

Survey of Agritourism including On-farm Direct Sales in the United States

Comparing Male and Female Responses

Between November 2019 and February 2020, 1834 farmers, ranchers, and vineyard operators in the US completed an online survey about agritourism including on-farm sales. For more information and other summaries, visit <https://www.uvm.edu/vtrc/agritourism-survey>.

In this summary, we compare responses from female operators (shown in red) and male (shown in blue). Female operators accounted for 58% of the responses received.

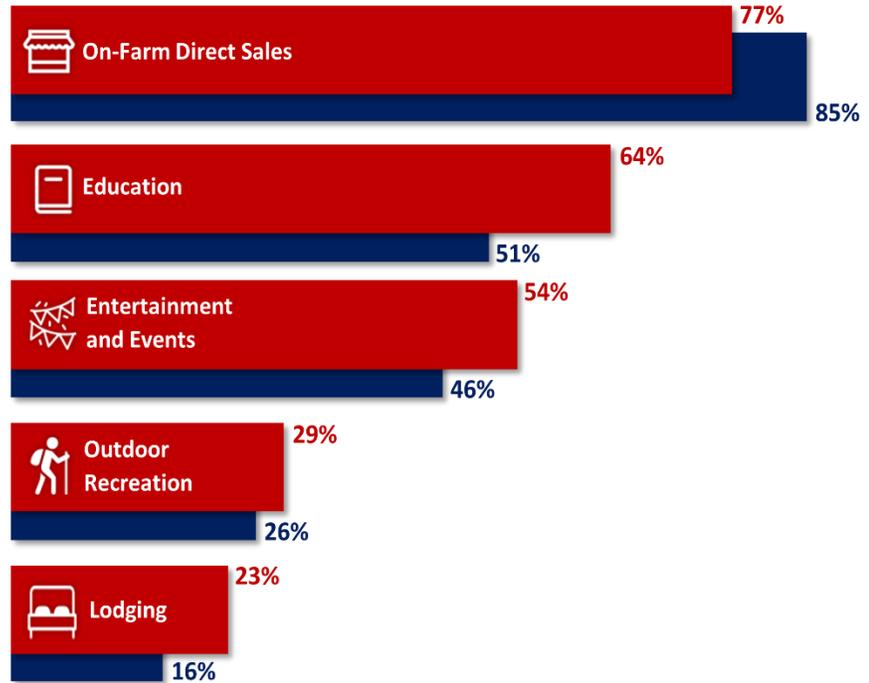


Agritourism Experiences

On-farm direct sales was the most commonly offered experience for both male and female respondents, as shown in the chart to the right.

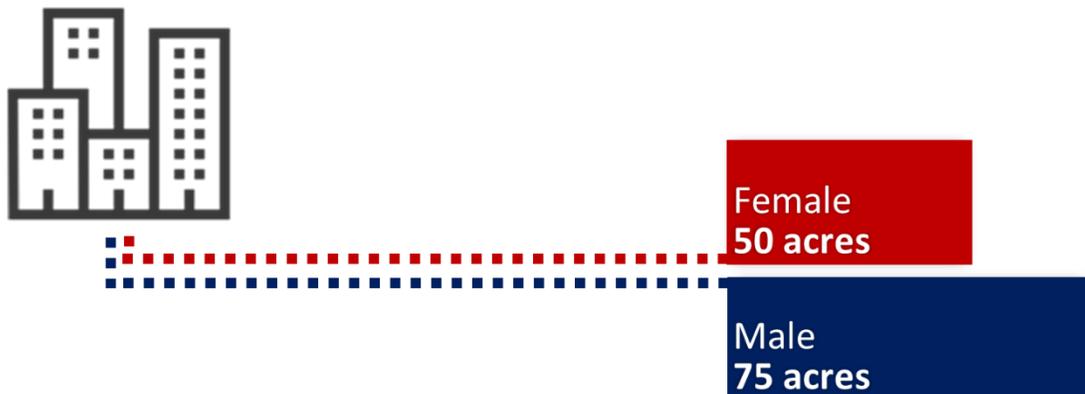
While a higher percentage of male operators offered on-farm direct sales, female respondents were more likely to offer other farm experiences, especially education and events and entertainment.

