

# Agritourism Development and Research in the USA

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Dr. Claudia Schmidt  
Chadley Hollas

Rural Women Sustainable Entrepreneurship  
Opportunities through Agri Tourism

INTERNATIONAL CONFERENCE  
ON AGRI TOURISM  
hosted by Agri Tourism India

World Agri Tourism Day  
May 15, 2021





# INTERNATIONAL WORKSHOP ON AGRITOURISM

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Postponed to August 30, 2022

# SAVE THE DATE!

October 27 - 29, 2020  
Burlington, Vermont, USA

Photo Courtesy of [Vermont Department of Tourism & Marketing](#)

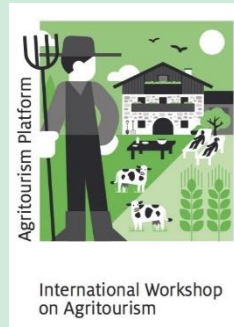
<https://www.agritourismworkshop.com/>



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**EXTENSION**

# Agritourism

## GATHERINGS



*A virtual series for farm, food,  
and travel communities*

September 22, 2020  
October 8, 2020  
November 19, 2020  
December 9, 2020  
January 13, 2021  
February 17, 2021  
March 16, 2021  
April 20, 2021  
May 11, 2021

Welcoming Guests Back on our Farms and Ranches  
Regenerative Tourism & Agriculture  
Indigenous and Tribal Perspectives on Agritourism  
Creating Virtual Farm and Food Experiences  
Farm-Based Education in Every City and Town: 4 Unique Stories  
Agritourism within the US Racial Justice movement  
Exploring the Diversity and Impact of Agritourism in Africa  
Culinary Lens on Agritourism  
Regional Strategies for Promoting Agritourism and Economic Development

More information at <https://www.agritourismworkshop.com/>

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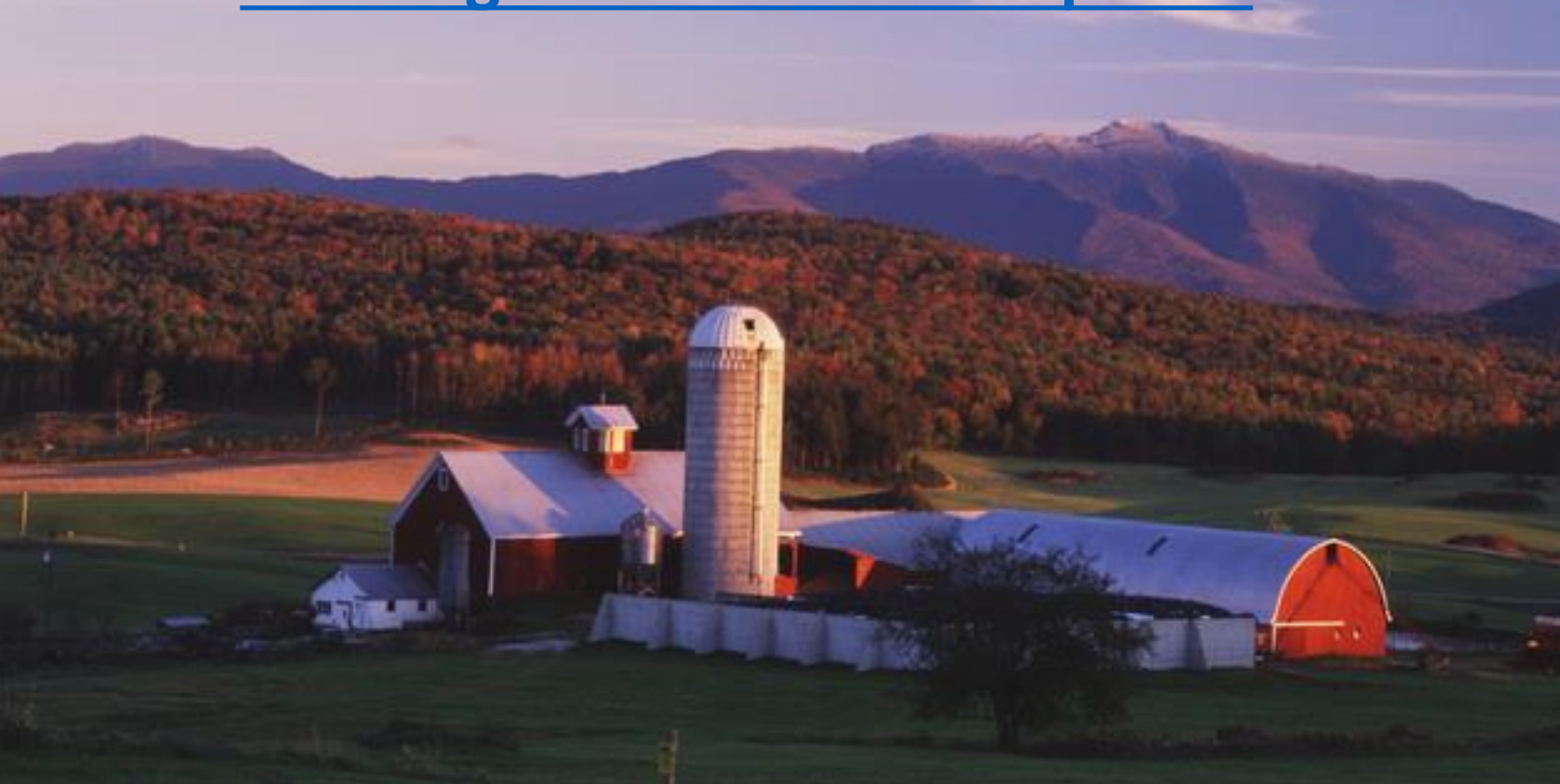
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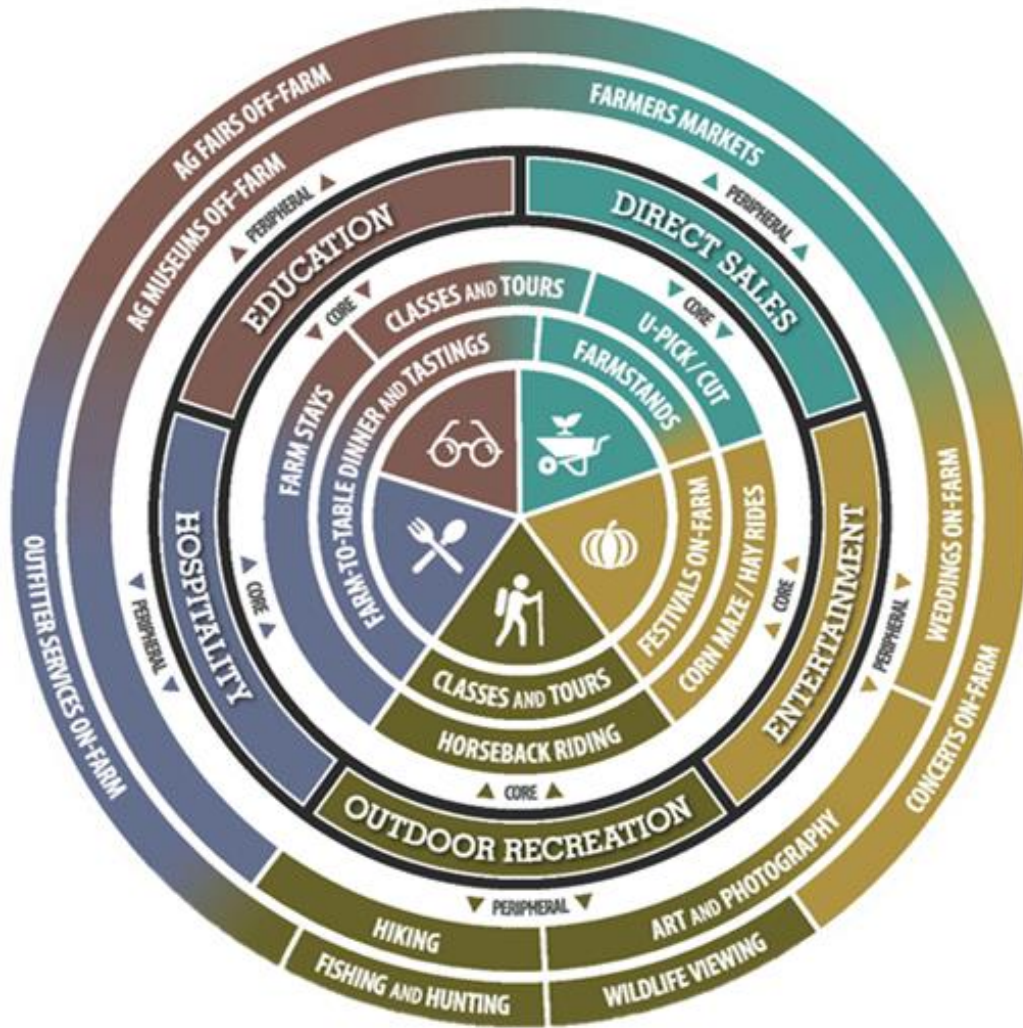
# International Workshop on Agritourism in Vermont, USA

