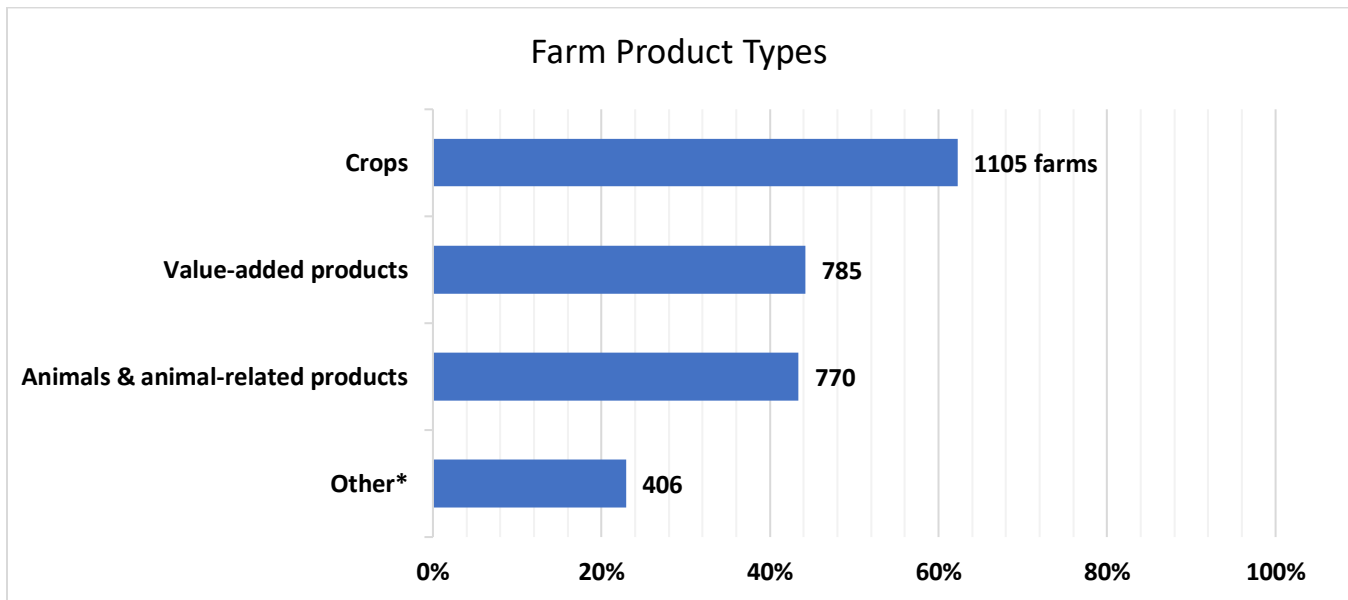


Figure 8. Types of products produced on farm, 2018 (n=1775)

Other products most often mentioned:

Wine	(34)
Maple Products	(32)
Honey	(18)
Christmas Trees	(16)
Flowers	(14)
Plants	(14)
Cheese	(8)
Grapes	(8)
Lavender	(7)

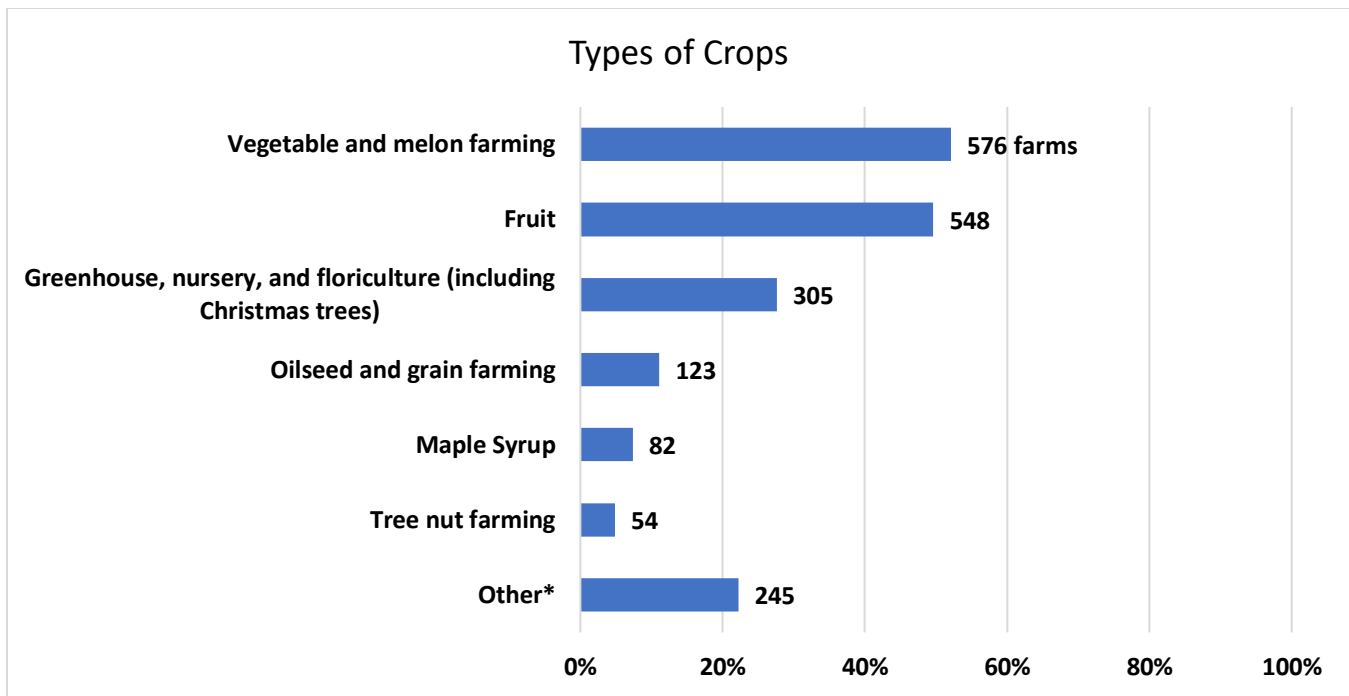


Figure 9. Types of crops produced, 2018 (n=1105)

Other crops most often mentioned include:

Hay	(44)
Pumpkins	(17)
Wine grapes	(17)
Cut flowers	(15)
Honey	(14)
Christmas trees	(13)
Herbs	(12)
Lavender	(11)
Hemp/CBD	(7)
Hops	(4)

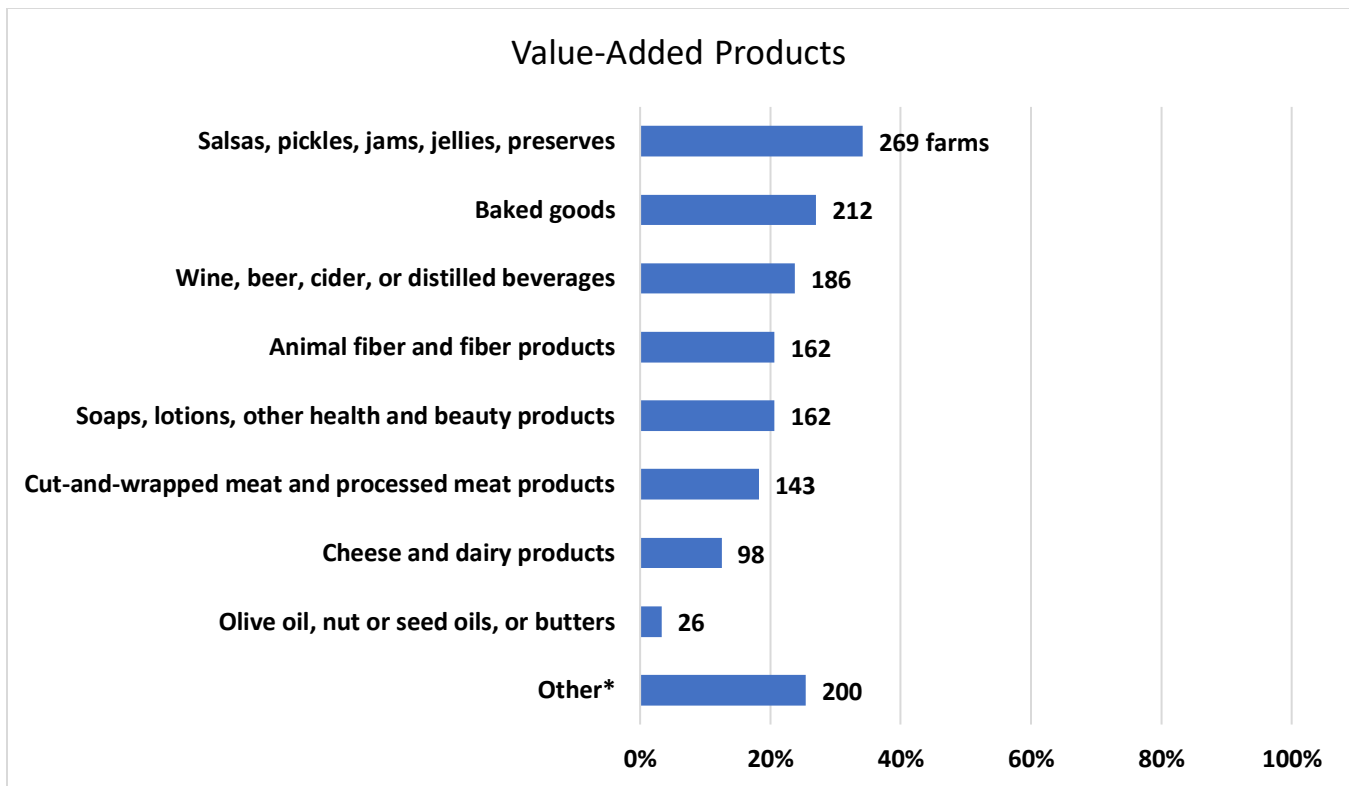


Figure 10. Types of value-added products produced, 2018 (n=786)

Other value-added products most often mentioned include:

Maple products	(26)
Honey	(13)
Apple cider	(12)
Herb products	(8)
Prepared meals	(8)
Wreaths	(7)
CBD	(5)
Flower arrangements	(4)

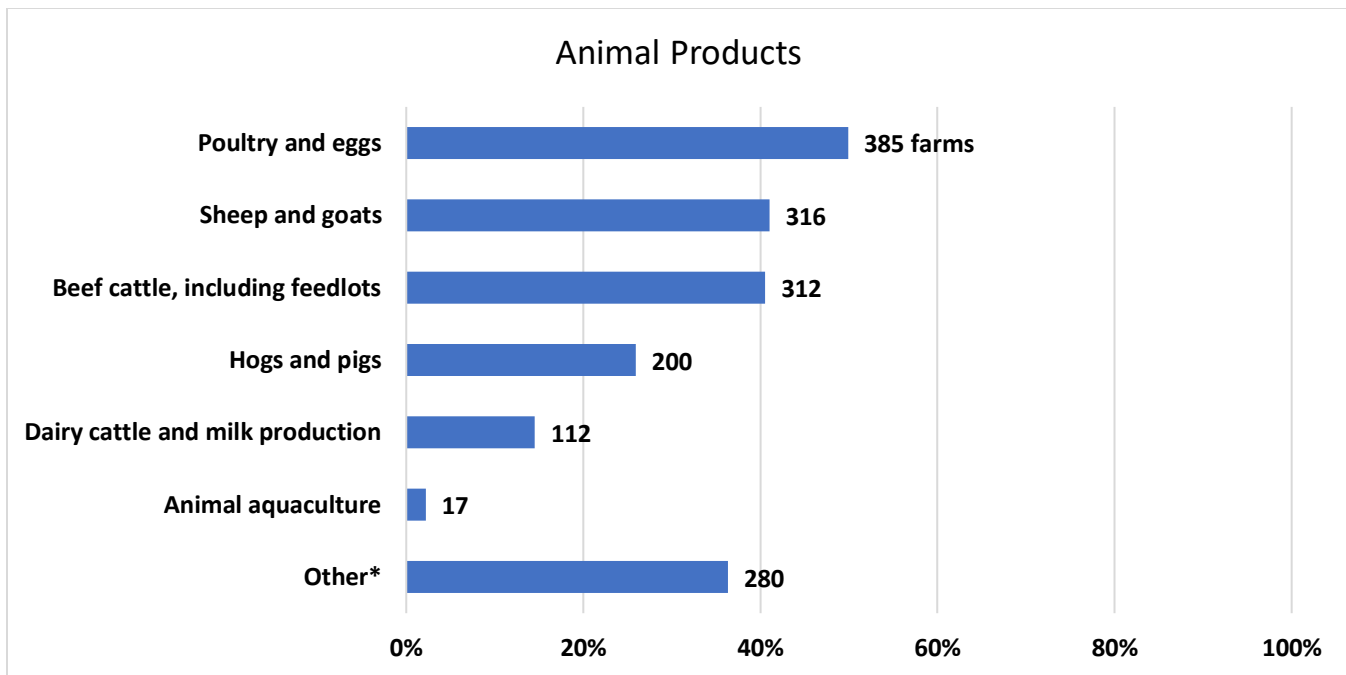


Figure 11. Types of animal products produced on-farm, 2018 (n=771)

Other animal products most often mentioned include:

Bees, honey	(63)
Alpacas	(46)
Horses	(51)
Honey, bees	(26)
Other animal production	(11)
Llamas	(6)
Bison	(6)
Rabbits	(5)
Buffalo	(5)

Experience Types

Farms were asked what kinds of agritourism experiences they offer to the public on their farms (Figure 12). The category most often selected was direct sale of farm products. The second most selected category was education. For each category, farmers were asked to provide more detailed information (Figures 13-18).

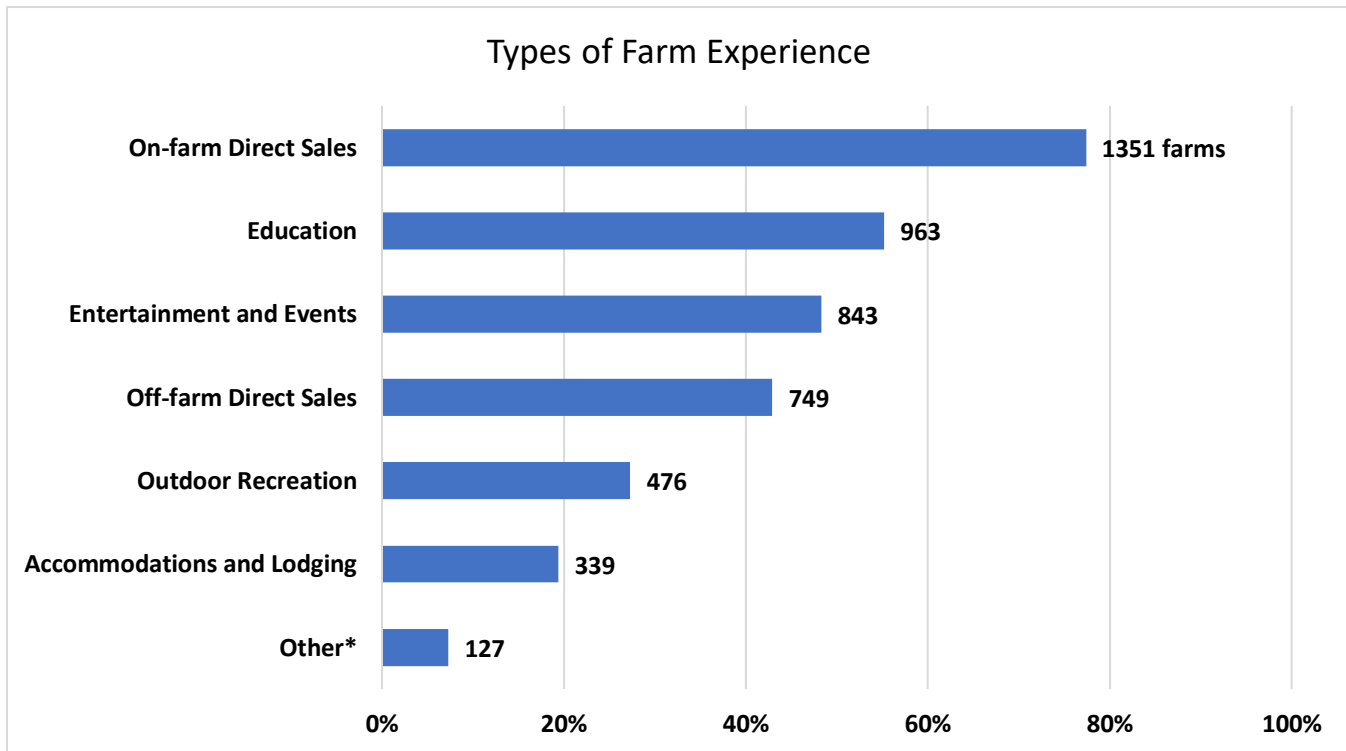


Figure 12. Types of experiences offered, 2018 (n=1745)

Other experiences most often mentioned include:

Tours	(22)
Hunting	(6)
U-pick	(6)
Dining	(5)
Hayrides, wagon & sleigh rides	(5)
Open house events	(3)
Weddings	(2)
Corn maze	(2)

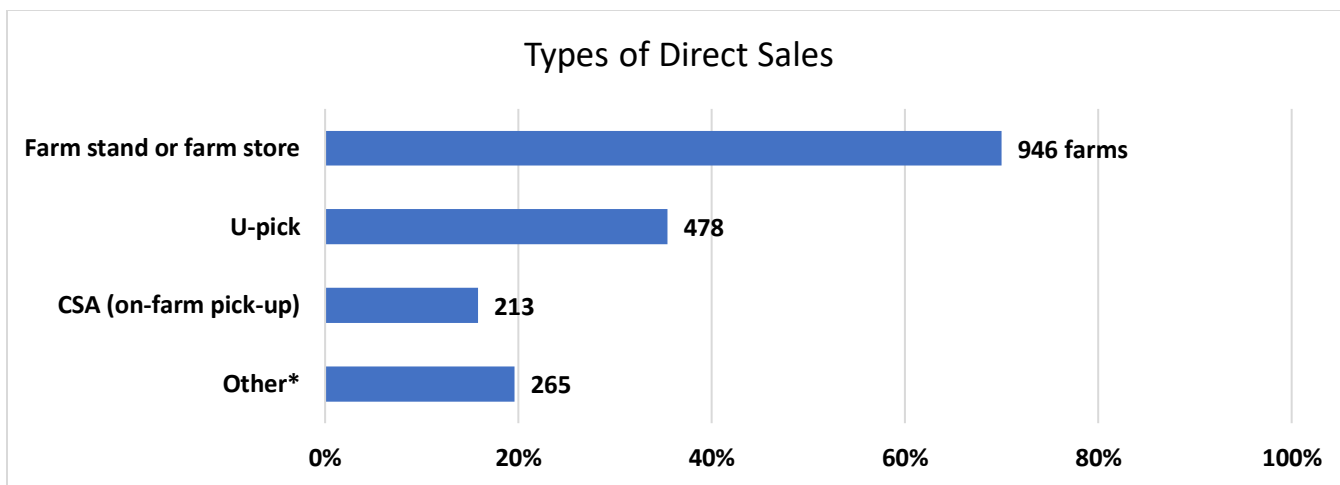


Figure 13. Types of on-farm direct sales, 2018 (n=1351)

Other on-farm direct sales most often mentioned include:

Tastings	(30)
Wine	(22)
Christmas trees	(12)
Other	(8)
Gift shop	(6)
On-line sales	(6)

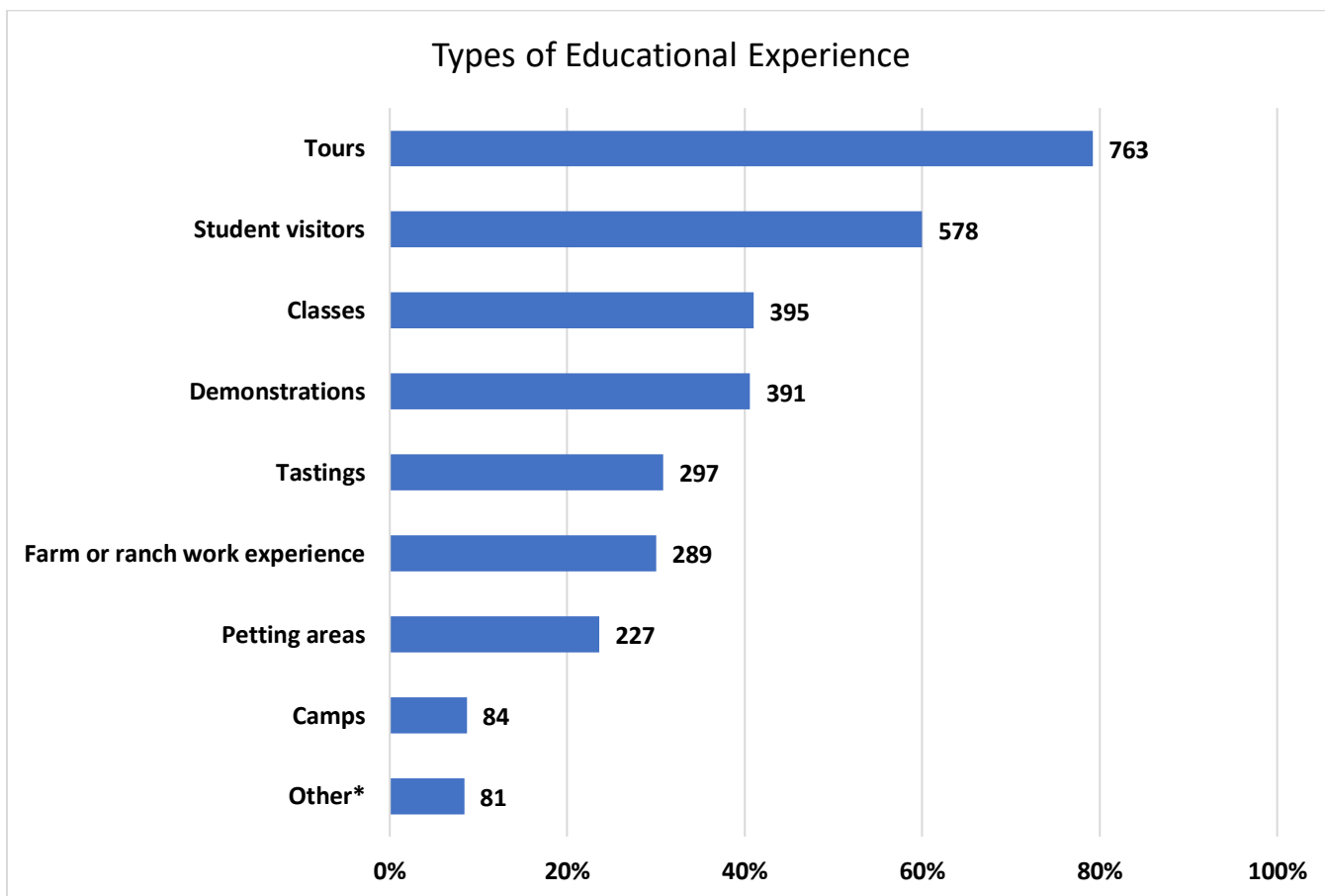


Figure 14. Types of educational experiences offered, 2018 (n=963)

Other educational experiences most often mentioned include:

Environmental	(3)
Horses	(2)
Bees	(2)
Shearing	(2)
Viniculture	(2)
Workshops	(2)

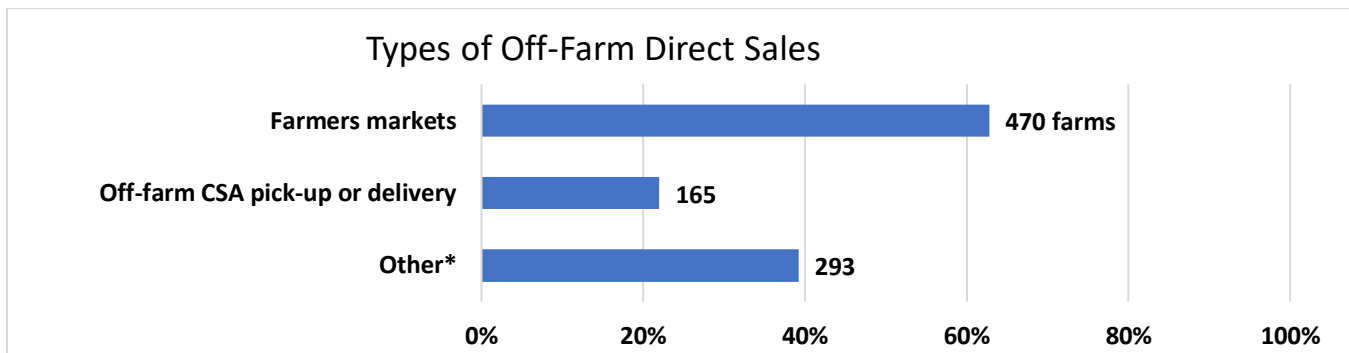


Figure 15. Types of off-farm direct sales offered by farm, 2018 (n=748)

Other off-farm direct sales methods most often mentioned include:

Fairs, festivals	(44)
Online direct sales	(39)
Art and craft shows, bazaars	(24)
Off-site farmstand	(4)
Pop-up events	(3)

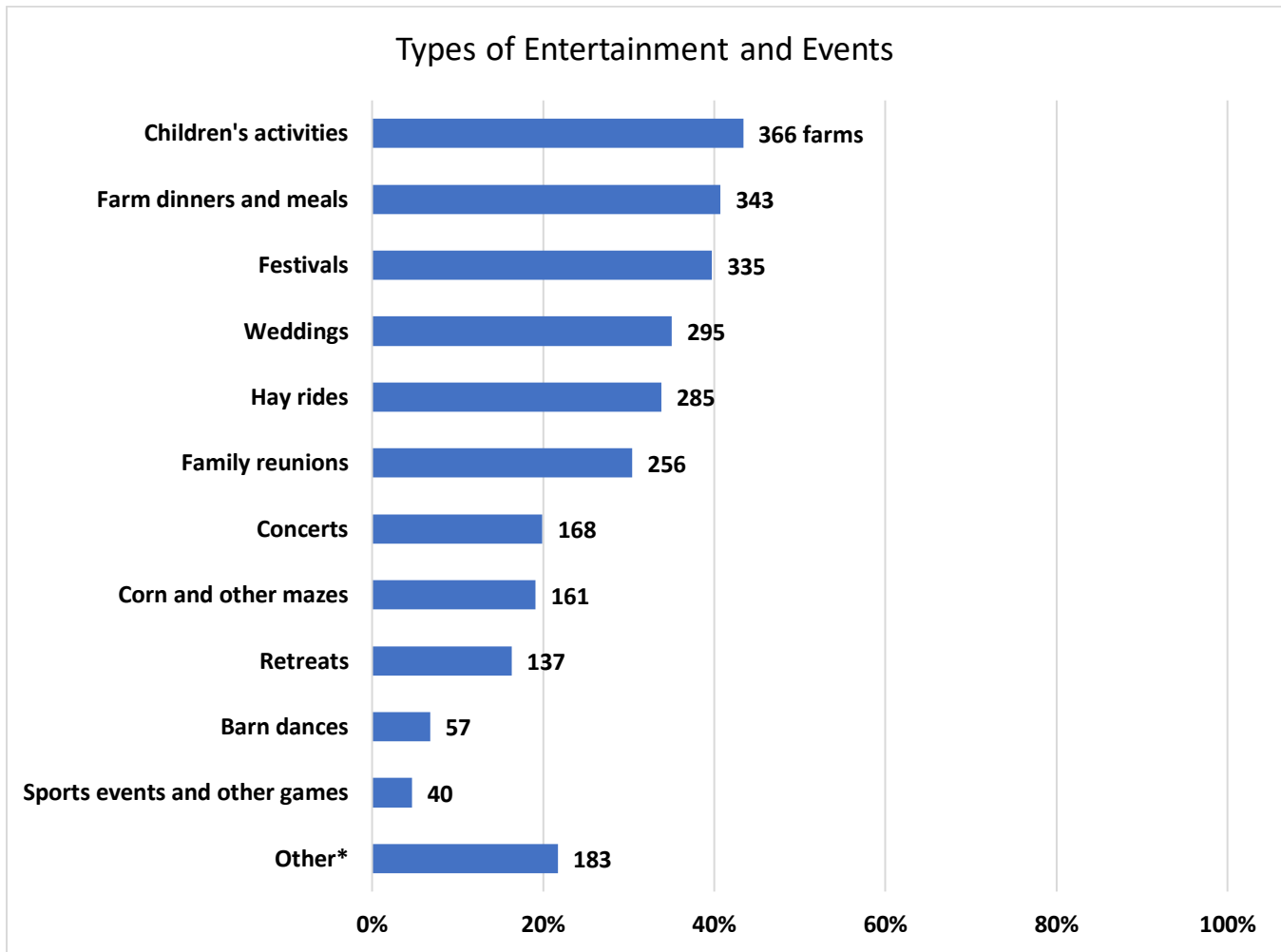


Figure 16. Types of entertainment and events offered, 2018 (n=843)

Other entertainment and events most mentioned include:

Farm Tours	(15)	Concerts	(4)
Parties	(13)	Goat yoga	(3)
Open house, barn, farm	(12)	Movies	(3)
Art classes, shows	(8)	Pumpkin patch	(3)
Fundraisers	(8)	Fair, festival	(3)
Corporate events	(8)	Cider pressing	(2)
Tastings	(6)	Cooking classes	(2)
Maple open house	(5)	Horse shows	(2)
Fiber art events	(5)	Trail rides	(2)
Class reunions	(4)	Weddings	(2)
Haunted attractions	(4)	Yoga	(2)

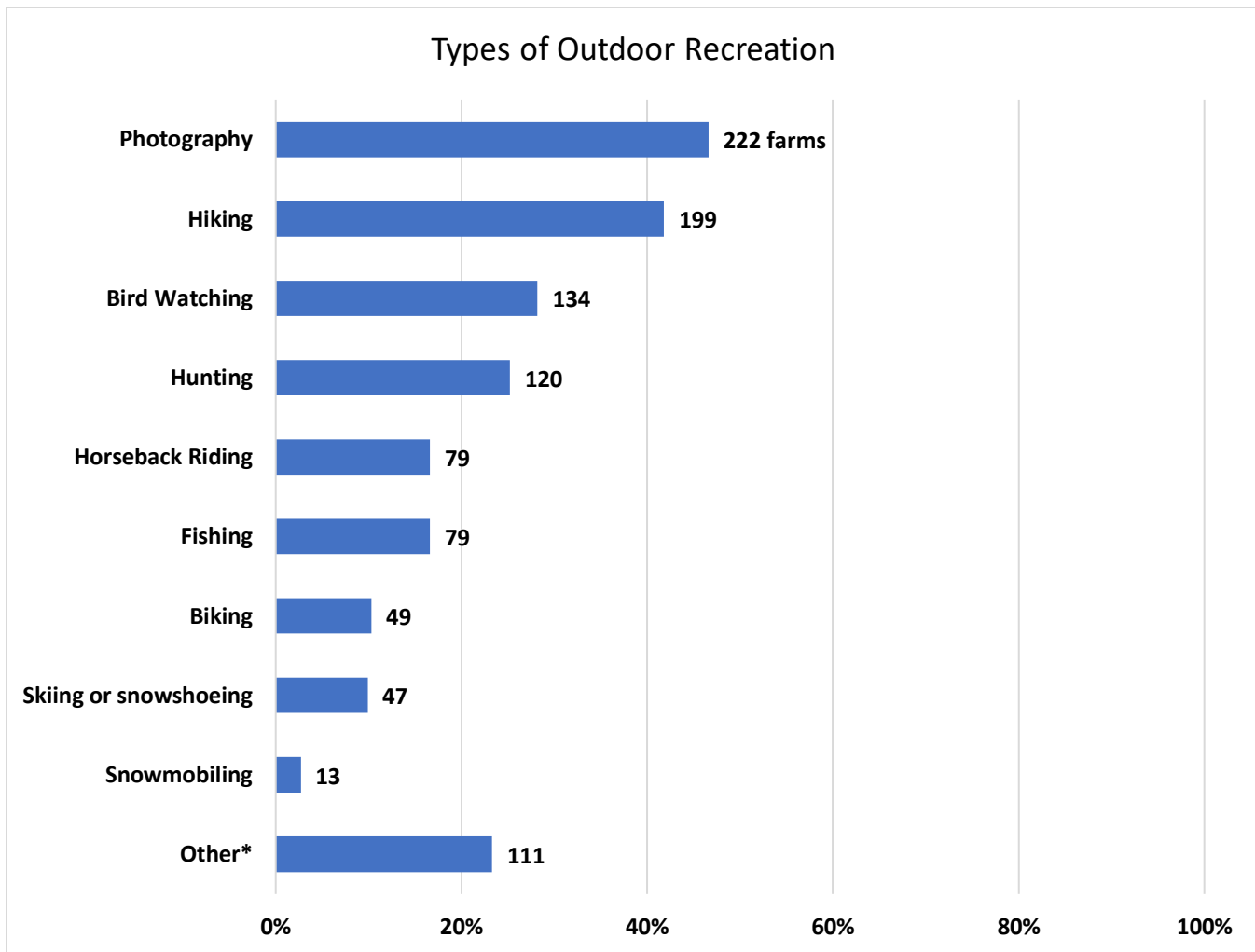


Figure 17. Types of outdoor recreation offered, 2018 (n=476)

Other outdoor recreation activities most often mentioned include:

Walking, trails	(11)
U-Pick	(7)
Yoga	(6)
Water sports	(6)
Horse-drawn carriage, wagon, buggy, sleigh rides	(5)
Corn maze	(4)
Camping	(3)
Yard games	(3)
Snow sports	(3)
Races (5k, mountain bike)	(2)
Disc golf	(2)
Llama trail walks	(2)
Maple trail	(2)
Music	(2)
Playground	(2)

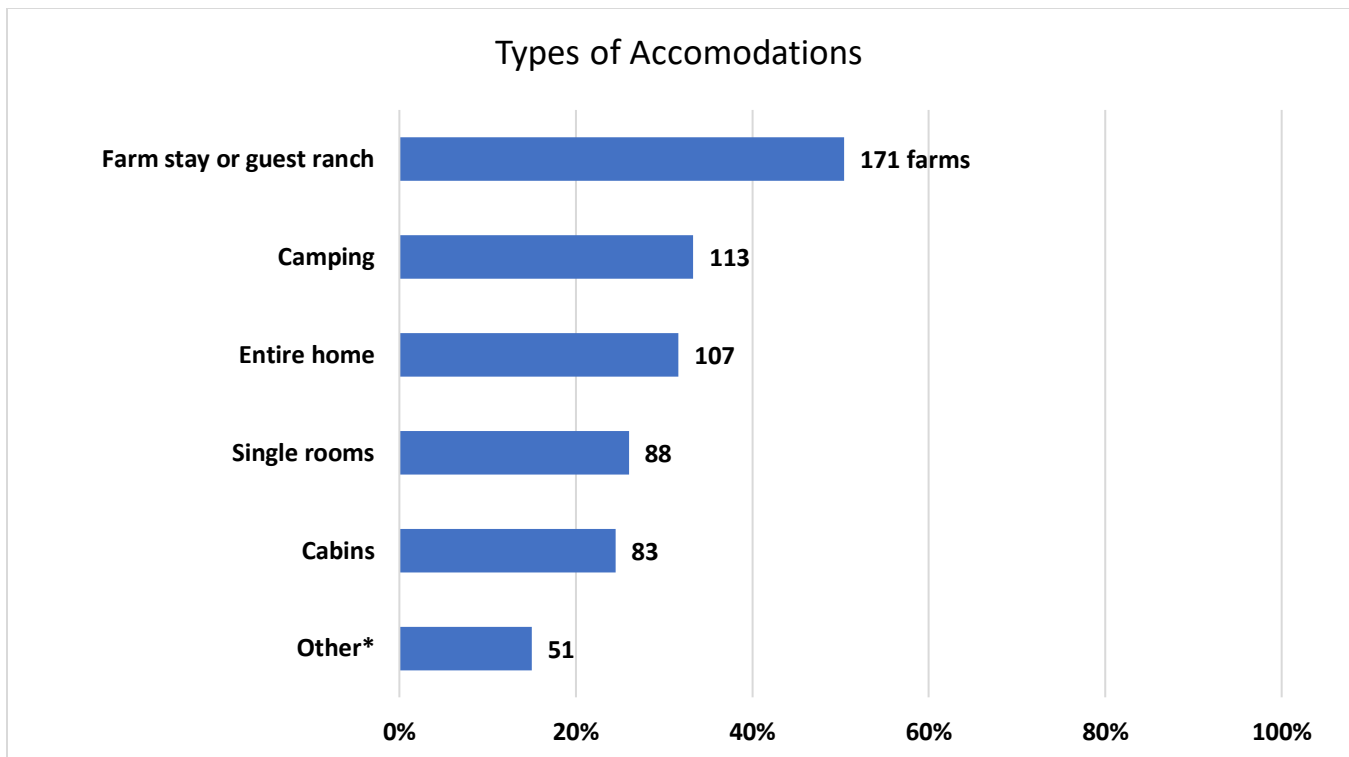


Figure 18. Types of accommodations offered, 2018 (n=339)

Other accommodations most often mentioned include:

Bed & breakfast	(11)
Apartment	(7)
Yurt stay	(5)
Glamping	(4)
RV Camping space	(3)

Motivations and Goals

Respondents were asked to rank the importance of specific motivations and goals in their development of agritourism operations including on-farm direct sales. The scale ranged from “Not at all important” to “Very important.” While all of the motivations and goals were important, over 90% of respondents felt that increasing farm/ranch revenue was important or very important to their agritourism operation. They were then asked how successful they had been in achieving their goals on a scale of “Very unsuccessful” to “Very successful.” Generally, respondents felt they had been successful in all of the goals listed.

