Brief Two.

Respondent Overview

2. Respondent Overview

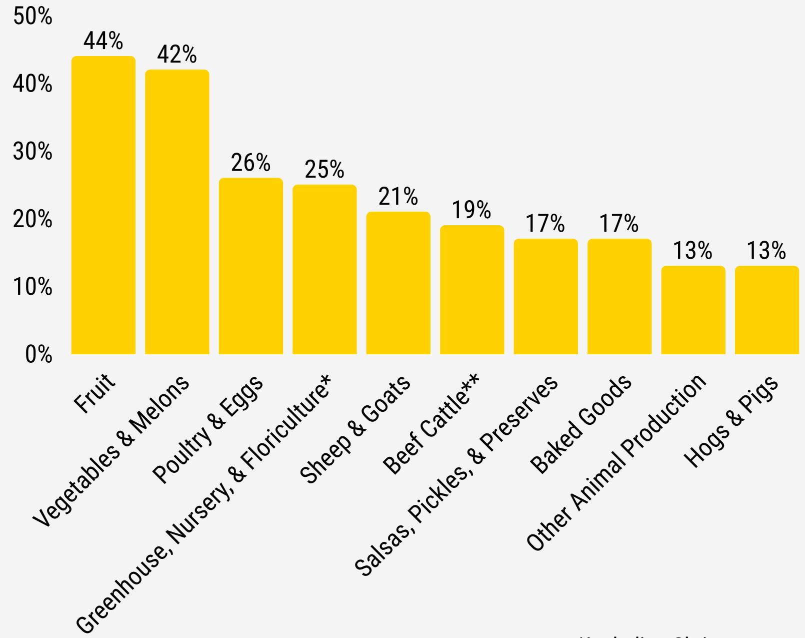
The longform survey was shared with over 22,000 farmer email addresses and received 1,065 valid responses representing all U.S. states and territories except for Delaware and Puerto Rico. Twelve states received 30 or more responses.

Agricultural Products

Farmers began by reporting what they grew or raised in 2024 in three overarching categories. Most farmers (80%) grew crops and forest products. Half raised animals, and almost as many sold value-added products.

For each overarching category they selected, farmers answered a follow-up question about specific agricultural products (i.e., respondents who selected “animals and animal-related products” then selected from a list of common farm animals). The research team combined the answers from these follow-up questions into a single ranked list to identify the most common agricultural products. The top ten products are listed in Figure 1.

Figure 1. Top Ten Agricultural Products



*Including Christmas trees
**Including feedlots

States That Recieved 30 or More Survey Responses

1. California
2. Florida
3. Maine
4. Massachusetts
5. Michigan
6. New York
7. North Carolina
8. Oregon
9. Pennsylvania
10. Vermont
11. Virginia
12. Washington

Agricultural Products: General Categories

49%
Animals and Animal-Related Products

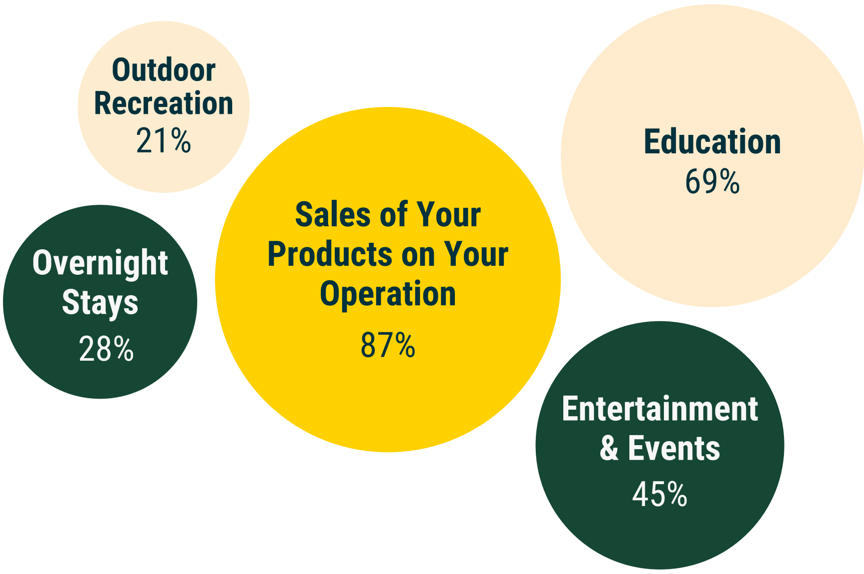
80%
Crops and Forest Products

44%
Value-Added Products

Agritourism Activities

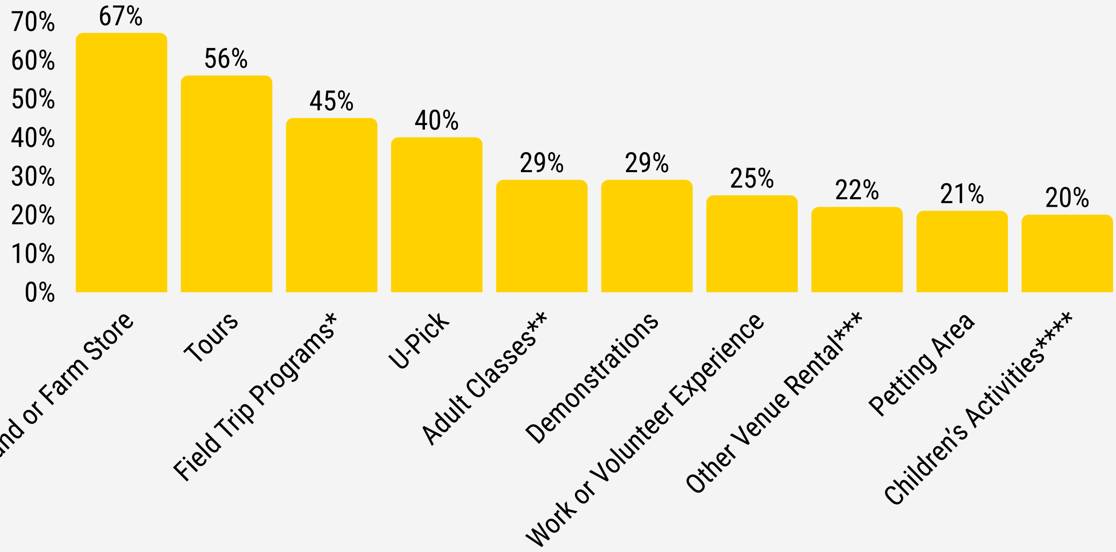
Like with agricultural products, farmers began the inquiry into agritourism by selecting from five overarching categories of visitor experiences, drawn from Chase et al. (2018). Findings are summarized in Figure 2. The majority had on-farm direct sales (87%) and educational activities (69%). Just under half (45%) had entertainment and events, and around a quarter hosted overnight stays (28%) and outdoor recreation opportunities (21%).

