



## Agritourism and On-Farm Direct Sales Survey: Results for Vermont

Report prepared by:

Lisa Chase, Weiwei Wang, Rebecca Bartlett, David Conner, Chadley Hollas, and Lindsay Quella at the University of Vermont

For more information, contact:

Lisa Chase

University of Vermont Extension

130 Austine Drive, suite 300

Email: [Lisa.Chase@uvm.edu](mailto:Lisa.Chase@uvm.edu)

Phone: 802-257-7967

February 2, 2021

Photo credits left to right, top to bottom: Sandiwood Farm in Wolcott, Liberty Hill Farm in Rochester, Cedar Circle Farm in East Thetford, and Couture's Maple Shop and B&B in Westfield.



# Agritourism and On-Farm Direct Sales Survey: Summary Results for Vermont

## Table of Contents

<b>Acknowledgements .....</b>	<b>2</b>
<b>Introduction.....</b>	<b>3</b>
<b>Respondent Information .....</b>	<b>3</b>
<b>Firmographic Information.....</b>	<b>5</b>
<b>Product Types.....</b>	<b>10</b>
<b>Experience Types .....</b>	<b>14</b>
<b>Motivations and Goals.....</b>	<b>21</b>
<b>Plans for Agritourism in Next 5 Years.....</b>	<b>25</b>
<b>Challenges for Agritourism.....</b>	<b>26</b>
<b>Supports for Success .....</b>	<b>30</b>
<b>Assistance for Agritourism.....</b>	<b>32</b>
<b>Additional comments on challenges and opportunities for agritourism .....</b>	<b>35</b>
<b>Appendix A. Vermont Agritourism and Direct Sales Survey.....</b>	<b>38</b>
<b>Appendix B. “Other” Farm Products Lists.....</b>	<b>70</b>
<b>Appendix C. Comparison of Vermont Agritourism and On-Farm Direct Sales Survey Sample and NASS Census of Agriculture Data.....</b>	<b>93</b>

## Acknowledgements

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 Iowa State University, [www.agmrc.org](http://www.agmrc.org). AgMRC is a national website dedicated to providing information to producers and service providers on value-added agriculture businesses. We are grateful to the many farmers who took time to complete the survey.



United States Department of Agriculture  
National Institute of Food and 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.

## Introduction

As part of a USDA-funded grant, a multi-state research and extension team conducted a national survey of farms that are open to visitors for product sales and/or experiences. The online survey took place between November 2019 and February 2020 and began with a question to ensure responses only from working farms that have visitors on their property.

Partial responses have not been removed for descriptive analysis. Fill-in responses (e.g., Other) have been included below each figure or table and have not been edited except to aggregate duplicate responses and correct typos. The total number of responses (n) varies for each question as some respondents did not answer all of the questions.

## Respondent Information

The online survey was sent by email to 376 farms in Vermont with agritourism, including on-farm direct sales. We received 196 useable responses representing all 14 of Vermont's counties, yielding a response rate of 52.4%. An additional 26 responses were received from Vermont farmers who obtained a survey link via the national survey program; this provided us with a total of 222 Vermont survey responses.

Responding farmers were of all ages, with 57 being the average age. A majority of responding farmers were women. Almost three-quarters have a college degree. Since the survey was conducted in the winter of 2019-20, responses reflect the state of agritourism in Vermont before the COVID-19 pandemic.

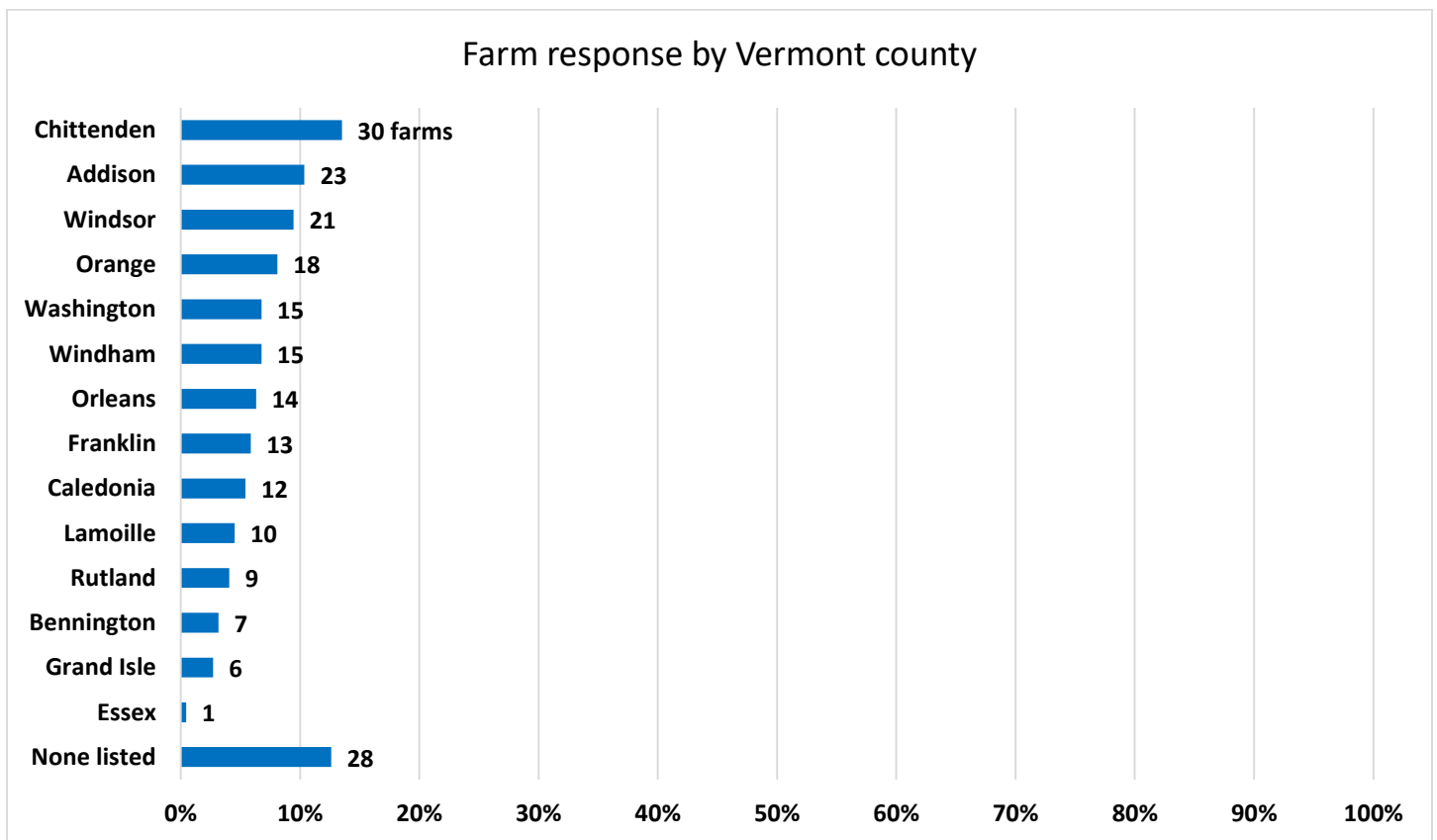


Figure 1. Farm response by county, 2018 (n=222)