Table 13. Importance of motivations and goals in developing agritourism including on-farm direct sales, 2018.

	n	Not at all important	Not very important	Neutral	Important	Very important
Increase farm/ranch revenue	1479	1.6%	1.8%	5.3%	24.5%	66.7%
Build goodwill in community	1486	0.7%	1.8%	9.5%	38.3%	49.7%
Educate public about agriculture	1476	0.9%	1.8%	11.5%	38.4%	47.4%
Enjoy social interaction with public	1478	2.7%	3.3%	14.1%	43.1%	36.8%
Increase traffic to on-farm sales outlet	1356	3.2%	4.8%	14.7%	28.5%	48.8%
Diversify farm/ranch market channels	1392	2.3%	4.0%	20.5%	36.2%	37.0%
Diversify farm/ranch offerings	1365	3.2%	3.2%	21.6%	38.0%	33.9%
Provide family employment	1356	6.5%	7.2%	15.3%	30.4%	40.6%
Other (See narratives below)	203	1.5%	1.5%	24.1%	18.2%	54.7%

Table 14. Success in achieving goals in developing agritourism including on-farm sales, 2018.

	n	Very unsuccessful	Somewhat unsuccessful	Neither successful nor unsuccessful	Somewhat successful	Very successful
Increase farm/ranch revenue	1400	1.6%	4.2%	10.6%	46.0%	37.6%
Build goodwill in community	1415	0.4%	1.1%	10.7%	36.5%	51.4%
Educate public about agriculture	1414	0.2%	0.8%	9.1%	44.8%	45.0%
Enjoy social interaction with public	1410	0.2%	0.6%	8.7%	27.0%	63.4%
Increase traffic to on-farm sales outlet	1272	1.4%	4.0%	18.8%	45.7%	30.1%
Diversify farm/ranch market channels	1269	0.8%	1.8%	24.3%	44.8%	28.4%
Diversify farm/ranch offerings	1271	1.4%	1.6%	23.3%	45.7%	28.0%
Provide family employment	1222	2.5%	3.8%	15.5%	36.3%	41.9%
Other (See narratives below)	187	3.2%	0.5%	28.3%	33.7%	34.2%

The charts below allow comparison of farmer’s goals and the successes they achieved. Though farmers reported success in reaching goals, the relative levels of success achieved in meeting various goals did not mirror the importance of their goals, with the greatest success being reporting in educating the public about agriculture and enjoying social interactions. Farmers were invited to list “other” goals they had for their agritourism operations; their comments are listed in Appendix C.1.

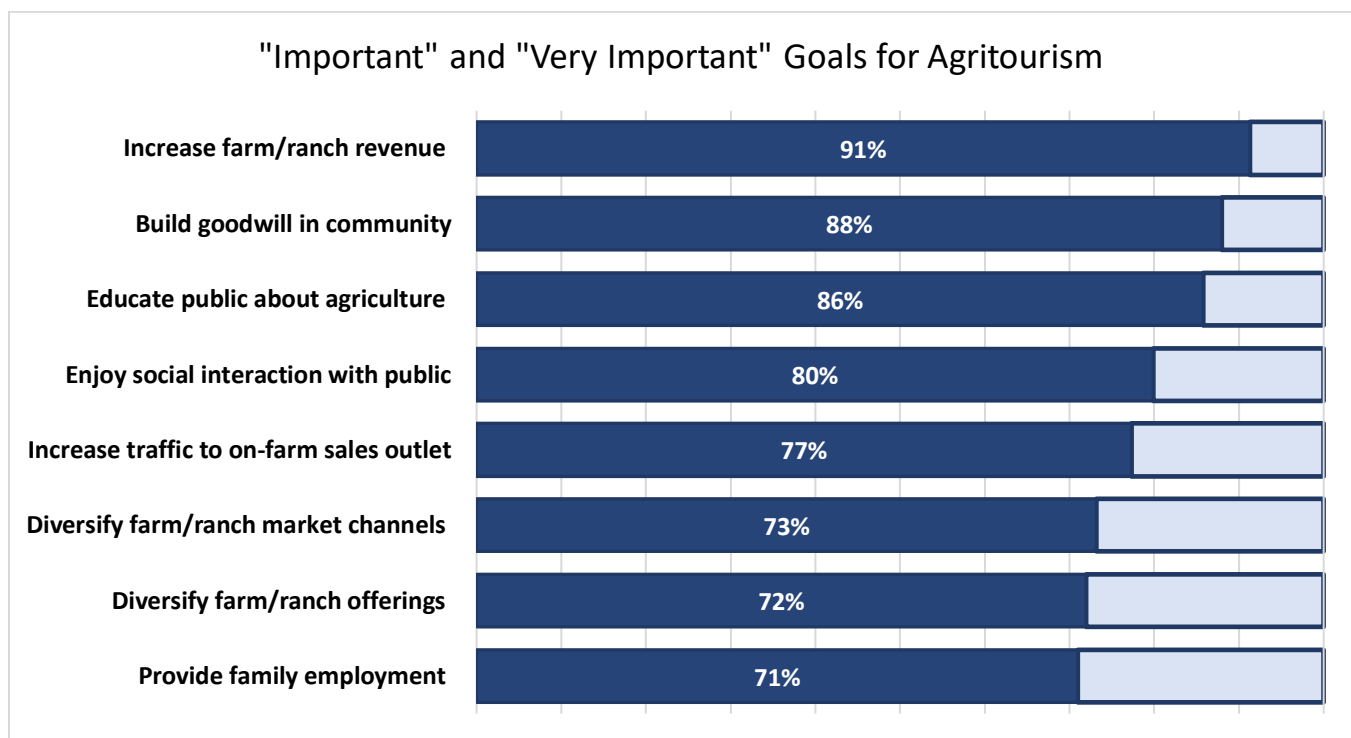


Figure 19. Importance of motivations and goals in developing agritourism and direct sales in 2018. (The number of responses varied among elements, from 1356 to 1486.)

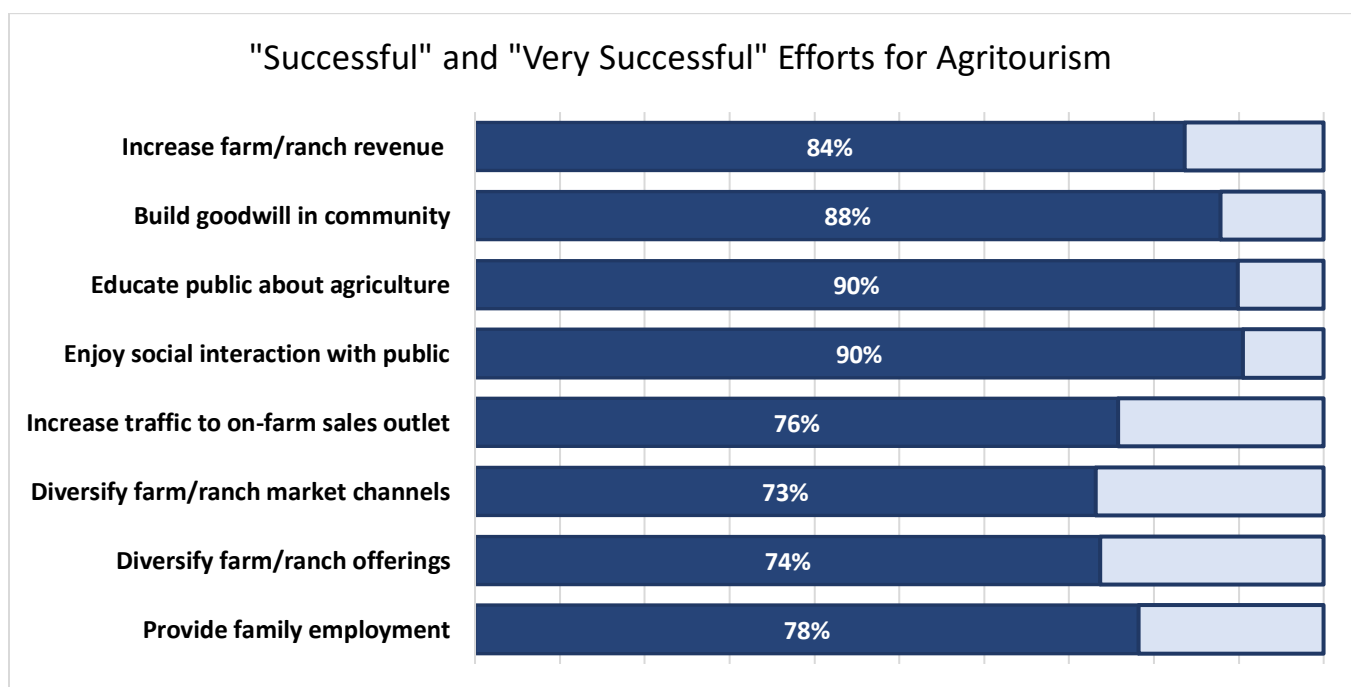


Figure 20. Success in achieving goals in developing agritourism including on-farm sales. (The number of responses varied among elements, from 1222 to 1415.)

Plans for Agritourism in Next 5 Years

Farms were asked about their plans for agritourism over the next five years. The survey was conducted just before the COVID-19 pandemic of 2020, so farmers' plans may change based on their experiences during the crisis. Prior to COVID-19, 69% of farms intended to expand agritourism and direct sales. About 55% planned to add physical infrastructure and 36% envisioned increasing staff. Only 2% intended to reduce or close agritourism and/or direct sales enterprises.

Farmers were invited to describe other plans they have for the next five years. Responses are presented in Appendix C.2.

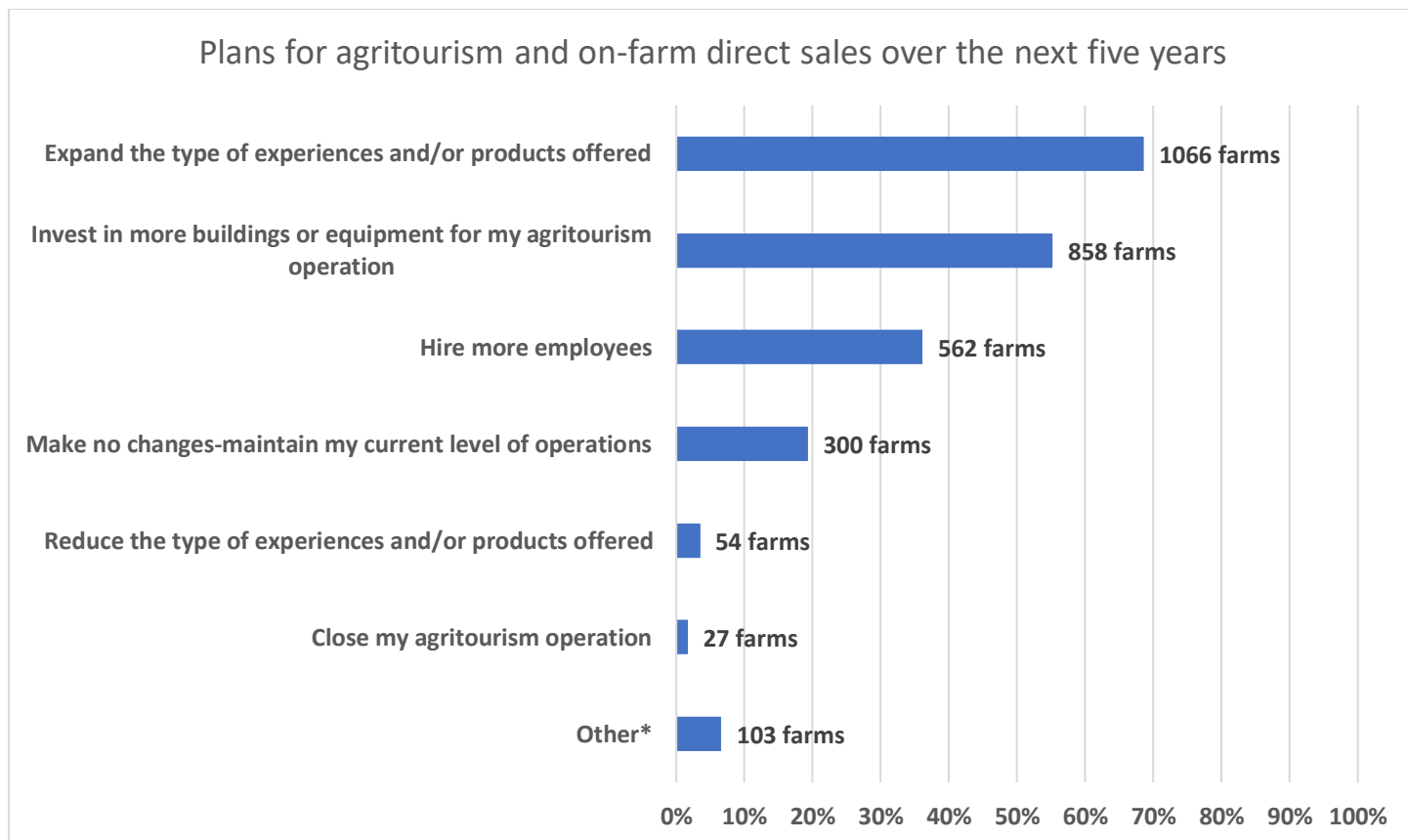


Figure 21. Plans for agritourism including on-farm direct sales over the next five years, 2018 (n=1555).

Challenges for Agritourism

Challenges for agritourism were offered as a 3-point scale of “Not at all challenging”, “Somewhat challenging” and “Very challenging”. Respondents were not required to respond to all factors. Figure 19 shows the percentage of respondents who found each factor to be not challenging, or somewhat or very challenging. Time management and labor are the most challenging for agritourism operations. Opposition from neighbors or towns is of least concern. Farmers listed additional challenges; these are presented in Appendix C.3.

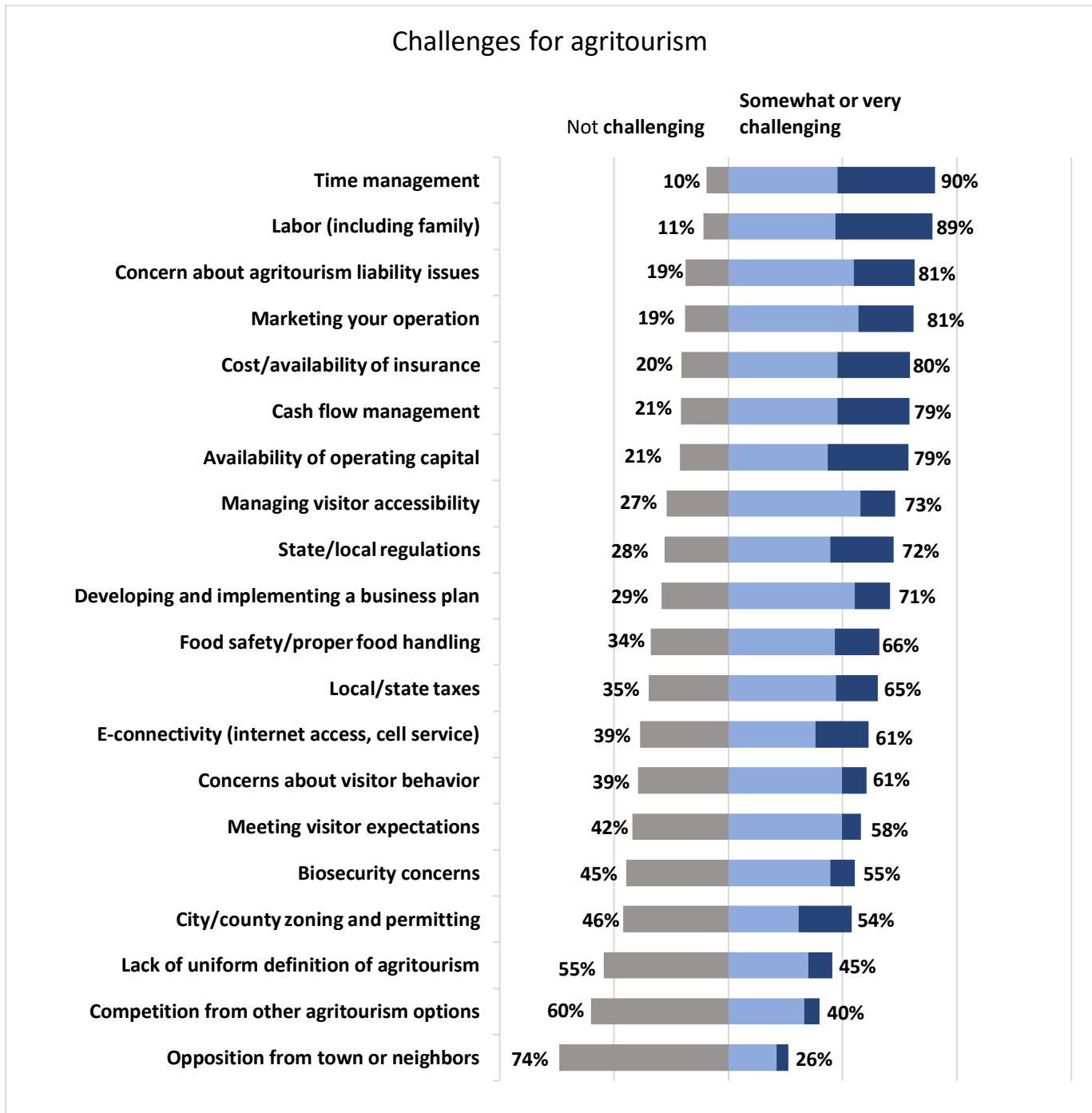


Figure 22. Percentage response to challenges for agritourism including on-farm direct sales, 2018 (n=1,226-1,456)

Supports for Success

Farmers/ranchers were asked about the types of supports that have helped to increase success with their agritourism operation, including on-farm direct sales. They could check all applicable answers. The type of support most often selected as helpful is social media marketing and management.

Farmers were asked to list other supports. Their comments are presented in Appendix C.4.

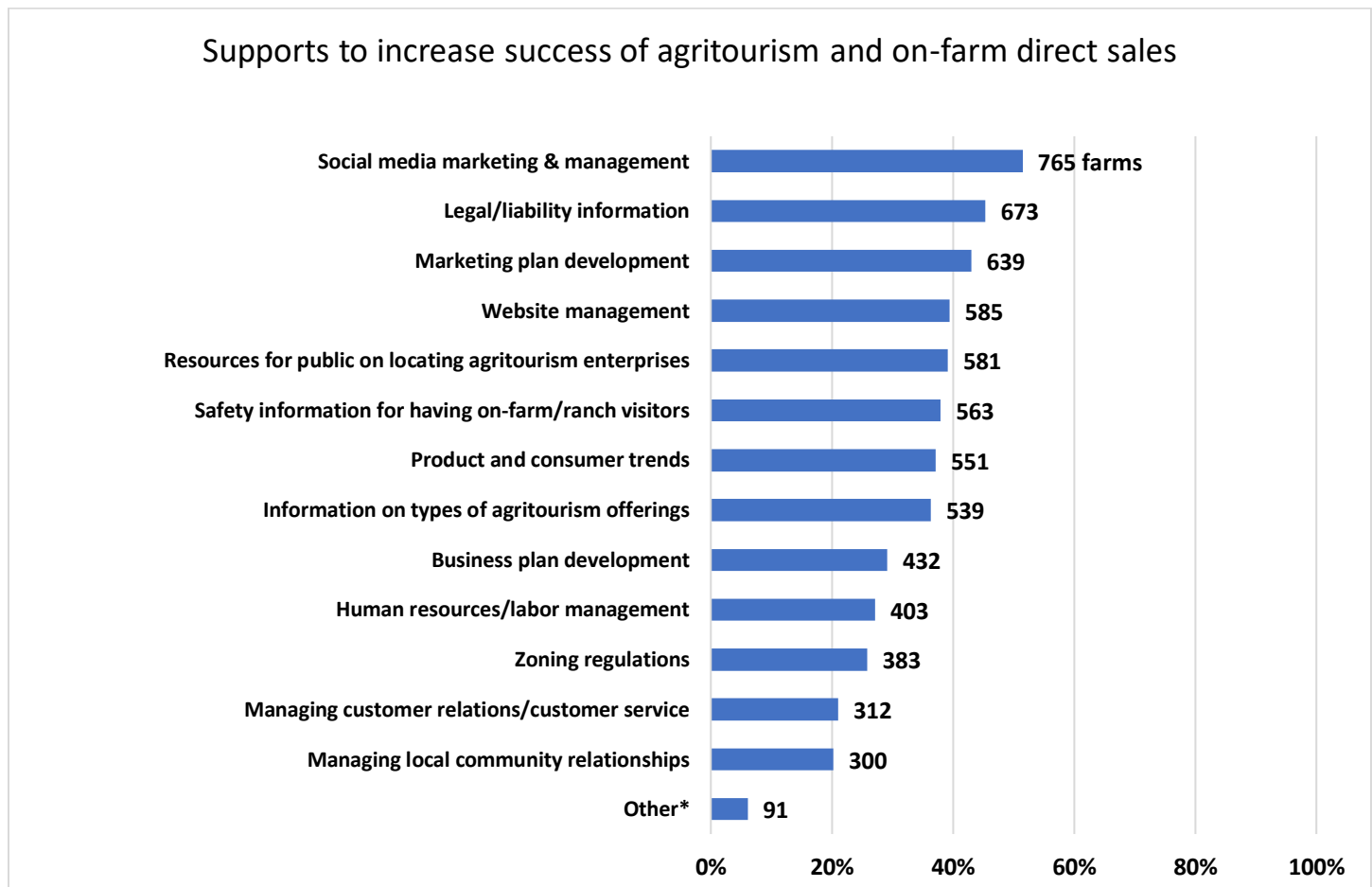


Figure 23. Types of supports to increase success with agritourism including on-farm direct sales, 2018 (n=1,486)

Assistance for Agritourism

Respondents were asked to rank different types of assistance on a 5-point scale from “Very unhelpful” to “Very helpful”. Entrepreneurial skills were noted as the most helpful of the possible types of assistance, while regulatory support was the least helpful. Farmers were asked to describe other types of assistance. Their comments are listed in Appendix C.5.

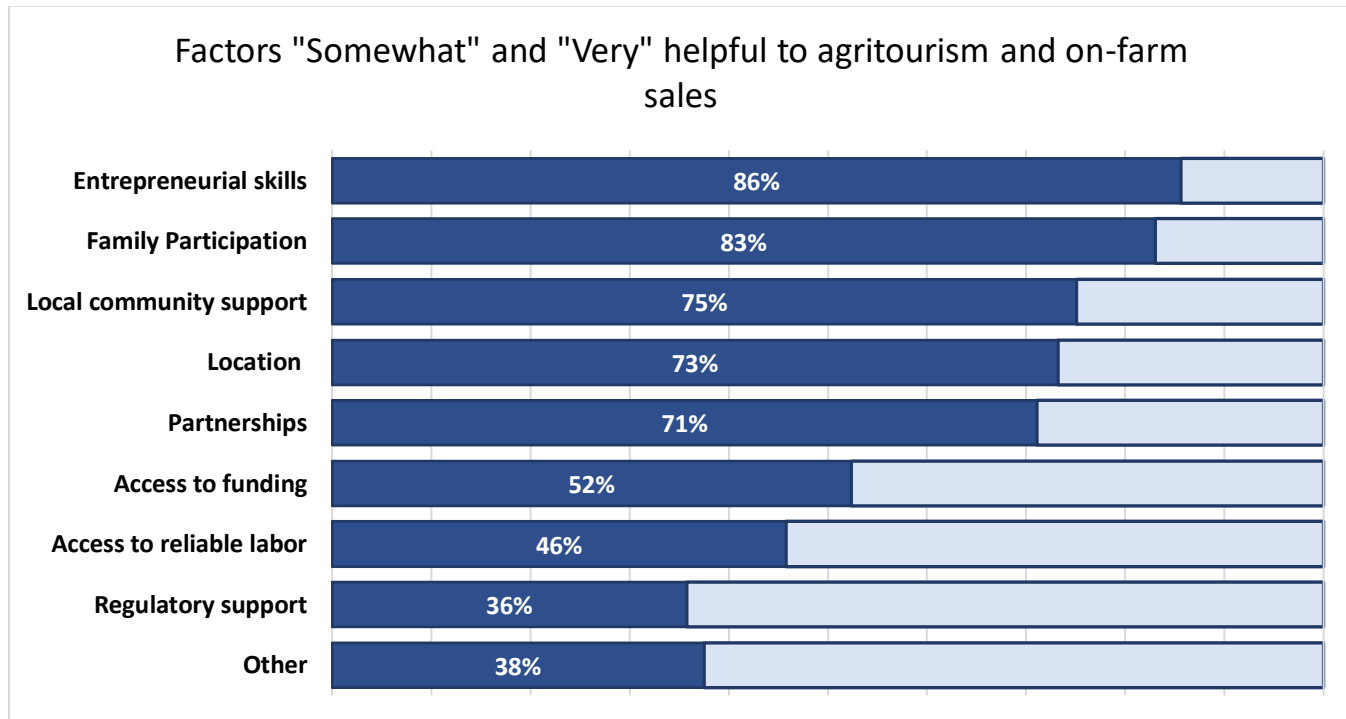


Figure 24. Types of assistance helpful to agritourism including on-farm direct sales, 2018

Table 15. Types of assistance helpful to agritourism including on-farm direct sales, 2018

		Very unhelpful	Somewhat unhelpful	Neither helpful nor unhelpful	No	Somewhat helpful	Very helpful
Entrepreneurial skills	1363	1.0%	2.8%	10.6%	14.4%	34.6%	51.1%
Family Participation	1295	2.2%	3.2%	11.6%	17.0%	26.1%	56.8%
Local community support	1371	3.1%	4.4%	17.4%	24.9%	35.6%	39.5%
Location	1399	3.4%	11.7%	11.7%	26.8%	28.9%	44.2%
Partnerships	1057	1.5%	2.6%	24.8%	28.9%	36.7%	34.4%
Access to funding	1211	8.4%	11.1%	28.2%	47.7%	26.7%	25.7%
Access to reliable labor	1231	13.3%	17.3%	23.6%	54.2%	23.1%	22.7%
Regulatory support	1371	11.6%	13.6%	39.1%	64.3%	24.1%	11.7%
Other	48	16.7%	10.4%	35.4%	62.5%	8.3%	29.2%

Additional Comments on Challenges and Opportunities for Agritourism

Respondents were asked to include any additional comments about agritourism in general or about the challenges and opportunities faced by agritourism, including on-farm direct sales. The responses are reported verbatim with only minor typos fixed for clarity in Appendix C.6.

Appendix A. National Agritourism and Direct Sales Survey

The survey that follows is a printed version of an online questionnaire. Thus, the formatting is messed up in places and skip patterns may be difficult to follow.

National Agritourism & Direct Sales Survey

Please consider completing this survey if you have visitors on your farm or ranch for any reason. We would like to hear from you, whether you have a farmstand, u-pick, overnight stays, tastings, events, community supported agriculture (CSA), tours, hunting, or open your farm/ranch to visitors in any other way!

This multi-state research study is led by Lisa Chase, Extension Professor at the University of Vermont. The results of the survey will be used to develop tools and resources to increase the success of farms that offer on-farm direct sales, education, recreation, entertainment, hospitality, and other types of agritourism.

All results will be kept confidential, and no personal information will be shared. Your participation is fully voluntary and you may discontinue the survey at any time.

If you have questions about the survey, please contact Lisa Chase at Lisa.Chase@uvm.edu (mailto:Lisa.Chase@uvm.edu) or 802-257-7967. If you have questions about your rights as a participant in a research project, please contact the Research Protections Office at the University of Vermont at 802-656-5040.

By clicking the “Next” button below, you are volunteering to participate.

Thank you!

There are 39 questions in this survey.

Farm or Ranch Visitors

Do you have visitors on your farm or ranch (paid or unpaid)? Examples could include farmstands, u-pick, CSA, tours, overnight stays, events, hunting, and any other experiences that bring visitors to your farm/ranch. *

Please choose **only one** of the following:

☐ Yes

☐ No

Types of Product

What type of products did you produce on your farm/ranch in 2018?

Options listed directly below are general categories, click through and scroll down for more options.

If you do not see an option you are searching for, it may be listed under a different category.

☐ Check all that apply

Please choose **all** that apply:

☐ Animals & animal-related products

☐ Crops

☐ Value-added products

☐ Other:

What types of animals and/or animal-related products did your farm/ranch produce in 2018?

Only answer this question if the following conditions are met:

Answer was “Animals and animal-related products” at question '2 [ProductType]' (What type of products did you produce on your farm/ranch in 2018? Options listed directly below are general categories, click through and scroll down for more options. If you do not see an option you are searching for, it may be listed under a different category.)

☐ Check all that apply

Please choose **all** that apply:

☐ Beef cattle, including feedlots

☐ Dairy cattle and milk production

☐ Hogs and pigs

☐ Poultry and eggs

☐ Sheep and goats

☐ Animal aquaculture

☐ Other animal production (including bees/honey, equines, fur-bearing animals):

What types of crops did your farm/ranch produce in 2018?

Only answer this question if the following conditions are met:

Answer was "Crops" at question '2 [ProductType]' (What type of products did you produce on your farm/ranch in 2018? Options listed directly below are general categories, click through and scroll down for more options. If you do not see an option you are searching for, it may be listed under a different category.)

☐ Check all that apply

Please choose **all** that apply:

☐ Oilseed and grain farming

☐ Vegetable and melon farming

☐ Fruit

☐ Tree nut farming

☐ Greenhouse, nursery, and floriculture production (including Christmas trees)

☐ Maple syrup

☐ Other:

What types of value-added products did you produce on your farm/ranch in 2018?

Only answer this question if the following conditions are met:

Answer was "Value-added products" at question '2 [ProductType]' (What type of products did you produce on your farm/ranch in 2018? Options listed directly below are general categories, click through and scroll down for more options. If you do not see an option you are searching for, it may be listed under a different category.)

☐ Check all that apply

Please choose **all** that apply:

- ☐ Cheese and dairy products
- ☐ Wine, beer, cider or distilled beverages
- ☐ Salsas, pickles, jams, jellies, preserves
- ☐ Olive oil, nut or seed oils or butters
- ☐ Baked goods
- ☐ Cut-and-wrapped meat and processed meat products
- ☐ Animal fiber and fiber products
- ☐ Soaps, lotions, other health and beauty products

☐ Other:

Agritourism including On-farm Direct Sales

Which of the following experiences did your farm/ranch offer in 2018? Please check all that apply.

Options listed directly below are general categories, click through and scroll down for more options.

If you do not see an option you are searching for, it may be listed under a different category.

For the purposes of this survey, all direct sales and experiences listed below that take place *on* your farm/ranch are considered agritourism.

☐ Check all that apply

Please choose **all** that apply:

- ☐ On-Farm Direct Sales
- ☐ Accommodations and Lodging
- ☐ Education
- ☐ Entertainment/events
- ☐ Outdoor Recreation
- ☐ Off-Farm Direct Sales

☐ Other:

What types of on-farm direct sales did you offer in 2018?

Only answer this question if the following conditions are met:

Answer was 'On-Farm Direct Sales' at question '6 [ExperienceType]' (Which of the following experiences did your farm/ranch offer in 2018? Please check all that apply. Options listed directly below are general categories, click through and scroll down for more options. If you do not see an option you are searching for, it may be listed under a different category. For the purposes of this survey, all direct sales and experiences listed below that take place on your farm/ranch are considered agritourism.)

☐ Check all that apply

Please choose **all** that apply:

☐ U-pick

☐ Farm stand/farm store

☐ CSA on-farm pickup

☐ Other:

What types of accommodation and lodging did you offer in 2018?

Only answer this question if the following conditions are met:

Answer was 'Accommodations and Lodging' at question '6 [ExperienceType]' (Which of the following experiences did your farm/ranch offer in 2018? Please check all that apply. Options listed directly below are general categories, click through and scroll down for more options. If you do not see an option you are searching for, it may be listed under a different category. For the purposes of this survey, all direct sales and experiences listed below that take place on your farm/ranch are considered agritourism.)

☐ Check all that apply

Please choose **all** that apply:

☐ Farm-stay/guest ranch

☐ Single rooms

☐ Cabins

☐ Entire home

☐ Camping

☐ Other:

What types of educational experiences did you offer in 2018?

Only answer this question if the following conditions are met:

Answer was ' Education' at question '6 [ExperienceType]' (Which of the following experiences did your farm/ranch offer in 2018? Please check all that apply. Options listed directly below are general categories, click through and scroll down for more options. If you do not see an option you are searching for, it may be listed under a different category. For the purposes of this survey, all direct sales and experiences listed below that take place on your farm/ranch are considered agritourism.)

☐ Check all that apply

Please choose **all** that apply:

- ☐ Classes
- ☐ Student visitors
- ☐ Tours
- ☐ Tastings
- ☐ Farm/ranch work experience
- ☐ Camps Petting
- ☐ area
- ☐ Demonstrations

☐ Other:

What types of entertainment and events did you offer in 2018?

