

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

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.



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