Table 1. Number of completed surveys obtained via direct email invitation to Vermont farmers

	<b>Total Response</b>
Email invitations sent	376
Response to email invitation	196
VT responses to national survey	26
Total responses to survey	222

Table 2. Age distribution of respondents (n =178)

	<b>Age of Respondent</b>
Average	57
Minimum	26
Maximum	83

Table 3. Gender of respondents (n=187)

	<b>Respondent Gender</b>	
Female	105	56%
Male	82	44%

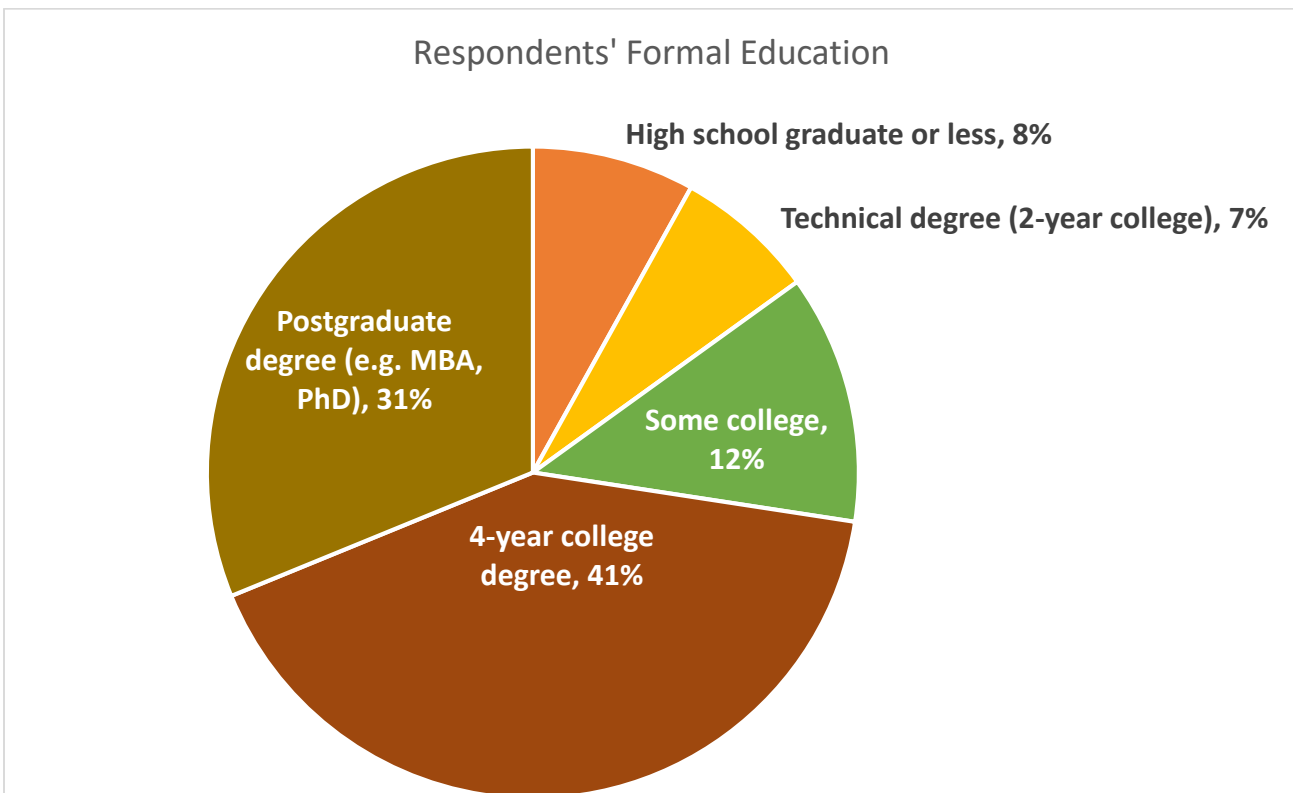


Figure 2. Respondent education (formal) (n=186)

## Firmographic Information

Most farms reported being over 50 miles from the nearest city of 50,000. Farm acreage ranges from 0 to 5,000 acres with an average of 247 acres, a median of 82, and a total of 47,225 acres. Three quarters of the farms hold one quarter of total farm acreage; the largest 4% of farms hold 43% of the acreage.

Just over 20% of responding farms made no profit from agritourism, or operated agritourism enterprises at a loss in 2018; 8% of farms generated profits over \$100,000 from agritourism.

Respondents' estimates of the percent of visitors who traveled 50 miles or more one-way to the farm ranged, with 60% of operators estimating that less than 50% of visitors traveled 50 miles or more. Only 18% (35 farms) reported that three-quarters of all of their visitors come from more than 50 miles away.

Table 4. Farm acreage

Acres	Number of farms	Percent of farms	Acres farmed	Percent of acres
0-9	17	9%	68	0.1%
10-49	44	23%	1,199	2.5%
50-99	39	20%	2,656	5.6%
100-219	45	24%	6,787	14.4%
220-499	27	14%	8,791	18.6%
500-999	11	6%	7,325	15.5%
1000-1999	4	2%	6,000	12.7%
2000+	4	2%	14,400	30.5%
Total	191		47,226	