Only answer this question if the following conditions are met:

Answer was ' Entertainment/events' at question '6 [ExperienceType]' (Which of the following experiences did your farm/ranch offer in 2018? Please check all that apply. Options listed directly below are general categories, click through and scroll down for more options. If you do not see an option you are searching for, it may be listed under a different category. For the purposes of this survey, all direct sales and experiences listed below that take place on your farm/ranch are considered agritourism.)

☐ Check all that apply

Please choose **all** that apply:

- ☐ Weddings
- ☐ Farm dinners/meals
- ☐ Family reunions
- ☐ Festivals
- ☐ Barn dances
- ☐ Retreats
- ☐ Corn/other mazes
- ☐ Sports events/other games
- ☐ Concerts
- ☐ Hay rides
- ☐ Children's activities

☐ Other:

What types of outdoor recreation did you offer in 2018?

Only answer this question if the following conditions are met:

Answer was 'Outdoor Recreation' at question '6 [ExperienceType]' (Which of the following experiences did your farm/ranch offer in 2018? Please check all that apply. Options listed directly below are general categories, click through and scroll down for more options. If you do not see an option you are searching for, it may be listed under a different category. For the purposes of this survey, all direct sales and experiences listed below that take place on your farm/ranch are considered agritourism.)

☐ Check all that apply

Please choose **all** that apply:

☐ Hunting

☐ Fishing

☐ Bird watching Hiking

☐ Skiing/snowshoeing

☐ Biking

☐ Photography

☐ Snowmobiling

☐ Horseback riding

☐

Other:

☐

What types of off-farm direct sales did you offer in 2018?

Only answer this question if the following conditions are met:

Answer was ' Off-Farm Direct Sales' at question '6 [ExperienceType]' (Which of the following experiences did your farm/ranch offer in 2018? Please check all that apply. Options listed directly below are general categories, click through and scroll down for more options. If you do not see an option you are searching for, it may be listed under a different category. For the purposes of this survey, all direct sales and experiences listed below that take place on your farm/ranch are considered agritourism.)

☐ Check all that apply

Please choose **all** that apply:

☐ Farmers markets

☐ Off-farm CSA pickup or delivery

☐ Other:

Visitor Information

What year did you begin offering agritourism including on-farm direct sales?

☐ Choose one of the following answers

Please choose only one of the following:

02019

02018

02017

02016

02015

02014

02013

02012

02011

02010

02009

02008

02007

02006

02005

02004

02003

02002

02001

02000

01999

01998

01997

01996

01995

01994

01993

01992

- ☐ 1991
- ☐ 1990
- ☐ 1989
- ☐ 1988
- ☐ 1987
- ☐ 1986
- ☐ 1985
- ☐ 1984
- ☐ 1983
- ☐ 1982
- ☐ 1981
- ☐ 1980
- ☐ 1979
- ☐ 1978
- ☐ 1977
- ☐ 1976
- ☐ 1975
- ☐ 1974
- ☐ 1973
- ☐ 1972
- ☐ 1971
- ☐ 1970
- ☐ We do not currently offer agritourism or on-farm direct sales.
- ☐ Other

Approximately how many visits (paid and unpaid) took place on your farm/ranch in 2018? Count the number of visits, not visitors, so that one person who visited 10 times in 2018 would be 10. A tour bus of 50 people would be 50 visits.

☐ Only numbers may be entered in this field.

Please write your answer here:

Approximately what percentage of these visits were from people who traveled 50 miles or more (one-way) from their homes?

☐ Only numbers may be entered in this field.

Please write your answer here:

%

About how many days per year is your farm/ranch operation open to visitors?

☐ Only numbers may be entered in this field.

Please write your answer here:

Agritourism Information

How important were the following motivations and goals in developing agritourism including on-farm direct sales? How successful have you been in achieving these goals?

If there is an important goal that is not listed, please add it under "other."

Please choose the appropriate response for each item: (These include, Very important, Somewhat important, Not very Important, Not at all important and Not applicable; Very successful, Somewhat successful, Neither successful nor unsuccessful, Unsuccessful, Very unsuccessful and Not applicable.)

	Importance of goal							Success					
	Very important	Somewhat important	Not very Important	Not at all important	Not applicable		Very successful	Somewhat successful	Neither successful nor unsuccessful	Unsuccessful	Very unsuccessful	Not applicable	
Provide family employment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Increase farm/ranch revenue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Enjoy social interaction with public	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Educate public about agriculture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Build goodwill in community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Diversify farm/ranch market channels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Diversify farm/ranch offerings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Increase traffic to on-farm sales outlet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Other

If you checked other, please comment below.

Please write your answer here:

What plans do you have for agritourism including on-farm direct sales over the next five years?

☐ Check all that apply

Please choose **all** that apply:

- ☐ Expand the type of experiences and/or products offered
- ☐ Invest in more buildings or equipment for my agritourism operation
- ☐ Hire more employees
- ☐ Make no changes-maintain my current level of operations
- ☐ Reduce the type of experiences and/or products offered
- ☐ Close my agritourism operation

☐ Other:

Barriers for Agritourism

How challenging are the following for agritourism including on-farm direct sales?

Please choose the appropriate response for each item:

	Not at all challenging	Somewhat challenging	Very challenging	Not applicable or not sure
Cash flow management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of operating capital	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing and implementing a business plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing your operation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Labor (including family)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How challenging are the following for agritourism including on-farm direct sales?

Please choose the appropriate response for each item:

	Not at all challenging	Somewhat challenging	Very challenging	Not applicable or not sure
City/county zoning and permitting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concern about agritourism liability issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost/availability of insurance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local/state taxes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
State/local regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food safety/proper food handling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Biosecurity concerns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Managing visitor accessibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How challenging are the following for agritourism including on-farm direct sales?

Please choose the appropriate response for each item:

	Not at all challenging	Somewhat challenging	Very challenging	Not applicable or not sure
E-connectivity (internet access, cell service)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opposition from town or neighbors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competition from other agritourism options in your area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of uniform definition of agritourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concerns about visitor behavior	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meeting visitor expectations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please comment on these or other challenges to agritourism including on-farm direct sales.

Please write your answer here:

Success in Agritourism

What type of support would help you be more successful with agritourism including on-farm direct sales?

☐ Check all that apply

Please choose **all** that apply:

- ☐ Product and consumer trends
- ☐ Information on types of agritourism offerings
- ☐ Marketing plan development
- ☐ Business plan development
- ☐ Website management
- ☐ Social media marketing & management
- ☐ Managing customer relations/customer service
- ☐ Managing local community relationships
- ☐ Human resources/ labor management
- ☐ Legal/liability information
- ☐ Zoning regulations
- ☐ Resource materials for the public on where to locate local agritourism enterprises
- ☐ Safety information for having on-farm/ranch visitors

☐ Other:

How helpful have the following been for agritourism including on-farm direct sales?

Please choose the appropriate response for each item:

	Very helpful	Somewhat helpful	Neither helpful nor unhelpful	Somewhat unhelpful	Very unhelpful	Not applicable or not sure
Partnerships	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location of your farm/ranch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entrepreneurial skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to funding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regulatory support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local community support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to reliable labor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family participation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please comment on these or other factors that have been helpful or unhelpful for agritourism including on-farm direct sales?

Please write your answer here:

Information about Farm/Ranch

Please choose the state in which your farm/ranch is located.

☐ Choose one of the following answers

Please choose **only one** of the following:

☐

☐ AL Alabama

☐ AK Alaska

☐ AZ Arizona

☐ AR Arkansas

☐ CA California

☐ CO Colorado

☐ CT Connecticut

☐ DE Delaware

☐ DC District of Columbia

☐ FL Florida

☐ GA Georgia

☐ HI Hawaii

☐ ID Idaho

☐ IL Illinois

☐ IN Indiana

☐ IA Iowa

☐ KS Kansas

☐ KY Kentucky

☐ LA Louisiana

☐ ME Maine

☐ MD Maryland

☐ MA Massachusetts

☐ MI Michigan

☐ MN Minnesota

☐ MS Mississippi

☐☐

MO Missouri

☐ MT Montana

☐ NE Nebraska

☐ NV Nevada

☐ NH New Hampshire

☐ NJ New Jersey

☐ NM New Mexico

☐ NY New York

☐ NC North Carolina

☐ ND North Dakota

☐ OH Ohio

☐ OK Oklahoma

☐ OR Oregon

☐ PA Pennsylvania

☐ RI Rhode Island

☐ SC South Carolina

☐ SD South Dakota

☐ TN Tennessee

☐ TX Texas

☐ UT Utah

☐ VT Vermont

☐ VA Virginia

☐ WA Washington

☐ WV West Virginia

☐ WI Wisconsin

WY Wyoming

Please name the county in which your farm/ranch is located:

Please write your answer here:

Please enter the zip code in which your farm or ranch is located.

Please write your answer here:

How many acres is your farm/ranch?

Please write your answer here:

How far is your farm/ranch from a city of at least 50,000 people?

☐ Choose one of the following answers

Please choose **only one** of the following:

- ☐ We are located in a city with a population of 50,000 or more
- ☐ Less than 5 miles
- ☐ 5-9 miles
- ☐ 10-29 miles
- ☐ 30-49 miles
- ☐ 50 miles or more

What was your gross revenue, in US dollars, from all farm-related sources (income before taxes and expenses) in 2018?

☐ Choose one of the following answers

Please choose **only one** of the following:

- ☐ Less than \$1,000
- ☐ \$1,000 - \$4,999
- ☐ \$5,000 - \$24,999
- ☐ \$25,000 - \$99,999
- ☐ \$100,000 - \$249,999
- ☐ \$250,000 - \$499,999
- ☐ \$500,000 - \$999,999
- ☐ \$1 million - \$4,999,999
- ☐ \$5 million - \$9,999,999
- ☐ Greater than \$10 million

What was your gross revenue, in US dollars, from agritourism sales and services for 2018, including on-farm direct sales?

☐ Choose one of the following answers

Please choose **only one** of the following:

- ☐ Less than \$1,000
- ☐ \$1,000 - \$4,999
- ☐ \$5,000 - \$24,999
- ☐ \$25,000 - \$99,999
- ☐ \$100,000 - \$249,999
- ☐ \$250,000 - \$499,999
- ☐ \$500,000 - \$999,999
- ☐ \$1 million - \$4,999,999
- ☐ \$5 million - \$9,999,999
- ☐ Greater than \$10 million

How much profit (net income) do you estimate your agritourism enterprise(s) generated in 2018?

☐ Choose one of the following answers

Please choose **only one** of the following:

- ☐ No profit or the agritourism enterprise operated at a loss
- ☐ Less than \$1,000
- ☐ \$1,000 - \$2,499
- ☐ \$2,500 - \$4,999
- ☐ \$5,000 - \$9,999
- ☐ \$10,000 - \$24,999
- ☐ \$25,000 - \$99,999
- ☐ \$100,000 - \$499,999
- ☐ \$500,000 to \$999,999
- ☐ \$1 million - \$4,999,999
- ☐ \$5 million - \$9,999,999
- ☐ Greater than \$10 million

Demographic Information

What year were you born?

Please write your answer here:

Please choose your highest level of formal education.

☐ Choose one of the following answers

Please choose **only one** of the following:

☐ High school graduate or less

☐ Some college

☐ Technical degree (2-year college)

☐ 4-year college degree

☐ Postgraduate degree (e.g. MBA, PhD)

☐ Other

Please indicate your gender identity.

☐ Choose one of the following answers

☐ If you choose 'Not listed' please also specify your choice in the accompanying text field.

Please choose **only one** of the following:

☐ Female

☐ Male

☐ Not listed

Is there anything you would like to add about the challenges and opportunities for agritourism including on-farm direct sales? Other comments?

Please write your answer here:

What is the name of your farm?

(Answer is optional and will be kept confidential)

Please write your answer here:

Thank you for taking the time to complete the survey! Your participation is appreciated.

For more information about agritourism please go to: www.uvm.edu/vtagritourism
(<http://www.uvm.edu/vtagritourism>)

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United States Department of Agriculture
National Institute of Food and Agriculture





UNIVERSITY OF MINNESOTA



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Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the view of the U.S. Department of Agriculture.

Appendix B. “Other” Farm Products Lists

Farm product type questions allowed respondents to list “other” offerings. The products most often mentioned are included in the body of the report. The full lists are compiled here.

Other product types

Wine	34
Maple products	32
Honey	18
Christmas trees	16
Flowers	14
Plants	14
Cheese	8
Grapes	8
Lavender	7
B&b	6
Education	6
Corn maze	4
Farm experience	4
Hunting	4
Baked goods	3
Camping	3
Eggs	3
Event venue	3
Hay	3
Overnight stabling	3
Wedding venue	3
Agritourism	2
Blueberries	2
Classes	2
Compost	2
Crafts	2
Events	2
Events	2
Goat milk soap	2
Olive oil	2
Pecans	2
Produce	2
Recreational programs	2
Strawberries and pumpkins	2
Vegetables	2
Admission	1
Ag ed tour	1
Agritainment	1
Agritourism - fall festival	1
Agro farming	1
Airbnb	1
Alpaca goods	1
Antiques and home & garden decor	1

Apples, pears, apple cider, & fruit wines plus hard ciders and other fermented beverages, and spreadable cheeses	1
Art	1
Arts & crafts	1
Artwork, pottery, jewelry, paintings etc.	1
B & b, events	1
B&b / dude ranch / weddings / events	1
B&b, events space	1
B&b, people come to see and be with livestock	1
Bags for pine straw and pine cones, tractor parts, seeds for gardening, weed killer micals	1
Barn venue	1
Bedding plants	1
Beef & maple	1
Berries, peaches	1
Blackberries and blueberries	1
Bnb, farmyard petting paddock	1
Bonsai / misc. Supplies	1
Buffalo	1
Camping, hiking, picnicking, biking, bird watching	1
Caves	1
Ceramic studio&display room/guest houses	1
Charcuterie	1
Chicken and eggs	1
Cider	1
Cider apples and hard cider	1
Confections	1
Corn maze/fall festival	1
County fair	1
Crop derivatives	1
Crops	1
Deer hunts	1
Different farming models	1
Dinner on the farm	1
Distilled spirits	1
Donuts	1
Educational tours	1
Educational youth camps	1
Equestrian events	1
Equestrian badge program for girl and boy scouts	1
Equine services	1
Event venue...wedding	1
Farm stay	1
Farm stay and hunting	1
Farm stays	1
Farm to table dinner	1
Farm tours	1
Farm tours, events, farm dinners & markets	1
Farm wedding experience	1
Farmers market	1
Felted soap	1

Festivals and events	1
Field trips/educational tours to gardens	1
Firewood	1
Floral design	1
Forest	1
Forestland	1
Forestry	1
Fruit	1
Fruits & vegetables	1
Fruits and vegetables	1
Garden	1
Gardens-flowers & fruit trees	1
Gifts	1
Goat milk soaps and lotions	1
Gourds, eggs	1
Grounds tours & classes	1
Guided fishing/camping trips	1
Hand woven baskets	1
Hayrides, bounce house, cornmaze	1
Health & beauty, culinary	1
Herbal products	1
Herbs	1
Herbs, seeds, white sage, sweet grass, trees, plants, succulents, gifts, classes such as soap making and more.	1
High capacity grain elevator & shuttle.	1
History	1
Home-made goodies	1
Homemade jams, syrups, soaps	1
Homestead education classes and conferences	1
Horses but we don't breed	1
Hospitality	1
Hospitality, animal sanctuary	1
Housing	1
Living history museum that plants and harvests crops on small acreage	1
Lodging	1
Lodging, events	1
Lodging, local goods consignment	1
Log cabin	1
Mead	1
Meals/entertainment/education	1
Meat	1
Medicinal roots	1
Michigan native plants	1
Misc building mat.'s	1
Museum	1
Mushrooms	1
Mushrooms and maple syrup	1
Nature connection experiences	1
Nature preserve former farmland	1
Overnight stays	1

Petting zoo	1
Pheasant hunting	1
Pottery, wreaths	1
Professional photographers pay to have photo sessions	1
Pumpkin patch	1
Pumpkins	1
Rental cabins and ranch activities	1
Rentals and events	1
Restaurant	1
Restaurant/bar/resort	1
Retail christmas items	1
Seed potatoes	1
Seeds	1
Service hours for students secondary and post secondary	1
Sheep dog trials	1
Sheep shearing, dog trials, farm-to-table dinners, youth theatre in "players barn"	1
Soap, lotion, bees wax candles, baby quilts	1
Soil products	1
Special events/weddings	1
Split rail fencing	1
Stays	1
Straw, hay, pumpkins, gourds	1
Targeted grazing services	1
Therapeutic riding services	1
Therapy	1
Timber	1
Timber/juniper products	1
Tomatoes, peppers, squash, apples	1
Tourism	1
Tourism and farmstay	1
Tourists and paid guests; fishing guests and locals to fish at no charge at no charge; hunters - bird and deer hunters as paid guests only	1
Tours	1
Tours and events	1
Tours and festivals	1
Tours, community events, education programs	1
Trail rides, narrated hikes, narrated tours, catered dinners,	1
Trails, hunting, recreation	1
Train rides	1
Tree farm	1
Trees	1
Trees for timber sold as value-added logs	1
U-pick	1
U-pick berries	1
We produce solar evaporated salt from an underground saltwater aquifer	1
Wedding and farm tours	1
Wedding events, grad parties and etc..	1
Weddings and community events	1
Whiskey and other spirits	1
Wilderness trails, treehouse rentals and a vineyard	1

Wildlife	1
Wildlife rehabilitation	1
Wood products made onsite	1
Woodland and wild foraging products as well as hunting fishing and childrens unorganized activities	1
Workshops, tastings, events	1
Yarn and fiber	1
 Other crops	
Wine	2
Alalfa	1
Alfalfa	1
Alfalfa & Sudan grass	1
Apple cider	1
Baked goods	1
Beans, Sugar beets, Barley , oats	1
Beef	1
Beeswax candles	1
Berries	1
Berries vegetables melons	1
Black walnut syrup, mushrooms	1
Blueberry	1
Certified Organic	1
Certified seed potatoes	1
Cheese	1
Compost	1
Corn / pumpkins	1
Corn stalks	1
Corn, hay, soybeans	1
Cotton	1
Cotton and peanuts	1
Cranberry	1
Eggs	1
Everything except maple syrup - it won't let me select more then one option.	1
Farm to table dinner	1
Feed for cattle, pumpkins	1
Fiber and flowers	1
Fiber products	1
Fish	1
Flax	1
Food and fruit	1
Forage	1
Foraged Foods	1
Garlic	1
Garlic and Honey. Flowers	1
Ginger	1
Goat milk soap, herbs and flowers	1
Grass for cattle	1
Grass seed/clover seed	1

Greens, cut flowers	1
High tunnel growth	1
Horticulture	1
It will only let me enter one.	1
Jams baked goods	1
Lettuce and herbs	1
Local artisans	1
Lumber, heavy wood products	1
Maple products	1
Maple Products	1
Mushrooms	1
Mushrooms (wild and cultivated)	1
Olive oil , lavender products, eggs, flowers	1
Olives	1
Olives	1
Opening plant nursery this spring	1
Pasture, hay and grain for livestock	1
Pasture,grass/legumes	1
Peppermint and Spearmint	1
Pizza and flowers	1
Popcorn	1
Potatoes	1
Saffron	1
Sorghum	1
Sorghum for syrup	1
Sorghum syrup	1
Soybeans	1
Spice herbs	1
Sugar beets, hay, beans	1
Sunflower	1
Sunflowers	1
Timber	1
Tobacco	1
Trees: fir, Larch, Pine etc.	1
Truffles	1
Vegetables	1
Vegetables,	1
Vineyard - grape	1
Vineyard (grapes)	1
Walnut syrup, mushrooms	1
Wheat, sorghum corn	1
Wine, Hay, beef, lamb	1
Wood	1
Yacon and yacon products	1
Other value-added products	
Maple products	26
Honey	13
Apple Cider	12

Herb products	8
Prepared meals	8
Wreaths	7
CBD	5
Flower arrangements	4
Dog treats	2
Compost	2
Dried Fruit	2
A mechanical horse that I teach on for extra lessons	1
Again, your form only lets me choose one. Butchered beef, lamb, chicken; and wine and mead.	1
Alpaca related toys and gifts	1
Animal fiber wearables	1
Animal portraits/artwork	1
Antlers	1
Art & pottery	1
Bagged nuts	1
Beef lamb pork	1
Black garlic, saffron	1
Blueberries , Blackberries	1
Bonsai	1
Books; paintings by local artists	1
Bottled juice	1
Breeding stock	1
Candles	1
Candy from honey	1
Caramel apples	1
Catfish	1
Chicken tractors	1
Children's activities centered around crops, ie corn maze.	1
Chocolate dipped strawberries	1
Chocolate dipped strawberries	1
Christmas trees	1
Confections	1
Corn stalks, straw	1
Crafts	1
Crafts from feed bags and horse shoes	1
Custom combination floral planters and hanging baskets	1
Custom exempt poultry and rabbit	1
Dietary Supplements	1
Distilled essential oils and blended fragrances	1
Dried flower arrangements	1
Ecological Christmas Trees, Tiny Trees to dig & take home	1
Education programs	1
Educational events	1
Eggs	1
Eggs	1
Fermented vegetables	1
Flour	1
Flowers	1
Fresh cut vegetables	1

Frozen berries	1
Fruit butters, caramel for caramel apples	1
Fruit products snacks NH made products	1
Fudge	1
Ginger Cider, sweet cider	1
Gluten Free Oats	1
Gold and silver	1
Granola	1
Grass Fed and Finished Beef	1
Hand-dyed silk scarves, leafstones, other garden-related art	1
Handmade goods and crafts	1
Hay	1
Health building products	1
Hops	1
Hot pepper jelly Apple butter	1
Ice cream	1
Ice cream, lemonade ,	1
Jams & Jellies	1
Jams and jellies, oils and butters, baked goods, cut-and-wrapped meats - it won't let me select more then one option.	1
Jams, dried herbs	1
Jams/syrups	1
Jellys, antiques, decor	1
Jewelry	1
Juices	1
Lavender plants	1
Local arts and crafts	1
Microgreens edible flowers, honey popcorn	1
Milled products	1
Nuts	1
Other manufactured foods	1
Pick your own. And wild foraging	1
Planters, mixed baskets	1
Plants	1
Pop corn	1
Popcorn	1
Popsicles	1
Pumpkin Puree i	1
Pumpkins	1
Riding & shooting	1
Riding lessons	1
Sachet, eye pillows, candles	1
Salves, tinctures	1
Sauces, vinegars	1
Scarves, aprons, bags	1
Seedbarley	1
Sheepskins	1
Smoothies & Caramel Apples	1
Sorghum	1
Spice rubs	1

Spices	1
Spices, beef & chicken bone broth	1
Steam extracted berry juice, seltzers/teas/pops made with what we grow	1
Stone-ground flours, grits, cornmeals and specialty mixes using the ground grains	1
Sweets	1
Syrups, sauces, teas, spices, baking mixes,	1
To go entrees	1
Transplant - soil conditioner	1
U-Pick organic pears & apples	1
Vinegar, herbs	1
We did not produce we brought in from other local businesses in the state	1
Wine vinegar	1
Wine, olive oil, soap and lotion	1
Woodworking	1
Yacon tea and syrup	1
Other animal products	
Bees, honey	63
Alpacas	46
Horses	51
Honey, bees	26
Other animal production	11
Llamas	6
Bison	6
Rabbits	5
Buffalo	5
Minature Horses, Donkeys	4
Wool	2
Cheese	2
Yaks	1
Yak	1
Wild Game	1
Water Buffalo	1
The form only allows me to select one. We do grassfed beef and lamb, pastured chickens for meat and eggs.	1
Reindeer	1
REINDEER	1
Pygmy goats	1
Poultry and eggs	1
Petting zoo	1
Muskrats trapped on lake qnd coyotes	1
Milk products, honey	1
High quality fed beef	1
Hay	1
Goat's milk caramel	1
Goats for milk production	1
Goats	1
Furbearing	1
FUR BEARING	1

Few head of beef cattle	1
Farm animals to see and visit	1
Elk meat and antlers	1
Elk	1
Elk	1
Eggs	1
E otic	1
Duck hunting	1
Deer, turkey	1
Deer Hunts	1
Dairy sheep	1
Dairy products not for sale til next year	1
Compost & Soil Amendments	1
Burro and Wild Horses	1
American Mammoth Jackstock	1
Other experiences	
Tours	22
Hunting	6
U-pick	6
Dining	5
Hayrides, wagon & sleigh rides	5
Open House Events	3
Weddings	2
Corn Maze	2
Adoption of horses and burros	1
Ag Tours	1
All answers pertain to 2019, the year AFTER the camp fire that burned 92% of Paradise, CA to the ground. Eleven buildings on our farm were destroyed, orchard fruit trees were not, which produced high crops as likely every blossom that opened was pollinated by bees. Very little other vegetation had sprouted by mid April that year. We are starting our 99th year growing apples at this location in Paradise California, since 1921.	1
Bags for pine straw, and pine cones. Herbicide for weeds, tractor and mower parts, security solar lights and safety signs. Property Insurance payment increase and alarm system increase payments	1
Ballet, host for tv show	1
Birding, hunting deer and game birds, and hiking and fishing	1
Ceramic studio and display room	1
Cider pressing and wedding venue	1
City folks wanting to see & experience a ranch!	1
Classes	1
Community meetings	1
Crafts	1
CSA	1
CSA here at farm stand and corporate csa's	1
Cut flowers, pre-order or purchase at farm stand	1
Direct Wine sales	1
Distributor sales, wholesale sales	1
Donation of crops through Food Bank network	1

Equine therapy	1
Exclusive population of very rare Bats-Townsend	1
Farm market/crafts fare	1
Farm stay- chores etc	1
Farmers Market	1
Farmers' market	1
Field trips	1
Flower share pickup, workshops	1
Fund raising community	1
Goat Yoga classes	1
Horse training sales, camps, lesson consulting	1
Kids summer camp	1
Kitchen and honey house facility	1
Local goods consignment sales	1
Maple open house	1
Maze	1
My county makes it very hard to have events, lodging	1
Narrated Trail Rides, History Location	1
Off farm events	1
Off Farm Events	1
Off leash dog walking	1
Off-Farm Consignment	1
Off-Farm wholesale sales	1
On and off farm tastings	1
On-farm Direct sales,Entertainment/events	1
On-farm sales won't take check mark..on farm direct sales	1
Online	1
Our cafe in town	1
Overnight	1
Overnight stabling	1
Petting Farm	1
Pheasant Hunting, Turkey & Deer	1
Photo ops on farm	1
Photography venue	1
Plant Shows. Farmers markets	1
Private parties	1
Pumpkin patch	1
Rentals and short term land leases	1
Restaurants	1
Sales to winery's	1
Sell to wineries	1
Tastings & Sales	1
Vineyard Walks with Winemaker	1
Visits to Hospital and Church events with Donkeys	1
Volunteer Urban Farming	1
We are a museum that has historic farming as a focus	1
Wholesale	1
Wholesale/direct accounts	1
Wine	1
Wine sales	1

Wine tasting, sales, tours	1
Wine tasting/purchase	1
Winemaker dinner	1
Workshops and off farm weddings	1
Workshops monthly	1
Yoga with our baby goats	1
Other direct sales	
Tastings	30
Wine	22
Christmas trees	12
Other	8
Gift shop	6
On-line sales	6
Farmer Markets	5
Beef	5
Hay	5
Livestock	5
Plant sale	5
Eggs	4
Delivery	3
Winery	2
Meats & tours	1
Agritourism	1
Agritoursim. Will only let me enter one	1
All three, but it won't let me select more then one option.	1
Alpaca & Gift Shop	1
Alpaca products store	1
Alpacas and fiber products	1
Animal and wool sales	1
Animal sales	1
Animals	1
Art Gallery in historic barn	1
B&B / Dude Ranch / Weddings / Events	1
Bakery	1
Barn sales- artisan goods	1
Bees/honey	1
Beverage/frozen pops of berry juices	1
Bison meat and tours	1
Bulk winegrape	1
Cafe and deli	1
Campers purchased farm goods during their stay.	1
Cattle purchasing	1
Cider and wine tastings/sales	1
Cidery	1
Classes	1
Community gardens, Trade and bartering	1
Compost sales	1
Contract	1

CSA pickup location from another farm	1
Custom fiber processing in collaboration with a Ewetopia Mill in lafarge, WI	1
Customer order pick up or new customers	1
Cutomer pick-up of pre-Ordered meat	1
Direct sales	1
Education about the fire and survival of irrigated orchards.	1
Elk meat products	1
Equine activities and therapies	1
Equipment	1
Estate produced wine	1
Events, hunting	1
Fall Festival	1
Farm Order Pick Up	1
Farm Pickup	1
Farm pickup of USDA labeled meat and state egg-license-holder eggs	1
Farm to School	1
Farm to table meals	1
Farm tours. Buffalo	1
Fiber & Manure sales on farm	1
Food banks and shelters	1
Fossil hunts	1
Fresh and cured pork	1
Fresh flowers by request	1
Fresh goat milk	1
Goats	1
Grapes /wine	1
Guest Meals	1
Herd shares	1
Honey	1
Honey & Nucs (Bees)	1
Hunting, foraging	1
In our tasting room/store	1
Individual orders	1
Landscape plants	1
Llamas, farm tours, llama trekking	1
Local art	1
Logo'd corkscrews, etc	1
Mail order	1
Maple	1
Maple products	1
Maple syrup	1
Maze	1
Meat sales	1
Meat sales, trophy elk hunting	1
Milk Sales	1
Mobil Market to Food Desert Communities	1
Most our products are turned into products	1
Mule powered wagon rides and picnics	1
No farmstand, but would allow people to purchase in farm if they called ahead	1
Non-CSA on farm pickup	1

Not a CSA but we had an on-farm pick up	1
Nursery	1
Nursery/garden center	1
Occasional cultured dairy product sales, but nothing formal	1
Occasional sales	1
Off site events ice cream	1
Olive oil in bulk 1-gallon size	1
On Farm Pickup	1
On-farm garlic sales	1
Open sugarhouse/syrup sales/pick up	1
Order pickup	1
Packaged Beef	1
Phone / email orders	1
Pick up	1
Pick up eggs	1
Pick up of orders	1
Pickup (no CSA)	1
Pickup of milk (only allowed direct from farm)	1
Pickup of pre-ordered beef	1
Pop up markets in town, sales to chefs	1
Potted stock	1
Pottery shop	1
Poultry/beef	1
Pre-order and pick up	1
Pre-order pickup	1
Preorder	1
Pumpkin Farm	1
Pumpkin patch	1
Pumpkin Patch	1
Purchasing goats, dairy products, bath and body Products	1
Regional online farmers market	1
Rental gardens	1
Restaurant	1
Restaurants / butcher shops	1
Retail and wholesale supplier	1
Retail beef	1
Retail/wholesale	1
Riding lessons	1
Sale of live animals	1
Seasonal	1
Selling bulk to farmstand owners & other customers	1
Site inspection of animals	1
Slaughter your own goat or chicken	1
Soaps and wool products	1
Staff CSA	1
Supper	1
The Museum Store @ The Welcome Center	1
Tours	1
Tours and festivals	1
Tree	1

U-pick	1
Value-added direct sales	1
Vendor booths at sheepdog trials	1
Via the guesthouse	1
We dig daylilies	1
We sell or use the oats and hay we plant	1
We sell products at events on the ranch	1
Weddings & events	1
Weekly farm to table events	1
Wheat and feed delivery	1
Wholesale cheese and fiber sales, lamb sales	1
Wholesale retailers pick up	1
Wholesale special orders	1
Wine bottle purchasing	1
Winery	1
Wood harvested, manufactured then items sold	1
Wool and yarn sales and classes	1
Yarn Store	1
Yarn, roving, sausage	1
Other educational experiences	
Environmental	3
Horses	2
Bees	2
Shearing	2
Viniculture	2
Workshops	2
Animal viewing	1
Aquaponics	1
Artist group came to paint outdoors, farm scenes.	1
Basil Baths	1
Buffalo & Indian artifacts & antiques	1
Concert	1
Corn maze	1
Crafts	1
Educational Events	1
Events	1
Everything except Camps and Petting Area - it won't let me select more than one option.	1
Farm Safety & Health advocacy — Handwashing how-to lessons with multi-lingual signage	1
Farm to table dinner	1
Farm To Table, 4-H and FFA events and meetings	1
Farm Tour	1
Farmers' Markets	1
Festivals	1
Field Day, Research opportunity	1
Field Trips	1
Foreign Delegation tours	1
General information	1
Goat yoga	1

Government	1
Greenhouse Construction	1
Harvest for white sage, , herbs seeds and more with volunteers help.	1
Hayrides, woods hikes	1
Healthy Eating/Foods	1
Hikes, Interpretive walk	1
How things grow	1
Interactive & vendor events	1
Intern program, wine classes	1
It is an historical culinary garden open for public viewing.	1
Lectures	1
Limited hunting	1
Local community college affiliation	1
Maple Openhouse Weekend	1
Master gardener classes	1
Meetings & Events	1
Mule powered wagon rides and picnics	1
Off site presentations	1
On farm workshops and off farm powerpoint presentations	1
One-room school visit	1
Open Farm + Shearing School	1
Organic Agriculture	1
Outdoor education center (Arbor Day-certified outdoor classroom)	1
Participation in our vegan meals	1
Participation in picking- paid but not an ongoing job, example, helping with harvest	1
Passive education, student programs	1
Photo Shoots with Alpacas	1
Presentations. Train the trainer	1
Reindeer School	1
Retreats and other educational programs	1
School and Girl Scout groups	1
Seasonal Open House & Festivals & small concerts & walking trails	1
Signage with Ag Facts	1
Star Party, narrated hikes and Trail Rides for wildflowers, local geology, timber mgt, conservation farming, local wildlife & birds, etc	1
Student interns	1
Sugar-on-snow	1
Telling them what they want to know	1
The above are in connection with events	1
The upick we did was free to everyone(donations accepted) pick the fruit haul it in from the orchard with pull wagons, bring all your own containers. We had nothing, we lost everything we owned which was clothes on our backs essentially.	1
Tours for elected officials	1
Training and certification	1
University Labs	1
Video tour; group tastings; Private Wine Experiences by reservation only; ag meetings and seminars in our Venues	1
Volunteers	1
Wildlife viewing	1
Will only let me enter 1	1

Other types of off-farm direct sales:

Fairs, festivals	44
Online direct sales	39
Art and craft shows, bazaars	24
Off-site farmstand	4
Pop-up events	3
Restaurants	6
Wholesale	5
Wholesale	5
Restaurant sales	3
Restaurants	3
Delivery	2
Home delivery	2
Mail order	2
Restaurant sales	2
Retail	2
Beef and lamb	1
Beef pick up from butcher.	1
Beef sales	1
Both and restaurant sales - again, I can't select more then one option.	1
Buying Club, not a CSA	1
Cattle purchasing	1
Chef Clients	1
Classes on healthy eating and other farmers selling	1
Co-op	1
Co-op	1
Contract to provide eggs to Rotary Club	1
Coop Sales	1
Custom	1
Deliveries to Chefs	1
Delivery	1
Delivery of production crop and compost	1
Delivery services	1
Delivery to sale sites	1
Demo/tasting, sales at Williams-Sonoma, Green Acres	1
Direct delivery	1
Direct sale lamb	1
Direct sales	1
Direct sales on the street	1
Direct sales to stores	1
Direct to consumer	1
DIRECT TO MILLER	1
Direct to retail wine sales	1
Direct wholesale to local stores and restaurants	1
Direst wholesale	1
Distribution to Tap Houses	1
Drect sales to local florist and grain store	1
Education	1