August 30 – September 1, 2022

[www.agritourismworkshop.com](http://www.agritourismworkshop.com)







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# What is agritourism?

- The core is **on-farm experiences and product sales** closely tied to agriculture such as overnight farm stays, harvest festivals on farms, pick-your-own, farm dinners, and educational field trips.
- The peripheral tiers include activities that may or may not be considered agritourism, depending on the place and situation.
- Categories of agritourism include hospitality, education, direct sales, entertainment and outdoor recreation.
- Includes farms, ranches, vineyards, and aquaculture.

Source: Chase, L. C., Stewart, M., Schilling, B., Smith, B., & Walk, M. (2018). Agritourism: Toward a Conceptual Framework for Industry Analysis. *Journal of Agriculture, Food Systems, and Community Development*, 8(1), 13-19.

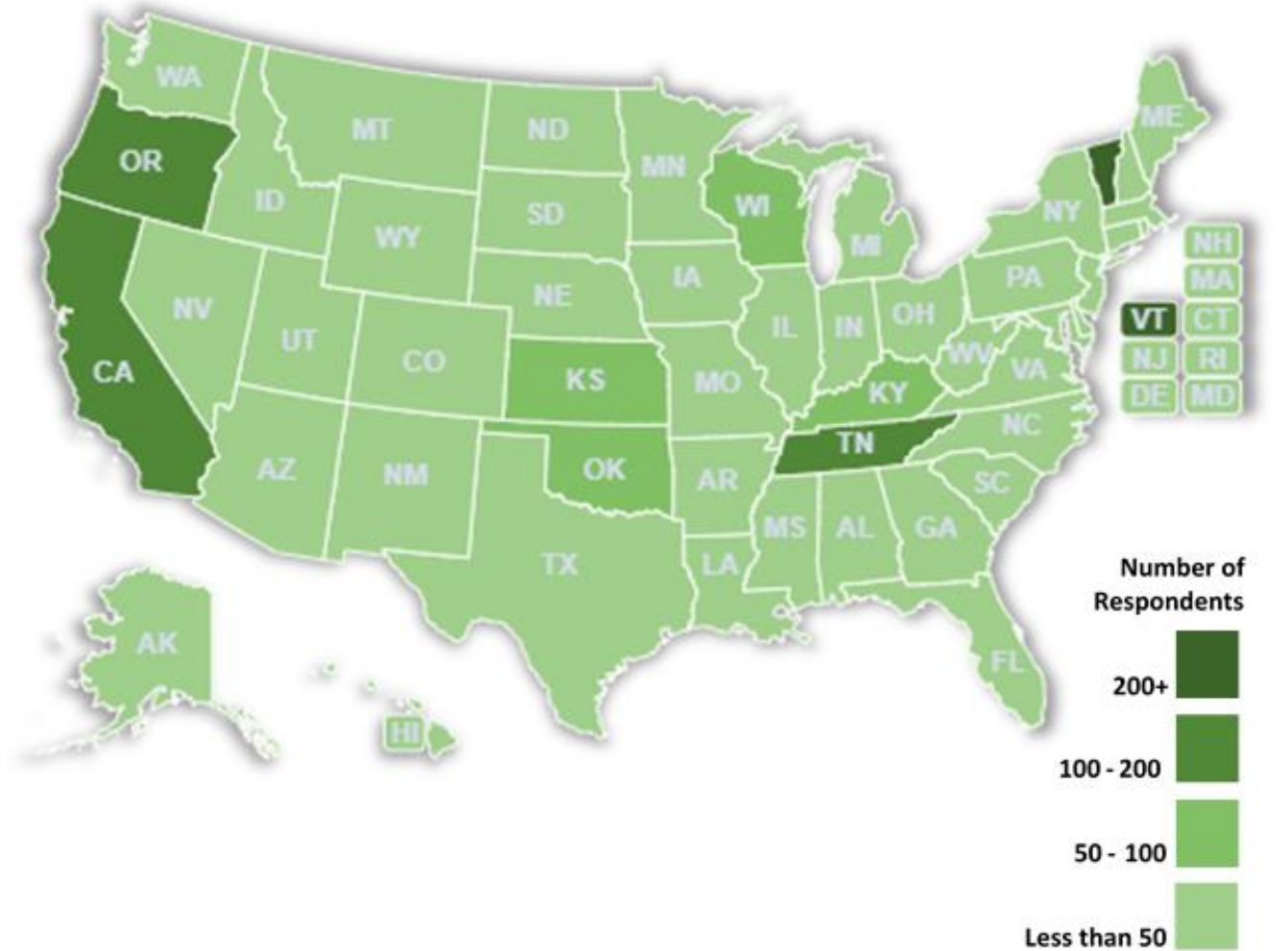
<https://doi.org/10.5304/jafscd.2018.081.016>

# Online Survey

- Conducted November 2019 - February 2020
  - On-farm experiences and product sales
  - Pre-COVID responses
- 1834 respondents from all 50 states

## In the survey, we asked about:

- Products and activities
- Motivations
- Challenges
- Support systems
- Partnerships
- Plans for future
- Firmographics
- Demographics



# Results Overview



## Females

(809 responses – 57%)

**were 54 years old**  
(average age)

**73% had a college degree**

**farmed 50 acres**  
(median farm size)

**43% had 10+ years**  
experience in agritourism

## Males

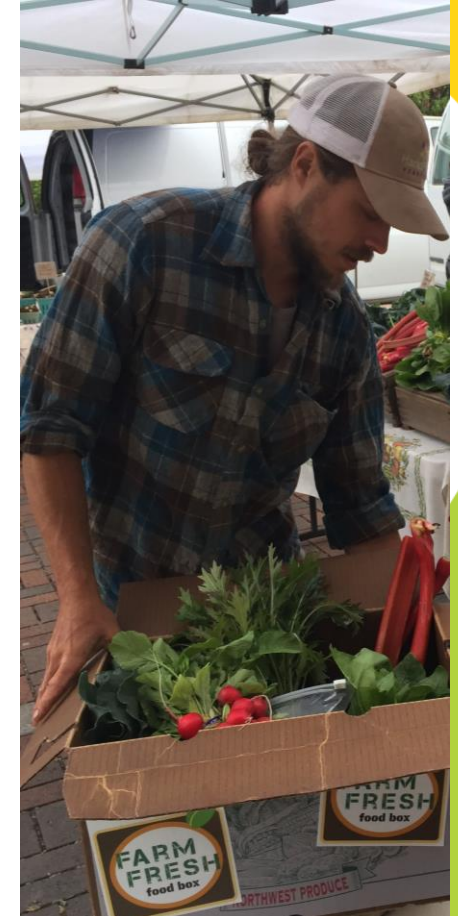
(598 responses – 43%)

**were 57 years old**  
(average age)

**66% had a college degree**

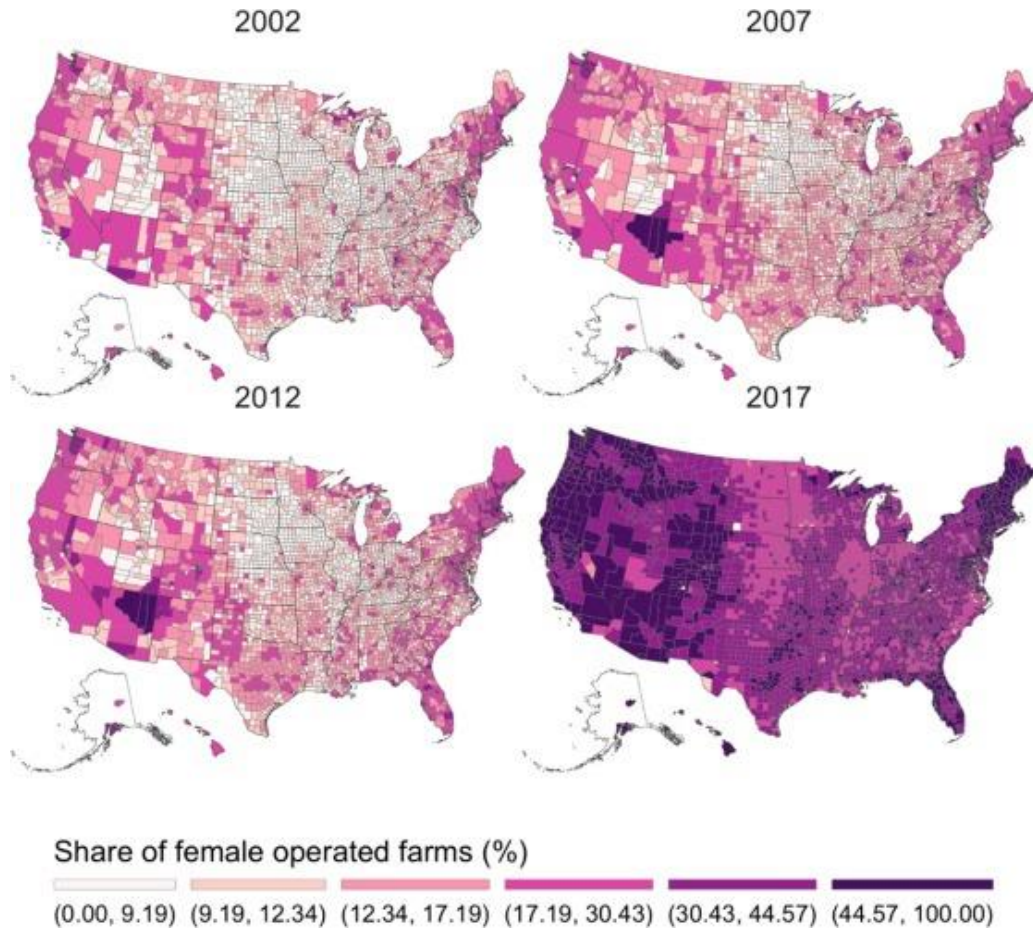
**farmed 75 acres**  
(median farm size)