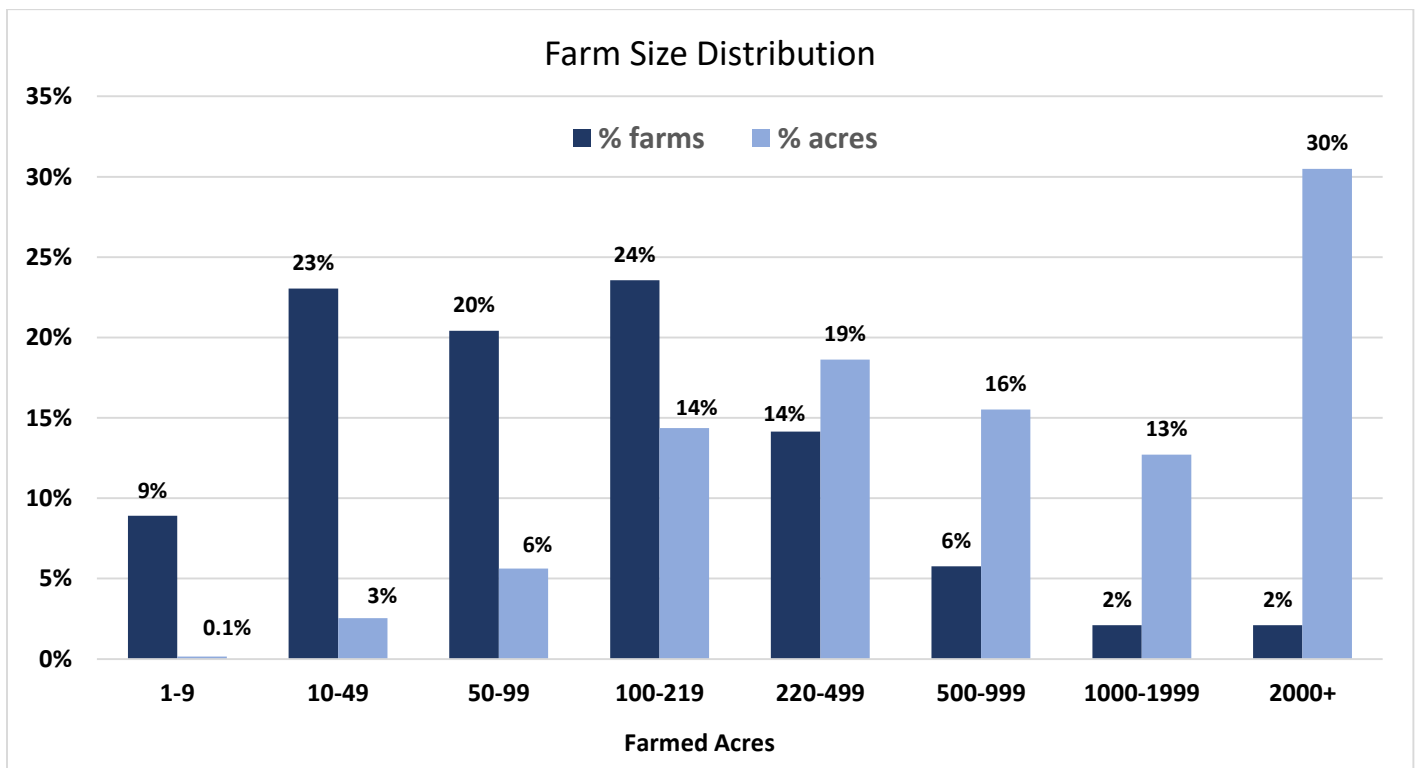


Figure 3. Farm Size Distribution (n=191)

Table 5. Farm/ranch acreage (n=191)

	<b>Acres</b>
Mean	247
Median	82
Max	5,000
Min	0
Standard Deviation (SD)	581

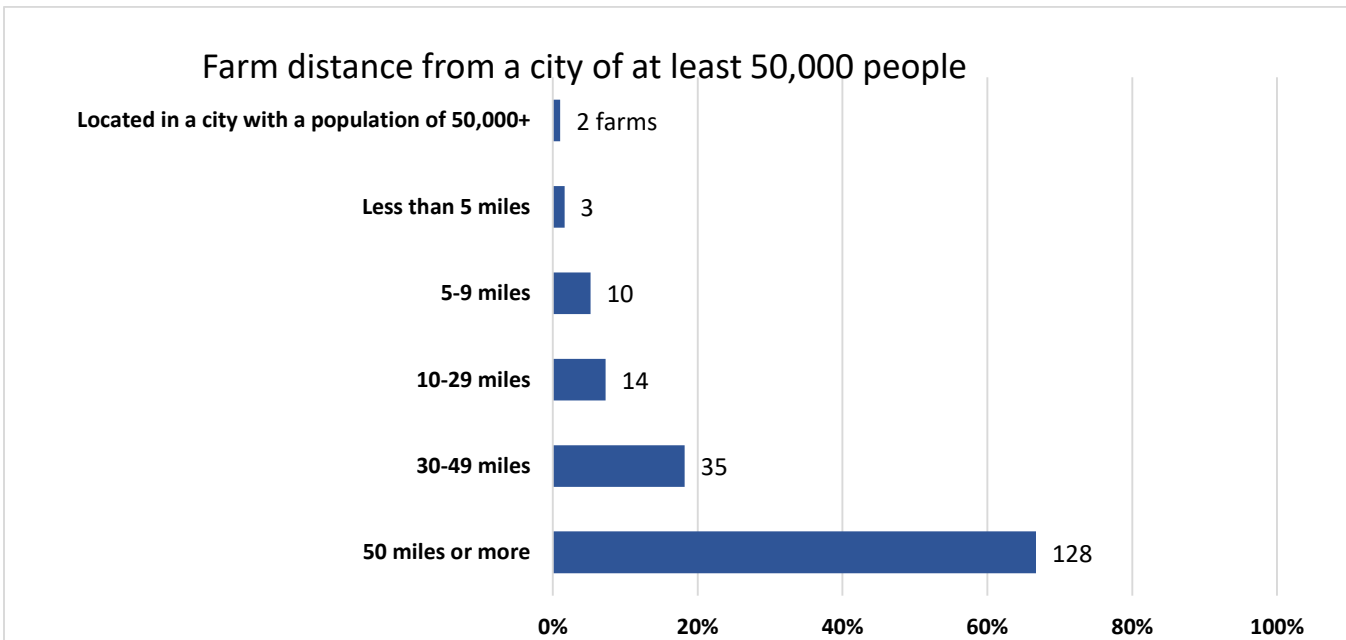


Figure 4. Farm distance from a city of at least 50,000 people, 2018 (n=192)