Types of Farm Experiences Offered



Farm Sizes and Proximity to Cities

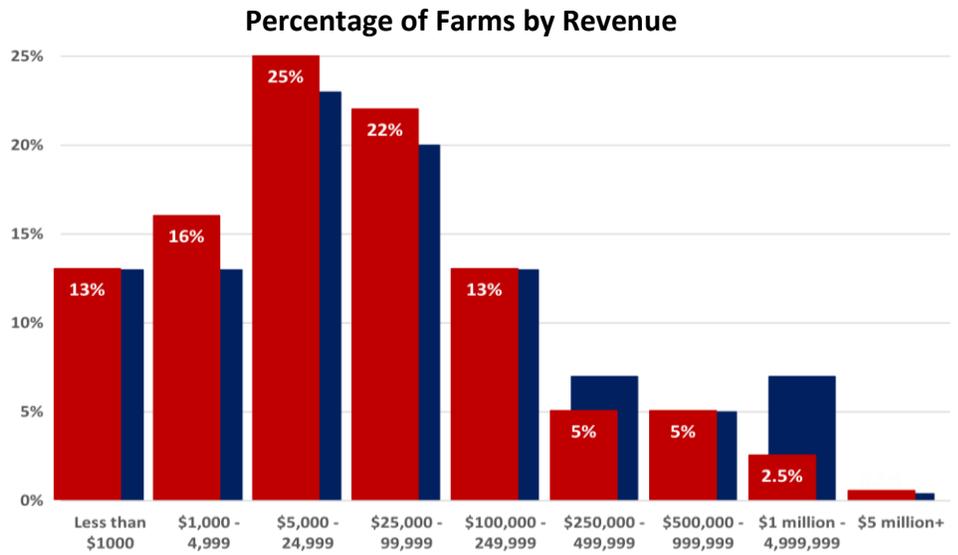
Farms with both male and female operators were located at similar distances to a city with a population of 50,000 or more. However, female respondents operated on smaller farms (median 50 acres) compared to their male counterparts (median 75 acres).



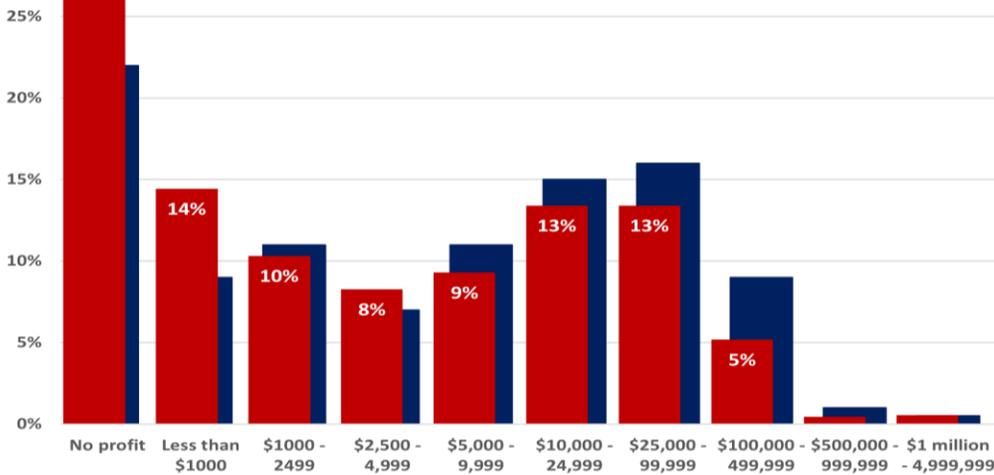
Agritourism Revenue

While the amounts of revenue reported by farms with male and female operators followed similar patterns, a higher percentage of female respondents reported revenues of less than \$250,000.

A higher percentage of male respondents reported revenues between \$250,000 and \$500,000 as well as revenues of over \$1 million.



Profit from Agritourism

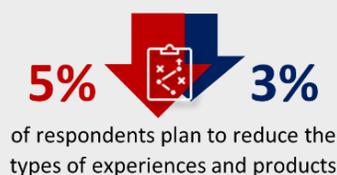
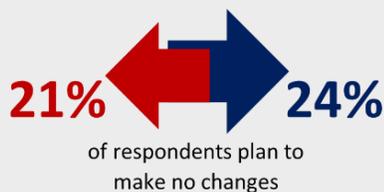
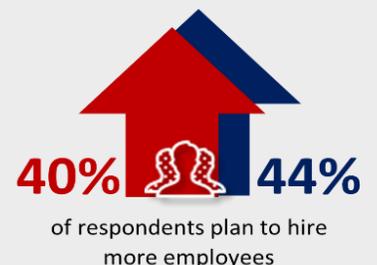
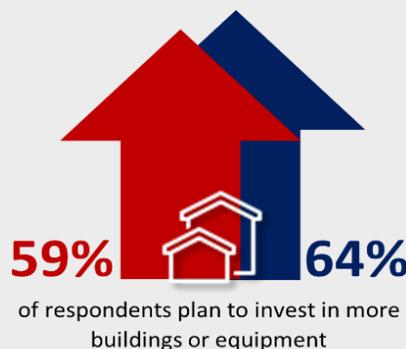
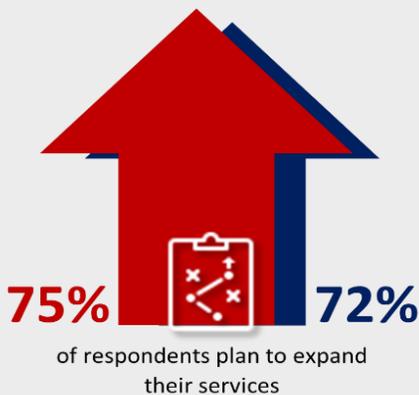