**59% had 10+ years**  
experience in agritourism





# Female Farmers in the United States



- Higher share of female farmers: population centers, horticultural and small livestock production, and agritourism



# Women in Agritourism - Research

Different motivation to start

Innovation at the farm

Women are more interested in “expense reducing” than “income- inducing” activities

Less economically successful

McGehee, N. G., Kim, K., & Jennings, G. R. (2007). Gender and motivation for agri-tourism entrepreneurship. *Tourism Management*, 28(1), 280-289.; Annes, A., & Wright, W. (2015, November). 'Creating a room of one's own': French farm women, agritourism and the pursuit of empowerment. In *Women's Studies International Forum*; Savage, A. E. (2018). *Sowing Seeds of Success: A Systemic Evaluation of Women in Agritourism.*; Wright, W., & Annes, A. (2014). *Farm women and agritourism: Representing a new rurality. Sociologia Ruralis*, 54(4),

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# Elements of Success for Women in Agritourism

Pursuing Happiness

Gaining recognition and respect

Having appreciative customers

Ensuring financial sustainability

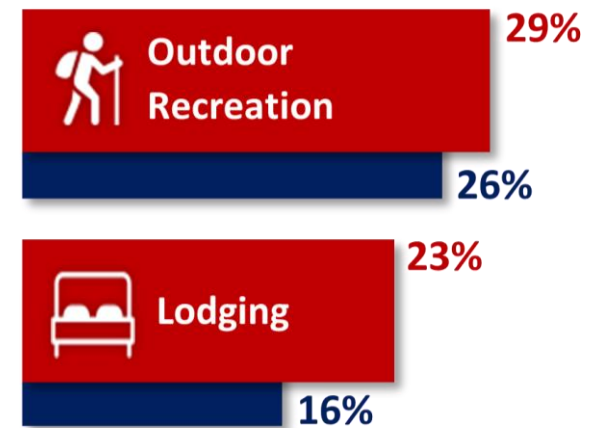
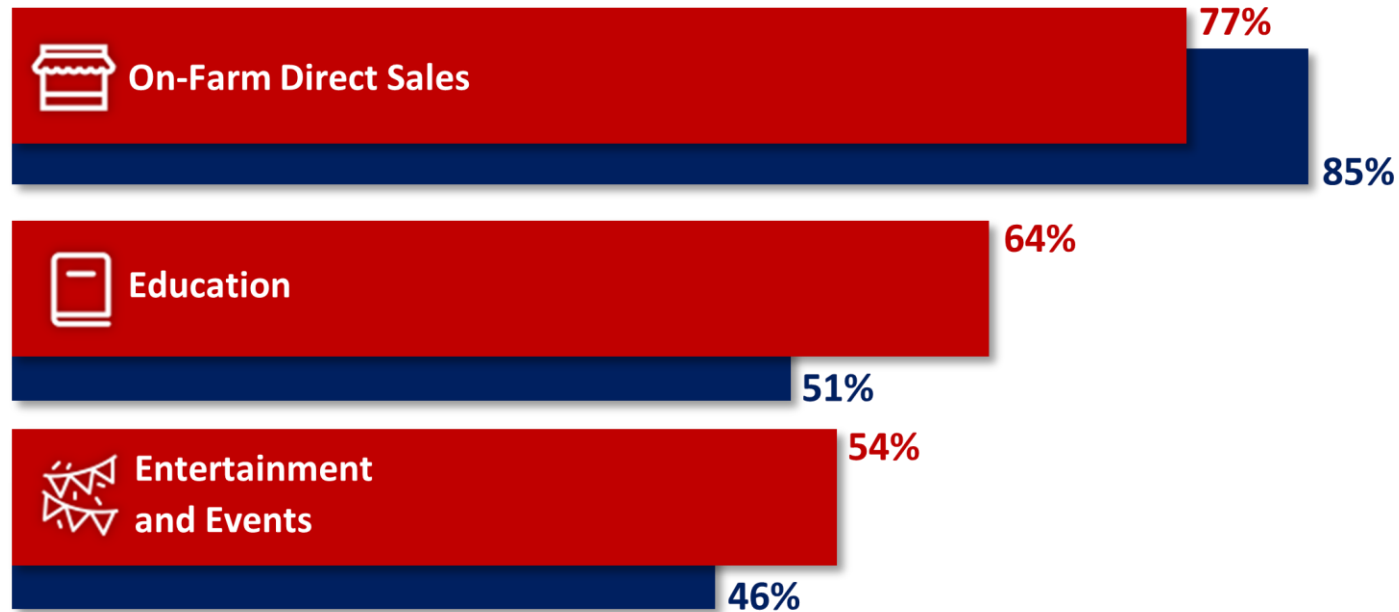
Having family support