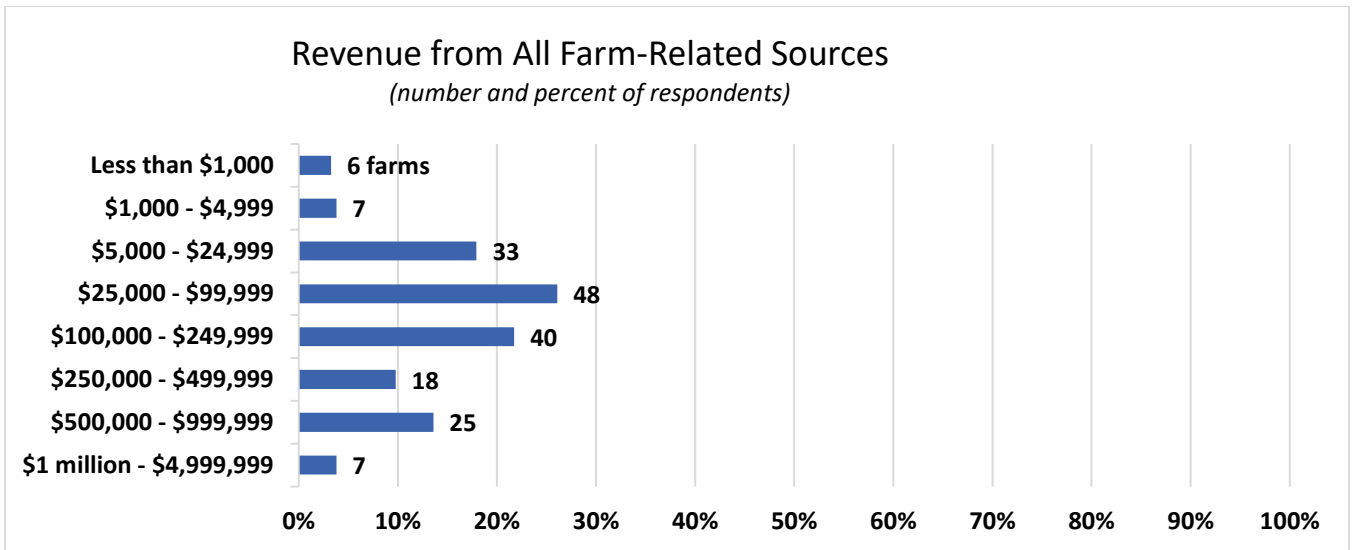


Figure 5. Gross Revenue from all farm-related sources in USD, 2018 (n=184)

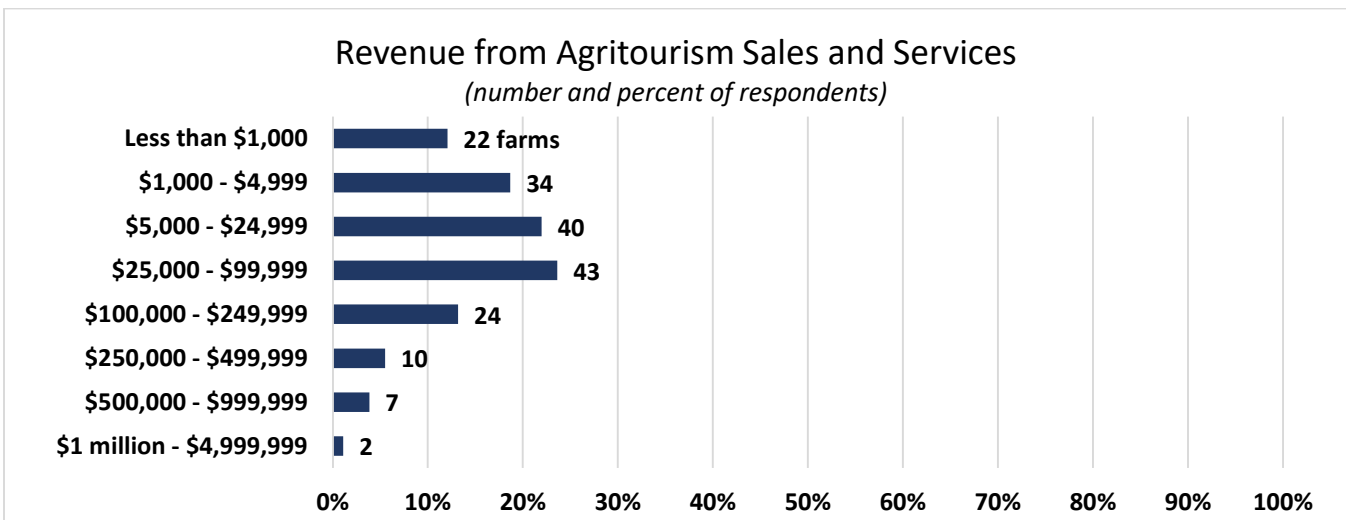


Figure 6. Gross Revenue from agritourism sales and services in USD, 2018 (n=182)

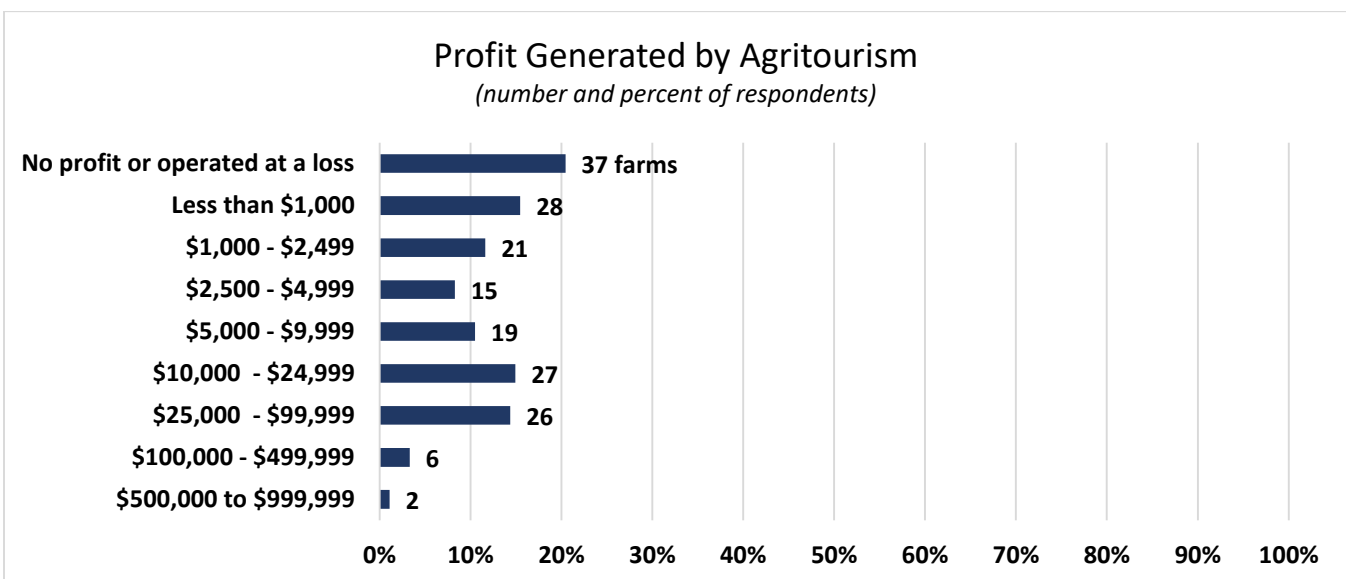


Figure 7. Estimated profit (in USD) generated by agritourism enterprise(s), 2018 (n=181)

Table 6. Number of years in the agritourism business.