Agritourism Profitability

Survey results suggested that female respondents were less likely to be profitable with their agritourism enterprises. No profit was reported by 28% of female operators as compared with 22% of male operators. A higher percentage of male respondents reported agritourism profits for all categories greater than \$5000, except for a small number of farms with profits greater than \$1 million.

Future Plans

Overall, respondents had similar plans for their farms in the next 5 years.



Finding Success in Agritourism

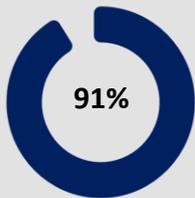
The survey asked respondents to rank the importance of various goals and how successful they felt they were at achieving those goals. The graphics below summarize four of the most important goals for both females and males and their perceived success meeting those goals.

Importance of Goals

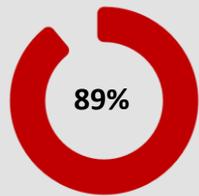
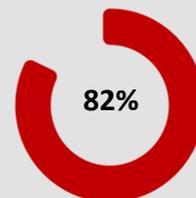
The two most important goals for female respondents were increasing farm/ranch revenue and educating the public about agriculture. For male respondents, the two most important goals were increasing farm/ranch revenue and building goodwill in the community.

Success Meeting Goals

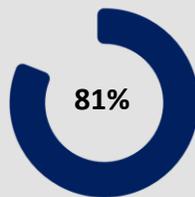
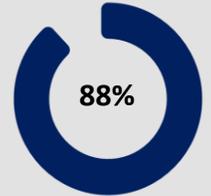
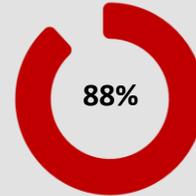
While building goodwill in the community and increasing revenue were the most important goals for male respondents, they perceived themselves to be less successful at achieving those goals. Female respondents felt most successful educating the public about agriculture and enjoying social interaction with the public.



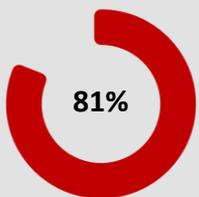
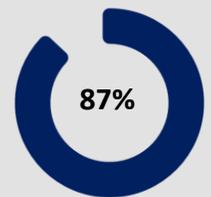
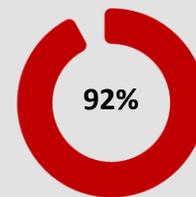
Increase
farm/ranch
revenue