Perpetuating the family farm

Being constantly on the move



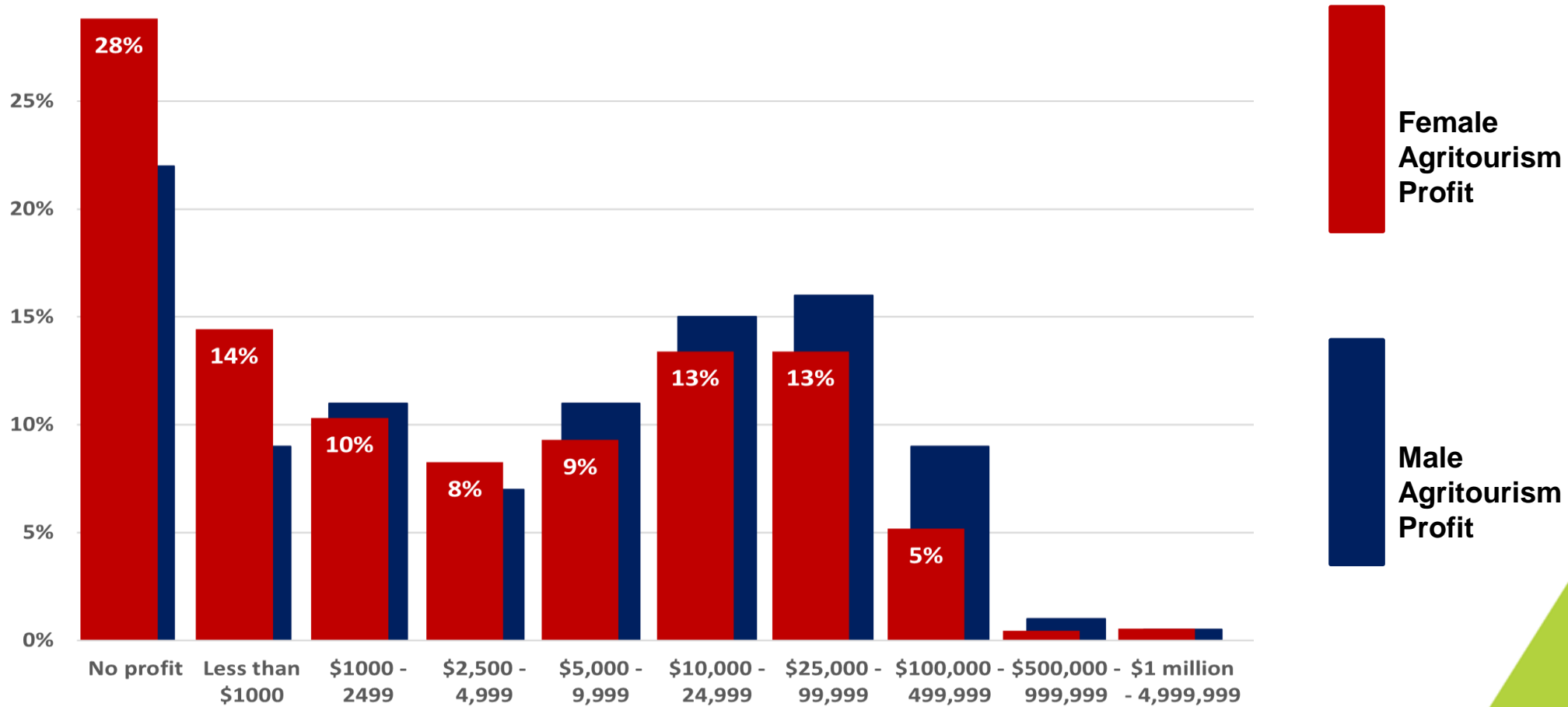
# Categories of Farm Experiences



 Female

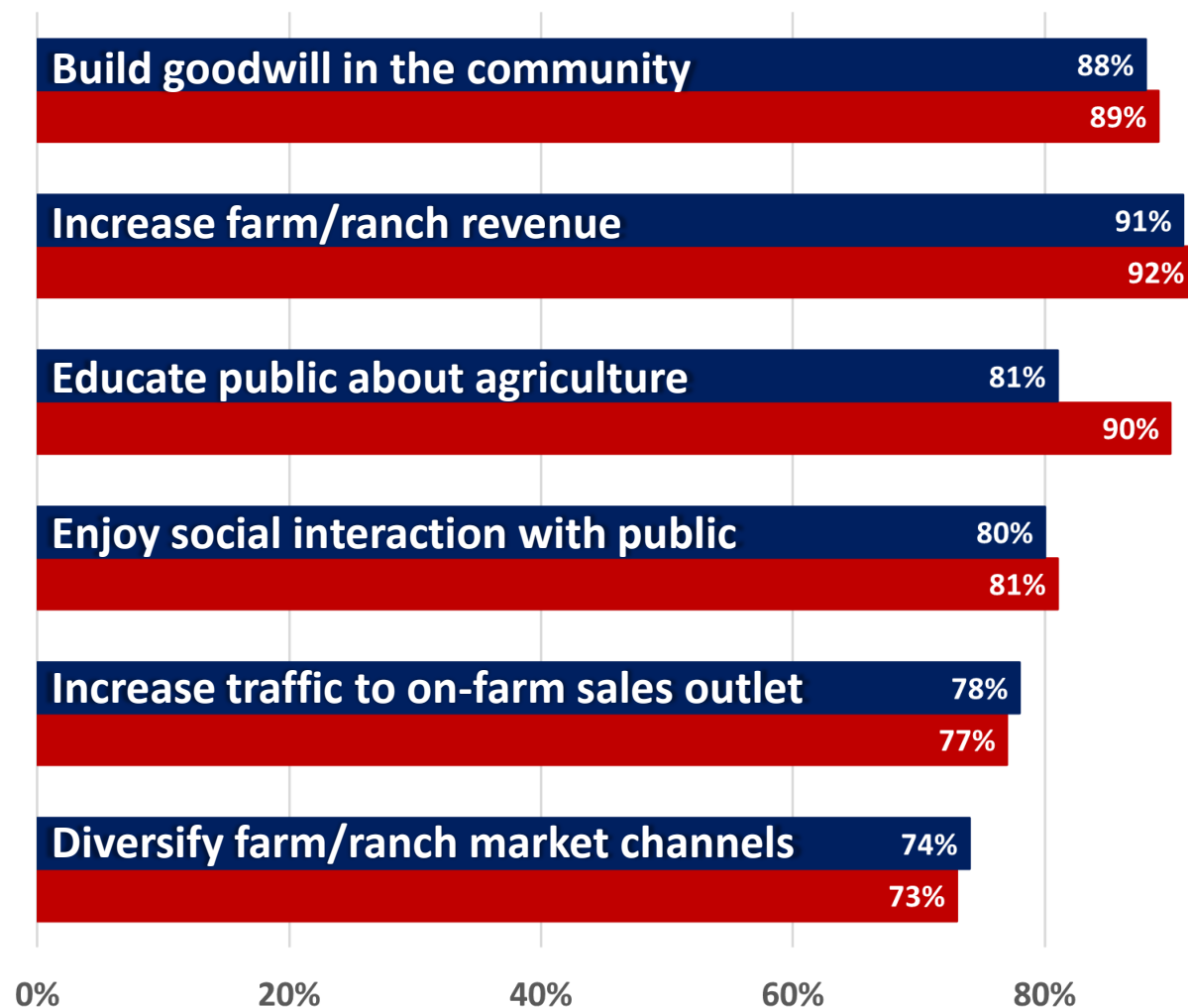
 Male

# Percentage of Farms by Agritourism Profit







# Motivations