<b>Years in agritourism business</b>	<b>Number of farms</b>	<b>Percent of farms</b>
Under 5 years	33	16%
5 to 9	47	23%
10 to 14	38	18%
15 to 24	45	22%
25 to 44	35	17%
45 years or more	10	5%
Total farms	208	

Table 7. Year the agritourism enterprise started.

	<b>Year</b>
Mean	2003
Earliest	1943
Latest	2019

Table 8. Approximate visits (paid and unpaid) to farm/ranch in 2018.

This reports the number of visits, not visitors, so that one person who visited 10 times in 2018 would be 10. A tour bus of 50 people would be 50 visits.

<b>Number of annual visits</b>	<b>Number of farms</b>	<b>Percent of farms</b>	<b>Total visits</b>	<b>Average visits per farm</b>
0 - 50	42	21%	907	22
51 - 200	48	24%	6,316	132
201 - 1,000	53	27%	28,039	529
1,001 - 5,000	36	18%	103,650	2,879
5,001 - 25,000	14	7%	171,593	12,257
25,001 - 100,000	3	2%	160,989	53,663
Total	196		471,494	2,406

Table 9. Approximate visits in 2018.

	<b>Visits</b>
n	196
Mean	2,405
SD	8,363
Range	100,000



Table 10. Estimated percent of visitors traveling 50 miles or more to the farm from home, 2018.

<b>Percent of visitors</b>	<b>Number of farms</b>	<b>Percent of farms</b>
1% - 9%	36	19%
10% - 24%	51	26%
25% - 49%	31	16%
50% - 74%	40	21%
75% - 100%	35	18%
Total farms	193	

Table 11. Visits from people who traveled 50 miles or more in 2018.

	<b>Visits from 50+ Miles or More</b>
n	193
Mean percent	36%
SD	31%
Range	100

Table 12. Number of days open to visitors, 2018.

<b>Annual days open</b>	<b>Number of farms</b>	<b>Percent of farms</b>	<b>Total days open</b>	<b>Average open days per farm</b>
10 or less	22	11%	132	6
11 - 35	15	8%	385	26
36 - 100	31	16%	2,124	69
101 - 250	52	26%	9,504	183
251 - 365	79	40%	26,802	339
Total	199		38,947	196

Table 13. Number of days open to visitors in 2018.

	<b>Days Open</b>
n	199
Mean days	198
SD	134
Range	365

## Product Types

Respondents were asked to select all the product categories applicable to their farms. Many farms selected multiple product categories. For each product category selected (Figure 8), farms were asked for more detail (Figures 9-11.)

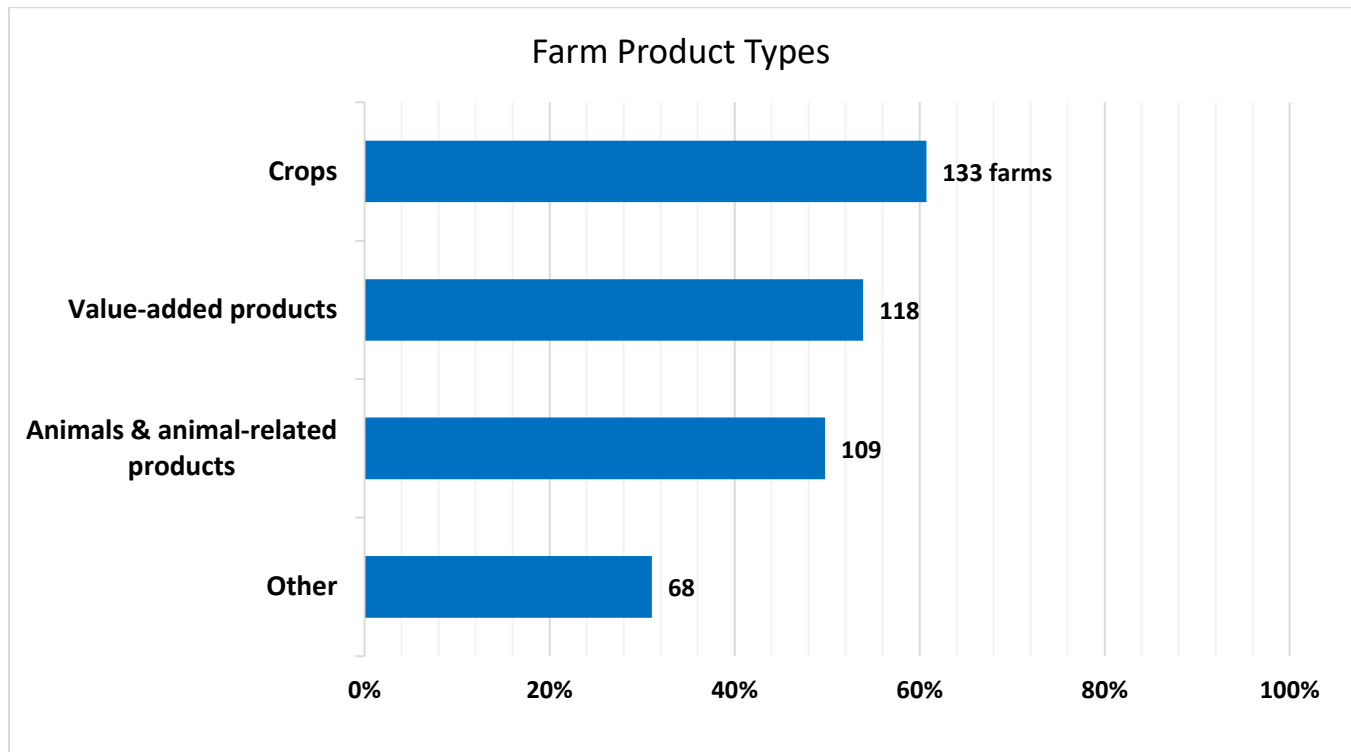


Figure 8. Types of products produced on farm, 2018 (n=219)

