## Survey of Agritourism including On-Farm Direct Sales in Vermont

## Supports needed by operators

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 <a href="https://www.uvm.edu/vtrc/agritourism-research">https://www.uvm.edu/vtrc/agritourism-research</a>.

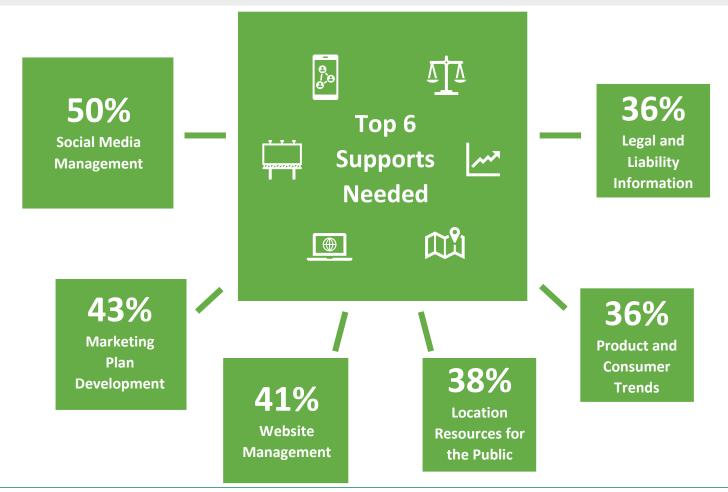
Agritourism operators in Vermont face a host of challenges (see Vermont Challenges summary) but there is room for service providers, policy makers and researchers to help build the support systems that operators across the state need to succeed.

"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."

- Vermont farmer

## What supports do VT farmers need?

Farmers noted that the three supports most needed for success were social media marketing and management, marketing plan development, and website management. The following shows the percentage of respondents requesting the top six supports.



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 lowa 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