and Goals



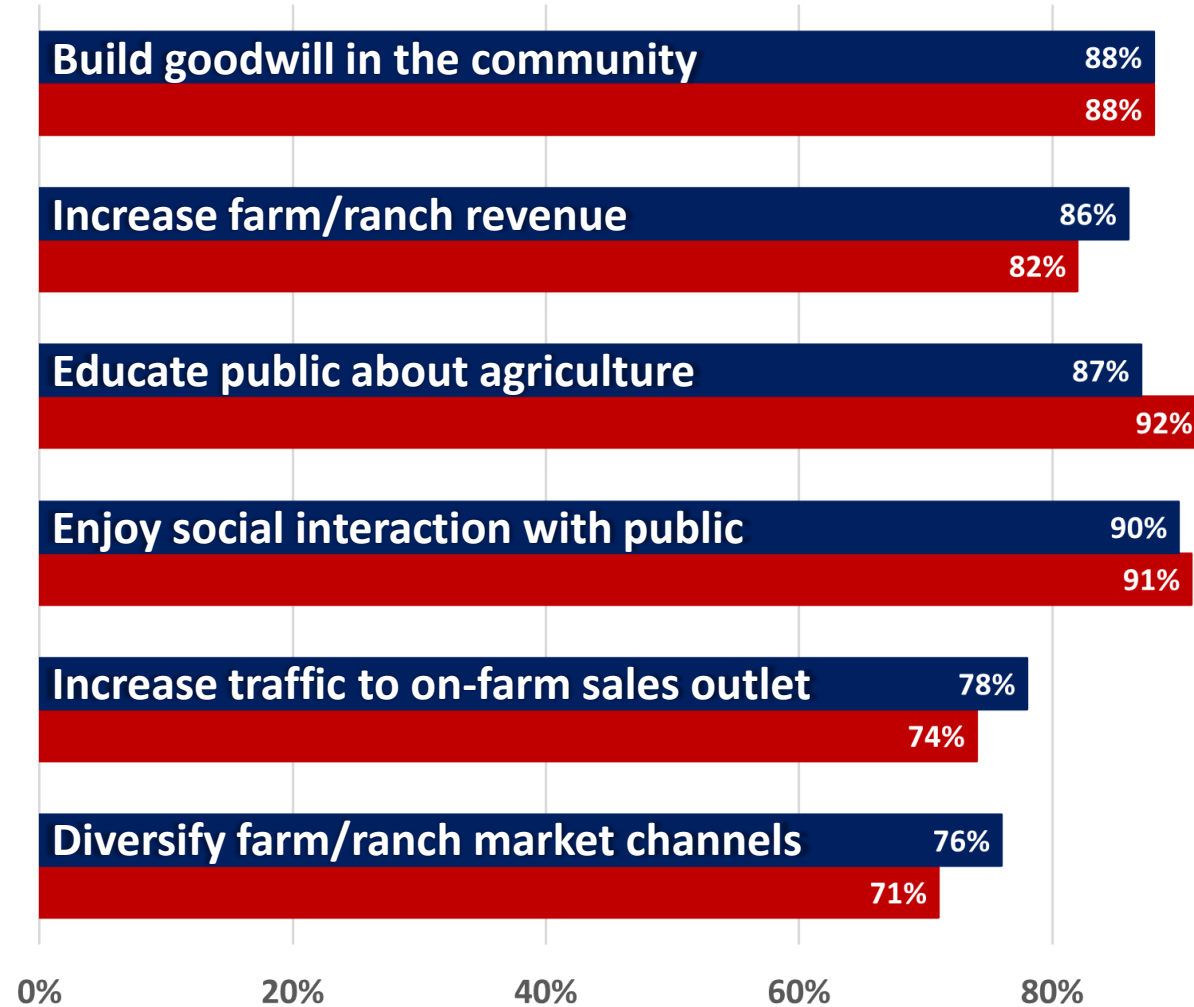
## Female

 Percent of respondents who rated goal as very important or important


## Male

 Percent of respondents who rated goal as very important or important