*Other products include:*

- |   |                               |
|---|-------------------------------|
| Farm tours (3)                                | Farm experiences              |
| Maple (3)                                     | Firewood                      |
| Artwork, pottery, jewelry, paintings etc. (2) | Grapes                        |
| BnB (2)                                       | Horses but we don't breed     |
| Cheese (2)                                    | Hospitality, animal sanctuary |
| Cut flowers (2)                               | Medicinal roots               |
| Hay (2)                                       | Mushrooms                     |
| Honey (3)                                     | Produce                       |
| Birch syrup                                   | Seeds                         |
| Compost                                       | Split rail fencing            |
| Education                                     | Tourism                       |
| Eggs,   |                               |

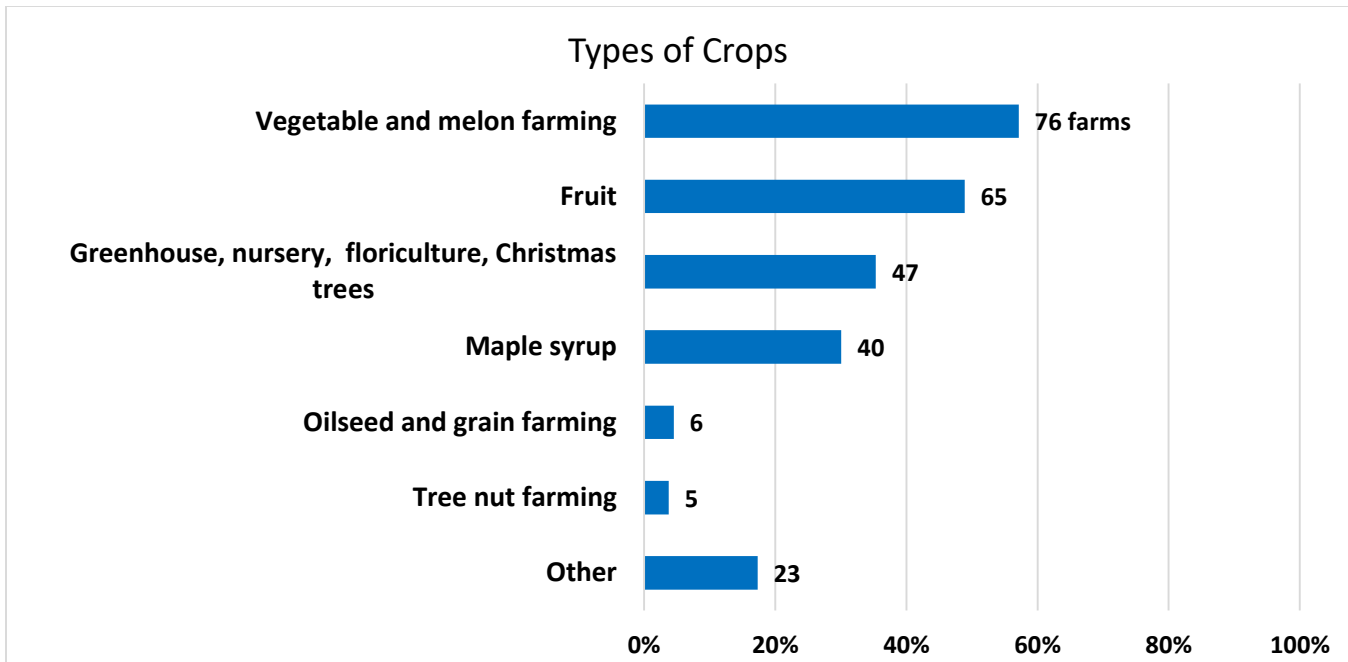


Figure 9. Types of crops produced, 2018 (n=133)

*Other crops include:*

- |                 |                         |
|-----------------|-------------------------|
| Hay (11)        | Lavender and sunflowers |
| CBD             | Mushrooms               |
| Cheese          | Pasture, grass/legumes  |
| Christmas trees | Popcorn                 |
| Ginger          | Raw honey               |
| Cut flowers     | Wood                    |
| Herbs           |                         |

