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

Supports needed by operators

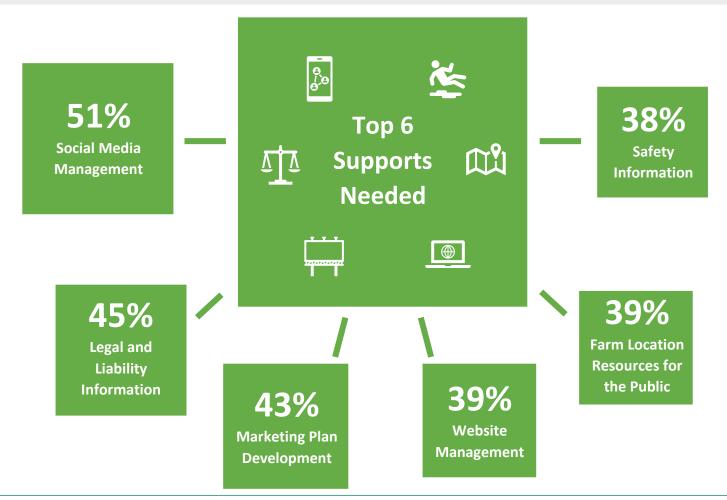
Between November 2019 and February 2020, 1834 farmers, ranchers, and vineyard operators representing all 50 states in the U.S. completed an online survey about agritourism including on-farm sales. For more information and additional summaries, visit <u>https://www.uvm.edu/vtrc/agritourism-survey</u>.

Agritourism operators across the US face many challenges (see Challenges summary), but there is room for service providers, policy makers, and researchers to help build the support systems that operators across the country need to succeed. This summary provides a brief overview of the top 6 supports needed in the US, as told by respondents to the survey.

There are SO many things that affect agritourism businesses that other kinds [of businesses] don't have.

What supports do US operators need?

Operators noted that the three supports most needed for success were social media marketing and management, legal and liability information, and marketing plan development.



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.

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