Eggs to Grocery store	1
Equipment	1
Exports to Taiwan	1
Farm Store Off-Site	1
Farm to School	1
Farm to school food events	1
Farm To School Sales	1
Food hub	1
Food truck events, special catering	1
Food trucks	1
Front porch forum and flyers	1
General product delivery (non CSA)	1
Gift shop	1
Grapes to a wine maker, soon to offer on site sales	1
Grocery Store Sales / Restaurant Wines by the Glass Placements	1
Grocery Stores	1
Hannaford grocery sales	1
Herd share delivery	1
Holiday baking	1
Home sales	1
In grocery store retail	1
Industry conferences, holiday shows,	1
Juniper logs/firewood/chip logs	1
Livestock sales	1
Local Food Hub sales	1
Local vendor events	1
Milk Sales	1
Misc tasting and sales	1
Museum and jewelry sales	1
Off site direct sales	1
Off-farm delivery (with state meat handling license and USDA labeled meat)	1
Offsite second tasting room	1
Other night markets	1
Peddle my vegetables to business customers	1
Produce stand	1
Regional and community events	1
Regional distribution	1
Restaurant Dinners & Sales	1
Restaurant wholesale	1
Restaurants, delivery(not CSA) to customers, mail to customers	1
Restaurants/ stores	1
Restaurants	1
Retail	1
Retail beef	1
Retail outlet	1
Retail sales and onsite tastings	1
Retail shop	1
Retail store and boutiques	1
Retail stores	1
Retail stores	1

Retail Stores	1
Retail stores (2)	1
Sales through local meat market	1
Sales to restaurants	1
Sales to schools, stores, other farm at markets	1
Sales to small health market stores	1
Schools	1
Sell product through a local store	1
Sell to grocery stores, restaurants, web sales	1
Setup at Craft events	1
Small stores	1
Special event tastings	1
Specialty plant sales	1
Spokane Ag show	1
Sponsored vendor events	1
Stockyard	1
Store front	1
Stores, restaurants	1
Subscription deliveries	1
Subscription Deliveries	1
Sunflower sales	1
Supermarkets	1
Tastings at multiple places	1
Textiles in Retail Stores; Restaurants	1
Two tasting rooms/retail stores; online sales; wholesale and distributor sales	1
Value-added drop off locations	1
We have a small natural foods store in our town	1
Wholesale and on-line orders	1
Wholesale beef	1
Wholesale distribution	1
Wholesale honey	1
Wholesale sales	1
Wholesale sales to specialty grocers, markets and gift shops	1
Wholesale to chefs	1
Wholesale to farm market	1
Wholesale to florists	1
Wholesale to other retailers	1
Wholesale to restaurants	1
Wholesale to restaurants, coops and catering	1
Wholesale, online	1
Wholesale, Retail	1
Wholesale, Retail wine sales, Websales	1
Wholesale sales	1
Wine club sales	1
Wine distribution	1
Wine grapes	1
Wine sales	1
Wine sales through retail shops, restaurants, and direct ship to consumers.	1
Wine sales to stores/restaurants	1
Wine stores	1

Wine tasting	1
Wine via internet sales	1
Wine walks	1
Winery contracts	1
Wool at local store	1
Yarn shops	1

Other entertainment and events:

Farm Tours	15
Parties	13
Open house, barn, farm	12
Art classes, shows	8
Fundraisers	8
Corporate events	8
Tastings	6
Maple open house	5
Fiber art events	5
Class reunions	4
Haunted attractions	4
Concerts	4
Goat yoga	3
Movies	3
Pumpkin patch	3
Fair, festival	3
Cider pressing	2
Cooking classes	2
Horse shows	2
Trail rides	2
Weddings	2
Yoga	2
4H eventd	1
Alpaca walks, alpaca yoga, alpaca grams~	1
Annual branding	1
Boat rentals, tours, hiking	1
Bonfires	1
Cast iron competition	1
Centerpiece design class	1
Community Education Events; Hands on fiber activities; gardening how-to with native plants & grasses for host species; vegetables & food preservation	1
Community Events	1
Corn maze	1
Cow train rides	1
CSA events	1
CSA member breakfasts	1
Cut Your Own Flowers	1
Demenstrations	1
Drumming circles	1
Easter egg hunt	1
Educational	1

Educational classes	1
Educational Events	1
Educational tours	1
Fair Exhibits - projects and Livestock	1
Farm demos	1
Farm Spa day, farm-to-dance, ballet, tv show	1
Farmers Market pony rides and petting zoo	1
Farmers' markets	1
Field trips	1
Firepit fridays	1
Food trucks	1
Glass blowing	1
Homesteading Conference	1
Honey harvest demonstration	1
Huge STAR PARTY, CAMPFIRE! , Narrated History stories	1
KY Farm Bureau 100th Anniversary, various events	1
Legislators meet farmers	1
Multi vendor antique market	1
Natural dye class, weaving class	1
Nature walks, wildlife experiences	1
No events just guest activities as desired	1
No till field day	1
Off Farm Alpaca Rentals, Open Farm Days	1
Other	1
Other educational programs	1
Outdoor ed	1
Outdoor Races	1
Participated in "Farm Hop" with other small farms; offered door prizes, ice cream truck, childrens' photo sessions	1
Petting zoo	1
Photography shoots	1
Plant Sale	1
Poetry reading, yoga, birding,	1
Pony rides	1
Santa; two venues to rent; charity events; Sip and Shop - featuring vendors - bi-monthly; paint and sip parties;	1
Sings/rituals	1
Small get togethers	1
Tai chi, date nights, tenters, high tea, 5k	1
Theater one night a year	1
These are in connection with events	1
Train rides	1
Unable to choose more than one... Whould have chosen concerts, children's activities, gatherings (birthday, family groups, etc), wine dinners	1
Vendor activities	1
Vintage Car Show, Vintage Jeep Show, and an antique tractor show	1
Whomever will pay	1
Will only let me enter 0	1
Winemaker Dinners	1
Winter farmers markets	1

Women groups	1
Youth yak day camp	1
Other types of outdoor recreation	
Walking, trails	11
U-Pick	7
Yoga	6
Water sports	6
Horse-drawn carriage, wagon, buggy, sleigh rides	5
Corn maze	4
Camping	3
Yard games	3
Snow sports	3
Races (5k, mountain bike)	2
Disc golf	2
Llama trail walks	2
Maple trail	2
Music	2
Playground	2
Other	3
Animal Husbandry	1
Archery, trap shooting, gold panning, fly fishing, horseshoes, pool/spa, ping pong, inner tubing	1
Artisan and Harvest market	1
As above, alpaca yoga, alpaca discovery classes, alpaca walks	1
Baby goat cuddling! And other farm experiences.	1
Baby petting	1
Bison tours	1
CAMPFIRE, Stories on many topics. Tubing.	1
Caving	1
Demonstrations	1
Dinners in the orchard	1
Farm park	1
Farm work	1
Foraging	1
Gardening	1
Hands-on farming	1
Hay ride, hay maze, pedal carts, tube slides, drive through light display	1
Historic 1908 sod house and 1910 one room school house and ranch tours	1
Honestly — just chores! People want to taste farm life by helping and being outside and active	1
Hot Air Balloon Rides	1
Just having fun outside	1
Open house	1
Outdoor features like forts swings and lounging	1
Painting	1
Pig races	1
Pony rides	1
Pumpkin patch	1
Run clubs	1
Scavenger Hunt in the vineyard	1

Self guided from yurt in state forest trails	1
Shy Watching	1
Sip wine and watch the sunset	1
Site seeing	1
Star-gazing	1
Sunflower festival pick your own	1
Tours	1
Tractor Pull & County Fair	1
Vineyard winery experience	1
Visiting with goats	1
Wagon rides, corn hole	1
We really didn't provide but people come and work bees than go hiking or fishing on their own	1
Wheeler and hayrides for deer etc.	1
Wilderness Pack trips	1
Wildlife conservation	1
Wildlife viewing	1

Other types of accommodations:

Bed & breakfast	11
Apartment	7
Yurt stay	5
Glamping	4
RV Camping space	3
Airbnb	1
Airbnb suite	1
B & B on farm	
Barn	1
Barn/hunting	1
Cabins are furnished w/full kitchens	1
Campground	1
Farm stay log cabin	1
Free RV parking for self contained - Thru Harvest Host	1
Horse hotel	1
Inn	1
Lodge on island	1
Other	1
OVERNIGHT STABLING	1
Pack trips	1
Suite	1
Suites	1
Survival (U live off the land experience	1
Tours	1
Treehouse	1
Two guest house on the farm	1
Wedding Venue	1

Appendix C. Comments

Several survey questions offered respondents an opportunity to add factors or comment on topics. These individual text responses are presented below.

Appendix C.1 Goals

How important were the following motivations and goals in developing agritourism including on-farm direct sales? How successful have you been in achieving these goals? If there is an important goal that is not listed, please add it under "other."

- Ability to give a farm experience.
- Agritourism deserves a professional, legal, safe reputation. We founded [farm non-profit] as a 501c3 educational group to help ourselves and other family-run hosts of agritourism benefit from association. We collaborate with the MN Dept. of Ag and Health, University of Minnesota Tourism Center, Vermont Law School Center for Food & Ag, and University of St Thomas Entrepreneurship Enactus Club, Minnesota Grown and Something Special from Wisconsin, Upper Midwest Agricultural Safety & Health Center, insurers, and many associations and sponsors. Our Farm Safety & Health initiative focuses on Handwashing and practices every person young and old must know to keep themselves healthy. We work with our member hosts to learn the National Compendium of Best Practices.
- Agritourism traffic (tours) is maxed out. Our capacity to handle it is limiting the improvement available. We need to find another way to increase direct sales.
- All of our crops are donated to [non-profit], feeding the farm workers, in [town]. Our volunteer workers have access to crops in exchange for their labor. Based on NEED not WANT.
- Art and pottery sales are our biggest draw
- As a non-profit with a relatively new collaborative farm venture, building our network was very important, including outreach to potential program participants. Getting visitors out to the farm is a crucial part of that.
- As we get older we need to reduce the amount physical labor on the farm. Agrotourism is helpful in changing the work load
- Attempted to build interest for retirement business
- Awareness among the farmers about new technology. Crop and agriculture produce related awareness among school going children.
- Brand awareness and diversification from competitors
- Build brand identity and cultivate brand ambassadors- people who will identify with our farm, share with their friends, and spread their love of what we are doing to friends and family in their communities. Becoming part of the multi-generational tradition and identity of people and a region.
- Building community within the community
- Compost business helps educate and drives a more sustainable experience and is a conduit to education about ag
- Creative market channels for harvests of utmost importance, in order to continue agriculture activities and ensure profitability.
- Culture sharing and showing Indigenous activities based around our old farming techniques.
- Develop product recognition and customer loyalty and educating consumers by providing associations/relationships and knowledge of/with the fiber bearing animals that produce our value-added product.
- Develop farm and be good stewards of the land.

- Developed a new alternative cash crop for farmers/ranchers in our state - growing Elderberries.
Developed a new market for wild sand plums that grow on most farms in the state - we make wines and jellies from them - so we buy all the farmers will bring us. The sand plums have also provided extra income for groups; teams; and churches - by picking and selling the wild plums to us. We have worked for 25 yrs now to build the winery business in Kansas also. From going to Topeka and talking before the legislature to change laws or enact new bills; to working events all over the state to promote Kansas wines. We compete our wines in National and International wine competitions, and have won over 600 awards and titles. One of our Kansas wines was the official wine of the 2002 Winter Olympic Village in Utah. It won the competition from the whole country to be chosen. That wine was also awarded "The Best Non-Grape Wine in North and Latin America". Sadly, the press in Kansas don't want to publish things about Kansas wines - no matter how good they are. We have two Professional International Wine Judges on staff too - one with over 22 yrs. of experience judging the biggest competitions in the country. Our wines compete, and win, against big brands from California and all over. Getting Kansans to believe that Kansas has world-class products and attractions is the hardest sell. But we are still trying.
- Distribution
- Educate people on the use and nutrition of farm food direct from the farm. Show them that farms are certificates to their eating healthy nutritious foods that are fresh and wonderful!
- Educate potential buyers about shearing so they are less stressed and more successful as they start their flock.
- Educate public on benefits of lavender
- Educate the public about the importance of fresh produce in their daily lives
- Educating individuals and families on how to live simply and sustainably.
- Education
- Education programs related to teaching more sustainable ways of living; sustainable agriculture
- Employing local people
- Environmental protection education.
- Events of all types bring our product to new markets; collaboration with nonprofits helps us support the community we live in and gives us an opportunity to, other events make us an opportunity to share their work with a new audience and develop new volunteers and earn a share of the income from the evening they are with us and to bring their supporters to us.
- Further developing infrastructure to help eliminate weed pressure from surrounding fields that we own that we would like to grow crops on. Also the installation of effective hedgerows and the development of a native tree and plant area that would incorporate an educational hiking trail. All of which would improve the land, provide added benefit to the community.
- Gaining and maintaining new staff, how do we attract and keep staff. We are always in need of more hands on deck that are good, motivated individuals.
- Get the next generation of kids/young adults interested in horseback riding
- Getting long term sales and customers.
- Give visitors an opportunity to stay in the peace and quiet of rural America. Offer an educational opportunity of forestry and a vineyard start up.
- Goal to increase attendance to farmers market.
- Goodwill
- Great deal of theft with pick-your-own
- Historical
- I believe it is important to share my beliefs/opinions I like getting folks in touch with their food i want to give i am a natural teacher
- I only do overnight accommodations for people traveling through with their horses

- I started a Farmer's Market and it continues, I serve on the chamber of commerce and the arts committee all attributable to furthering our agritourism presence.
- In North Carolina, a little over 14% of the population have a mobility disability. Lots of NC Farms are missing out on including that population due to little accessibility provisions. We're just now really beginning to work on improving access for elderly and disabled. We've noticed that lots of other farms are letting that group down as well.
- In using and selling farm products of West Virginia (honey, MAPLE SYRUP, jams & jellies) my guests taste and PURCHASE all of these to take home. I serve these products so they get to taste what they are going to purchase. I purchase between 30 and 40 quarts of maple syrup per year and buy at least \$200 of jams & jellies (at wholesale price) and about \$100 of honey. I also use locally made goat milk soap for my guests.
- Income sustainability, reduce outside employment
- Increase and plan better marketing efforts
- Increase DTC sales, Increase tasting room traffic, Educate the public, provide events
- Increase online store and sale of farm products.
- Increase sustainable and environmentally good practices
- Increasing sales and new customers in the target age we are after. Also attract more and better customers
- Informing the general public on the Tennessee Walking Horse
- Inspiring people to strive for a higher commitment level to support sustainable organic agricultural practices.
- Integrate/develop support for community health care and food pantry resources.
- It connects people back to agriculture and the land. It lets them see their food as something living. I consider farm visits to be as much a community outreach program as anything else.
- It is also our place to share our faith and be a place of respite for those who just need the encouragement of being loved unconditionally
- It is important that this farmer remains active for health reasons. I choose not to retire and growing on the farm has many successes for all concerned.
- It was very important to share the bounty of fruit with our north state communities. 50,000 people evacuated the fire footprint and were absorbed by communities throughout the north state. We could not just let the fruit drop, trees were breaking from the weight of the crops and people were hungry too.
- It's a Blueberry Farm. It's only 4 years old..... Yield was great. Too much cost for return. Have 20,000 plants
- Just as First 5 California reaches out (to families with children ages 0 to 5) with the message, "Talk, Read, Sing - It Changes Everything," we reach out to families (with children in the "second 5" age range of 5 to 10) with our message, "Play, Interact and Guide - Good Manners will be Multiplied!" We are rooted in agriculture, and we never offer child care, we offer affordable ways for parents and grandparents to play with their children in public - before the kids get cell phones.
- Just starting up A MAPLE farm. With plenty of mature trees and just became agricultural. Looking forward to growing these aspects.
- Keeping sugaring alive and active in the Stowe area
- Land use. Utilize small, irregularly shaped fields.
- Maintain a Buffalo Herd. Started 6 other Herds. They are Wonderful Animals. State Sponsored Liability is Critical to keep this Affordable for us.
- Marketing Agritourism in Miami County, growing sustainable agriculture. Teaching farming and regenerative practices. Working with kids to educate.
- Marketing is very important in this business because people customers need to know that you exist not only when you have crops but year round! That for us has been painful to say the least! Customers need to

understand that we exist even when we are not able to grow items because its winter. Farmers need year round support, we need to be able to survive year round!

- Most important reason was to keep the 800 acre family farm in the family and keep it a functional farm and woodland without having to sell off house lots. We have been somewhat successful in that we still own the family farm however, in order to accomplish this, 3 members of the adult family have to work off the farm for half the year in the and then work 16 hour days 7 days a week the rest of the year on the farm. Not sure this is called successful, but Vermont is incredibly expensive to live in. It is very upsetting/frustrating for our children and their friends who have just graduated college and want to settle in Vermont but can barely afford to and then have Vermont trying to bribe people to move here for \$10,000. Also, we have worked in the medical field for over 20 years and have treated a lot of people who moved to Vermont because their benefits ran out in a different state and they knew they could get free health care in VT - they moved here, had their surgeries and then moved back home or stayed to keep taking from the state.
- Must have an excellent business plan/goal that is practical and fits your Ag resources.
- My farm has been unsuccessful with local government issues. We were giving permission (verbally) to hold farm weddings. That town employee retired and the two who took his place shut us down, forcing me into financial hardship. I would love to see federal laws that would supersede local law.
- My farm hay fields have fireflies that live year round and during the month of June I give free tours of around 50 people each night to experience my 180 year old farm, learn about local agricultural history and to walk in fields of fireflies. Fireflies are not very common in Utah. The tours educate the visitors about agriculture and firefly habitat, take them back to a simpler time, learn about self-reliance and give them an experience of walking through a dark field with magical insects. I also have habitat for Monarch butterflies and educate the public on the sensitivity of this insect. I have a Facebook page that people join to continue to learn about the farm during the year.
- My outside job is full time. If my agritourism farm were profitable I might not be working outside the home.
- Network and joint events ideas with other farms
- Offer a beautiful setting of local beauty and bounty that also reduces our cost of living here.
- Offer experience of traditional agriculture, including products. Educate about traditional agriculture, regenerative and sustainable agriculture.
- On the question of how many visits to farm, I only keep track of those touring or coming for u-pick or events. Our farm stand is self-serve except for meats, and I do not keep track of those visits, only the income. So I would guess that the number of total visits are at least double the figure I gave, but that is just a guess.
- On-farm direct sales are higher margin than any other sales venue. Period.
- One of our other goals is to educate agriculturally-minded college students and offer them the chance to receive hands-on experience on a working farm. There is only so much that can be taught in a classroom environment; our goal is to establish an internship-type program with local ag colleges to not only promote agriculture at the production level, but also alleviate the day-to-day workload of the farm.
- Other goals: offer high quality local products that aren't in stores (highly successful); and (even if they don't buy anything) to give back to the community that conserved our farm; to support cyclists (a la Local Motion and Rise VT -- I enjoy bicycling), to learn more and to demonstrate efficacy of grazing
- Our agritourism site, run by a nonprofit, is embedded within a historic, 6th-generation working ranch. The mutually beneficial partnership helps build capacity, funding revenue, public awareness and program opportunities for both entities much more successfully than either one independently. Private/nonprofit partnership
- Our farm does NOT promote or want agritourism. We have a farmstand onsite to sell produce and cut flowers to our local clientele from our gardens. We have no interest in attracting people to traipse around our farm or to come in for entertainment.

- Our farm is used to support our bed and breakfast. We try to raise most of what we serve for breakfast. We are trying to live as sustainably as possible.
- Our farm would be underwater without our 2 Airbnb units - they provide the additional income for us to still be here.
- Our farmstand is on the honor system, so some of the above questions don't apply as it is, however, in the next few years we will be shifting to an employee run farmstand as the honor system gets abused.
- Our goal is to educate the public about the importance of natural products, versus chemical laced products. Pricing is very important to a lot of people, and our product is not always falling in the less expensive category.
- Our nonprofit currently runs seven micro urban farms that provide fresh produce to at-risk residents, education for all ages, community tours and meals. Sustainability practices are of highest importance as well.
- Our original motivation was to better utilize our farm labor when it had been a scramble to find enough hours for two full-time employees. The ski center didn't end up using many hours, however, and it's been entirely taken over by our partners and does very little to help the farm.
- Our urban farm is also trying to create farming opportunities for people with disabilities. This is a core part of our farm's mission.
- Over the years we have hosted at least 70 countries plus all 50 states.
- Preserve history & culture.
- Pride that people/strangers appreciate the hard work that I've invested in [farm]. Also the positive experience of "picking fresh from the garden" like the previous generation did and now have a venue to share that experience with their children and grandchildren.
- Productive use of land (instead of just weeds) and tax advantages
- Promoting mule drawn wagon rides and picnics.
- Promoting vegan farming
- Promoting Vermont agriculture and food processors off the farm--restaurants, breweries, Billings Farm Museum, syrup makers, cheese makers, other farms, etc.
- Provide a location for customers to enjoy the outdoors and "get back to nature"
- Provide a model for other landowners to add ecologically sustainable revenue.
- Provide employment and scholarships for Southern Wesleyan University students.
- Provide employment to local youths and temporary unemployed.
- Provide environmental conservation education
- Provide healthy, non-GMO, organically grown fresh, tasty food for our community and encourage everyone to eat better food! Donate to charities Walk our talk Support composting efforts (and not filling up landfill)
- Provide opportunity to sell to local customers without reliance on farmers market. No local stores will carry our product because we don't use a distributor and farmer's market is declining in customer attendance.
- Provide summer employment for rural youth
- Raising awareness of our overnight accommodations
- Raising well rounded kids
- Rebuilding our farm after an EF-4 tornado.
- Retail sales are always better than whole sale
- Sell pottery
- Selling berries at the farm is our advertising for event venue bookings
- Signage to pull customers 3 1/2 miles off the main road is difficult. Most of our farm customers know us (the family) or are Farmers Market customers wanting to visit the farm to learn more about us

- Since we are primarily a dairy farm we wanted to diversify to have improve cash flow and profitability of farm. Revenue from our cooperative (milk pricing) is somewhat uncertain and volatile and unpredictable and diversifying was a way to have better control of finances.
- Technically door county Wisconsin, a heavily tourist visited location, does not allow “agritourism” in our zones area although encouraging low density and farming
- The Agriculture Tours are run out of the local Economic Development/ Chamber/ Visitor Center office. They are structured three ways 1) Bus Tour, 2) Custom Tour, 3) Community Tours and coming soon a 10 stop self-guided Ag App. The Visitor Center has a list of Farmers, Ranchers, Higher Ed Research Centers, Retail, and food Manufactures that are included on the Tour. [Contact information redacted] The Ag Tour Program has been going on for over ten years and is spearheaded by a local Farmer whose family has been in Powell Wyoming for over 100 years. The Visitor Center has revamped the program recently and hopes to grow it into a bigger tourist attraction. It is also helpful from an Economic Development stand point when attracting value added products to the unique qualities of our crops in the Big Horn Basin in Wyoming due to a huge Bureau of Reclamation project, the Shoshone Project.
- The farm has a x-country trail groomer, built by neighbor and our farm family, and we set and groom trails for free use by neighbors. We also permit friends and neighbors to exercise their dogs, off leash, by walking around a 30+ acre field and walking on the trails in the woods we have built. The practice of permitting the above uses is simply allowing others to enjoy the beauty we enjoy and carries no obligation for them. Most people are quite pleased to take advantage of the opportunity we offer.
- The farm land is owned by a farm trust. They use the farm to showcase their work/success to increase donations of cash and farms. There is one main farmer on the land with a 99 year lease of the land for farming.
- The towns are not very agritourism friendly
- This is a family tradition
- TN Dept. of Ag has not considered overnight stabling as agritourism. WHY?? Equines are agriculture, and our customers are travelling (tourists), & stay overnight. WHY is that not agritourism?
- To bring to the farm activities that would nurture and inspire our daughter that we would not be able to pay for like a ballet camp and a show and acting classes and concerts.
- To educate guests on agricultural life and differences in the north east
- To have a farm product that would be able to help pay taxes and utilize what we already owned.
- To increase income, as a small farm it is essential to the continuing to be able to farm
- Tourists are the stable source of revenue not farming
- Town Bylaws are strict and restrict economic development. It is difficult to get permits to use buildings and conduct business to make income. Neighbors and rules can be a hindrance.
- Training future farmers and ranchers
- Try to get land to expand farm to offer better agritourism, and visitor experience. We do not get enough federal support for such activities and getting grants being a small farm is very hard.
- Trying to expand into the hard cider market
- Utilize our property's capability to generate revenue and help pay taxes etc., build capacity for another generation to live here.
- We also host events and having people visit the farm is a major marketing channel for us.
- We are a breeding and training center that does a lot of educational things. We have around 3 00 campers during the summer, several hundred that do lessons and a huge competition team. We are an approved riding center by the United States Pony Club, CHA approved center, approved by the American horse council.
- We are a historical living history site. We want to reach more schools and teach children how pioneers lived and had to hunt/grow and make what they had. We host many events to get all types of people there who may not otherwise have visited the farm.

- We are a thoroughbred retirement facility educating people on the importance of post-racing aftercare and animal welfare
- We are also a licensed wildlife rehabilitation facility
- We are building a cidery (hard cider) and developing community interest in apples and apple products by providing an orchard experience.
- We are building for our grandchildren, camping, fishing, cabins, biking trails and festivals.
- We are only open when we give tours or cheese classes due to the cost of having a retail outlet (permits).
- We are primarily a museum that offers living history events
- We are run completely by volunteers. Our agritourism is our labor! We rely on grant and donations. Our volunteers spread the word about what we do. We are a 501c3. We grow food for those in need in our community. We also have a shared-use kitchen and honey house for a reasonable rent to encourage economic growth in our rural community.
- We bought an existing business, Virginia's oldest continuously operating commercial grist mill (c. 1750) in 2016. The previous owners were in their late 70s and while they had not been winding down the business, they were not able to keep up with demand, were turning down wholesale business (restaurants) and certainly were not interested in growth (e.g., No online shop, no social media/marketing, very limited website, etc.). So our goal was slightly different than a family owned farm that decided to develop the agritourism side of their business. Agritourism was already the business of the mill since nothing was/is produced for the business on the farm, all the grains that we grind are purchased from other farmers and our farmland is rented to a sheep farmer for his own business. So, our goal was to develop and expand the existing agritourism business of the mill and farmland (e.g. we added a rental cabin, gardens and picnic space and outdoor event space).
- We chose to become a Farm Winery in order to have something to do during our retirement.
- We continue to support community relationships at County and City Council meetings; Political events, Women and Minority Landowner Owner trade shows sharing SC Agritourism Association members' booklets and Minority Landowner magazines.
- We grow 2 varieties of pears for commercial production. The public who comes by sees our area's Ag Tourism sign, a group of us in the CA Delta who join each year to bring the public to the delta area for pear harvest and wine tastings, as there are increasing numbers of vineyards in the delta.
- We had several unused houses and buildings that were either empty or full of junk. We are in an isolated part of the Nebraska Sandhills and knew that people might be interested in vacations, hunting, fishing, and hiking on our ranch. It is secluded, peaceful, and full of beauty, birds, many deer, big lakes for good fishing, and just relaxing.
- We have a constant stream of visitors coming through our place but have never deemed it necessary to monetize this situation.
- We have a historical ranch and we have renovated our ranch house, have events and tours and explain the historical significance of our ranch
- We have created good relationships with community leaders and organizations. Their support has been vital in growing the local farmers market and increasing farm sales.
- We have started [a learning center]. To educate kids and community on sustainable living. Also, we are the Chair of Agritourism for our County. I teach Local Food Class at local college. We live in the largest Agritourism County in Kansas. Our neighbors love us.
- We hold events to attract and engage donors, as we depend upon donor funding to keep our programs going.
- We offer stalls, overnight for horses and their people, travelling on I-75. Most are Michigan/Ontario, heading to Florida for the winter. I am ticked off that TN does not consider this agritourism. Do we teach? NO!!!! Our customers are at the level that they are hauling these horses for 2 days, to go compete. They KNOW what they are doing. But this IS Agriculture, and it IS tourism.

- We open our farm to tours when a government employee has requested. We have hosted international students and farmers, urban customers through supermarkets, employees of the FDA, etc. These have all been at the request of an employee at DE Dept. Of Ag or another similar agency. Our goal is not necessarily to educate the public, but to build the relationships with the government agents.
- We opened in late 2018 and, as a winery, our goal was to establish healthy sales and also be good community members.
- We sell goats to a dealer who resells them
- We view the encroaching regulatory environment as a distinct threat to rural community stability and the possibility of rural youth finding early educational experiences. We have not been successful in developing any kind of discussion of the implications of the current entitlement culture, but feel that there are many issues that AG Tourism could help acquaint participants with in the process of enjoying something that will disappear in their life time if not addressed.
- Winery is our only DTC outlet
- Would note an increase in revenues does not always mean an increase in profits....we have been very successful at increasing revenues, profits however are tough given the level of capital investment required.

Appendix C.2 Five Year Plans

What plans do you have for agritourism including on-farm direct sales over the next five years?

- ABnB
- Add U-Pick raspberries
- Add a Sustainable Agriculture classes for kids and community
- Add investors
- Add more amenities to our lodging
- Add VRBO
- Adding a vineyard and educational center of the prohibition era in Kansas.
- Adding brewery
- Adjusting to what works
- Advancing age a will cause changes. Don't know yet what will change.
- Again, your form does not actually allow me to choose more than one. Of the six choices, I would select 1 and 2.
- As we go through the changes of handing the reins of the farm to our son there's many ideas on the board so input from what customers would like and suggestions from growers are always welcome
- Become more inclusive to the Cooperative Extension in our county
- Build build build.....plan plan plan
- Considering wedding and special event rentals: also farm to table dinners
- Continue to learn and grow with each new vintage
- Continue to work with Community to expand knowledge of agritourism
- Craft/ farmer markets
- Depends on the sales
- Develop opportunities for other to produce & conduct agritourism events on our farm
- Develop sustainable revenue stream
- Event venue
- Everything I can do to increase income and agritourism is the way to do it

- Expand added value product line
- Expand current product numbers
- Expand produce offered and invest in equipment won't take my check mark
- Expand sales at an off-farm location.
- Expand the amount of what we already offer
- Expand volume
- Expanding the offering of beverages we make; new wines;
- Explore ways to represent the farm at off-site gatherings
- Find other outlets to sell product
- Find profitable wholesale markets for my products
- Fine tune the operation. We have grown a lot in the past 6 years.
- Focus more on event hosting
- Focus on the products that have the best return and experience for the customer
- For the past 21 years we have made small additions each year to our attraction, and we plan to do so for the next 2 years, however if we do not see any increase in our attraction, we will seriously think of closing. We also have an opportunity to start a similar business in NH, and if this goes well, then we will cut back or close our VT attraction.
- Further my network of visiting fiber artists and educational offerings. I hold a Nursery Stocj License and want to expand to provide pollinator friendly garden stock and planting classes; continue to speak with the MN Dept. of Health on our successful "road show" presentation about professional agritourism
- GAP rules make it very hard to have the farmland open to visitors.....
- Have more farm tours
- Hold more events
- Hoping to become a 501C3
- I am getting too old to increase my level of operation
- I am hampered by County land use laws
- Improve marketing
- Increase # and diversity of animals, experiences
- Increase number of visitors
- Increase publicity and possibly add specific events. Also increase online sales.
- Increase sale of current product line
- Just trying to get to a break even
- Lease to young farmer, open to changing type of ag operation
- Make more money to be able to do all of these things
- More marketing
- More mechanization to avoid hiring more employees that can't sweat and think.
- More value-added products
- Move tasting room.
- Nomadic Greenhouse Farm to bring farm to urban sites
- Open a satellite winery
- Open an urban location
- Our plans are to expand some experiences and/or products offered and reduce others.
- Overnight stays Through Airbnb/ commercial kitchen w/ meals available for small groups under 25 locally grown food/ open for small retreats/ quilters/ crafters/ scrap bookers/sharing blue sky on a working farm and ranch in the Midwest

- Overnight lodging
- Parking/restrooms/solar
- Reduce labor needed to operate
- Reduction is to improve sales and profits
- Retire
- Retire and how the next generation take over
- Retire!
- Sell and retire
- Sell business
- Sell farm and retire
- Sell only thru off farm business
- Sell to new farmers 2021
- Selling farm, we hope
- Simplifying number of prepared foods
- Stay the same
- The top three - expand, invest, hire - it won't let me select more than one option
- Transition to the next generation
- Unknown
- We are exploring how to expand and in what direction.
- We are just starting and only had one event/tour but have more planned. Eventually hope to have weddings
- We are limited by our County to what we are able to do on our farm.
- We are retiring from our alpaca farm soon.
- We do not sell products retail.
- We don't do agritourism
- We don't have any plans. It will be up to our partners if it continues.
- We have been over capacity for years.
- We hope to transition to next generation outside our family
- We plan a Japanese stroll garden
- We will be rebuilding the entire farm infrastructure of the farm, planting new orchard trees, adding a plant nursery this spring, all the nurseries in the area were destroyed and are not returning. Our house will be first followed by a cold storage facility, packing facility and so on.
- Will add an Air B&B
- Work with regulators to be allowed to carry out previously allowed activities
- Would like to sell the farm to family/group that can help the farm grow.
- Would like to add lodging
- Would like to find someone to manage the farm for the experience and 80-90% share of income instead of closing.
- Write commentary inviting people to participate, economics is not good for this process at this point
- Write more USDA grants

Appendix C.3 Challenges

How challenging are the following for agritourism including on-farm direct sales? Please choose the appropriate response for each item. Please comment on these or other challenges to agritourism including on-farm direct sales.