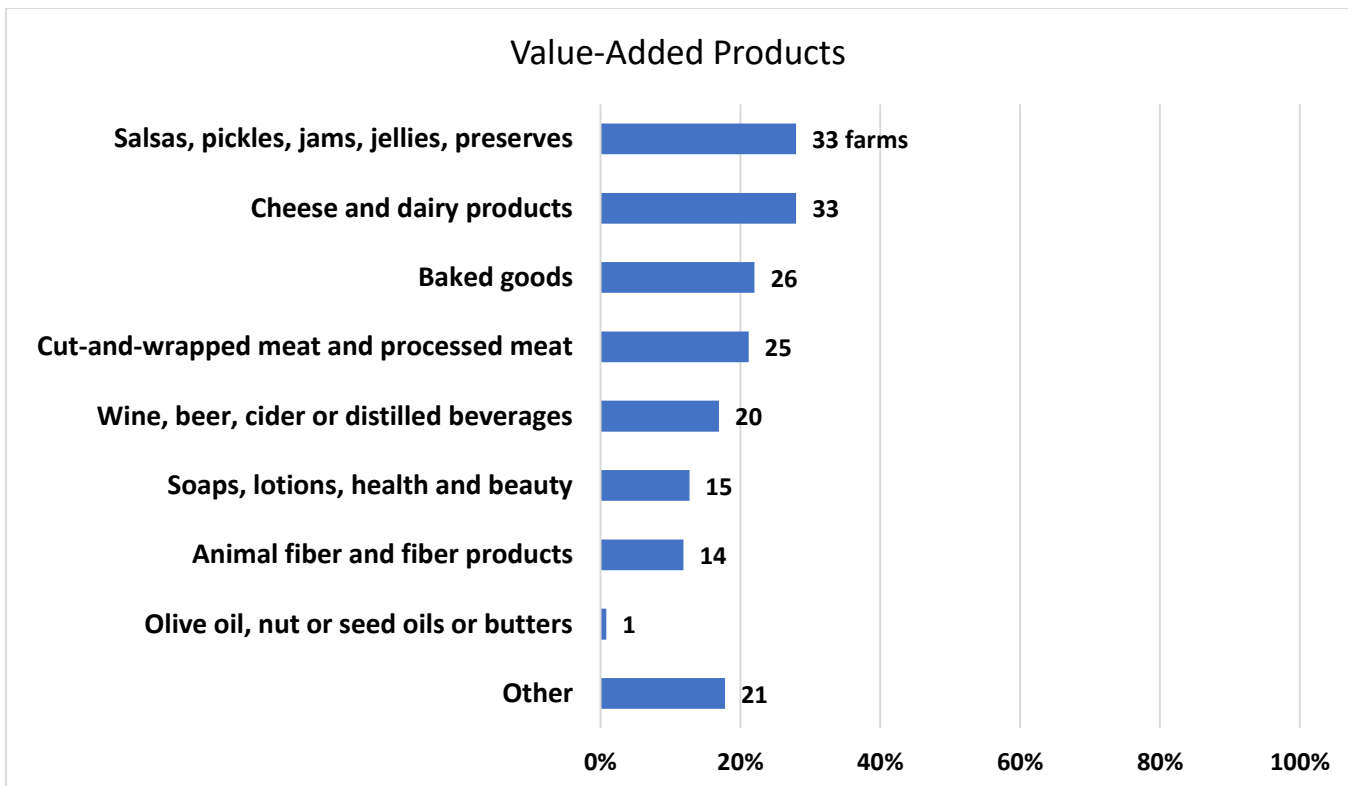


Figure 10. Types of value-added products produced, 2018 (n=118)

*Other value-added products include:*

- |  |  |
|--|--|
| Applesauce, fresh cider                  | Herbal tea blends, culinary blends, herbal remedies and body care products |
| Black garlic, saffron                    | Honey  |
| Boiled cider                             | Jewelry  |
| Cafe                                     | Lavender plants  |
| Cider, juices                            | Maple candy, etc.  |
| Compost                                  | Pumpkin puree  |
| Compost and worm castings                | Salves, tinctures  |
| Deli salads, sandwiches, breakfast items | Sheepskins   |
| Dog treats                               | Vinegar, herbs   |
| Fermented vegetables                     | Woodworking  |
| Ginger Cider, sweet cider                |  |

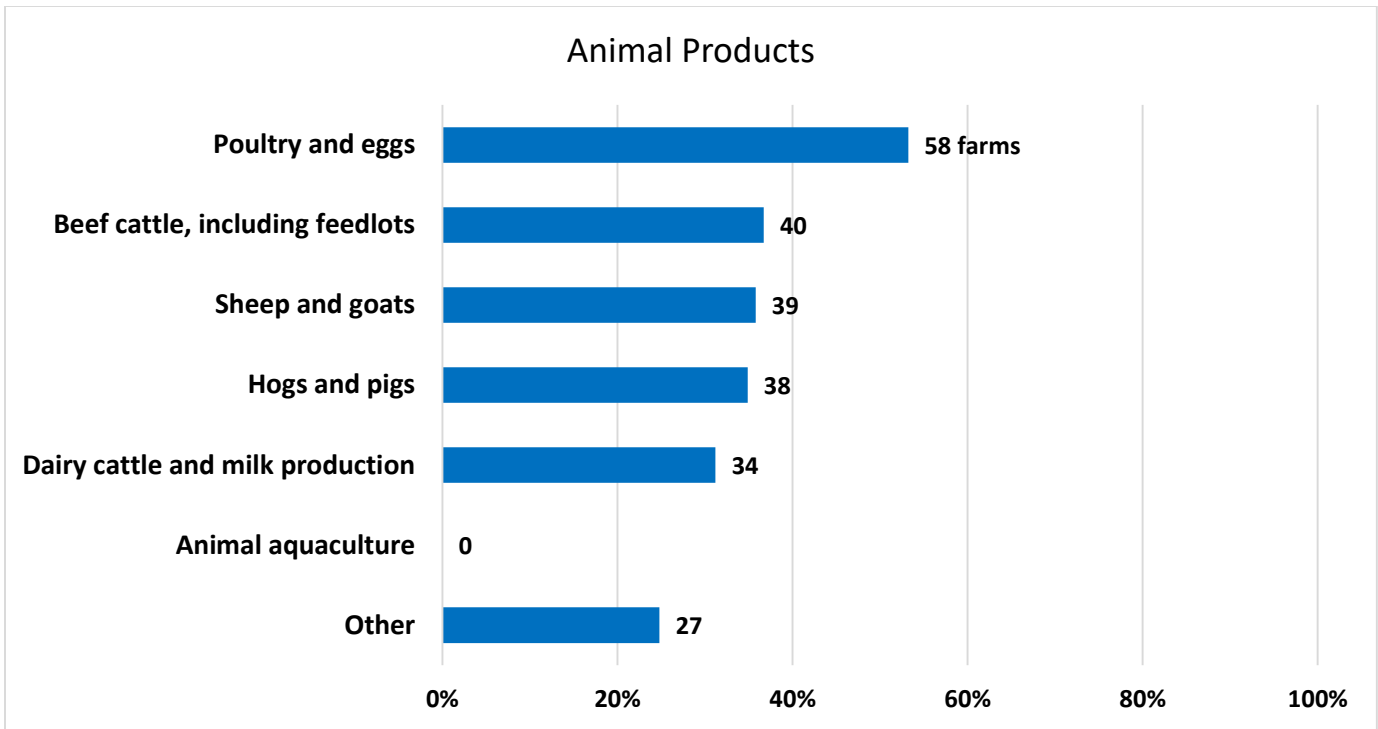


Figure 11. Types of animal products produced on-farm, 2018 (n=109)

*Other animal products include:*

- Bees (7)
- Equine/horse related programs (5)
- Honey (3)
- Alpacas and related products (2)
- Compost & soil amendments
- Dairy products not for sale 'til next year
- Dairy sheep

- Eggs
- Fur bearing
- Goat's milk caramel
- Hay
- Llamas
- Rabbit
- Reindeer

## Experience Types

Farms were asked what kinds of agritourism experiences they offer to the public on their farms (Figure 12). The category most often selected was direct sales of farm products. The second most selected category was education. For each category, farmers were asked to provide more detailed information (Figures 13-18).

