Survey of Agritourism including On-Farm Direct Sales in Vermont

Challenges

Between November 2019 and February 2020, 222 farmers and vineyard operators representing all 14 counties in Vermont completed an online survey about agritourism including on-farm sales. For more information and additional summaries, visit https://www.uvm.edu/vtrc/agritourism-research.

Biggest Challenges in Vermont

The top 10 challenges for survey respondents are listed below. Each bar represents the percent of respondents who felt that the listed challenge was either "very challenging" or "somewhat challenging."





"Our biggest challenge at [the 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."

Vermont farmer



"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."

- Vermont farmer

This work is supported by Critical Agriculture Research and Extension (CARE) grant no. VTN32556 from the USDA National Institute of Food and Agriculture and Agriculture Marketing Resource Center (AgMRC), located at Iowa State University, www.agmrc.org. AgMRC is a national website dedicated to providing information to producers and service providers on value-added agriculture businesses. Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the authors and do not necessarily reflect the view of the U.S. Department of Agriculture. UVM Extension helps individuals and communities put research-based knowledge to work. Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the United States Department of Agriculture. University of Vermont Extension, Burlington, Vermont. University of Vermont Extension, and U.S. Department of Agriculture, cooperating, offer education and employment to everyone without regard to race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital or familial status. Any reference to commercial products, trade names, or brand names is for information only, and no endorsement or approval is intended.

April 2021