Figure 2. General Overview of Agritourism Activities



Farmers then answered follow-up questions about what specific activities they hosted in 2024 for each category they selected above. We combined all responses in a single ranked list, the top ten of which are shown in Figure 3. The majority of respondents had a farm stand or farm store (67%) and hosted tours (56%).

Figure 3. Top Ten Agritourism Activities



*And Student Groups
**And Workshops
***Family Reunions, Retreats, etc.
****Playground, Rides, etc.

Photo Courtesy of Liberty Hill Farm

Farm Profile

Survey respondents answered a series of questions to paint a picture of their farm business. A brief summary is provided below. For a full breakout, see the project final report **here**.

Acreage

Median farm size was 66 acres. Responses ranged from 0.12 acres to 150,000 acres, though 91% of respondents had between 1 and 500 acres.

Rurality

Respondents answered how far they were from a city with a population of at least 50k. As expected, farms were mostly rural: 27% were 50 miles or more from a city, and another 48% were between 10 and 50 miles from a city.

Years of Experience with Agritourism

When asked what year they began offering agritourism, the median answer was 2011, or 14 years of experience at the time of the survey.

Days Per Year Open to Visitors

Farmers estimated how many days per year they were open to visitors across 5 categories (1-30 days; 31-90 days; 91-150 days; 151-270 days; 271-365 days). Answers were fairly spread out across all five categories, though the greatest proportion of respondents (28%) were open year-round.

Number of Visits Per Year

Farmers estimated the number of visits they received per year (a repeat visitor counted as multiple visits). Responses were fairly evenly spread across the bottom four categories, which ranged from under 100 visits to 25k visits. Just 14% reported more than 25k visits.

Visitor Travel Distance

The survey asked what percentage of these visits were from people who traveled 50 miles or more from their homes. Visitors trended local: 68% of respondents reported that fewer than half of their visits were from people who traveled 50 miles or more.

Farm Revenue and Profit

71% of respondents had farm revenue ranging from $5k to $500k. Nearly a quarter (24%) of respondents reported less than $1k in net profits, including farms with negative profit. Another 61% earned net profits between $1k and $99k.

Agritourism Revenue and Profit

Nearly half of respondents reported gross revenues from agritourism activities under $25k (45%), and another 24% reported gross agritourism revenue between $25k - $99k. About a quarter (27%) reported net profits from agritourism under $1k, including those with negative profits. Another 61% reported net agritourism profits between $1k and $99k.

Farmer Profile

Respondents provided basic demographic info for all farm owners and decision-makers.

Number of Decision Makers

To get a more complete picture of farm operations, the survey asked how many people were involved in management or decision making for their farm. Responses ranged from 1-200, though 50% had between 2 and 4 decision-makers and the median response was 2.

Primary Work Location

When asked where each decision-maker spent the majority of their work time in 2024, 15% of respondents reported that no one spent the majority of their time on farm; 31% had one person who worked majority-time for the farm; 29% had two people; 11% had three people, and 14% had 4 or more people.

Education

Farm decision-makers in the sample were highly educated. Eighty-four percent of surveyed farms had at least one decision-maker who had completed a bachelor’s degree.

Age

Like the US farmer population as a whole, the age of decision makers trended older. One third of farms only had decision-makers over 55 years of age; 24% only had decision-makers under 55; and 43% had decision-makers both over and under 55.

Gender

Gender of farm operators was fairly evenly split between men and women. On a given farm, 47% of operators on average were men, and 49% were women. Nine percent of farms only had male decision-makers, and 9% only had female decision-makers. The remaining 82% had decision-makers of both genders.

Race and Ethnicity

The large majority of decision-makers were White and non-Hispanic/Latino. Just 1% of respondents reported that all of their decision-makers were Hispanic or Latino, and another 6% had both Hispanic and non-Hispanic decision-makers. The remaining 93% had only non-Hispanic decision makers. Similarly, 3% of respondents had only non-White decision-makers, 5% had both White and non-White decision-makers, and 92% had only White decision-makers.

Veteran Status

Thirteen percent of farms had at least one decision-maker who was a veteran of the U.S. military.

Limitations

It is not currently possible to conduct a representative survey of US farms that welcome visitors due to a mismatch between the NASS Census of Agriculture questions on agritourism and direct sales and the common understanding of agritourism among farmers and researchers. This challenge is discussed further in **Brief #5 on Profitability in Agritourism**, and explored at length in Hollas et al. (2024). Because this survey is not representative, the statistics summarized above cannot be extrapolated to US farms at large.

Photo Courtesy of Amasar

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