- Getting the word out, reaching customers, developing messages that draw people to your farm/area. Finding and developing activities to entice people to visit. Finding unique, appropriate, informative messages that contribute to differentiation. And attractiveness.
 - [Farm] is very successful. Sometimes too many people for the roads.
 - 3 major issues are: 1) lobbying local governing bodies to keep up to date with changes in the agritourism industry. 2) Dealing with the incredibly high cost of labor. 3) Regulatory compliance.
 - A clear vision and sticking to that niche is all-important. You can't be all things to all people nor do everything well.
 - A few customers expect everything to be perfect. They are used to seeing extreme consistency in grocery stores. This is not a huge challenge, but what we consider to be a 'learning' moment for those who want to know why everything does not look super uniform. In the past, county zoning was a huge obstacle. With recent updates, a new category allows for more ag tourism and has helped us out tremendously. During our first 5 years of operation, we were very limited because of county zoning restrictions.
 - A huge challenge is WEATHER! Another is false information from media like when the news channels in the Puget Sound over dramatize road conditions in winter or fires in summer. In 2017 they were crazy talking about fires when the fires were mostly in Canada or another state. Getting the County to put up road signs at major junctions 20 years ago took me two years. There is more, but I would need to think a while.
 - A lot of work for U-pick compared to commercial picking. And less \$\$\$... And open on weekends when the public can come pick blueberries.... And weddings are Friday, Saturday, & Sunday.
 - Access to stable internet service at our location is an issue. Even though we are only a couple miles from one of the fastest growing cities (Sandy) we have minimal choices and poor connections.
 - Accessibility
 - Accessibility for wheelchairs, or people who have difficulty walking on uneven ground, limits participation.
 - Activist agenda's Interfaces between visitors and ongoing operations
 - Agritourism is not a component of our business model.
 - All neighbors love us but one. That one has 2 lawsuits against us. He doesn't have a case, but we've paid over \$60,000 in legal and other fees in our defense
 - Animal rights/activists are very concerning to our family. We received a radical email several years ago when hosting an Open Farm Tour that threatened their presence at the event and police were on alert and we were concerned. Last year we had two customers (college age students) verbally assault me regarding the condition of our dairy calves (with no sound reasoning - obviously we entertain thousands of school groups so we take great pride in our animal husbandry.) We are a family oriented business so we try very hard to view things from a family point of view. It was extremely disheartening and the next generation of the farm questions whether they want that exposure in the future.
 - Any help with managing city-based bureaucrats who govern sweeping restrictions on our Ag zoned operations would be a huge help to us and others. The do not understand the benefit of the work we do on a farm and are an impediment to us getting the message out to others.
 - As a local farm winery in the state "we" as a group feel the need to develop a "wine trail" that would allow signage from the interstate and /or major roadways to encourage travelers to visit our facilities and farms.
- JB Lambert Lamberts Vintage Wine

- As a new farmer without family help and someone now on a fixed income, the concerns are many regarding finances, labor, physical limitations, etc. The BNB worked well and guests loved the farm, and I could see and hear that they wanted more from the farm experience (of which we are currently working on). For me the issue has been having customers and not having enough product or administrative /labor help to grow/expand. Due to the demand, the plan is to scale up difficult at best.
- As mature operator, many of challenges to new operations no longer a problem or overcome early on before agritourism was on the radar of planning departments as a 'problem' when interpreting state regulations.
- As PYO we find families are here more for the experience than to pick the quantities to put by that families of the previous generations would do
- Availability of access to the farm and parking during our busiest days
- Awareness is probably the biggest challenge.
- Bad weather is always a problem for outdoor events, we deal with that constantly. Local newspapers are often reluctant to give publicity to events they've covered in previous years. New extremely hostile neighbors. Limited parking available for some events.
- Because I am just starting up would like to have farm stays and do not know how to get state or county permits. From the research I've done it sounds like the state laws Trump the county laws is that correct?
- Because you lumped agritourism with direct on-farm sales I needed to comment. 2019 was our first year farming as we build the infrastructure for a small diversified farm. We had eggs and grew vegetables/flowers/herbs in 2019. It was a difficult growing year because I do not have a hoop house and due to a rainy spring, all crops got in late. It meant that we did have eggs to sell, but a limited volume of vegetables. We are fortunate to have an apartment next to the barn which in the season we rented out as an Airbnb rental. This was highly successful in itself but only generated minimal on farm sales of eggs and veg. So that is why some of my responses to the above questions might seem contradictory. We learned a lot and will make adjustments in 2020.
- Between state and county regulations (and expenses) and focused insurance availability (and expenses), it's usually been impractical to pursue larger events that would generate more revenue.
- Biggest challenge for us by far as beef producers is state restrictions on value-added products; e.g., prepared, refrigerated meals to go from the farmstand and farmers markets. State could, but does not, allow grab-and-go meals from the farmstand refrigerator or freezer -- unless it's still in the cryovac packaging from the butcher (think bratwurst and hamburger patties). They allow monthly (but not weekly) farm dinners, without all the permitting overhead. There is substantial demand for meals-to-go, but we would need to make infrastructure improvements and submit to the schedule of a state inspector. Other challenges for us are lack of local commercial freezer space (Emily Alger from shlt has details), need for guidance in shipping frozen products out of state, risk of ramping up farm stand with renovations (we will apply for a grant - otherwise pay back is too long).
- Biggest challenge is marketing awareness in rural area. Second is dedicating manpower to serve that portion of business and having a staff capable of multi-tasking.
- Bookkeeping, internet sales
- Building codes and requirements.
- Climate change -- more rain during the rainy season -- may put us out of business.
- Competition from Airbnbs, tourist homes & extralegal operations
- Competition from other farms in our area is not an issue, but unfortunately we've actually experienced difficulty with one of the farms trying to sabotage our reputation.
- Concerns about insurance especially as well as being able to cash flow
- Condition of county roads that provide access to my property. Extremely high property taxes make it challenging to finance improvements to agritourism projects. It would help if there were business incentives/tax breaks for agritourism improvements.

- Conservation land restrictions.
- Cost of labor
- County has taken almost 2 years to permit me to operate a farm to table cafe and now are considering requiring me to have to form contracts with farmers for supplies. Problem is no one here grows anything in winter
- County laws differ
- County regulations and permitting process was exceedingly difficult. And remains so. The current climate for agricultural tourism business is snubbed by our local regulators and it is not a pleasant process. They treated my business like an enemy to traditional agriculture business and actually shut down my event due to my having the wrong CUP permit. \$900 later, I now have an IUP and permitted for 5 years and can have 3 on farm live music events each year. This is expensive and goes against the need to encourage new and innovative business in agricultural settings. I have so much more I could share with you about my experience as an agro-tourism business owner in rural Minnesota.
- Crio loss
- Customers bringing their pets.
- Dealing with proper insurance in rural areas--very few have any experience with what we do, as are therefore reluctant to provide the necessary insurance to help us thrive safely.
- Dealing with the public almost everyone stay is unique
- Don't have the time or know how to do this or keep the site up
- During our busiest weekends because we have so many people on our property we are always concerned about safety and the customer's experience.
- Establishing hours of operation versus by appointment only
- Even though our 501(c)(3) is rooted in ag, we find it difficult to be accepted by the local ag community because we do not grow food - we propagate all of our succulents and horticultural plants ourselves. We sell living-plant gift arrangements wholesale (and offer our event venue for family weddings/parties) to raise funds for our support. We also use our starter plants for Plant-a-Plant, where we guide the parents/grandparents in helping their children plant a starter plant in a ceramic cup to take home to nurture together. We also do Group Field Trips on the topic of Soil Erosion - A Topic You Can Dig!
- Everyone near us is hoping we succeed as they want good jobs
- Everything going well!!
- Expectations of visitors regarding access to animals -they don't understand/misconstrue biosafety measures and they are very disappointed that we are not a petting zoo, and it's difficult to communicate that as a working farm we are not always available if they don't call ahead, as we don't have an employee dedicated to offering tours
- Farm tours are done on an invitation only bases at scheduled times with a meal of farm grown food served in the end. There are no on farm sales.
- Fear being sued if someone does something stupid. Finding good part-time help difficult.
- Finding "Seasonal" Help has been a huge challenge that has held us back from expanding. Concerned on more unnecessary "Regulations"! Very concerned my 4th generation grandchildren will be "Regulated to Death" and stop Farming!
- Finding and keeping management and employment who have a long-term commitment to the operation
- Finding out, and then implementing the local regulations is very difficult. They give us the run-around, no one seems to know the answers and each gives a different interpretation of nonsensical, bureaucratic rules.
- Finding responsible energetic labor to help manage!
- Finding the right employees who are hard workers, enjoy farm work but are also really good with the public. Dogs Parking and accessibility on a hill farm with little available capital to make improvements As we get more tourists from outside Vermont we find that people are less educated about how to behave on a

farm and we need more signage Hard to price all the experiences we offer - many of which end up being free (hiking, seeing the animals, etc.)

- Finding time to give customers attention they deserve with full days of work to be done in the vineyard and other farm activities
- Fitting into a day all the different demands for all the orders for products, delivering, and entertaining visitors
- Flexibility of facilities. What is efficient for daily operations is not conducive to audience access on that one day per year.
- Food safety rules, wildlife, pressure from invasive pests and weeds.
- Food laws and production laws are very restricting and geared to big ag to push small operators out.
- For a very small farm in Maine producing a crop grown by many others in the region, agritourism is what saves us financially.
- For the past 21 years, we have received numerous notices of grant money availability and have repeatedly seen this grant money to be given to groups/people who make their living on grants (consultants, etc.) instead of being given to the farmer. We do not need a grant to pay a advertising consultant, we need money to pay for marketing the NEK and our attraction. We are the only non-NH attraction asked to be included in the NH Attractions travel Map - (which costs us about 1/2 as much as it does to be included in the VT Attractions travel map). We spend thousands every year to get people to come to VT from around the world.
- For us, the most challenging thing is balancing on-farm Agritourism with on-farm production and managing visitors moving through the spaces. Our community and town has been very supportive, which has made things easier for us!
- Funds
- Future "unknown" for new rules/regs that will make Agritourism almost unavailable in our area. Unknown "how" or "what" to plan let alone investing more capital into agritourism and yet we need to invest to make plan better.
- GAP laws make having people visit the farm land difficult-- if not impossible, so now we only allow the public in the farm stand and not on the farm.
- Getting customers to understand what is involved in any farm operation today
- Getting people out of town
- Getting people to stop their car and purchase. People buy limited amounts of fruit because they don't know what to do if they bought more. People not knowing how to prepare food for freezing, canning. Includes berries, (strawberries, blueberries, blackberries), peaches, winter squash, they need info on how to preserve fruit, pumpkin seeds, people need health information about fruit too.
- Getting people to come on "your" schedule is very challenging
- Getting the word out to surrounding communities that we exist
- Getting visitors to understand that we are not Walmart or Lowe's. Once you take products home they cannot be allowed back on property or "returned"
- Going from into next generation very challenging Planning time to sell to get best price
- Government regulation and insurance are extremely significant issues for the industry. The liability of inviting the public onto private land is huge. Every state needs an agritourism liability protection act to protect farmers from absurd and frivolous lawsuits.
- Grants from the state seemed to be focused on larger projects, I was turned down because I didn't meet minimum request levels. Was told the paperwork for a small project was too much trouble
- Great commitment of time and energy.
- Hard for school children to suit due to funding. Takes money to advertise and always have an employee there or be there yourself.

- Hard to find standalone liability insurance. Most companies won't offer a policy unless they can cover everything.
- Has a lot of possibilities Internet has become so commercialized that it is almost unaffordable to be recognized without spending considerable amounts of money
- Having a physical structure for "farmstand"; safe parking; attracting passing-by-traffic and having them actually stop at farm (on state highway route 50mph) to visit, and purchase items.
- Having adequate parking for busy times. Expense of Restroom facilities. Change in weather patterns. The need to decide about charging admission for entry. We currently do not. But many guests enjoy the visit, but do not adequately patronize our farm for their experience.
- Having clean water without chemicals is very challenging
- Having enough crop available for pyo ALL the time during season
- Having opened the retail sales to our greenhouse business 36 years ago, I don't think of us as agribusiness exactly - just a garden store too far from town. We don't seem to have good festival and event planning skills here to draw people out, we just advertise in local papers and Garden Time TV show. The main draw has to be a product better than our customers can get elsewhere. That takes a lot of work.
- Having people control their children and parents understand why. We do lots of pumpkins so we get children. Having Livestock and other small farm animals around children is also a challenge.
- Hemp licenses for women and minorities are not equal to the others being offered. The investment of \$60,000-\$80,000 for the losses being expressed by those who have tried to grow and sell have been greater than the investments. The seeds purchased are not regulated, the harvesting schedule is too short for bad weather related problems. Why are farmers being told this is the correct crop of the future when the distribution networks and insurance factors don't add up to a profitable plan???
- Here in California we deal with every govt agency ever invented. Between taxes and regulations I would not go into business today in California. Since I grew up here in the state, I know where its downfalls are and challenges. I stay politically active to change things for the better. Workman's comp makes most businesses leave the state, but unfortunately when you have land attached to your farm or ranch you can't just pick up and leave!
- History of farm has been to buy produce from other places and sell it st farm. I want everything to be grown on property, do not have enough reliable help. Expenses overweight profit
- I am an artist and farmer. My creative work is incorporated in all that I do on my property. I would like to see an expansion and inclusion of ART (not just food and agriculture) when one mentions "the living landscape".
- I am just getting started. Agrotourism works in other countries where there is easy access via transportation. In Europe, people ride the train to a small town on weekends and make a day out. In the US our trains are a disaster so much of the population doesn't want to travel to our venue. And we are surrounded by nothing but corn and beans, so there is little else to do. And many farmers don't want people to come out, they just want their government checks. Without a social glue, this won't work. Maybe VT or NH but not in Kansas.
- I do not accept overnights that I do not know or haven't been here previously
- I have been operating a small but growing CSA (100 members) for 5 yrs. with on farm pickup and no major problems or issues for me or my members or the town.
- I would like to be able to build and operate a small facility to make our value-added products on the farm. Zoning restrictions are prohibitive and access to funds for facilities and equipment is difficult. We are currently forced to make our value-added products off-site. This requires extra travel, expense, duplicate insurance and utilities, leasing instead of owning our facility, and other added expenses.
- I'd like to see us focus more on agritourism opportunities internationally. I love to stay on farms when I travel overseas. I think international visitors would love to see what we do.

- If we could cut out middle-schoolers and their parents, this would be a good thing. The lack of respect from them is the main reason we will be retiring in the next 5 to 7 years. Maybe even sooner, they are a real problem.
- If your operation looks like it is successful, everyone will try to copy it and every government entity will try to tax and/or regulate it.
- In June of 2017, the Dept. of Transportation sent me a letter telling me we had to take down the directional signs we had on US highways (the only major roads near the winery). Our traffic fell by 75% as a result. They would not let me change the signs to ANYTHING with an arrow on it. Only "free speech" or "religious expression" were allowed, neither of which will let me direct people in this remote, rural location. We lost ALL drive-by traffic, which, since we are near [the lake], was a lot of our traffic. I had to fire 11 people!
- In-season farm visits/events in the maple business can be affected by snow, ice, rain, mud. This increases the strain on labor, scheduling, attendance, liability, and planning for the event. For example, groups that wish to actually see maple syrup being made, need to have a flexible schedule. Maple production is totally weather dependent. 5 degrees Fahrenheit difference in outdoor temperatures can mean terrific maple sap weather or no sap weather.
- Inability to provide temporary signage to direct local consumers to our farm is extremely challenging.
- Insurance cost to cover liability for you-cut Christmas tree farm is a challenge. Finding labor during the brief Nov/Dec time slot is a challenge. Labor may ultimately influence going forward with our you-cut Christmas tree farm.
- Insurance is definitely a concern. It is very expensive, and companies don't really seem to understand what we do or have a model to follow.
- Insurance is my only barrier, hard to find affordable coverage that allows me to do anything more than have guests stand and stare from the driveway.
- Insurance is the deal breaker for us. We develop customers through social media, Instagram. After several ugly scenes with the neighbor, we decided it's safer to sell directly through a meat outlet. We are on 165 acres in an ag zoned portion of [the county]
- It can be hard to provide a rewarding experience for visitors when the farmer is struggling to improve and expand. There is no help for women in agriculture, and that is one of my biggest hurdles.
- It comes down to meeting the public's expectations. We are a small operation and are not set up for groups with a lot of children. The owner is physically partially handicapped and not always able to follow groups of children. The adults in the group do not always understand the importance of discipline and safety.
- It is and always will be very important to meet the needs of our visitors while they are on our property; their comfort and safety are primary. We have to wear so many hats.
- It is too hard to both produce and market on a small farm. I'm beginning to think the way to go is for a group of farms to cluster around a destination farm. The destination farm does the marketing and sales of products from the other farms.
- It will always be a challenge to host visitors, whether at the farm or at the bnb. The possibility of an unhappy visitor is likely at some point, so it is critical to have outstanding customer service.
- It would be great to see a unified lobby at the State House to help advocate for policies that would better support this industry, which doesn't quite fit into either farm or hotel, and often makes less financially than either.
- It's a shame that it's so expensive to get started in USDA approved goat dairy products.
- It's been difficult since giving permission in 2015 for farm weddings which were very much in demand. And then having the town rescind permission. I'd love to see federal law as that are uniform from state to state.
- Just to be clear, I think all these are very important. However, our farm specifically doesn't have challenges with these things. For starters, the state is super friendly to farms and let us do just about whatever we want. On the other side of the coin, we don't want to do dumb stuff, so we don't run into

challenges. We get along great with the people in our community and everyone seems genuinely happy to see us be successful and be part of the reason we are. So yeah.... Not sure if my feedback is really very helpful. (by the way, my state is Kansas)

- Kansas legislature has been very helpful with an active Agritourism department and liability limits
- Kansas state law exempts farm/ranch from local zoning and codes, county enforces and make everything very difficult despite violation state law.
- Keeping prices low for customers, maximizing local vendors or farmers markets, without lowering my profit margin, trying to pay for employees when I don't have enough revenue coming in, increasing days open and still having enough items to sell, smoky days from state fires where no one visits and my health is compromised by being outside all day, every day, local competitors who bad mouth other stands so they can capitalize on more business, local competitors breaking rules or government guidelines to get a "one-up" illegally. Really the list goes on. This has been one of the hardest jobs and ventures I have ever been involved in, and I make little to nothing to show for all the effort and work put into this business.
- Keeping things new.
- Labor has been a challenge to keep consistently and affordably. Weather is always a factor. Would like to expand the operation but the next generation doesn't appear to have an interest.
- Labor is by far our biggest challenge especially field help in the vineyard and for harvest
- Labor is the biggest challenge for any farm and with the increase of agritourism (it's funny that a survey about agritourism that the computer does not recognize that word) there is an increase in demand for labor (duh !). It is one of the few ways to make a small farm turn a profit and is the answer to being able to keep us going. OH, Thanks for your interest ("sorghum is the south's answer to maple syrup, our grandparents were raised on it)
- Lack of high speed internet in our area- South Central Kansas - Networking w/ other Agritourism Businesses
- Lack of reasonably priced Internet access is almost crippling. We spend hundreds of dollars a month to: 1) provide connectivity for our overnight guests, and 2) to ensure we can access the Internet to handle business operations and business development.
- Lack of regulations is challenging because it is allowing 'back yard campgrounds' to exist which do not contribute to the local taxes.
- Lack of reliable high speed internet is a huge issue for my own education and also for promotion of our farm and small business.
- Lack of support from governing agencies and/or lack of knowledge.
- Lack of support from our state. We generate a lot of tourism dollars but it seems those funds go somewhere else instead of helping our industry.
- Lack of teaching on how to structure what we do and what the laws are
- Land-use laws block innovation. Getting visitors from 50 miles away requires more lodging in our area, but agricultural zoning precludes this. Need to give farmers/ranchers flexibility to provide on-site overnight accommodations if land-use doesn't allow other entrepreneurs to develop in rural zones.
- Last year was a hailstorm year for us that affected a large percentage of our PYO apples. Managing customer expectations and education were extremely challenging in 2019
- Laws are built around large agritourism programs. New legislation needs to benefit the small, local agritourism sites also.
- Liability Insurance is top priority. State of Tennessee provides liability if the farm is 20 acres. My whole farm is used for Christmas Trees but is under the 20 acres. Another grower with 1 acre of trees in a large cattle farm can get the insurance.
- Liability/fear of lawsuit is always a concern when we are open to the public for 3 months out of the year.

- Local ordinances don't let us build enough buildings to support a store, sheds, barns, etc. To meet needs. Very restrictive!! Allowing picnics trouble as we have animals. Lots of issues letting public onto our property. Security for them and us.
- Local regulations and taxes are beyond daunting! Agritourism is not allowed and county planning says they want to improve but it will take 3-5 years to even start to change the laws. Honestly, it is scary but they say they don't want us to quit, because "the county needs farms" and it's "illegal but don't quit!" Seriously broken system... The UC Davis lady, Penny Leff, had an agritourism class where she had all of us talk about the opportunities then had all the county regulators stand up and say it's not legal, but they are working on it...
- Local zoning and land use laws for farm land use are the biggest obstacle to developing venues on the farm and limiting the number of events allowed
- Logistics of managing a crowd: parking, restrooms, hand washing facilities and the cost/labor needed to facilitate this services.
- Lots of laws and regulations that make it very difficult for the small farmers to compete.
- Main challenge is finding nursery stock and supplies at a reasonable price and availability.
- Making sure the visitors have a unique experience
- Many people assume that a farm has barnyard animals. We do not.
- Meeting my own expectations is somewhat challenging.
- Most concerning visitor behavior issues are children and dogs. We want to be supportive of each but do not have specific activities for children or an area for dogs. And want to be respectful of other customers who may not want to be around children or dogs
- Most visitors to farm are friends; we don't charge fee. 2018 numbers include 150 attending large wedding of family member.
- My biggest East challenge is also to keep my farm private and only open for specific events, workshops, and CSA pick up. I want to maintain privacy because I live on my farm and don't want it open to the public. Those boundaries are hard.
- Need simpler and less expensive ways to advertise.
- Need to expand the definition of agritourism to include recreational property such as forestland.
- Nothing
- Now that many farms offer extensive entertainment, it's harder to be what we want to be, a place to just pick apples and enjoy the outdoors as visitors are expecting, hayrides, animals, jump pads, etc., etc., etc.
- NY has inherent risk law but it doesn't seem to make a difference and there is no uniform verbiage. Uniform verbiage would make signage easier.
- Oil and gas has negative impacts from noise, traffic, emissions and lights. We have fireflies who struggle with the added lights of neighbors and communities. Lack of resources to protect wetlands and wildlife corridors. Neighboring commercial farming practices effect our bees. They also bring aerial sprayers without warning and the noise is frightening to farm guests and livestock. Probably unique to us with property on both sides of an irrigation ditch—Ditch water company has rights that trump all ours which makes fencing acreages for livestock or setting gates to limit trespassers impossible as well as accessing the other side via a much needed bridge. ADA bathrooms and meeting codes for our historic homes.
- On farm direct sales are challenging and very expensive in our county. I can sell eggs to the grocery store pretty easily and inexpensively. But to sell our beef, lamb and pork is another story. The hoops one has to jump through are awful and intimidating.
- On shared private roads, no one wants strangers driving slowly (semi-lost) gawking past their homes with children and animals outside, and we don't blame them; we don't like it either. With a few rural residential Ag and farm zone, agritourism efforts are construed as "events" which mean early noises and loud partying late into the night. We've decided that agritourism is a mistake--it is profiteering at the expense of neighbors and should not be promoted. Rural residential areas are not, and should never be a

"destination." It's an assault to neighbors. Our small Ag operation will sell our high-quality produce as we have in the past to others and deliver--no more "tourism."

- One huge challenge for us specifically is the very poor condition and poor maintenance of the county roads that are the only access to our property. It is a year round issue, not just a weather issue. We pay a significant amount in lodging and sales taxes, let alone property taxes yet see little to know direct relation of benefit back to us.
- One of the biggest challenges for the small vineyard/winery/tasting room is that there are limited number of methods of spreading the information. Tasting room visitors telling family and friends have been our most successful way of attracting new on-farm visitors.
- One of the worst challenges was gaining certification for food products. We are on a well and for 2 years I was sent from one agency to another trying to get my well certified. No one had the correct answers and it was a ridiculous amount of red tape. We ended up getting a commercial food processing permit and using a commercial kitchen (at our county extension office) to make our products, which do not contain water! (We blend our dried culinary lavender with other herbs to make teas and seasoning blends; the permit also allows production of cosmetics such as lotions, lip balms etc. Which also contain no water.)
- Opposition from the county zoning/codes department. The county said we were not agritourism and that we couldn't have events or weddings unless all property was brought to commercial code which would be impossible because our barn is on the National register of historic places and altering it would remove it from that list. Fortunately for us, we were annexed by the city and they are allowing us to continue with our agritourism business.
- Oppressive administrative rules and regulations for employees, FSMA, equipment safety and visitor liability.
- Our biggest challenge at [farm] is trying to keep our labor expenses from putting us out of business. We cannot find the balance of having to raise wages and raising the cost of our products so people still want to come and buy them.
- Our biggest challenge is that this was supposed to be a part time home based retirement business. We don't want to hire employees and our business license limits us to 10 visitors per day. So even if we wanted to we can grow that big. But the lure of alpacas has exploded to the point we can't keep up. I need to hire a book keeper to keep my sanity. But local book keepers aren't geared to a small family farm based business so lack the understanding of accounting for tax purposes. There's plenty geared to corporations, but that's not us. The overall work load has led me to start thinking about an exit strategy.
- Our business has been very successful; we are reducing only because we are approaching retirement.
- Our cell phone service (Verizon) has actually gone downhill in the past year. That has made it more difficult to post on Facebook while onsite, to utilize our cell phone to accept credit cards and our ability to set up a Wi-Fi network to connect our devices
- Our communities are slowly rebuilding meaning our customer base has changed significantly from prior to the fire. Labor is all but nonexistent, anyone capable will be in numerous types of construction, not looking for ag work. We will likely continue to accept to generosity of volunteers who were so helpful last fall. We are reinventing and creating a new business model hopefully to help us and our communities get through this wretched mess and continue to move forward with our new reality.
- Our concerns involve maximizing our events allowed for the year. In addition, finding resources (time/money) to invest in the Agritourism related activities we want to offer, building hiking trails, signage and making it safe. In addition, managing our land to facilitate parking for the larger events. Also planning for staffing.
- Our County (Washington County, OR) has not adopted agritourism guideline set forth by the state which makes it difficult to do things.
- Our County doesn't support Agritourism. They will not accept the Kansas State regulations. This is the largest problem in County. Kansas State officials support large agriculture and make laws to stifle growth of Agritourism. We have the highest sales tax on food in the nation. We lobby to take off the tax on

farmers markets and locally produced products. Farm Bureau in Kansas is only for large corporate farms. FFA in Kansas does and won't teach agritourism and regenerative agriculture.

- Our farm is in close proximity to several neighborhoods who have chemically treated lawns with pesticides, which affected our bee population. We are no longer able to raise bees for pollination or honey.
- Our farm is located in a flood plain which presents uncertainty and unpredictability. The farm also needs a number of infrastructure improvements and limited funds are available to achieve these.
- Our farm isn't big enough to meet the demand, so we have to be careful how much we promote, we could get overrun easily
- Our farm policy was dropped this year due to our agritourism liability exposure. Currently searching out other insurance options. Insurance is our biggest challenge. Because we host farm stays through Airbnb and have a choose and cut Xmas tree operation our farm policy is dropping us even though we carry separate tree farm insurance
- Our involvement is not really agritourism, it is permitting use of our farm property by the general public most of who we know. We could stop the use if there was a problem. Dogs need to run and people who own dogs need to have a way to work with their dogs in an area not encumbered by multiple dogs off-leash such as a dog park.
- Our main challenge is farm infrastructure to deal with concentrated numbers of people on wet clay with limited parking. Our farm itself is limited in where we can put parking lots due to lay of the land/power lines/etc. While most people are pleasant to deal with, we always have customers and visitors who plan on being unpleasant. We've had people be rude, through garbage on the farm, let barking dogs run loose despite being told of our leashed dog only policy, etc. (all issues you expect when dealing with the public). It's just a little harder to swallow as a small family farm when people treat you with no consideration.
- Our operation is in a very rural area. We could benefit if other venues would establish in our area to help drive traffic our way. Our county has very high unemployment but we still have a serious problem finding willing workers that we can trust.
- Our primary focus is on making an impressive customer experience on people being introduced to rural agrarian lifestyle and culture, and hopefully getting them to think twice about whether or not it is something they can consider, even just as a small scale change within their current daily lives.
- Our town has been awful in trying to soak us in tens of thousands in tax payments. The state has declared much of our grazing land and crop land "developed" and forced us to un-enroll it from current use even though we farm it, and, at the same time, Act 250 forced us to set aside several of the very same land permanently in the deed for agricultural use only. It cannot be both agricultural and developed--it has to be one or the other. Endless meetings with legislators and regulators have led to nothing. So we pay a higher tax rate on our farm land that we actually farm because the state has two sides of its mouth and can't decide what the land really is... The people regulating Vermont don't have the skill set to handle complexity and nuance and, as a result, it makes it hard to run a business here. We bring thousands of people here to support Vermont agriculture and its food industry/economy and we have only met resistance at every turn. Nobody can actually do anything but the government listens plenty. Just nothing changes.
- Out State and County regulations and laws are set up to make it hard and expensive to start and operate. Laws like not being able to sell raw milk of site. Not being able to buy farm fresh eggs to restaurants without grading, which is about size of the egg, nothing to do with the health of the egg. Health inspectors not knowledgeable of laws and telling farmers they can't sell to restaurants. It goes on and on. County not recognizing Agritourism as Agriculture... Saying they never will. Elected officials are Old School farmers.
- Outside sales May, June July - Farmer Markets & events. Onsite by appointment only. Business is located in defined residential area. No complaint by neighbors but somewhat limited by Municipal ordinances.
- Overall, we have a good experience with our visitors
- Parking... We've had a few events where we just didn't have enough space for cars. Fortunately, we were able to park a few at a winery across the street because they were closed.

- Participating in local networking opportunities continues to bring visitors to the farm. Many find me online or through referrals. Several repeat visitors.
- Paying traffic impact fees to county is ridiculous! We pay taxes & have less traffic than most ag farms.
- People often say they will come and i am waiting and they do not show or get delayed. I am not a patient person. We now charge a small fee and we do not do tours without an appointment which helps a lot.
- Permitting, regulation and taxes will put us out of business before lack of interest, lack of marketing and our current status in the community. If counties choose to implement Agritourism they need to create a plan that will allow for farmers to be successful.
- Poor internet is a HUGE obstacle.
- Poor internet service and cell service can be an issue here. We don't offer cable TV so guests rely on their smart phones or tablets if they want to watch some form of entertainment while here, and guests frequently mention poor cell service. Additionally, since Airbnb is an online service, everything we do to manage our reservations, communication with guests, etc. Depends on our internet to function. Unfortunately it often does not.
- Population from one area to another is not the same. We in Western Kansas can do just as much work, yet not have near the income based on population! Keep that in mind when figuring costs of activities to agritourism businesses. Rural areas, love to offer many of the same things as urban areas, but we will never have that population to pay exorbitant fees. In addition. With lower population, it's equally harder to profit with more competition, just not the population to cover it. And we shouldn't have to turn our living farms into carnivals to do so.
- Predicting market demand & supply
- Privacy and social media are both a big issue. We are open on weekends and people will drive up during the week and expect us to help them. And if we don't, they sometimes get upset and could post negative social media. People don't read signs.
- Providing charts showing cuts that can be obtained within the limits of butchering a steer or hog wasn't easy with some cuts eliminating other cuts of meat per animal.
- Providing facilities to help with biosecurity is challenging. It would be so great to get help making a solar handwashing and boot washing station.
- Providing sufficient parking and physical access to those with disabilities, including restrooms.
- Providing valuable experiences during the growing season is difficult. We are strapped for time during the season when we have the most potential to connect with customers & community.
- Rather than competition being a challenge, we see the advent of more agritourism experiences and products being promoted and delivered well in our region as a positive. We encourage the cooperative "bundling" and marketing of these experiences as helpful to all practitioners.
- Really don't like event centers operating under the umbrella and protections of Ag tourism when their venture does not sell, increase production or sales of any agricultural commodity. Nor does it do much to educate people about agriculture
- Regulations / codes in my county could pose issues now or in the future.
- Regulations and liability are of utmost importance. Even when working within the perimeters of permitted and within ordinance programs, certain neighbors harbor ill will even though they came to the area after the farm/agritourism was long established. As cities march outward into our farmlands this will become a dire concern for those operating agritourism operations even within the constraints of the laws.
- Regulations that apply to on farm direct sales that do not apply to farm market sales.
- Regulatory changes that don't recognize rural or zoning constraints; growing and effecting recognition of VT as a wine producing region and the grapes we grow as recognizable varieties. That recognition is growing but has a long way to go; educating restaurant staff about the varieties and quality of VT wines when those staff are constantly changing;
- Relatively remote site undoubtedly reduces exposure and sales.

- Roads leading to farm are very poor and town will not repair properly, poor DPW management
- Rural Internet access has been our biggest challenge
- Seasonality can be a challenge--conveying the notion of the very limited season for u-pick fresh cherries, for example
- Shasta County Agritourism ordinance approval
- Signage is a BIG issue for small operations. No local billboards and strict laws on Interstate Logo signs as well as Trail Blazers on local roads.
- Small business tax issues and development. Equipment purchasing and planned development and how to best financially do it. Water development issues such as ponds, windmills and land clearing.
- Some came, picked, ate, and left the farm without purchasing fruit. Therefore an adult entry fee of \$5.00 per adult over age of 12 was instituted and has not hurt the attendance of the visitors.
- Sometimes traffic to my location can be an issue with my neighbors and the association. (Private road) Would love help with composting and access to machinery to help spread compost! Would also love to add ecofriendly products, and energy sources I.e. Solar/Wind... Little time to do it all! ;o))
- Staffing is always an issue.
- Startup funding is the biggest challenge
- State regulations are the biggest problem.
- The ability to make on-farm events profitable, especially since we want to provide fair wages to our staff and convert volunteers to paid positions as farm events grow, is a huge challenge. Finding and training staff and volunteers for one or two events a year isn't always easy. We strive to have a diverse and inclusive business, and in an extremely segregated area connecting with diverse communities takes significant effort. Infrastructure- buildings, driveway, parking, all of these are challenges. Our farm is off-grid and we do not yet have a well or septic due to high cost in our topography, so being able to provide facilities that accommodate the expectations of, say, a wedding, is a challenge. People love their experience at our farm, and it is a great way to build loyalty. We look forward to a time when these and other events can also provide income beyond the expense of hosting them.
- The biggest challenge is to figure out what is best to invest in for new ventures.
- The challenges around regulation and city/county neighbors as the regional needs change/evolve have been restrictive to the growth of our business. For example, limiting our ability to provide food is prohibitive to customer expectations, especially as they consume alcohol.
- The cost of labor is very high - for harvest and sales.
- The gap in knowledge and "ethics" between urban people and farm people is widening. We MUST open our farms to experiential learning and be the informed face of reason to people as they ask wildly unbelievable and ignorant questions. 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. We are not in charge of what people do around animals — our pets or livestock — and the single biggest threat to my continuation as a host will come if and when somebody insubordinately refuses to comply with our rules, gets hurt or ill, and occupies us in a lawsuit such as the pending case at the MN State Fair. Thus far, thousands of visitors have reinforced that this is all worth it.
- The most significant impediment has to increasing different revenue streams are regulations concerning food safety including water treatment and pasteurization requirements. Some of these requirements add thousands of dollars to starting new ventures.
- The only real problem we had was making a real profit. Unfortunately most things only pay pennies. When you have to make dollars to have a successful business. So we have changed the percentage of direction to increase profit. By residual income, like renters, campers, solar farm, classes, farm dinners, boarding, etc. So that we can make enough money to farm. Cause let's be honest people don't want to pay premium price for premium product. Unfortunately people want to pay Walmart prices for everything, In general. So I found other ways to bring in money. But you gotta love farming or it's going to be a long hard road for ya...

It's ok to fail, just dust yourself off and get up and try again and again and again and until you succeed. Never give up! It has taken me 15 years to finally make enough money that I don't have to have a 2nd job. The key was to redirect focus on what we have a lot of and how we could make money at it. Then come back to all the day dream ideas that we like to do. That might make a few pennies...