# Success with Goals



## Female

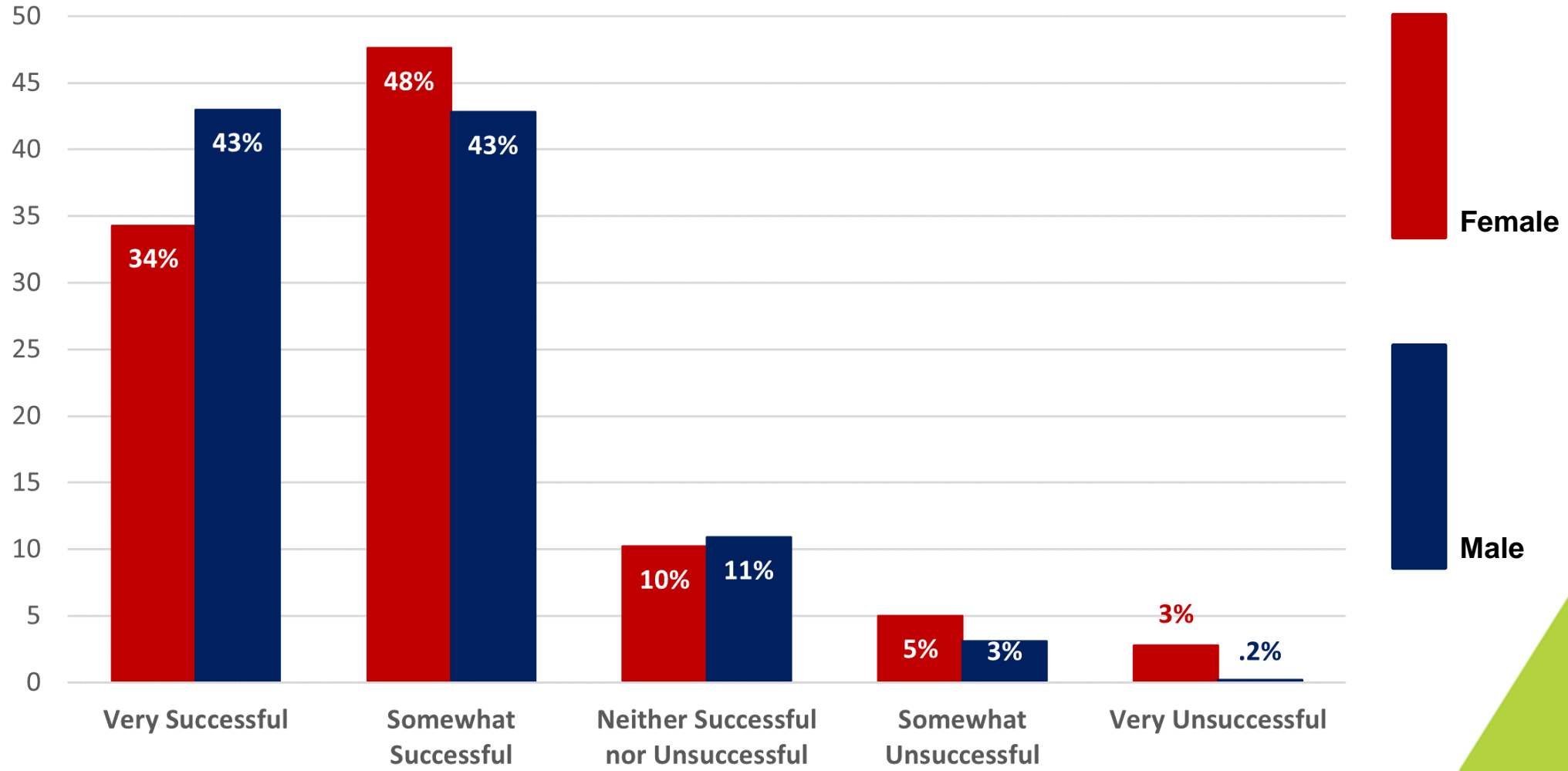
 Percent of respondents who feel they are successful in achieving important goals

## Male

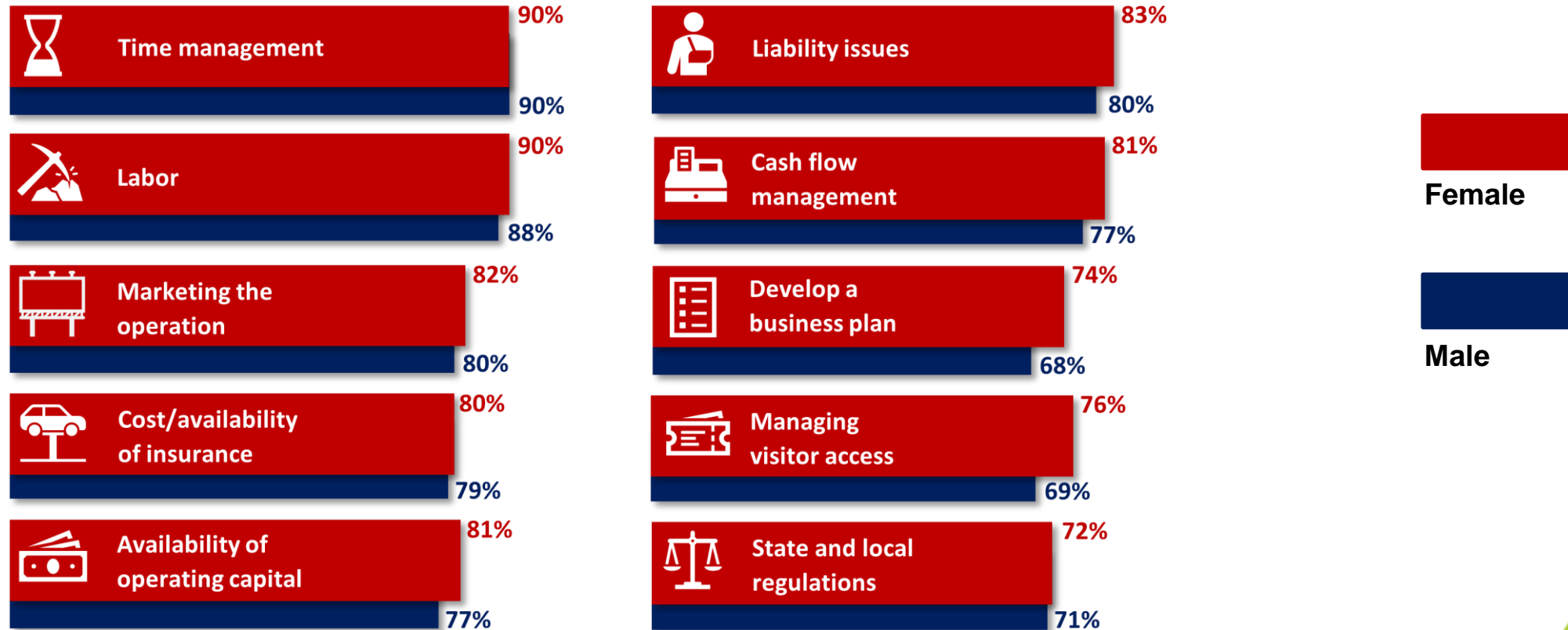
 Percent of respondents who feel they are successful in achieving important goals