Build goodwill
in the
community



Educate public
about
agriculture

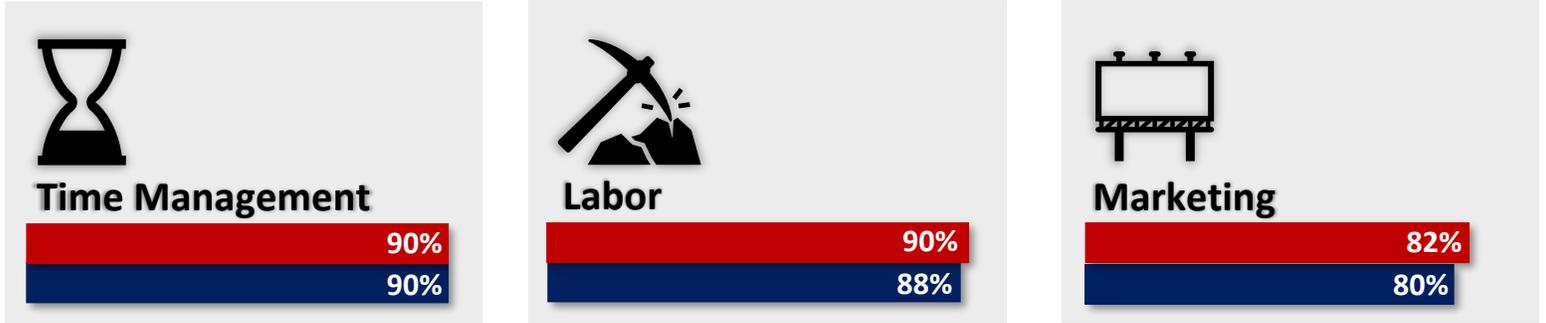


Enjoy social
interaction with
public



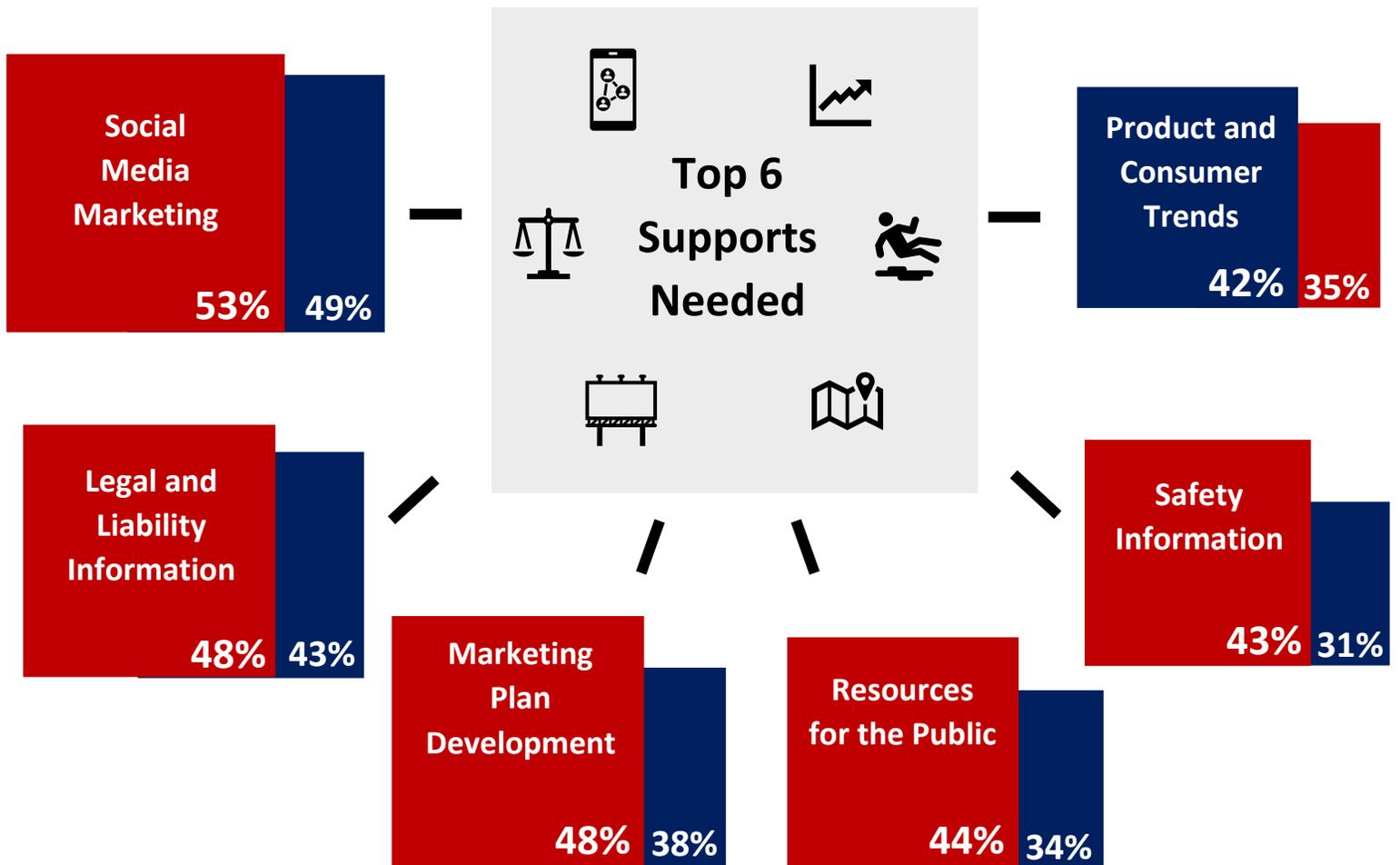
Challenges with Agritourism

The top three challenges for both male and female respondents were time management, labor, and marketing their agritourism operation. Liability issues and cash flow management were also selected as some of the most pressing challenges for operators.



Supports Needed for Success with Agritourism

A higher percentage of female respondents indicated more supports, compared to their male counterparts, that would make them more successful. The most common types of supports selected were social media marketing, legal and liability information, and marketing plan development. Support with product and consumer trends was the only category selected by a higher percentage of males than females.



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