- The other issue is businesses moving in to the area like "event centers" that claim to be agritourism. They have no ag operation or connection and are just hiring out their venues for parties, mostly weddings. This is making farming more difficult in our area as they increase traffic on narrow rural roads with people unfamiliar with the area and often after they have been drinking. Farm operations and spraying become more difficult when large groups of people are near your fields. Counties need to more strictly enforce Ag zoning rules.
- The overall start-up support and time commitment have been a challenge. Marketing (on a tight budget) is challenging, as I prefer to spend my time on the ranch not marketing on google business profiles, Facebook and twitter.
- The product we produce (stone-ground grains) is perishable, not as perishable as fruit, vegetables, meat, dairy, eggs, etc. But it still has a shelf life of 3-6 months. So it requires on-farm refrigeration (which can be a significant cost relative to other on-farm direct sales costs) and we also strongly suggest refrigeration after purchase, so this limits the extent of off-farm retail sales outlets we can develop as they need to have refrigeration or a product turnover level that matches the shelf life of our product. Also, our Mill Shop is on the ground floor of the Mill, which was built in 1750 and has limestone walls on the first two floors and then wood above. So from early October, it starts to get very cold in our retail outlet and increasingly so as the winter progresses. There is no effective way to heat the Mill so we close the Mill Shop the last Sunday before Christmas, but definitely notice a decline in visitor and a declining interest in visitors to linger/purchase from early November. As such, we are looking at creating a more customer-friendly (e.g. Warm!) Retail space...another cost!
- The statewide definition is too vague. It's needs to be defined at the state level
- The towns have been very difficult in support with permit to have event and open to the public agritourism. That has to do with other farmers that don't want others to have venues in the area. It's who you know I guess
- The uniqueness and liability issues make it more difficult to get the financing; help; insurance; and most of the things it takes to build an agritourism business. We have experienced many of the issues and it has been a struggle. Marketing is expensive and it is hard to get the word out and build the business. Cash flow is often an issue, because the costs of all that is involved have been going up all the time too. Raising the prices of our products is not always possible in the marketplace, without losing a lot of sales. Equipment is expensive and hard to get for what we do. Diversifying our products and selling both retail and wholesale has helped, but the more we sell at wholesale, the more we have to sell to make the same amount of money. Getting visitors to stop has changed too. We used to get lots of group tours stopping for a tour and tasting. The tour bus industry has changed and there are not many tours anymore in our area. We market more to visitors coming thru on the major highways near us with billboards and listings in the tourism guides. Direct sales made in our tasting room at the main winery would not be enough to keep us going. We have two more tasting rooms in other areas of the state, and their sales help a lot too. In 25 yrs., we have tried just about everything, and learned what works and what does not. Insurance is a challenge because most companies don't have a real idea about the actual risk factors, or how to write it. It has taken a lot of work with local agents, to find coverage that fits our specialized industry. As we age, we are looking at the business and the future differently now too. My brother and I started the winery together. He is about to be 69 and I am 72 now. We employ three generations of family, at least one or two from each, as well as a lot of local people. Keeping everyone employed and working, as well as providing health insurance, is a challenge for all small businesses these days. There are SO many things that affect agritourism businesses that other kinds don't have. Both positive and negative
- There seems to be an overabundance of state concerns for licenses and permits.

- There are three outlets on farm that I have in mind: 1. Our on-farm self-serve stand is magical. The response we've had over the past 10 years is astounding and our only real issue is keeping up with it. The increase in sales in the past three years has really kept us hopping. 2. The CSA just does its thing and we're not really expanding. 3. Our actual events can be a more of a challenge overall. It's complicated doing liquor license, organizing with others, and getting the word out. This has been real work, but it's a very small part of what we do - we only did one on-farm field day last year and had plans for a collaborative farm festival. If we pull it off, it should be great!
- There is not enough funding for small farms to help expand operations and agritourism operations this needs to happen on state local and federal levels. Our county promotes agritourism but there is no money sent to the farms.
- There's always that one neighbor who will never be happy with anything, and can't tell the difference between a big round hay bale and a "6 foot tall pile of fecal material", and has to have the last word at every single public hearing. There's always the "well-meaning" volunteer that decides it's "animal cruelty" when it's 108 degrees outside and you and the vet on the phone are doing everything possible to keep sheep from dying of heatstroke...so she calls the Humane Society to report a violation and someone in a nice clean air conditioned office calls up while you're out in the field with the dying sheep to "investigate". Or the customer (I presume) who participated in a hands-on chicken butchering event, then years later called in details from that event to try to get you in trouble with the meat inspector, who discovers that you didn't have the right forms filled out BECAUSE THEY NEVER SENT THE FORMS NOR EVEN INDICATED THAT THE FORMS EXISTED. There's always that one regulator who invents regulations that don't exist, tried to enforce them against the renegade non-row-crop farmer, and then won't enforce the existing regulations when the "good ol' boys" violate them with disastrous effects on the agritourism business. There's also the fact that virtually NO online spell-check resources recognize the word "agritourism" as a correct spelling, including this survey (using Firefox browser).
- This past year I had land available to purchase with plans to erect a showcase maple operation in a prime agritourism location. The lack of capital and ability to obtain a loan for such an undertaking was the only thing that kept the project from moving forward. Very disappointing but in my eyes, access to capital for maple producing agritourism is the biggest setback.
- Time and labor are the biggest issues for us.
- Time management and internet are our biggest challenges. We have a small son and we don't feel that we can keep the farm and our crops (pumpkins & strawberries) looking to the standard we expect. We have also started to accept credit cards but our internet is not reliable so we have trouble with the system
- Unsure how to go about process and ability of labor
- Very difficult to manage supply and demand. I have to "Train" customers that we are not a grocery store and it's a "First-Come First-Served" Crop. I can't "Restock" the shelves when we're sold out. Customers have to come to the realization that our P-Y-O operation has a limited supply. Whereas our customer base continues to expand exponentially. Our Advertisement only consists of Social Media (fb) and word of mouth as well as a few News Media's community reports.
- Visitor behavior is a concern with parents not supervising children and folks eating while picking. These are challenges when trying to find balance between too much and not enough oversight.
- Visitor behavior is often a challenge for us because we have botanical gardens on our property and parents do not supervise their children during weddings. We have experienced quite a bit of damage to our plants and landscaping. Once they are trampled or pulled out they are "done" until next year. This is especially difficult to manage in May & June when plants are emerging through the soil.
- Visitor behavior issues lead to worries about liability. Most folks who come to the farm are great, and we're lucky enough (so far) to have employees who can handle the troublesome ones fairly diplomatically. It's just hard to not scream at someone messing with a crop you've grown with great care, or littering, or letting their kids run wild, or, etc.

- Visitor safety and visitors following farm rules is a constant challenge. We have cut out certain areas of access due to adults (!)Not following basic rules. There are always instances of visitors not acknowledging that they are on a Real farm, no matter how many signs are put up. Often there is a feeling of a sterile Disneyland expectation.
- Visitor safety. Profitability. Crop profitability
- Visitors can be very unreasonable with regard to visiting the farm. We are selling a product and many come for a farm experience such as having photographers, marriage proposals, opening hours, etc.
- Visitors on the farm need to monitor. It is too easy for them to be in the wrong place and somehow falling into trouble.
- VT is full of people who claim to want successful agriculture, but they don't really mean it. What they want are picturesque, run-down, cash strapped hard scrabble farms that are poignant and romantic, strictly for viewing as they drive by. Our town does everything it possibly can to make actual productive, profitable farming as difficult as possible. We find the same attitudes at the state level, particularly in the ANR and the legislature. Most of these people don't know the first thing about farming and/or running a business, particularly an Ag business. They don't know anything about making a living from agricultural land use. They know they don't know, and resent anyone who tries to educate them on the subject, and they particularly resent anyone who thinks of their agricultural property as private property, not public land.
- Wading through all the cumbersome regulations at the different levels of government is very challenging! Government employees may be trained but the regulations are very subjective. The laws are not clear or concise which may be intentional. The laws are definitely skewed towards the big industrial farms who can afford compliance much more than a small local farm.
- We always worry that someone will complain and we'll be shut down. Mainly from doing weddings. It's a "we know you're doing it but until someone complains, we'll allow you," sort of thing from the county. We are protected because many farms in our area are doing the same. If we didn't do weddings, we would not be able to maintain our farm or be financially viable.
- We are a nonprofit educational farm that raises charitable support.
- We are at a University and the vast majority of our labor is students. Availability is sometimes a challenge working around class and vacation schedules but that's why we're here.
- We are challenged offering what visitors expect but staying small and profitable. We can only offer so much, our season is short (3 months) and in order to give all aspects of a "farm visit" such as animals it would vastly increase our costs and off season responsibilities.
- We are having alot of difficulty finding an insurer who understands what we do and many have refused to write a liability policy. Our current provider has eliminated all liability coverage for agritourism activities, which leaves us completely vulnerable outside the unchallenged effectiveness of the OK limited liability law. Very frustrating.
- We are in an area saturated with other maple farms, so the choices for local maple products are abundant.
- We are located in a summer tourist area on an interstate-accessed island so we have a "hot" market for 2 months. Attracting visitors during the other 10 months, especially those between Columbus Day and Memorial Day is extremely challenging. My concerns about visitor behavior revolve around potential damage to plants if I rent out my garden for weddings and also increased liability concerns if I do so. I have been unable to get an adequate umbrella policy. We are a partnership and are in the process of converting to an LLC for some increased liability protection.
- We are lucky to own the land and have been farming for long enough to not need credit, our limits are the standard complaints of farmers over 70 still trying to be active.....
- We are open 24/7/365 with a retail room in the sugarhouse that is self-serve when we aren't around. After 40 years of developing a dedicated client base that is continually expanding, I can't imagine how I could ever scale it back if I wanted to. We are very dependent and grateful for the income agritourism provides, and the vast majority of visitors are very friendly and I usually enjoy sharing my knowledge with them.

That said, our sugarhouse/farmstand is 50' from our residence and there are times when it is an annoying invasion of privacy. I would say staying personable during those times is the greatest challenge I face.

- We are the first agritourism location in Sherburne County. It took me 2 years to get approved. It's taking us 2 years to book anything. Very hard
- We constructed a guest house 10 years ago because at the time, we had people from all over spend the night at our farm because they came to purchase llamas. The focus of our farm is shifting away from llama sales but we still have a few for fun. In 2016, we decided to list our guest house on Air B n B and it was hugely successful! We couldn't believe it! People came from all over just to be in a beautiful country setting and some came because we had a picture of a herd of llamas in the distance. We have repeat customers and we enjoy sharing our beautiful farm with others. The problem is government regulation! The county I am in does not up to date ordinances that address Air b n b. In their eyes, my farm is a commercial property so my property tax had to increase a lot. Since agritourism is not conventional agriculture, I had to spend \$500 on an Interim-Use Permit to get permission from the County Commissioners to run a bed and breakfast in the Agricultural Zoning District. Since I became "publicly accessible", I had to make renovations to my simple country cabin to make it handicap accessible. (It's a log cabin with an outhouse. We are very clear about it on Air b n b's website.) In my own opinion, I feel like I'm being penalized for starting a business. Agritourism helps farmers actually make a living with their farm! I have recommended countless out of town visitors staying at my guest house places to go, eat, have fun, explore, etc... Other businesses in my area saw an increase in business and thanked me because they were coming from my guest house and shopping at their stores based on my recommendation! My county still has a very narrow view regarding agriculture. If what you are doing does not fit in the county's "box", then you get penalized and have to go through a lot of hassle to be successful. My business is successful in spite of the government. NOT because of the government.
- We don't market as agritourism just a heritage farm winery in a beautiful location.
- We find it very hard to deal with the mental stress of having large numbers of the public on our farm for our main two month season.
- We find that customer do not recognize private property rights in an agricultural setting. They ignore fences and signs to pick fruit. They seem to think anything growing is natural and should be free. Also, professional photography totally ignore private property rights when taking seasonal family photos.
- We had folks (mom and 3 kids) come from Germany stay for two months in our house. That got old but they were very nice people. I'm building a guest house now to house long term guests. We do not charge visitors and in fact provide all the food while they are here and usually cook it. Too. We also have hunters stay for two weeks in our shop at no charge but they help around the place a lot while they are here.
- We have a waiting list, guess things are great
- We have a wide diversity with the alpacas and the lavender. Keeping the farm in good shape is a challenge with lack of work force and time to accomplish all the tasks. The farm is not our only job! We have mfg. business as well and our time is so limited. We enjoy folks on the farm, but I believe to have a successful farm store we must have set hours and full facilities for visitors. We do not have these two very important things at this time.
- We have been blessed to manage our agritourism activities well and meet the challenges working with the State and Federal and County regulations.
- We have been on the Miami County Farm Tour spring and fall since 2004.
- We have chosen to avoid bank debt or outside equity sharing and other grant programs because the whole governmental and financial structure is both repressive and possibly at odds with rural life in general. The Adaptive Program for Agriculture has been and still is being played out in our experience and must be stopped with a much smaller governmental foot print.
- We have difficulty with our county health department, here is an example: and I quote: "we are expected to be on the same playing field as Dairy Queen." ...as far as equipment and environment. How do you compete with that?

- We have not started making direct sales yet
- We live on the opposite side of a creek from the road. So I have to severely limit the number of days a year to engage in tourism.
- We mostly need help structuring a proper plan that includes regular, part time help and also making the farm physically flow well for a good experience.
- We offer vacation getaways and hunting leases, both of which have exceeded our expectations. It has turned into more work than we anticipated, however, it has also been more profitable. We are listed on Airbnb for vacations and retreats, while our website and Facebook page are primary drivers for hunts and information about the lodge. The biggest challenge has been finding affordable insurance, and finding the time to keep up with all of the cleaning and maintenance.
- We own a 14-passenger shuttle and take farm visitors to multiple farm stops. The liability insurance requirement and Federal Motor Carrier Safety Administration requirements are expensive and very onerous. Also, the regular liability insurance underwriting for our venture was difficult because no one else is doing it. We will make about \$4,000 gross income from our business venture this year and our vehicle insurance is upwards of \$5,000 a year. Also, we have the seat capacity to take more people on tours but we are struggling to reach visitors to our area ahead of their visit so they are aware of the opportunity.
- We started the operation in ignorance about all the potential rules and regulations and have just stayed under the radar, so they have not become an issue. If they ever do (water, permits and permit application fees exceeding \$1200) we will close instantly. Not enough margin in money or energy to deal with all of that.
- We struggle in the cash flow aspect of our business. We have the ideas and the will to make this work we just need funds. Getting people to work with you and understand this business is very difficult, especially if you have had trouble in the past. Trying to keep up with other farms that don't have a cash flow problem is very hard to stay competitive. We have had to really think out of the box in order to survive.
- We think about having some limited days/hours to have an on-farm store. Would like to make itself serve. Would like to give more local community members access to our farm products besides just being a CSA member. Concerns about managing money, security, time-management.... Have not gone beyond superficial thought process but we are scaling back our CSA delivery and just offering pickup on farm. May like to increase farm offerings.
- We would like to sell beef off the farm, but we don't have any USDA slaughtering facilities close to us to make it profitable.
- Weather conditions control us. We are in the process of building an indoor arena to have an indoor option for the Scouts in inclement weather.
- Weather is our largest challenge. Never enough parking.
- What to charge visitors?
- When someone is coming to your farm/home, they do not consider your operation to be on a business schedule. Family time or the work schedule to get on-farm tasks done get interrupted.
- When we have people on our ranch, they are the type who seem considerate and enthusiastic about being there.
- While state regulations and taxes do hinder my business, my concern is that it negatively affects my potential customers more.
- With the huge increase in wineries in our area, setting ourselves up to be successful gets harder. The piece of the pie shrinks every year so local marketing is by far the most difficult task.
- Zoning and permitting, combined with a lack of uniform definition -- or understanding of -- agritourism is very, very challenging.
- Zoning that prohibits on-farm dwellings for farm helpers and visitors

Appendix C.4 Support

What type of support would help you be more successful with agritourism including on-farm direct sales?

- Basically, Charlotte Smith's marketing From the Heart courses!
- Construction of Visitor Center
- education outreach to the public on behalf of farmers so that we don't bear all the responsibility
- Get local and state government, particularly the ANR, off our backs. Also, dramatically lower the state tax and regulatory burden.
- How to get the word out and appropriate signage
- lobby legislature
- material goods--equipment
- Not having high speed internet in today's world is like not having electricity. We need reliable high speed internet and cell phone service and money to pay for marketing, not consultants.
- State marketing funding for agritourism that equals the level of tourism funding by neighboring states; recognition by DLC of some of the constraints faced by rural enterprises,
- We have poor road access. Not too much can be done about that

Appendix C.5 Assistance

How helpful have the following been for agritourism including on-farm direct sales? Please choose the appropriate response for each item:

- "Visiting to share" has been purely drop in and say hi, or just observe. - Regulatory: You not only have to work hard to find regulations, but if you don't ask exactly the right question in exactly the right words you get bad answers. Example: What rules do we need to know about? Answer: None. Truth: There are regulations, ordinances, restrictions, permits and requirements - but none of them are called rules so county officers aren't going to give you a good answer. (Actual experience.) I don't know the right questions to ask, so I am certainly out of compliance with a bunch of stuff and it is not worth the effort to find out all of the things that will shut me down instantly. - The berry field days at Aurora are excellent. You should be more pro-active in recruiting small producers to attend. (Chad Finn was great, we also will miss him.)
- 1. Access to state signage is complicated, very time consuming as well as expensive. 2. The Mass Department of Agriculture is quite supportive - educationally in particular but also in terms of matching funds for farm maintenance and barn repairs and additions - especially in our CSA Distribution center. 3. NRCS has been helpful with their High Tunnel program which is enabling us to grow vegetables early and late in the season, which led to improvements in our Winter CSA.
- A community that is fantastic in offering wonderful support!!
- Access to affordable labor supply is critical to continued operations.
- Access to capital is the number issue
- Access to funding and labor for this farm are the most needed noted above. Unsure if the question is being stated in a way that represents that. Although the farm is near a metropolitan area, the county is no longer farm friendly due to tremendous urban growth reducing farm essentials, networking, etc.
- Access to funding is again built around larger operations in TN. Not the smaller scale farm. It is very confusing to navigate.

- Access to reliable internet would be extremely helpful. Our local organizations like Alpaca Association and Fiber Trail are very helpful.
- Access to Reliable Labor is a constant worry. The lack of action on migrant worker visa access remains our top concern. The cost of getting a visa is prohibitive for small farms.
- Access to workers is the biggest concern. The ease of finding helpful information.
- Again, the lack of funding to help a small farm is sorely lacking and the biggest hindrance I face. I am unable to hire any help at this time and rely on my family to help. Due to location of our farm, we have to run deliveries five days a week in order to get our product out.
- Agritourism association conference and farm tours
- As true of many farm families, generational changes have caused deep rifts among heirs.
- Assistance from travel and tourism professionals for training, marketing, and building partnerships, plus funding resources, are the most helpful in creating and managing successful agritourism endeavors. Farmers and ranchers are rarely adept at marketing anything other than their own products and even more rarely have the time and financial resources to significantly add to the products and experiences they can offer. Sometimes even a small boost to get them started and to build or enhance their visitor facing facilities is all they need to help meet their individual goals.
- At this point in time, the profits from on-site agritourism have been insufficient to motivate the farm operators to develop more on-site plans.
- Being a small operation, we only use volunteers, so it would be helpful to learn marketing ideas to help attract volunteers.
- Belong to PNWFDMA (Pac. NW Farm Direct Marketing Assoc.)
- Besides some reliable family help, outside dependable help is difficult to find
- Biggest help has been the community's multigenerational tradition of coming to out to our farm. Our advertising is limited because we can only handle so many customers/participants.
- Cannot stress strongly enough the item above "local community support", and family support.
- Challenges of insuring our property for farming, residential (as we live here), and commercial ventures for making money on-site through visitors.
- Colorado has a growing population and we are within an hour of most of that growth. We have access to a large population with little competition.
- Dealing with the local FSA office has been an absolute nightmare and has cost us thousands of dollars over the years. Money that would have made our business much easier to build and serve as bigger asset to the community much sooner.
- Differences of opinions within different generations of the family running the farm cause new ideas to stall or not be explored Need more access to event and visitor-space planners to give us feedback on how to upscale operations
- Difficult to find - 1)practical, actual help with marketing and strategies to attract and retain visitors 2)online marketing help to develop better online marketing, increased sales 3)to find help with fair market pricing for us as farmers 4) difficult to find out how to compete as a very small farm with larger nearby farms and bring customers to a farmstand setting 5) to know how other farmers are pricing their products in some sales situations (how do they set prices when they sell to small local (stores or 'wholesale')
- Discover Oklahoma TV program has made public much more aware of us and what we do. We have been careful to grow slowly and keep out of debt. Of course this means not expanding as fast as we would like. We have tried to employ local people but have found the talent pool pretty shallow since we need people who can handle the alpacas (and realize their care is not even close to cattle or horses) and who can also meet the public.
- Duplicate regulation for the same activities by the ODA when it seems apparent they have no authority to do so has limited my business, as it violates my principles of producing wine. I have lost well in to 6 figures of income from their incursion in 2010, when it never existed before. A small business cannot sue the state with an army of lawyers at their disposal.

- Effective marketing and advertising are central to success.
- Family no longer wants to participate. rubber stall mats
- Farm loops don't work for wineries, but winery specific loops do.
- Father daughter operationin business for almost 50years.....long term clientele is resistant to change and increase in prices, despite inflation and FIFTY years. We desperately need to raise prices, but can't compete with Walmart and Lowe's loss-leader garden centers
- Finding a person, teen or adult to work on the farm has been a challenge. We have tried a few different route and it has all cost way more than it improved. Help has been a constant issue over the last 11 years.
- finding college-age people to help with working events on a regular basis is a challenge
- Finding reliable (intermittent & part-time) labor has been nearly impossible. Local regulations are inaccessible, illogical, and we get different interpretations depending which person we're referred to (they give us the run-around, with threats of liability if we do something wrong).
- Fires have cut down on visitors.
- FMCSA Rules and lack of marketing connection to visitors prior to their visit to our area are the most difficult barriers we face.
- For "access to funding" I wasn't sure if you meant access to bank credit. My business was funded 100% by myself. I saved my money to build the guest house. (I do most things that way. I hate debt with a passion!)
- Getting reasonable loans when needed.
- Going to farms that do what we do that are over 60 miles from our location, has been the most helpful thing we have done over our 26 years. You don't want to copy someone right next to you because guest will only come to one of your places. If you are different, they have a reason to come to both. We have many copycat farms around us and it sucks. The gov't regulations part was a major issue when we started but after years of working with almost all of the different areas of gov't, we have been able to get what we needed to work.
- Going very nice
- Hard cider/on premises production and consumption
- Hard for small farms to source cheap labor
- Hard to answer some of these. Partnerships, what kind? We have no partners in our business, or did you mean with other organizations such as NCIC, Farm Bureau, NRCS, Cooperative Extension...? Access to funding? Making money or through grants and loans? Labor is a problem because we only need part-time, but not even on a regular schedule.
- Having a good relationship with local university and local High School. Working with Watershed Council and Department of Forestry and Department of Fish and Wildlife have all helped bring buyers, experts, and ability to market juniper and bring hunters.
- I am the 5th generation of my family to live here and I am very invested financially and time-wise in my location. I wish the regulations (zoning bylaws) were more favorable towards entrepreneurs and young people wanting to create businesses.
- I don't necessarily have great "entrepreneurial skills" but they are/would be "very helpful" to this business.
- I have had difficulty getting a line of credit to cash flow the business. I also have trouble finding reliable farm labor.
- I have led efforts to coordinate with 10 other family-owned agritourism businesses in our area to create a map/agritourism trail that we can give out to visitors and thus "guide" them on their way to the next stop and also events, we are having our first Holiday Open House Trail on Saturday! We have found that when we work together, we gain more business AND we get the support of the county tourism office since we can show that our area of the county is a viable tourism destination worth their support. So from my experience, there is strength in numbers, particularly if you are in a rural area (or an area that is perceived as rural, we are only 10 minutes off the [...] interstate exit!) We now have a tag line [...] e.g. to let visitors know that there is enough to do in our area of the county that makes it worth their while to venture out and

about and that we have a unique offering, e.g. we stress the gorgeous views [...] and friendly welcome at each business. Many "city" visitors comment on how friendly and welcoming we all are, so this is something we promote. I also use the online calendar submission/postings for local and regional newspapers and have found that is a great, free resource to promote/market events. And the local TV anchor is happy to promote our events (as he needs news!) so that is a good resource to cultivate.

- I have utilized our local business development center for business and marketing plans. I am a member of a local group of similar farms/ranches and utilize their website and marketing products. Our family is in transition at this time, so we are revising how to incorporate agritourism.
- I indicated N/A for "Access to reliable labor" because staffing and having reliable labor has been one of the biggest challenges, especially because we are located in a more rural area. If we had access to reliable and appropriate labor, it would be Very Helpful.
- I need help with access to funding.
- I think more partnering would be great.
- I want to give a specific accolade to the State of MN and the incredible staff people who run the Minnesota Grown marketing program as well as the grants division that is fueling agritourism initiatives like block grants to farms and (hopefully) a massive new website for successful agritourism hosting. The MN Dept. of Health Epidemiology and Zoonotic diseases run the Safer FACES certification program, and 100% of our members are certified. The only Ag group in MN to say that and be working hand to glove with the agency and UMASH. We need public partnerships to help farmers understand compliance with FSMA and good licensing and other skills that are self-regulatory in nature. I am of the belief that the key to growing this industry is an informed public.
- I'm at the Pick TN conference now and getting some support here. Until this week when I had a farm visit from my AG Ext. Agent and [staff] at [an Ag center] I've been muddling through on my own. Very appreciative of any and all support. We were on the verge of selling the farm when we decided to venture into agritourism. We are only doing this to support the farming side of it.
- Invitations are sent out to members and potential supporters of the farm. No products are sold the day of the tour. However, the farmers do conduct conversations with the tour group. They explain their operations as they show it to the visitors. They share their goals, challenges and facilities. This gives visitors an insight into farmer life which they seem to all enjoy. Lunch is held on a river back where partner organizations talk about water quality and quantity, salmon habitat on the farm, their life cycle and migration from and to the river.
- It is very difficult to get answers to regulatory questions or even find who or where to ask to get answers.
- It takes a lot of additional effort to offer more than your basic product.
- It would be helpful to have software developed that is easy to use where people could register so 1) under subscribed classes could be cancelled or 2) class size could be limited to size conducive to good experience and personal attention.
- It's hard to find a decent and reliable labor supply in a rural community, even with a fairly good rate of pay.
- It's just my wife and I for Maple Open house Weekend. We see 100 - 140 per year.
- It's all been a challenge and it continues to evolve
- Just like anything, there is a strength in numbers for sharing of information of where consumer can go to visit and have an exceptional experience.
- Keeping an open mind is the best option!!
- Knowing what we are permitted to do in advance of doing it would be very helpful. Having a document that outlines the advantages to the wider community or the municipality of agrotourism would be helpful. Hard to convince City Hall if you don't know what is permitted here and asking the very officials who can say no without knowing if they are correct is not a good approach.
- Labor is a very big problem in rural communities.
- Labor shortages somewhat of an issue
- labor we do not depend on agritourism we did at one time

- Labor, skilled labor and management of labor is the most challenging
- Lack of access to funding is very unhelpful, people don't want to loan money they want to take over your business
- lack of affordable farm labor
- Lack of qualified and skilled workers
- Living in a rural socio-economically depressed area limits our client base somewhat
- Local attempts at regulatory control have been egregious. Some state issues as well, but local county is the big problem. This issue is common in conversations with other farms in other counties.
- Local netting and word of mouth seem to work best for my community and location.
- Local Officials not supportive. Sustainable and organic farming, regenerative agriculture not taught or will let be taught to FFA and 4H kids. County letting chemicals being sprayed on Organic Agritourism crops. Killing bees and poisoning our food. Our Neighbors love us.
- Lucky to have excess to major dual Highway. Regulatory support from Feds & State to help us understand Regs to avoid Fines. Hard to keep up with new Laws! Raising Minimum Wage to \$15 for a "No Skills Worker" will be challenging. Lawmakers making that rule have NEVER been in Business! Family Business has "Many" Challenges!
- Marion Co. Oregon Farm Loop is a joke. I would never pay to belong... They need to look at Clackamas Co. as an example...
- Member of a local group whose main goal is to market the region. This has been highly successful over the last 50+ years. It took over 10 years to develop the framework for the group due to the independent nature of farmers. The group really blossomed once the framework was developed. Currently, this area of 20 square miles has ~3/4 of a million visitors during a six week period at the height of harvest.
- mistake
- Monsanto runs Kansas State University, which is our agriculture college, as it does in many states. They buy the text books, write the text books and hire the brightest students so that they stay in large agriculture and with unhealthy farming practices. They control the law makers and laws. The laws in Kansas are against the small farmer. Labor is very short in Kansas. Kansas Agriculture can't survive without immigration. FFA and 4H students and kids are now taught sustainable agriculture and the leaders will not let it be taught. Education in rural areas is very below State standards.
- Most of last year my ranch has been flooded over the access roads to my house and to the cabins so my business was pretty much curtailed except for a few hardy souls! The roads are now still flooded so I don't know what the spring rains and snow melt will do to my business. It is still pretty iffy so my plans are still up in the air. If the water doesn't recede, I will probably have to close the cabins, but I don't as yet know what I can do. It is a terrific business and I really have enjoyed the guests, and all of the activities.
- Most of our sales is based on repeat customers now. We live in rural area. That came with hard work and stability over the years. In the beginning we had more help from Hays than Ellis and we live less than a mile from Ellis. Just wasn't a place to go to. My biggest frustration was not being able to be included in "community" support because we were outside of the city limits and for profit. It was a big obstacle. The value of Agritourism wasn't recognized really. It's better now. But it took a while to get that local support. Because we are rural and have a small community, we know we have an impact on our surrounding community but it took a while to get things started. I was very grateful to see support develop in agritourism but we do have to keep a grip on fees and rural communities vs higher populations. It is not always the same.
- Most of the 'opportunities' don't exist in my location, so the last question was confusing and not really able to answer well. What access to funding? Regulatory support? Partnerships? Farm loops? I have no idea if or where any of those resources exists.
- My county doesn't seem to be big into agriculture/agritourism. Hard to get support.
- My farm received additional exposure by participating in the Rogue Valley Farm Tour facilitated by Rogue Valley Food System Network. This was a tremendous help to drive traffic to my farm.

- My location 30 mins from a population center, and growing suburbs around us have made it easier for me to attract the public.
- Need more involvement with community.
- Need more specifics in Wedding industry using our farm's barn of how we are included, benefits, etc., etc., We see more coverage on those who use their farms for field trips/pumpkin patches rather than wedding.
- Need to know where to go to get labor to pick fruit. Need less state regulations to hire young people, and less tax regulations. Need help to let people know about what we offer.
- Networking is key, and fun. We get a lot of repeat visitors and referrals.
- Networking with other farmers, county, city and state organizations.
- No further comment. This is not intended to be a business. I can ask the users to not walk their dogs during the deer hunting season and I can notify them that I have applied commercial fertilizer so they may want to check there dogs feet.
- NO one can seem to give us straight answers on regulations and food safety. We get different answers with everyone we talk to. Very frustrating.
- No one wants to work anymore!! People with people skills are lacking!
- No support for large animal vets other than horses. No local hay available. Pricing out of reach to succeed. Makes being productive a huge challenge.
- not clear how many of above applies to what we do, sorry
- Not enough funding for small farms as farms are a liability to financial institutions and it is very hard to get any kind of funding for farms.
- not interested in on-farm direct sales
- Not so sure on that last section how to answer...
- Not sure what you mean by regulatory support. The fairly constant regulatory hassle from local and state government is not at all helpful. The only "regulatory support" that would be helpful is a great deal less regulatory hassle.
- Note- our reliable labor is from Jamaica H2A, this is expensive and reduced bottom line results.
- Nothing has helps us grow the opportunity for cyclists that come to Oregon to enjoy our space for a retreat day or two. Even Travel Oregon and its cycling folks have not been able to help us spread the word.
- Novice, just learning!
- Oklahoma Department of Agriculture and Agritourism.....Extremely HelpfulPushed a bill into Law for Sate of Oklahoma which eliminates "Liabilities for property owners/operators from injuries/accident/death while participating in an Agritourism activity. USDA...NRCS...Extremely helpful
- Oregon land-use laws for agricultural land make it difficult to legally offer many agritourism services.
- Other - costs of marketing is inaccessible for small farms, particularly on some of the larger agritourism marketing database sites. I can't afford hundreds of dollars per year for listings.
- Other: I have a source of funds independent of the farm income and have been donating money and in kind goods (two goats to the local zoo, e.g.) to local not-for-profits in the name of the farm, and this has been very helpful in increasing community support, but does not seem to have translated significantly into sales. The partnerships I refer to are with not-for-profits with whom we have offered on-farm fundraising events.
- Our community doesn't appreciate /are unaware of all the business we bring to the town with guests. Regulations vary widely from county to county. More money needs to be accessible to boost rural community's economies.
- Our county does not have any regulations for agritourism. I think we will have to obtain a Use Permit and jump thru those hoops
- Our family helps us during our busiest weekend which is Maple Open House weekend.
- Our local gov't folks have been very helpful. State and fed, not so much
- our location- having excellent quality produce-

- Our product is unique and a small part of the population is interested in wine so it is quite difficult to market to them. Over time we have developed a nice sized email list that has been very helpful in our marketing. We also use Wine Direct which is a very complex system that provides CRM, wine club processing, and website all tied together.
- Our town's Board of Health is very aggressive and can be difficult to deal with. They are a big factor in determining whether we will pursue expanding our agritourism activities. They aren't familiar with agriculture or agritourism and are very wary/suspicious of it and as a result, very risk averse. Another challenge is the mental and physical bandwidth to expand agritourism activities with our current staff. We have difficulty finding qualified and competent people, who will stay for more than a season or two, for higher level positions.
- Ours is a family owned and operated business, which at this point requires little or no outside employees. We do hire local contractors for projects or improvements needed at the lodge. Without the willingness of family members to participate it would not be possible to hire the help needed within our budget.
- Partnerships are key. We belong to CISA (Buy Local) and they have a great web-site and social media presence that links to ours. The Mass Dept. of Ag also has strong marketing efforts and ag tourism maps that help promote local farms and activities. Facebook and social media is huge for us. We spent significant money revamping our web-site, we need an Instagram presence now.
- Partnering with NM Department of Agriculture has been very helpful for both advertising and finding new outlets
- Partnering with other area farms gives us all a big boost. Finding reliable labor is always a headache for a business as seasonal as we are. Local zoning regs usually work in our favor...They keep the City from encroaching too far into the farming district (at least they have so far.) Our kids plan to come back to the farm, but we wish they'd get move a little faster to do so!
- Picked 1st in state and nation for hip camp
- Regarding the support question above: Many/all of those would be helpful if we were just starting out. We have been doing this long enough to have figured out much of the unchecked items ourselves - eventually. We'd be happy to have some support.
- Regulatory support (above) would include conservation easements, a definite plus in our case, and City zoning, which can help or hinder, depending on the context. On the one hand, the City wants us to succeed as a business to keep open space and draw visitors from outside the area. On the other hand, the City is reluctant to allow us to grow due to concerns about traffic in the area and stresses on infrastructure, water in particular.
- Reliable and effective labor is often an issue for us.
- Relying on help from family not a good model, as we don't have kids to help. Friends have been good source, but we are just lucky for a few good friends. Reliable help difficult to find, as low paying.
- Returning labor from local area essential Interest from food hubs and restaurants and anyone interested in local food really helps
- Seasonal farm labor for any small farm is difficult, regardless if you have visitors on your farm or not.
- Seasonal labor force is always a challenge, and the reliability of the force. Behavior management of the public is never easy.
- See previous comments. Basically we get lots of traffic. But we need to generate more sales.
- small business access to grants is somewhat limited by time constraints to complete grants when ag and value added work demand attention; regulatory changes can be challenging; Positive Support and accessibility from state Reps has been extremely important; collaborative marketing and community support and engagement has been essential; labor has been less of a problem for us because we try to treat and pay people well and we're fortunate to be an industry that young people are passionate about; on site challenges in this vein are the seasonal nature of agritourism visits the force us to have seasonal sales hires who are passionate and well trained but who changing seasonal Visitor numbers force us to cut back hours in slower seasons.