# Perceived Success with Increasing Revenue

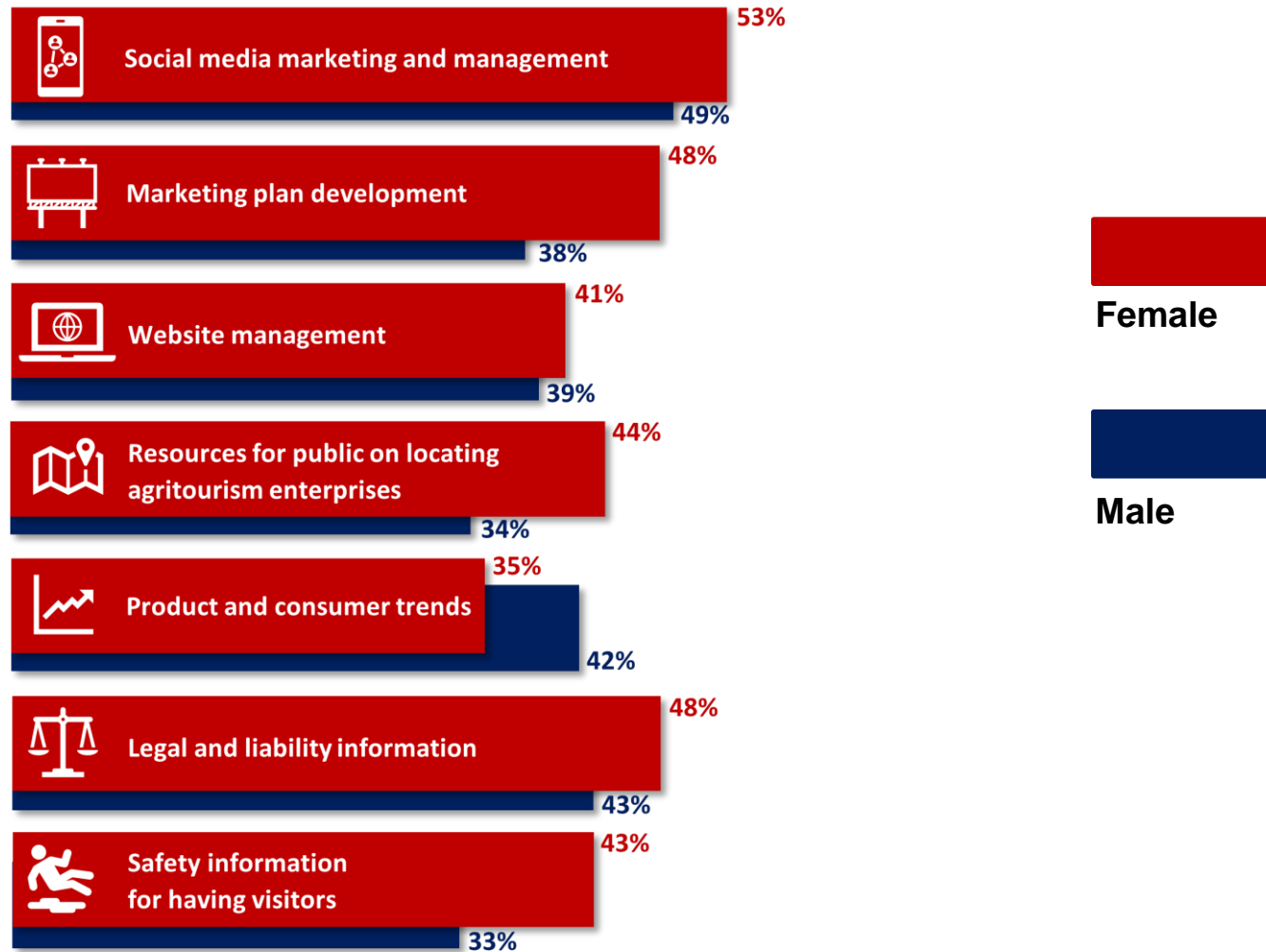


# Challenges





# Supports Needed



# From Research to Extension: Women in Agritourism – Risk Management Video Series

## Risks:

Production

Human Resource

Marketing

Legal



Ellie Hollabaugh Vranich  
Hollabaugh Bros., Inc.



Liz Wagner  
Crooked Row Farm



Megan Way Coopey  
Way Fruit Farm



Kathryn Raub  
Raub's Farm Market



Kim Tait  
Tait Farm Foods



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# Project Team

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National Institute of Food and Agriculture  
U.S. DEPARTMENT OF AGRICULTURE

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# Survey of Agritourism

including On-Farm Direct  
Sales in the United States



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<https://www.uvm.edu/vtrc/agritourism-survey>

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