- Social media is absolutely necessary.
- Some coordinated work between states would be helpful.
- Support from the Kansas Dept. of Commerce.
- Talking w other agritourism owners has been helpful.
- The above bracket of information is not at all clear as to how it applies to this survey
- The assumption that farms close during the winter! Consumers have no idea what goes into a crop, they think that you sit around and wait for the snow to melt and you put a few seeds in the ground and then magically you have produce! The average person has no idea that apples are your most expensive crop to produce. A customer said to me one time wow 89 cents for an apple that's ridiculous! I said you have no idea what it took to grow that apple from winter till the fall when it was picked, no idea! The apple should be 4 dollars plus! That's how much time, work & effort it takes to grow something! People in general have no idea!
- The items noted are challenges, not necessarily finding success here. They are areas of challenge and have not been resolved.
- The local County cooperative extension has been very helpful with organizing public multi-farm tours in the spring and fall. We can do 20% of our annual sales in a 2 day weekend. It takes a lot of family volunteers (12-14) for our small farm to handle parking control, tasting, tours, children's craft activities, sales, and management.
- The local tourism authorities can be very helpful if we have accommodations.
- The Oregon Farm Bureau helps us with labor questions/legal issues that arise. They have been helpful. Having all family members on board with an issue is difficult.
- The State Education Dept. must address the facts that "NO FARMS, NO FOOD". Nutrition classes are only taught as an elective for those students in HS that take home economics. Summer On The Farms could be credited for the summertime for students to take like a one camp, sleeping in tents and sleeping bags and learning the farm life from 4am-7pm
- The trend of interest in buying local product is helping us. Overall trend away from gardening is probably hurting us more than any agritourism support can offset. Difficulty of finding good seasonal labor for crop production and handling is increasing, so we get stuck with inefficient workers that drain profits with slow, poor quality work.
- There is no nationwide USA public domain web site data base for and of Ag tourism activities and products. This should be a gov't run USDA thing. I imagine a massive database that a business can input a page of data and maybe a (low res) picture or two. Using us as an example it would have a place to fill in for business name, address, web site and phone number. Then the form would ask businesses to identify what they offer. So... lodging via cabins, trail rides, horse hotel, trail system, etc. [Contact information redacted for protection of identification]. This needs to be overseen by an experienced marketing and business person (or team) and the web site programming by a team that can think out of the box. This can't be some web masters baby.
- Tillman
- Time and state regulators are the biggest hurdles
- too much emphasis in marketing and media by state and other "agriculture partners" on extraneous activities like breakfast on the farm and farm to table dinners or pumpkin festivals with helicopter rides and bouncy houses. These are the most regulatory difficult and expensive type of events but with so much exposure, that is what the public is learning to expect. Would like to see more focus just on food products -- can we please just celebrate the farm and the food and not have to put on a whole entertainment spectacle meant mostly to provide photos for Facebook?
- Too much for one person.
- Town has been very discriminative to me about not allowing me to have events when other farmers have held events on their farms year around
- Traffic is very bad, and public transportation exists but isn't great.

- Training new staff every summer for seasonal work. noting that it is harder to recruit field labor in particular to keep the fields weeded and mowed for public access
- Travel Oregon - KEY for us! Eastern Oregon Visitors Assoc. - Key for us Any and all grants offering money to support our local farming efforts
- Unusual questions.... don't understand
- Vacation rentals, air B & B or wineries now having room available has hurt the B & B's.
- Vermont should have an "agritourism" webpage either on its tourism department page or its agriculture page, or both. It should be easy for visitors to plan an agritourism vacation here and having it on a state website would give it the greatest exposure. It is easy to do this for Italy. It is next to impossible in Vermont. We are one of a handful of working farm lodging experiences and having a single page where we all are would promote longer trips to Vermont (a mission of the tourism department) and allow people to plan farm vacations with a variety of different farm experiences and expose people to opportunities that they might not realize exist. The same would be great for verified true farm to table restaurants. The trick is deciding the criteria for inclusion.
- Very hard to find seasonal, part-time help in our pricey area, and we have no lodging available.
- Visiting other operations it fun, interesting and help to gather new ideas and encouragement
- We are dependent on weather!
- We are fortunate to be in a supportive community with a robust summer seasonal population.
- We are in a very rural area with very few regulations or restrictions allowing us to do what is best for us without having to jump through hoops and requiring legal assistance.
- We are located in a tourist town with very little agritourism competition.
- We could not do this, any of this, without our family, friends and community.
- We don't have any entrepreneurial skills or access to funding. We have no understanding of the regulations so we just keep doing stuff and hope we're ok
- We have a tough time finding pickers/harvesters due to the marijuana market that pays more for labor vs apple & pear.
- We have been lucky to have investors supporting us in this business. That has allowed us to achieve a lot of goals for our business and taken some of the pressure off of our work.
- We have had no regulatory support or entrepreneurial skills, or family support. We have a partnership of like-minded people.
- We have never had direct help but indirect help so we have basically found what we need with the searching ourselves.
- We have not been able to secure any capital for our venture, it has been all self-funded. We were hoping to have more family involvement, but that has been tricky.
- We have worked with other growers, farmers, and ranchers to develop markets for the crops we helped them start. Family help in the form of financial backing from our mom and her ranch value - was the only way we kept going at times. Rural farm credit was a big help getting started. Family members pitching in to help build the new location in 1999 - after the original one was burned to the ground by a fire started by a nearby business; family working for free when needed; three major highways next to our new location; so many things have affected how our business has gone and grown thru the years.
- We in the lakes country of MN and really benefit from exiting tourist traffic. The general trend to authentic experiences in a world awash in pixels is benefiting us. People feel disconnected, not just from nature and farming, but each other and community generally. In a world so upside down on its priorities, people seek out farms.
- We need help with labor (reliable, hard-working, affordable - and with help in paying them well - we are hoping to finish an on farm building for some help to live in (Interns or woofers or paid....) We are working SO hard and NEED more help, but aren't sure how to deal with it best and still make a profit. Attending workshops/conferences helped - we went to GLEexpo in 2018 and the NEFVG conference that we LOVED and will return to again in the future. Farmer round tables/networking sessions are helpful - and Zing

Trainers seemed great from the little bits we got to go to their sessions at GLExp. Workshops - Like the one your Steve from UVM gave on produce processing at NEFVG conference in Manchester were very helpful. We're always looking for truly eco-friendly packaging that isn't too pricey.....so farmers' market tradeshow can be really helpful and we'd like more of that!

- We receive no help whatsoever from local sources nor governmental sources. Our farm is an oasis demonstrating animals living on the land, and I am desperate for help reforesting the land, fencing help, anything. Volunteer labor. Water sequestration. Carbon sinks. Grazing to reduce fire damage. Anything. I cannot find anything...
- We simply do not want or need to have a stream of strangers who can't navigate single lane, shared private roads, get lost, arrive too early or after clearly-signed closing time, and let their unruly children or dogs loose to do what they will. Done with it --we and are neighbors couldn't be more pleased.
- We use the H2A program and could not be in business without it. It is incredibly expensive though. Our location is our biggest asset. We work 7 days a week 12 hours a day for at least 150 days a year. Family participation is essential :).
- We've been able to operate the pumpkin operation only employing relatives or friends, who use vacation or days-off from their regular jobs or breaks in employment. Government regulatory agencies don't seem to understand, for instance, why someone who works 5 hr. and is never seen again isn't covered by health insurance, can't be garnished, etc., etc.
- We've been in business for almost 50 years, and get zero recognition from our county conversation center and local media outlets, yet they are very eager to jump on advertising and highlighting fly by night startups every year who are in direct competition with us and burn out within a few seasons.
- Weather has impacted supply (we grow a perennial permaculture crop which has been severely challenged the past 2 years). Crop loss or limited yield impacts u-picks, on farm sales and educational tours. On a positive note, we live in a unique picturesque area which attracts people for that alone. Currently outside competition does not seem to have a negative impact, but because we have just recently augmented the agritourism aspect of our property, future upward movement should be possible.
- Whether or not they constitute "partnerships", the existence of other nearby agritourism opportunities seems helpful in promoting awareness and sharing some wisdom, and for building a critical mass of attractions to draw visitors; differences in expectations (of guests) among operations and competition would be drawbacks, though--to the latter point--we are as busy as we need to be at this point.
- Wisconsin's adoption of the International Building Code in 2002 which required bringing our 1919 post and beam barn up to code proved incredibly expensive.
- word of mouth recommendations
- Working solo -- no family on the island. Seasonal business adds challenges to maintain hours for year round staff is very difficult.

Appendix C.6 Additional Comments

At the end of the survey farmers were asked, "Is there anything you would like to add about the challenges and opportunities for agritourism including on-farm direct sales? Other comments?"

These are their responses.

- A local food coop, to help us manage surplus supply
- Agritourism should remain as something promoting and complimenting the legitimate business of farming, not be an end in itself to help farms transition away from real food production and into token pretend farming.
- Cash flow and available time to focus on building the agritourism business have been my two greatest limiting factors. I was able to successfully crowd fund some farm-stay infrastructure, however the season

passed before we were able to raise the structure. We are poised in the next two years to grow from ~\$2,000/year in on-farm events and workshops to \$60,000/year in events, workshops and farmstays.

- Entrepreneurs are not afraid to work through challenges and turn them into successes!
- Feel like the Vt Agency of Ag has continued to do less each year to promote the fall apple harvest. Publications were dropped, Apples to I pad gone. Websites promoting orchards poorly maintained.
- Food Freedom needs to be allowed! People should be able to come and buy any and all food a farmer produces on the farm from their own products. The public should be able to choose for themselves whether they want to accept the risk of unregulated access to the foods of their choice. Specifically, for us, this means prepared foods (cold, as well as heated) from beef slaughtered at a USDA or VT-regulated establishment. For other meat producers, it might mean farm-slaughtered meats. For poultry producers, it means the ability to "part" birds (cut up and sell specific parts - breasts, legs, etc.) For milk producers, it might mean selling cheese and yogurt made "at home".
- Getting folks to actually spend money! They all want the experience of visiting a farm, but most have no clue that this is our workplace and they need to support this service/experience or it will go away.
- I have a hard time selling or finding an outlet for my syrup
- I think more marketing dollars spent on educating Vermonters the importance of shopping local for their food, keeps our state looking green and beautiful as well as keeping their own local economy and their bodies healthy.
- I think the idea that agritourism will save farms is insulting. Saying things like, "Farmers need to be creative in their thinking and look to agritourism or value-added products to survive in the current economy," is saying that farmers need to take on another job in addition to the one they are already working for 60+ hours a week. It is absolutely disgusting that anyone needs to "save" farms. If everyone needs to eat three times a day, you'd think we could figure this one out. Farmers need a fair price for their products. That's all.
- I would like someone from agritourism to come and educate me on some things I could be doing better to build my business
- It is hard to have visitors on the farm, especially families when they can't use a bathroom!
- Marketing is difficult- People are burnt on social media and newspapers are struggling with sales and lack of readers. This is the biggest problem, getting it out there!
- More public education on buying local
- Most assistance needed in providing clear help with liability issues, insurance availability and cost and need for waivers from customers. Second help would be with equipment to help with biosecurity, hand washing, boot washing or covers and marketing the need for that for all involved. None of the pictures from the state or extension agencies show people washing their hands or wearing booties -- it would be great if that became the norm for visiting a farm then visitors wouldn't be offended when we ask them to do so.
- On farm Pick Your Own sales are the only way our business is profitable. Web and social media are key to our success
- our agri-tourism, both in hosting farm volunteers in the fall, where they help us make fermented vegetables, learning the art and participating in a farm experience and our once a year, variety show are not for profit, they are for community outreach.
- Our farm is entering our fourth season. As young farmers, agritourism has not been a priority given a shortage of labor/time to invest in the development of programs/offerings. We both have off-farm jobs, which makes it exceptionally difficult to carve out time to engage with the general public - especially since many of these interactions do not directly result in increased sales.
- People need to support the farm they are visiting by making purchases, not just saying thank you for the tour. people need to know the farm is there and has what it offers local stores need to carry local

products, this is the best way that people have found out about us, but it becomes harder and harder to get product into stores

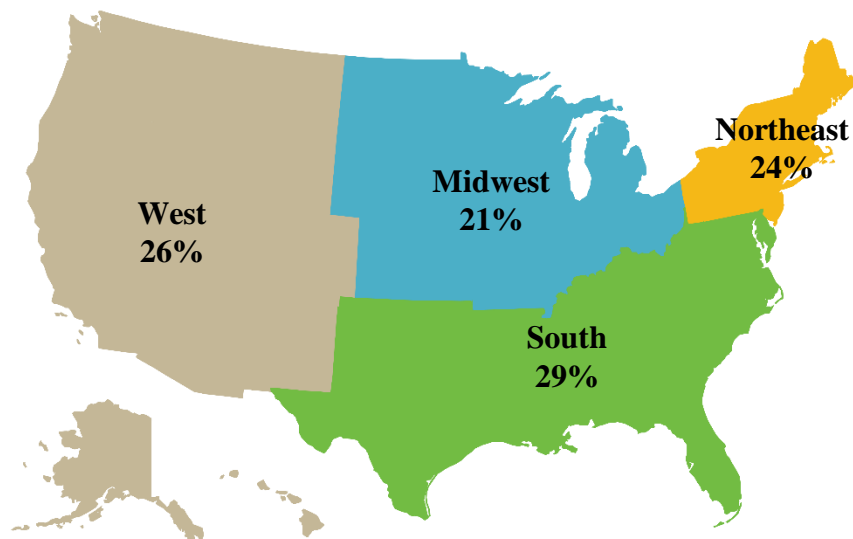
- Please include equine enterprises as agricultural contributors, they are not just recreational activities
- Public education and disconnect creates a big barrier for all of us in the industry. we are always working hard to help folks understand what we do. It all starts with education.
- Reasonably-priced insurance is my biggest problem
- Secondary to our two main businesses, dairy and compost and soil amendment production.
- Staffing is a challenge with a large number of season employment opportunities
- This survey applies only obliquely to our business we produce Vermont wines and spirits using as much local produce as we can. We do not have visitors to our farmstead (though we did in the early 2000's.) All our sales are off--premise. We have 3 outlets open all year round. That's why our earlier answer states that we're open 560 days per year.
- Vermont benefits from great farm/product diversity.
- Vermont could do a much better job and I'd be happy to talk to anyone about it.
- We are trying to get crowd funding to build our visitor center
- We need young energetic people to help and take over!
- we need help with working capital, funding, marketing

Appendix D. Regional Comparisons

Below is a comparison of responses from each region (Northeast, South, Midwest, West).

Responses by region

The number of responses varied by region. We received 361 responses from the Northeast (24% of the total), 435 from the South (29%), 311 from the Midwest (21%), and 384 from the West (26%). A total of 343 respondents did not report a state or region.



The number of responses also varied by state. The tables on the following page show the number of respondents by state and each state's representation within the region and the national total.

Northeast			
State	Number of Responses	Percent of Region	Percent of Total
Connecticut	26	7%	2%
Maine	16	4%	1%
Massachusetts	39	11%	3%
New Hampshire	20	6%	1%
New Jersey	4	1%	0.3%
New York	23	6%	2%
Pennsylvania	10	3%	1%
Rhode Island	1	0%	0.1%
Vermont	222	61%	15%
Total	361	100%	24%

Midwest			
State	Number of Responses	Percent of Region	Percent of Total
Illinois	2	1%	0.1%
Indiana	7	2%	0.5%
Iowa	18	6%	1%
Kansas	72	23%	5%
Michigan	27	9%	2%
Minnesota	44	14%	3%
Missouri	19	6%	1%
Nebraska	16	5%	1%
North Dakota	1	0%	0.1%
Ohio	32	10%	2%
South Dakota	4	1%	0.3%
Wisconsin	69	22%	5%
Total	311	100%	21%

South			
State	Number of Responses	Percent of Region	Percent of Total
Alabama	12	3%	1%
Arkansas	3	1%	0.2%
Delaware	4	1%	0.3%
Florida	8	2%	1%
Georgia	16	4%	1%
Kentucky	66	15%	4%
Louisiana	1	0%	0.1%
Maryland	12	3%	1%
Mississippi	4	1%	0.3%
North Carolina	13	3%	1%
Oklahoma	52	12%	3%
South Carolina	39	9%	3%
Tennessee	145	33%	10%
Texas	2	0%	0.1%
Virginia	29	7%	2%
West Virginia	29	7%	2%
Total	435	100%	29%

West			
State	Number of Responses	Percent of Region	Percent of Total
Alaska	5	1%	0.3%
Arizona	1	0%	0.1%
California	139	36%	9%
Colorado	10	3%	1%
Hawaii	1	0%	0.1%
Idaho	7	2%	0.5%
Montana	2	1%	0.1%
Nevada	1	0%	0.1%
New Mexico	4	1%	0.3%
Oregon	175	46%	12%
Utah	10	3%	1%
Washington	24	6%	2%
Wyoming	5	1%	0.3%
Total	384	100%	26%

Demographic information

Age

	Northeast	South	Midwest	West
Median age	59	58	57	59

Gender

	Northeast	South	Midwest	West
Female	54%	58%	56%	62%
Male	46%	42%	44%	38%

Level of education

	Northeast	South	Midwest	West
High school graduate or less	7%	8%	6%	4%
Technical degree (2-year college)	8%	10%	12%	6%
Some college	15%	15%	15%	14%
4-year college degree	41%	39%	42%	43%
Post-graduate degree	29%	29%	26%	32%

Firmographic information

Farm size

	Northeast	South	Midwest	West
Average Acres	244	266	303	659
Median Acres	80	68	62	40

Distance from a city of at least 50,000 people

	Northeast	South	Midwest	West
In city with population of 50,000 or more	3%	5%	4%	6%
Less than 5 miles	4%	7%	6%	12%
5-9 miles	7%	7%	8%	12%
10-29 miles	17%	31%	31%	30%
30-49 miles	21%	25%	22%	17%
50 miles or more	47%	26%	28%	23%

Revenue from all farm-related sources

	Northeast	South	Midwest	West
Less than \$1,000	3%	5%	6%	5%
\$1,000 – 4,999	4%	10%	8%	7%
\$5,000 – 24,999	17%	27%	21%	18%
\$25,000 – 99,999	27%	24%	25%	26%
\$100,000 – 249,999	19%	14%	20%	16%
\$250,000 – 499,999	11%	7%	9%	7%
\$500,000 – 999,999	12%	7%	5%	7%
\$1 million – 4,999,999	7%	5%	6%	11%
\$5 million or more	1%	1%	1%	3%

Revenue from agritourism sales and services

	Northeast	South	Midwest	West
Less than \$1,000	10%	12%	16%	14%
\$1,000 – 4,999	13%	16%	17%	12%
\$5,000 – 24,999	22%	28%	24%	21%
\$25,000 – 99,999	24%	18%	19%	23%
\$100,000 – 249,999	14%	13%	11%	12%
\$250,000 – 499,999	7%	5%	5%	6%
\$500,000 – 999,999	5%	5%	4%	5%
\$1 million – 4,999,999	4%	2%	4%	7%
\$5 million – 9,999,999	0%	1%	1%	1%

Profit generated by agritourism

	Northeast	South	Midwest	West
No profit or operated at a loss	23%	24%	27%	29%
Less than \$1,000	11%	11%	15%	11%
\$1,000 – 2,499	10%	11%	11%	8%
\$2,500 – 4,999	9%	8%	7%	7%
\$5,000 – 9,999	11%	11%	10%	7%
\$10,000 – 24,999	14%	15%	15%	12%
\$25,000 – 99,999	17%	14%	9%	16%
\$100,000 – 499,999	5%	6%	6%	9%
\$500,000 or more	1%	1%	1%	2%

Number of visitors

	Northeast	South	Midwest	West
0 – 50	20%	27%	30%	21%
51 – 200	21%	16%	16%	19%
201 – 1000	26%	26%	24%	21%
1001 – 5,000	18%	18%	18%	22%
5,001 – 25,000	11%	8%	8%	11%
25,001 – 100,000	4%	4%	4%	3%
More than 100,000	1%	1%	1%	3%

	Northeast	South	Midwest	West
Median	380	300	300	500

Visitors from 50 miles or more

	Northeast	South	Midwest	West
1 – 9%	19%	13%	16%	16%
10 – 24%	32%	26%	32%	21%
25 – 49%	15%	19%	19%	22%
50 – 74%	19%	21%	14%	17%
75 – 100%	15%	23%	20%	25%

Number of days open

	Northeast	South	Midwest	West
10 or fewer	19%	13%	16%	16%
11 – 35	32%	25%	32%	21%
36 – 100	15%	19%	19%	22%
101 – 250	19%	21%	14%	17%
251 – 365	15%	23%	20%	25%

	Northeast	South	Midwest	West
Median	180	150	158	150

Product types

	Northeast	South	Midwest	West
Value-added products	56%	40%	43%	49%
Animals & animal-related products	45%	48%	43%	43%
Crops	67%	61%	65%	64%

Value-added products

	Northeast	South	Midwest	West
Salsas, pickles, jams, jellies, preserves	31%	39%	33%	35%
Baked goods	32%	28%	31%	19%
Wine, beer, cider, or distilled beverages	18%	18%	29%	32%
Animal fiber and fiber products	11%	14%	13%	12%
Soaps, lotions, other health and beauty	14%	24%	26%	20%
Cut-and-wrapped and processed meat	21%	18%	20%	14%
Cheese and dairy products	20%	9%	9%	11%
Olive oil, nut or seed oils, or butters	1%	3%	2%	8%

Animals & animal-related products

	Northeast	South	Midwest	West
Beef cattle, including feedlots	35%	43%	41%	38%
Dairy cattle and milk production	25%	8%	15%	11%
Hogs and pigs	34%	23%	25%	23%
Poultry and eggs	60%	48%	52%	50%
Sheep and goats	41%	42%	46%	40%
Animal aquaculture	0%	4%	2%	2%

Crops

	Northeast	South	Midwest	West
Oilseeds and grains	4%	12%	20%	9%
Vegetables and melons	60%	54%	54%	44%
Fruit	56%	54%	56%	56%
Tree nuts	3%	5%	1%	9%
Greenhouse, nursery, and floriculture	36%	33%	17%	28%
Maple syrup	22%	1%	8%	0%

Experience types

	Northeast	South	Midwest	West
On-farm direct sales	89%	78%	77%	77%
Accommodations	18%	21%	21%	22%
Educational experiences	53%	60%	59%	59%
Entertainment and events	43%	51%	53%	53%
Outdoor recreation	26%	32%	29%	24%
Off-farm sales	46%	43%	44%	44%

On-Farm direct sales

	Northeast	South	Midwest	West
U-Pick	34%	41%	41%	31%
Farm stand / farm store	84%	66%	72%	60%
CSA, on-farm pickup	24%	11%	14%	15%

Accommodations

	Northeast	South	Midwest	West
Farm stay / guest ranch	42%	55%	47%	58%
Single rooms	25%	27%	36%	21%
Cabins	14%	38%	20%	24%
Entire home	22%	35%	31%	34%
Camping	32%	36%	38%	37%

Educational experiences

	Northeast	South	Midwest	West
Classes	39%	44%	41%	43%
Student visitors	65%	68%	63%	51%
Tours	83%	80%	85%	75%
Tastings	40%	20%	34%	38%
Farm/ranch work experience	30%	28%	29%	32%
Camps	11%	10%	7%	8%
Petting area	18%	31%	24%	22%
Demonstrations	40%	43%	44%	38%

Entertainment and events

	Northeast	South	Midwest	West
Weddings	28%	39%	31%	35%
Farm dinners / meals	38%	36%	37%	51%
Family reunions	22%	39%	27%	28%
Festivals	38%	43%	41%	38%
Barn dances	6%	6%	8%	8%
Retreats	12%	17%	19%	17%
Corn / other mazes	15%	23%	24%	15%
Sport events / other games	2%	7%	5%	5%
Concerts	24%	18%	21%	19%
Hayrides	38%	42%	39%	21%
Children's activities	42%	54%	42%	39%

Outdoor recreation

	Northeast	South	Midwest	West
Hunting	30%	19%	29%	29%
Fishing	16%	15%	19%	16%
Bird watching	34%	25%	31%	27%
Hiking	50%	40%	51%	37%
Skiing / Snowshoeing	36%	1%	7%	3%
Biking	15%	9%	10%	13%
Photography	33%	55%	50%	49%
Snowmobiling	9%	0%	0%	3%
Horseback riding	16%	17%	7%	27%

Off-farm sales

	Northeast	South	Midwest	West
Farmers market	66%	70%	68%	49%
CSA, off-farm pickup	17%	21%	22%	25%

Challenges

The following table shows the response to the types of challenges faced by agritourism operators in the US national survey (n=1834). It is broken down by US and Regional figures, with the top 5 challenges for each region in **bold** text.

Comparison of challenges to agritourism operators by US national and regional breakdown, 2018 (n=1200-1456)

Challenge	US	Northeast	Midwest	South	West
Time management	90%	90%	90%	89%	91%
Labor (including family)	89%	90%	88%	89%	91%
Concerns about agritourism liability issues	81%	74%	83%	81%	87%
Marketing your operation	81%	81%	79%	82%	82%
Cost/availability of insurance	80%	77%	82%	80%	81%
Cash flow management	7%	74%	81%	82%	80%
Availability of operating capital	79%	73%	80%	82%	80%
Managing visitor accessibility	73%	71%	75%	72%	73%
State/local regulations	72%	71%	71%	63%	83%
Developing and implementing a business plan	71%	69%	71%	71%	73%
food safety/proper food handling	66%	65%	72%	61%	69%
Local/state taxes	65%	65%	60%	65%	70%
E-connectivity	61%	55%	61%	69%	58%
Concerns about visitor behavior	61%	60%	62%	60%	60%
Biosecurity concerns	55%	54%	52%	59%	55%
City/county zoning and permitting	54%	50%	53%	39%	76%
Lack of uniform definition of agritourism	45%	45%	45%	45%	47%
Meeting visitor expectations	42%	58%	62%	58%	56%
competition from other agritourism operations	40%	46%	38%	38%	36%
Opposition from town/neighbors	26%	25%	25%	22%	32%

In further analysis, we wanted to understand if there was a connection between the region that a farmer was located (Northeast, Midwest, South, West) and the different types of challenges faced. In other words, are there challenges that are specifically more challenging in one region than another? The following table shows a list of challenges that were found to be most significant after conducting chi-square statistical analysis on the relationship between Challenges and Region. This means that these challenges listed have an association to US region, which indicates that there may be a regional factor as to why these issues are challenges for a given region.

Comparison of challenges most significant when considering regional breakdown, 2018 (n=1330-1445)

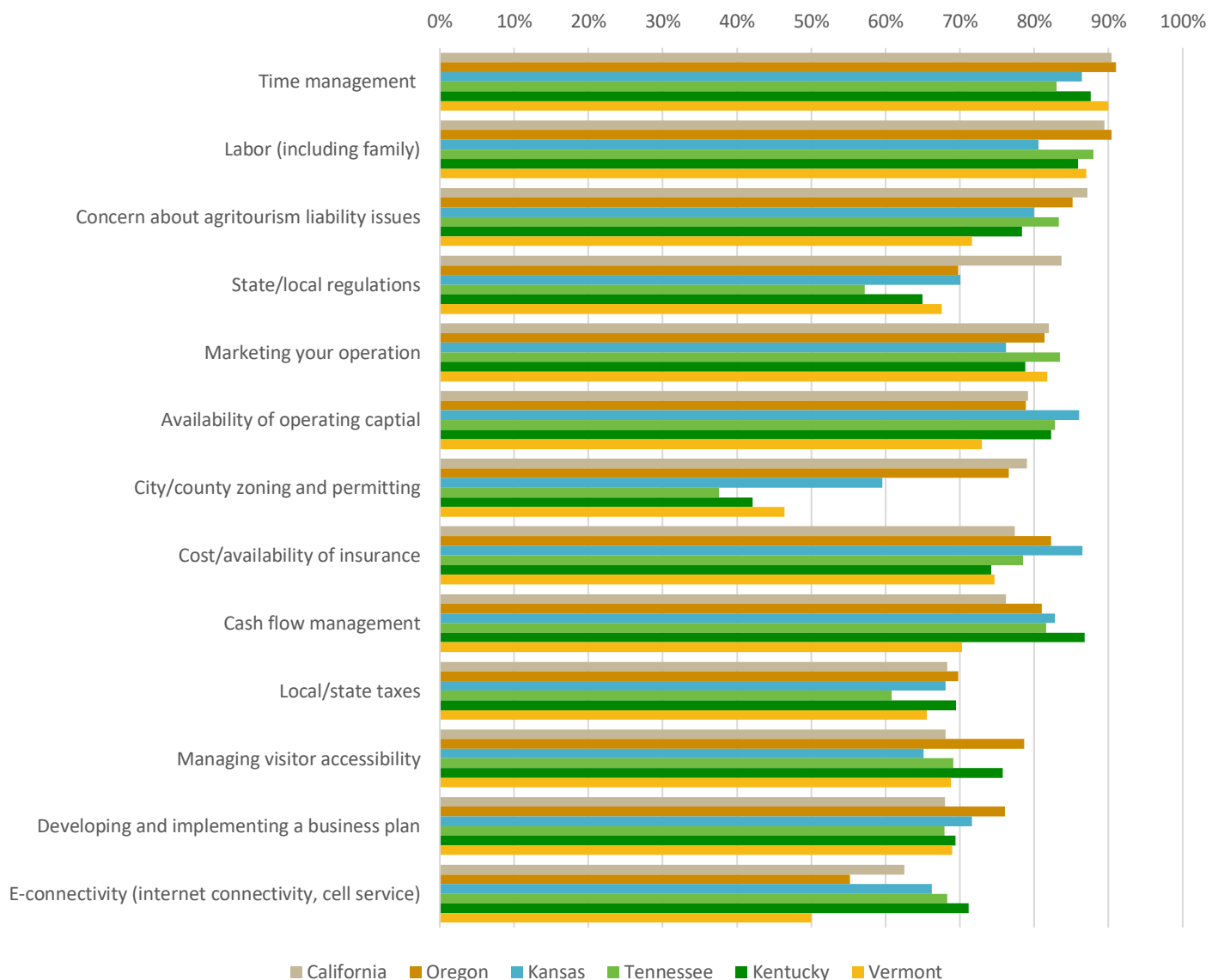
Challenge	US	Northeast	Midwest	South	West
Concerns about agritourism liability issues	81%	74%	83%	81%	87%
Availability of operating capital	79%	73%	80%	82%	80%
State/local regulations	72%	71%	71%	63%	83%
Local/state taxes	65%	65%	60%	65%	70%
E-connectivity	61%	55%	61%	69%	58%
City/county zoning and permitting	54%	50%	53%	39%	76%
Opposition from town/neighbors	26%	25%	25%	22%	32%

Appendix E. State-level Comparisons

Challenges Across States

Many of the biggest challenges were the same across states and were similar to the biggest challenges identified nationally (refer to the Challenges summary at <https://www.uvm.edu/vtrc/agritourism-survey> for more information on national data). Seven challenges were ranked in the top 10 for each state in this comparison (the top 10 challenges in each state were determined by the percentage of respondents who felt the challenge was either “very challenging” or “somewhat challenging”). These were: Time management, Labor (including family), Concern about agritourism liability issues, Marketing agritourism operations, Availability of operating capital, Cost/availability of insurance, and Cash flow management.

Two challenges were ranked in the top 10 of 4 states in this comparison. Visitor accessibility was a top 10 challenge in Oregon, Kansas, Tennessee, and Kentucky. Developing and implementing a business plan was a top 10 challenge in Oregon, Kansas, Tennessee, and Vermont.



State Specific Challenges

Two challenges emerged as regionally specific. City or county zoning and permitting emerged as a top 10 challenge only in the two Western states, California and Oregon. The two Southern states, Tennessee and Kentucky, both identified e-connectivity as their 9th largest challenge. More information on regional differences can be found in the Challenges summary at <https://www.uvm.edu/vtrc/agritourism-survey>.

Two other challenges were identified by a few states, although without a regional trend. State and local regulations were a challenge in California, Vermont, and Kansas, while taxes were a challenge for operators in California, Kansas, and Kentucky.

What supports do operators need?

There were a few areas of support which were among the most needed in all 6 states in this comparison. These were:

- Social media marketing and management
- Legal and liability information
- Resource materials for the public on where to locate local agritourism enterprises

Additionally, there were a few supports that were among the most needed in 5 out of 6 states:

- Marketing plan development
- Website management
- Information on types of agritourism offerings

There were some supports that were consistently not prioritized as much as others. “Safety information for having on-farm or ranch visitors” ranked in the top 5 supports for California and Oregon, in the middle for Tennessee and Kentucky, and in the bottom 5 for Kansas and Vermont. In each of the 6 states in this comparison, the following were ranked in the bottom half of supports needed:

- Business plan development
- Managing local community relationships
- Managing customer relations or customer service
- Human resources and labor management.

Finally, there was one support which was ranked differently across states – zoning regulations. Support with zoning regulations was ranked as the third most needed support in California (38% of respondents) and the sixth most needed in Oregon (41% of respondents). In each of the other states, less than a third of respondents indicated that support with zoning was needed, and it was the least needed support in the two southern states, Tennessee and Kentucky. (Note: survey responses were collected prior to the COVID-19 pandemic)

Motivations and Goals

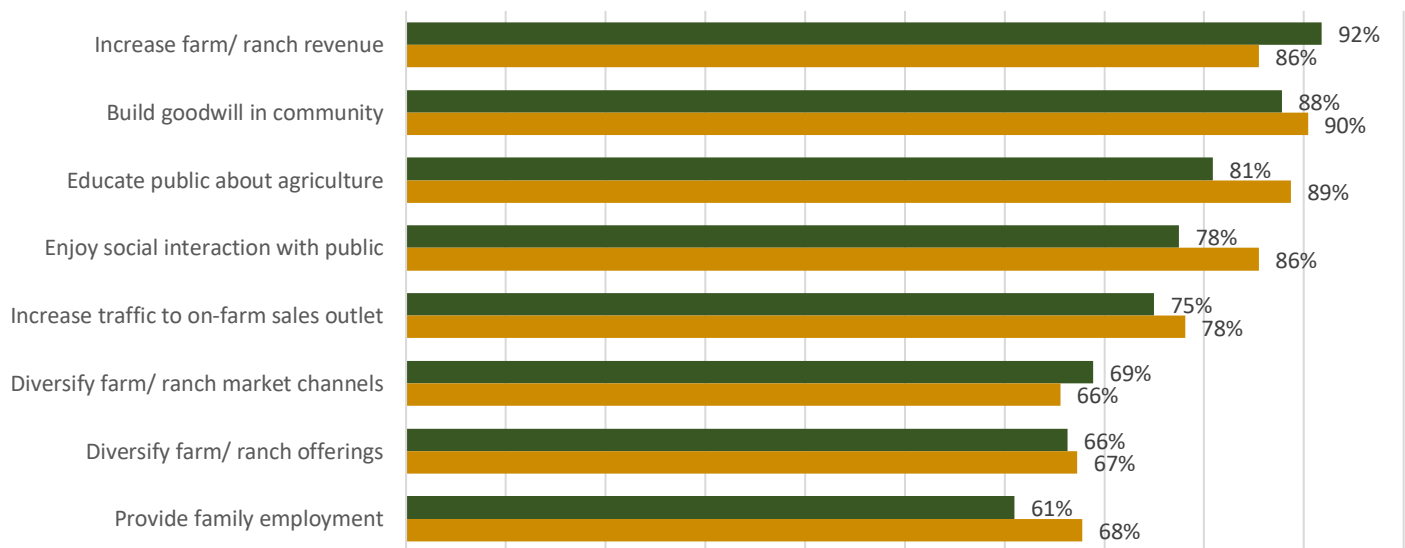
Like respondents from across the United States, agritourism operators in each state ranked increasing farm and/or ranch revenue as the most important goal, and it is the only category in which operators felt they were not meeting their goals across all states. For most states, the other goals were largely met. A few goals which were less successful for some states include building goodwill in community (California and Kentucky), diversifying farm and/or ranch offerings (Tennessee), diversifying farm and/or ranch market channels (California, Oregon, Tennessee, Kentucky, Vermont), and increasing traffic to on-farm sales outlet (Tennessee, Kentucky, and Vermont).

California



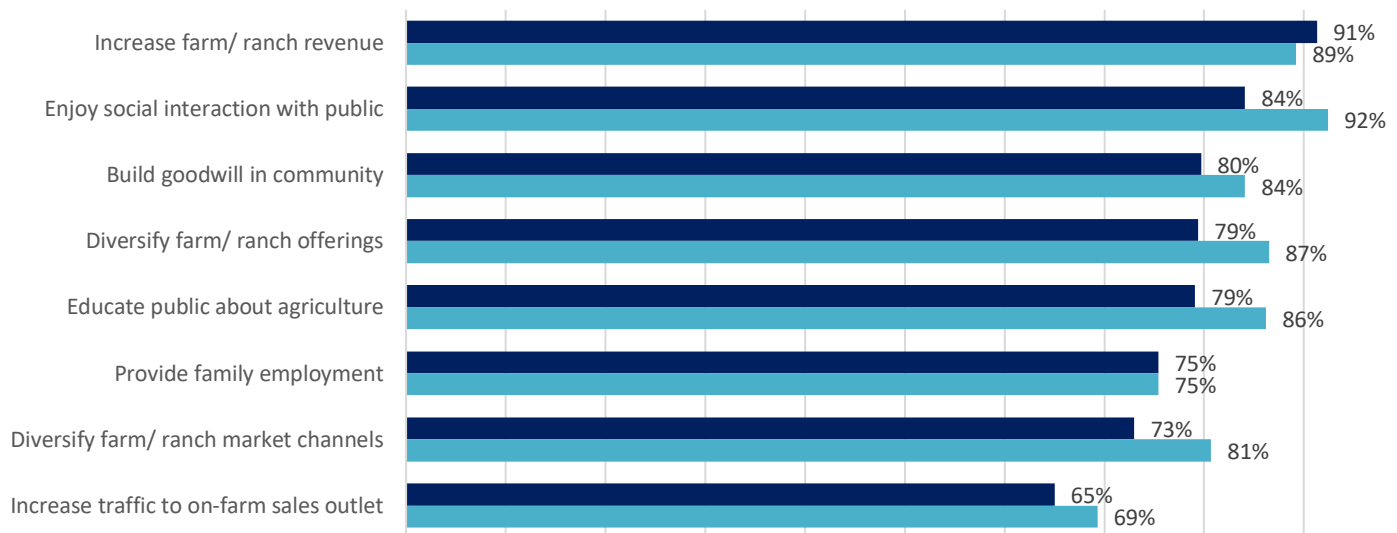
- Percent of respondents who rated goal as very important or important
- Percent of respondents who feel they are successful in achieving important goals

Oregon



- Percent of respondents who rated goal as very important or important
- Percent of respondents who feel they are successful in achieving important goals

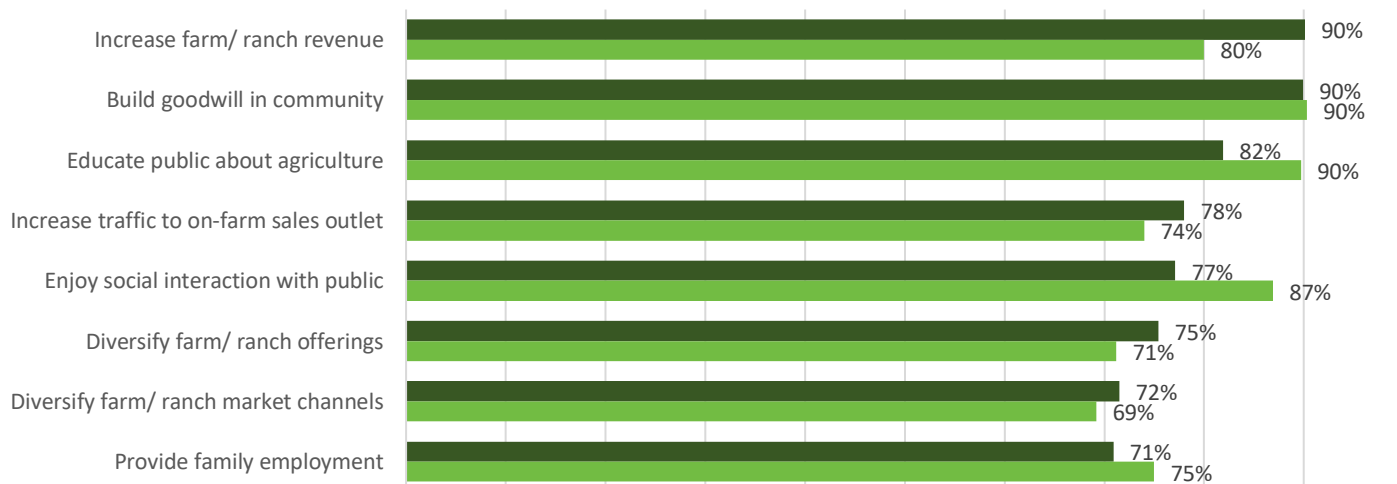
Kansas



■ Percent of respondents who rated goal as very important or important

■ Percent of respondents who feel they are successful in achieving important goals

Tennessee



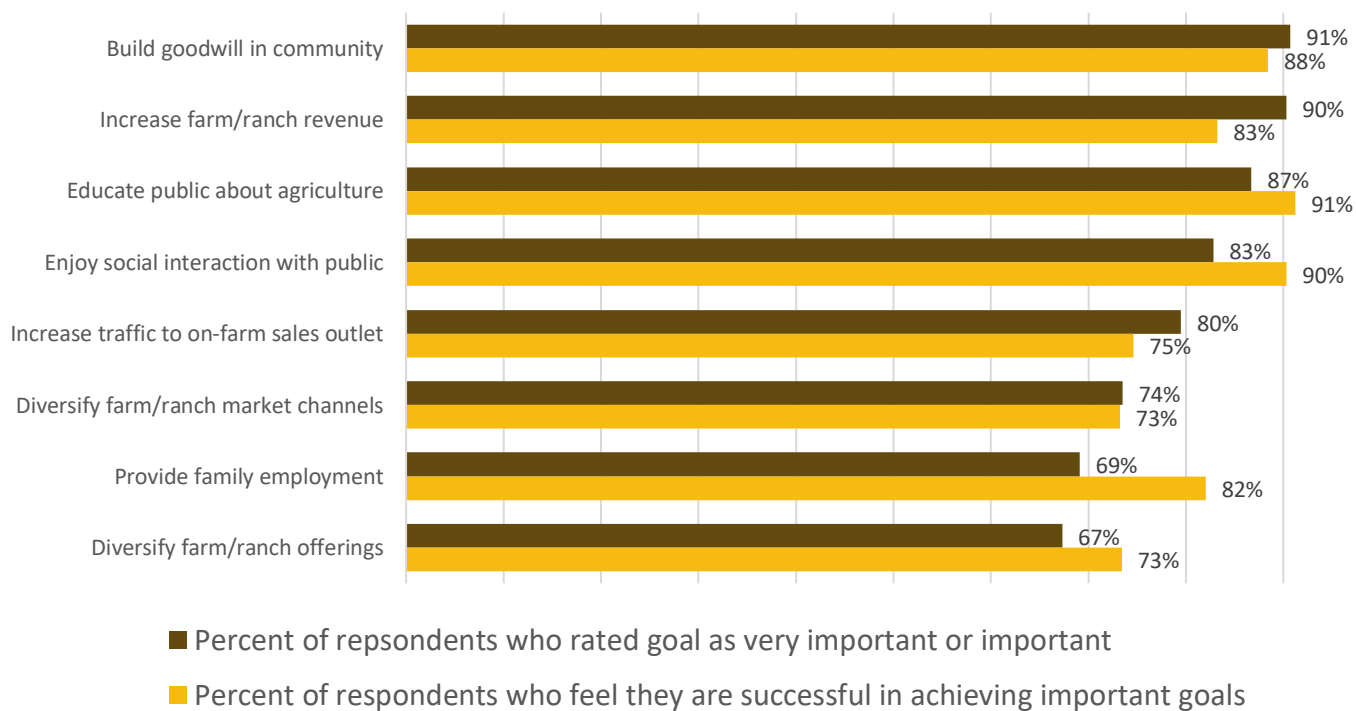
■ Percent of respondents who rated goal as very important or important

■ Percent of respondents who feel they are successful in achieving important goals

Kentucky



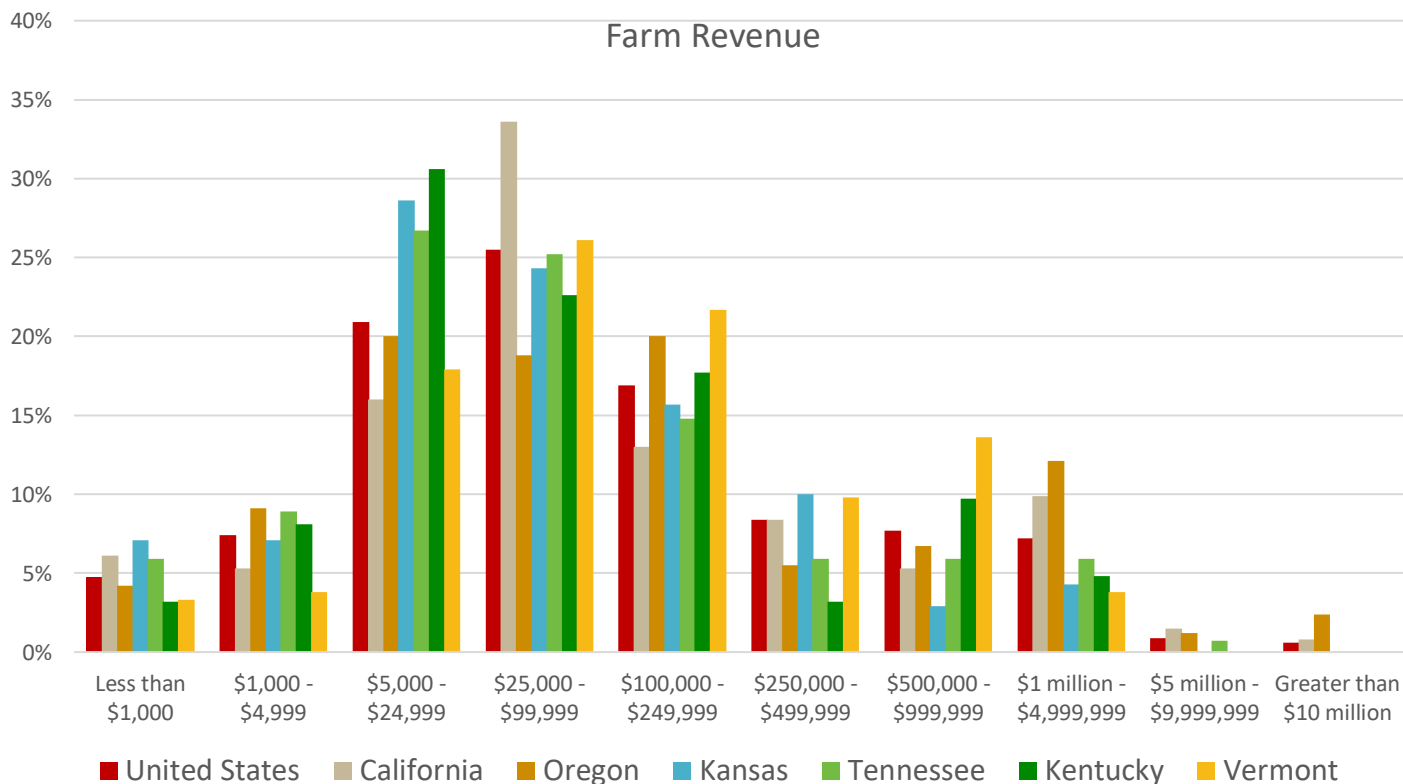
Vermont

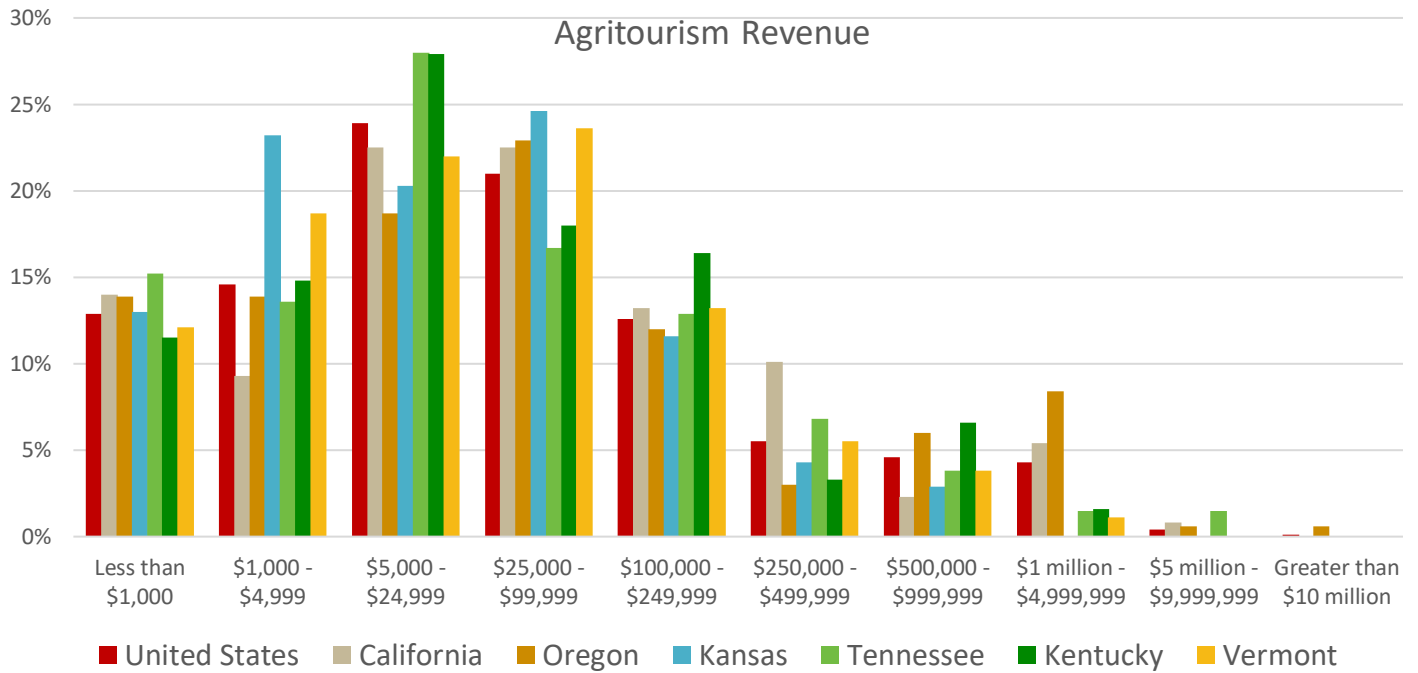


Agritourism Revenue and Profitability

Farm and Agritourism Revenue

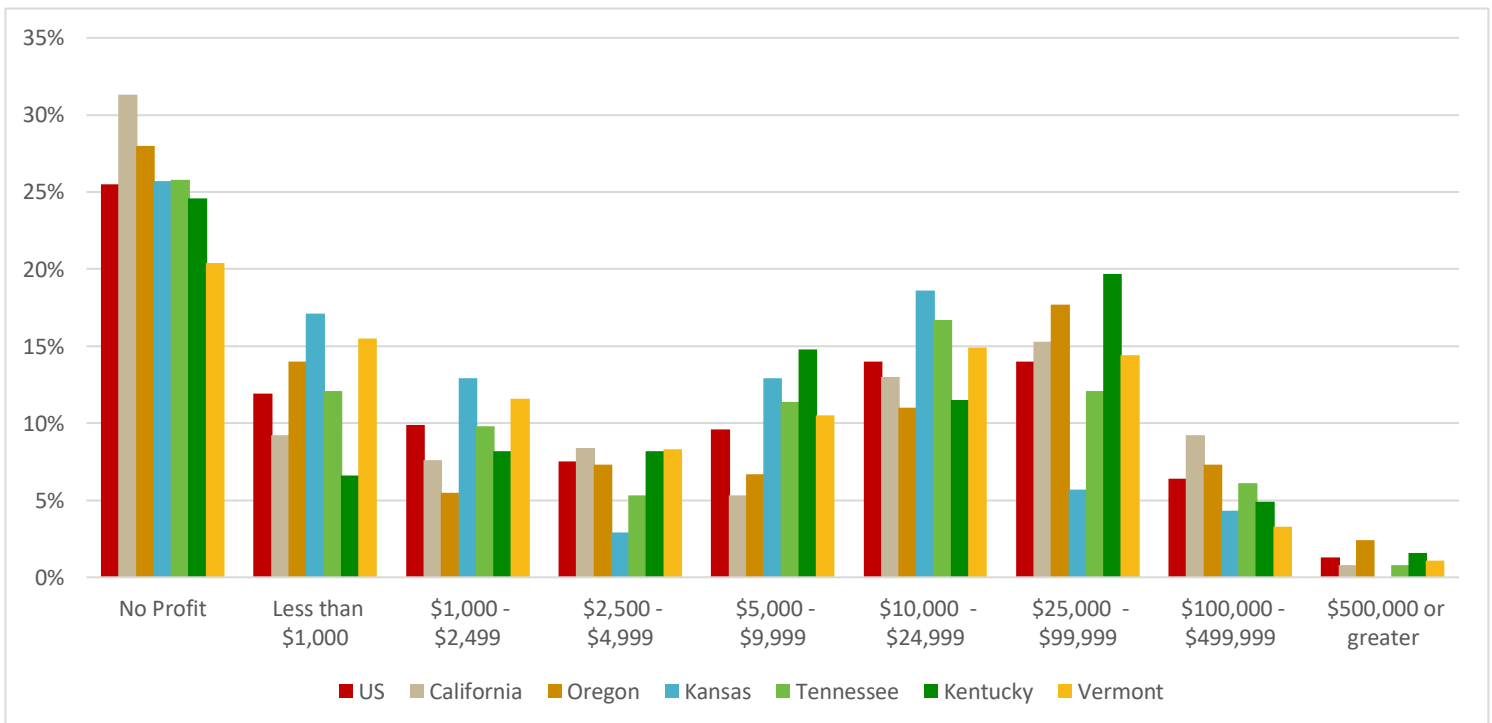
Half or more of respondents in California, Kansas, Tennessee, and Kentucky and nearly half in Vermont and Oregon reported farm revenue between \$5,000 and \$99,999. Vermont had a higher share of farms in the \$500,000 - \$999,999 category, and Oregon and California had more farms in the higher ranges of farm revenue than other states. Agritourism revenue looked relatively similar across states, with just under half of respondents in each state reporting agritourism revenue between \$5,000 and \$99,999. There were a few outliers in the higher categories. Oregon and California had higher shares of respondents in the higher revenue categories (above \$250,000), and Tennessee had 4% of respondents reporting revenue between \$1 and \$10 million.





Agritourism Profit

Around a quarter of respondents in each state reported that their agritourism operation operated at a loss or had no profit, with the exception of Vermont (20%) and California (31%). Oregon stands out for being the only state that had agritourism profits at or above \$1 million. Aside from these outliers, each state had a similar distribution with a high percentage of operations in the “no profit or operated at a loss” category, then a dip in the lower profit categories, followed by a bump in responses between \$5,000 and \$100,000 in profit.



Products by State

The types of crops grown, animals raised, and value-added products offered varied from state to state. In the following pages, similarities and differences between each state's offerings are explored.

California

California's agritourism operations produced a few types of crops at much higher rates than the national average. Of the states analyzed, California had:

- The highest percentage of farms producing fruit – 64% of farms compared to 50% nationally
- The highest percentage of farms producing tree nuts – 16% compared to 5% nationally
- A high number of farms producing vegetables and melons – 53%

In contrast, animal products were offered by fewer operators in California than nationally. Only dairy and animal aquaculture were present at a higher percentage of Californian operations than in the national sample. Neither was California's top animal product category, however. California's most commonly offered animal products were, in order: poultry and eggs, sheep and goats, beef cattle, hogs and pigs.

The most commonly offered value-added products in California were salsas, pickles, jams, jellies and preserves, although these products were offered by relatively fewer farms than in the national sample. Additionally, California had the lowest response for value-added products of the states in this comparison. There were three categories of value-added products in which California did stand out, however.

- Olive oil and nut or seed oils or butters were produced by a higher percentage of operators in California than any other state in this comparison.
- Wine, beer, cider, and distilled beverages were produced by 25% of respondents in California, compared to the national rate of 24%.
- Cheese and dairy were also more common in California than nationally (20%).

42% of CA Farmers Raised
Animals

58% of CA Farmers Grew
Crops

58% of CA Farmers Offered
Value-Added Products

Oregon

Of the states in this comparison, Oregon had the highest percentage of respondents growing crops and producing value-added products, both at rates higher than the national average. However, compared to operators nationally, fewer Oregon operators raised animals. Only in Oregon's top animal product category, poultry and eggs, does the state have a higher response than the national average. Oregon had the lowest percentage of farms raising beef cattle (33%) and, like several other states, had no aquaculture.

Oregon's top crop types were:

- Fruit – 54%
- Vegetable and melons – 33%
- Greenhouse, nursery, and floriculture – 32%

Oregon produced vegetables and melons at the lowest rate of the states within this comparison. The other two top crop types, as well as tree nuts, were produced at a higher rate than the national average.

Oregon's top three value-added products were all offered at rates higher than the national average. They were, in order:

- Wine, beer, cider and distilled beverages, which Oregon produces at the highest rate of the states in this comparison – 41% of operations
- Salsas, pickles, jams, jellies, and preserves – 38% of operations
- Soaps, lotions, other health and beauty products – 25% of operations

41% of OR Farmers Raised
Animals

66% of OR Farmers Grew
Crops

57% of OR Farmers Offered
Value-Added Products

Kansas

There were a few specific product categories where Kansas operations stood out from the other states.

- Kansas was the only state in this comparison that raised beef cattle at a rate higher than the national average, with 44% of farms surveyed raising cattle.
- Kansas had the highest percentage of farms growing vegetables and melons, at 66%.
- Kansas also had the highest percentage of farms growing oilseed and grain, at 23%.
- Kansas had above average fruit production, at 57%.

The top two value-added products in Kansas were offered at a rate higher than the national average. Many respondents in Kansas produced salsas, pickles, jams, jellies, or preserves (39%), while 29% produced soaps, lotions, or other health and beauty products (the highest rate of the six states).

38% of KS Farmers
Raised Animals

49% of KS Farmers
Grew Crops

39% of KS Farmers Offered
Value-Added Products

Tennessee

Tennessee produced animal products, crops, and value-added goods at lower rates than the national average. Among the states in this analysis, Tennessee had the lowest percentage of agritourism operators who produced dairy cattle/milk or poultry and eggs. Additionally, Tennessee did not have the highest relative number of producers for any single product type. However, Tennessee did have a higher percentage of respondents engaged in aquaculture, growing fruits, and operating greenhouses, nurseries, or engaging in floriculture than the national sample.

The three animal products produced by the highest percentage of Tennessee producers were:

- Poultry and eggs – 40%
- Beef cattle – 38%
- Sheep and goats – 33%

Tennessee's most commonly grown crop categories were:

- Fruit – 52%
- Vegetable and melons – 48%
- Greenhouse, nursery, and floriculture – 35%

Tennessee's three most common value-added products all were produced by a higher percentage of operators in Tennessee than nationally, and were:

- Salsas, pickles, jams, jellies, and preserves – 43%
- Baked goods – 33%
- Soaps, lotions, other health and beauty products – 24%.
- Additionally, Tennessee was second only to California among the 6 states in this comparison in percentage of respondents producing olive oil, nut or seed oils or butter.

43% of TN Farmers
Raised Animals

59% of TN Farmers
Grew Crops

37% of TN Farmers Offered
Value-Added Products

Kentucky

Among the states in this comparison, Kentucky had the highest percentage of operators raising sheep and goats and engaging in aquaculture. In fact, 7% of respondents indicated they were involved in aquaculture, around three times as much as the national average of 2%. Kentucky's three most commonly produced animal products were:

- Poultry and eggs – 48%
- Sheep and goats – 45%
- Beef cattle – 39%

For each type of crop other than maple, Kentucky had a higher percentage of operators growing the crop than the national average. Despite a low level of maple syrup production, Kentucky was the only state in this comparison other than Vermont that had any maple syrup production. Additionally, Kentucky had the highest percentage of respondents operating greenhouses, nurseries, or floriculture operations. The highest percentage of Kentucky farmers indicated they were growing:

- Vegetables and melons – 61%
- Fruit – 56%
- Greenhouse, nursery, and floriculture – 39%.

For value-added goods, Kentucky's top three categories were:

- Salsas, pickles, jams, jellies, and preserves – 45%
- Baked goods – 35%
- Cut and wrapped or processed meat – 24%

For each of these categories, Kentucky had the highest percentage of producers of the six states in this comparison.

**47% of KY Farmers
Raised Animals**

**62% of KY Farmers
Grew Crops**

**44% of KY Farmers Offered
Value-Added Products**

Vermont

In each product category (animal products, crops, value-added goods), Vermont had a higher percentage of producers than the national average. Additionally, there were many specific product types for which Vermont had the highest percentage of producers. These included dairy cattle/milk, hogs and pigs, poultry and eggs, maple syrup, and cheese and dairy.

Vermont had a high percentage of farmers raising each type of animal with the exception of aquaculture, in which no survey respondents were involved.

- Poultry and eggs – 53%
- Beef cattle – 37%
- Sheep and goats – 36%
- Hogs and pigs – 35%
- Dairy cattle/milk – 31%

Aside from tree nuts and oilseed and grain (for which Vermont had the lowest percentage of respondents of the six states), Vermont had high percentages of farmers growing each crop type.

- Vegetable and melon – 57%
- Fruit – 49%
- Greenhouse, nursery, and floriculture – 35%
- Maple syrup – 30%

Value-added products is the only category where Vermont respondents produce less than the national average across most types. Vermont had the highest percentage of operators making cheese and dairy of the six states, and had higher than average cut and wrapped or processed meat, but had the lowest percentage of producers making salsas, pickles, jams, jellies or preserves and making soaps, lotions, or other health or beauty products.

Vermont's most commonly produced value-added goods were:

- Cheese and dairy – 28%
- Salsas, pickles, jams, jellies, and preserves – 28%
- Baked goods – 22%
- Cut and wrapped or processed meat – 21%

50% of VT Farmers
Raised Animals

62% of VT Farmers
Grew Crops

57% of VT Farmers Offered
Value-Added Products

Top Challenges by State

California

Time management	90%
Labor (Including family)	90%
Concern about liability issues	87%
State/local regulations	84%
Marketing your operation	82%
Availability of operating capital	79%
City/county zoning and permitting	79%
Cost/availability of insurance	77%
Cash flow management	76%
Local/state taxes	68%

Oregon

Time management	91%
Labor (Including family)	90%
Concern about liability issues	85%
Cost/availability of insurance	82%
Marketing your operation	81%
Cash flow management	81%
Availability of operating capital	79%
Managing Visitor Accessibility	79%
City/county zoning and permitting	77%
Develop/implement business plan	76%

Kansas

Cost/availability of insurance	87%
Time management	86%
Availability of operating capital	86%
Cash flow management	83%
Labor (including family)	81%
Concern about liability	80%
Marketing your operation	76%
Developing/implementing business plan	72%
State/local regulations	70%
Local/state taxes	68%

Tennessee

Labor (including family)	88%
Marketing your operation	84%
Concern about liability issues	83%
Time management	83%
Availability of operating	83%
Cash flow management	82%
Cost/availability of insurance	79%
Managing visitor accessibility	69%
E-connectivity	68%
Developing/implementing business plan	68%

Kentucky

Time management	88%
Cash flow management	87%
Labor (including family)	86%
Availability of operating capital	82%
Marketing your operation	79%
Concern about liability issues	78%
Managing visitor accessibility	76%
Cost/availability of insurance	74%
E-connectivity	71%
Local/state taxes	70%

Vermont

Time management	90%
Labor (including family)	87%
Marketing your operation	82%
Cost/availability of insurance	75%
Availability of operating capital	73%
Concern about liability issues	72%
Cash flow management	70%
Developing/implementing business plan	69%
Managing visitor accessibility	69%
State/local regulations	68%

Appendix F. Comparison of United States Agritourism and On-Farm Direct Sales Survey Sample and NASS Census of Agriculture Data

Results from the National survey are compared with results from the National Agricultural Statistics Service (NASS) Census of Agriculture in 2017. Note that the Sample survey only included farms with agritourism and on-farm direct sales. The NASS Census of Agriculture includes all types of farms, unless specified otherwise.

NASS data are from

https://www.nass.usda.gov/Publications/AgCensus/2017/Full_Report/Volume_1_Chapter_1_US/usv1.pdf.

Firmographic Information

Types of Products

The sample has more farms producing fruit, vegetables and melons, value-added products, maple syrup, hogs and pigs, sheep and goats, and poultry and eggs than the nation. It has fewer farms producing oilseed and grain, and beef cattle.

Table 1. Types of products

Products	Survey Sample		NASS Census	
	Frequency (n=1775)	Percent	Frequency (n=2,042,220)	Percent
Dairy cattle and milk production	112	6%	37,750	2%
Oilseeds and grains	123	7%	451,716	22%
Vegetables and melons	576	32%	75,320	4%
Fruit	548	31%	109,994	5%
Maple syrup	82	5%	9,462	1%
Greenhouse, nursery, and floriculture	305	17%	46,970	2%
Beef cattle	312	18%	711,827	35%
Hogs and pigs	200	11%	64,871	3%
Poultry and eggs	385	22%	164,099	8%
Sheep and goats	316	18%	125,523	6%
Value-added products	785	44%	33,523	2%

Gross Value of Sales from All Farm-Related Sources

NASS Census of Agriculture variable is “market value of agricultural products sold.”

The survey sample has a higher percentage of farms with sales in the middle ranges (\$25,000-\$4,999,999) than the nation as a whole.

Table 2. Gross Value of Sales

Gross Value of Sales	Survey Sample		NASS Census	
	Frequency	Percent	Frequency	Percent
Less than \$1,000	64	5%	603,752	30%
\$1,000 - \$4,999	101	7%	373,290	18%
\$5,000 - \$24,999	287	21%	382,854	19%
\$25,000 - \$99,999	349	25%	153,928	8%
\$100,000 - \$249,999	231	17%	163,057	8%
\$250,000 - \$499,999	115	8%	218,771	11%
\$500,000 - \$999,999	105	8%	69,703	3%
\$1 million - \$4,999,999	98	7%	53,611	3%
5 million or more	20	1%	23,254	1%
Total	1370	100%	2,042,220	100%

Gross Value of Sales from Agritourism and Direct Sales

NASS Direct Sales is worded in the 2017 questionnaire as “food produced and sold directly to consumers: farmers markets, on-farm stores or farm stands, roadside stands or stores, u-pick, CSA (Community Supported Agriculture), online marketplaces, etc.”

NASS Agritourism is worded in the 2017 questionnaire as “Agri-tourism and recreational services, such as farm tours, hayrides, hunting, fishing, etc.”

Direct comparisons are difficult to make because the categories do not match exactly, but the survey sample appears to have larger percentages in higher categories of direct sales, agritourism sales, and value-added sales than the NASS Census of Agriculture. Note that the agritourism survey include on-farm but not off-farm direct sales. NASS Direct Sales includes both on- and off-farm sales.

Table 3. Gross value of sales from agritourism and direct sales

Gross Value of Sales	Survey Sample		NASS Census			
	Frequency	Percent	Direct Sales		Agritourism	
Less than \$1,000	176	13%	48,013	37%	5861	21%
\$1,000 - \$4,999	199	15%	43,934	34%	9186	32%
\$5,000 - \$24,999	325	24%	25,376	20%	7975	28%
\$25,000 or more	660	49%	12,733	10%	5553	19%
Total	1360	100%	130,056	100%	28,575	100%

Number of Farms by Size

The sample resembles the nation in acreage.

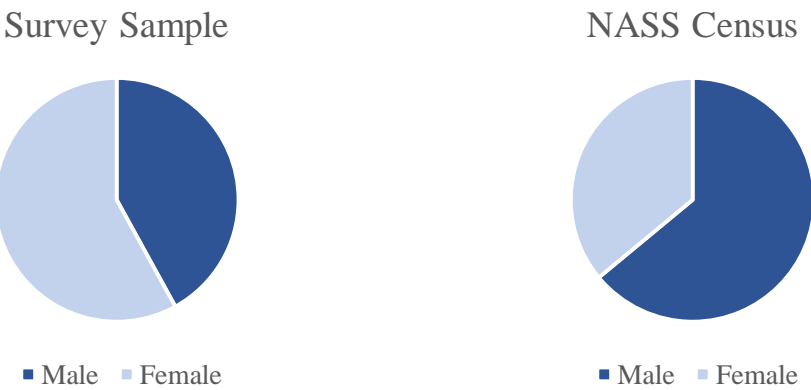
Table 4. Number of farms by size

Acres	Survey Sample		NASS Census	
	Frequency	Percent	Frequency	Percent
1 – 9.9 acres	180	13%	273,325	13%
10 – 49.9 acres	453	32%	583,001	29%
50 – 179 acres	418	29%	564,763	28%
180 – 499 acres	222	16%	315,017	15%
500 – 999 acres	76	5%	133,321	7%
1,000 – 1,999 acres	28	2%	87,666	4%
2,000 or more acres	43	3%	85,127	4%
Total	1420	100%	2,042,220	100%

Farmer Demographics

Gender

The sample is 58% female, while the NASS average is 36% female.



Age

The average age of the sample is 55, while the NASS average is 58.

Years on Farm

This comparison is not parallel because our survey compared years in agritourism and the NASS Census compared years on the present farm.

Table 5. Years on farm

Years	Survey Sample		NASS Census	
	Frequency	Percent	Frequency	Percent
2 or fewer	176	11%	201,061	6%
3 – 4	222	14%	268,316	8%
5 – 9	349	22%	495,022	15%
10 or more	845	53%	2,435,435	72%
Total	1592	100%	3,399,834	100%