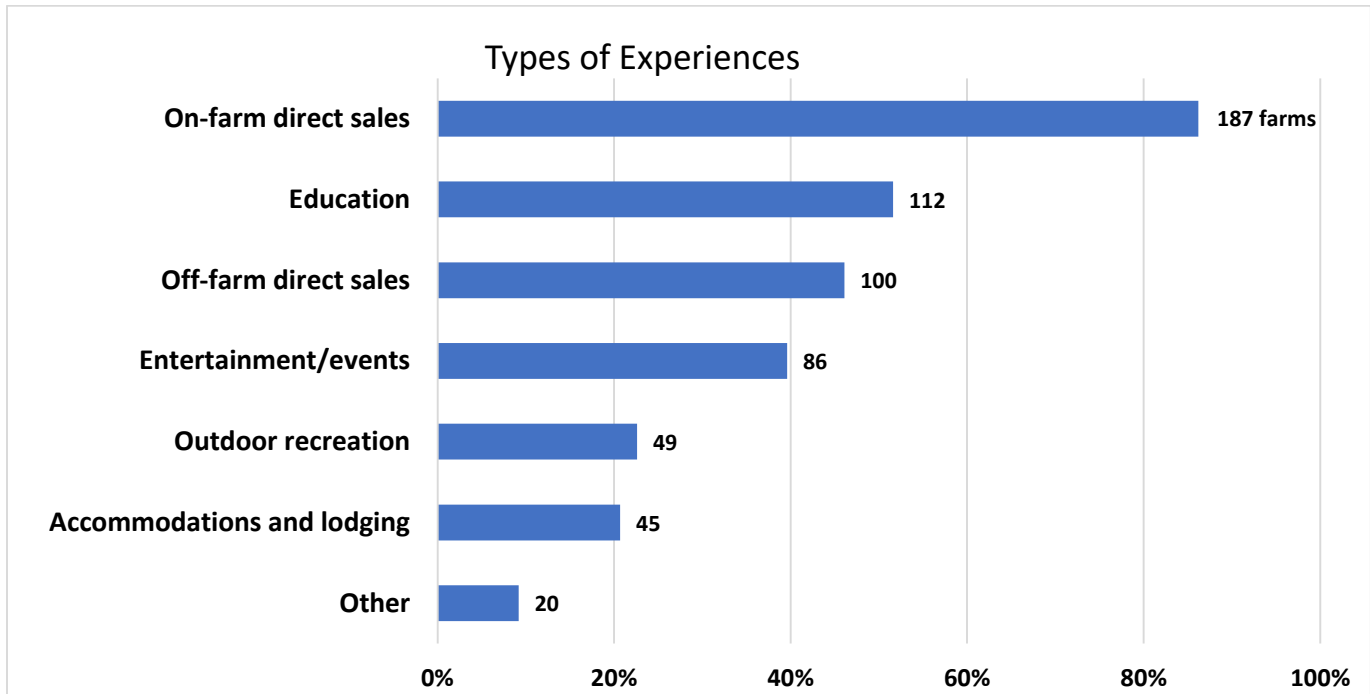


Figure 12. Types of experiences offered, 2018 (n=217)

*Other experiences offered include:*

- |                                  |                          |
|----------------------------------|--------------------------|
| Ballet, host for tv show         | On and off farm tastings |
| Cider pressing and wedding venue | Online                   |
| Equine therapy                   | Open house weekend       |
| Flower share pickup, workshops   | Petting farm             |
| Food, tours                      | Private parties          |
| Goat Yoga classes                | Sleigh and hayrides      |
| Hunting/fishing                  | Tastings & sales         |
| Maple open house                 | Tours                    |
| Off leash dog walking            | VT Maple Open house      |
| Off-farm consignment             | Wholesale                |

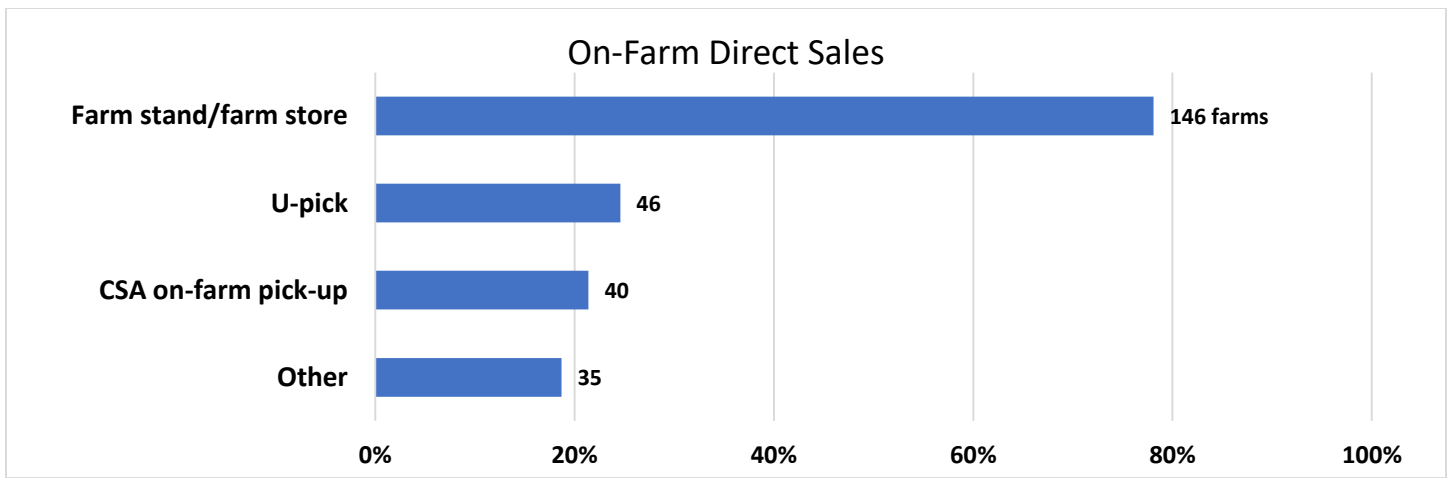


Figure 13. Types of on-farm direct sales, 2018 (n=187)

*Other on-farm direct sales include:*

- Maple products (3)
- Retail and wholesale supplier (2)
- Tasting room (2)
- Art Gallery in historic barn
- Beef, wine, and spirits
- Cafe and deli
- CSA pickup location from another farm
- Fresh goat milk
- Gift shop
- Goats
- Greenhouse sale
- Guest meals
- Hay
- Hay pickup, cider press
- Internet
- Mail order
- Occasional cultured dairy product sales, but nothing formal
- Off-site events ice cream
- Online order with farm pickup option
- Open sugarhouse/syrup sales/pick up
- Pick up
- Pickup of pre-ordered beef
- Staff CSA
- Supper
- The museum store @ the welcome center
- Tours and festivals
- Via the guesthouse
- Wholesale cheese and fiber sales, lamb sales
- Wholesale retailers pick up
- Yarn, roving, sausage

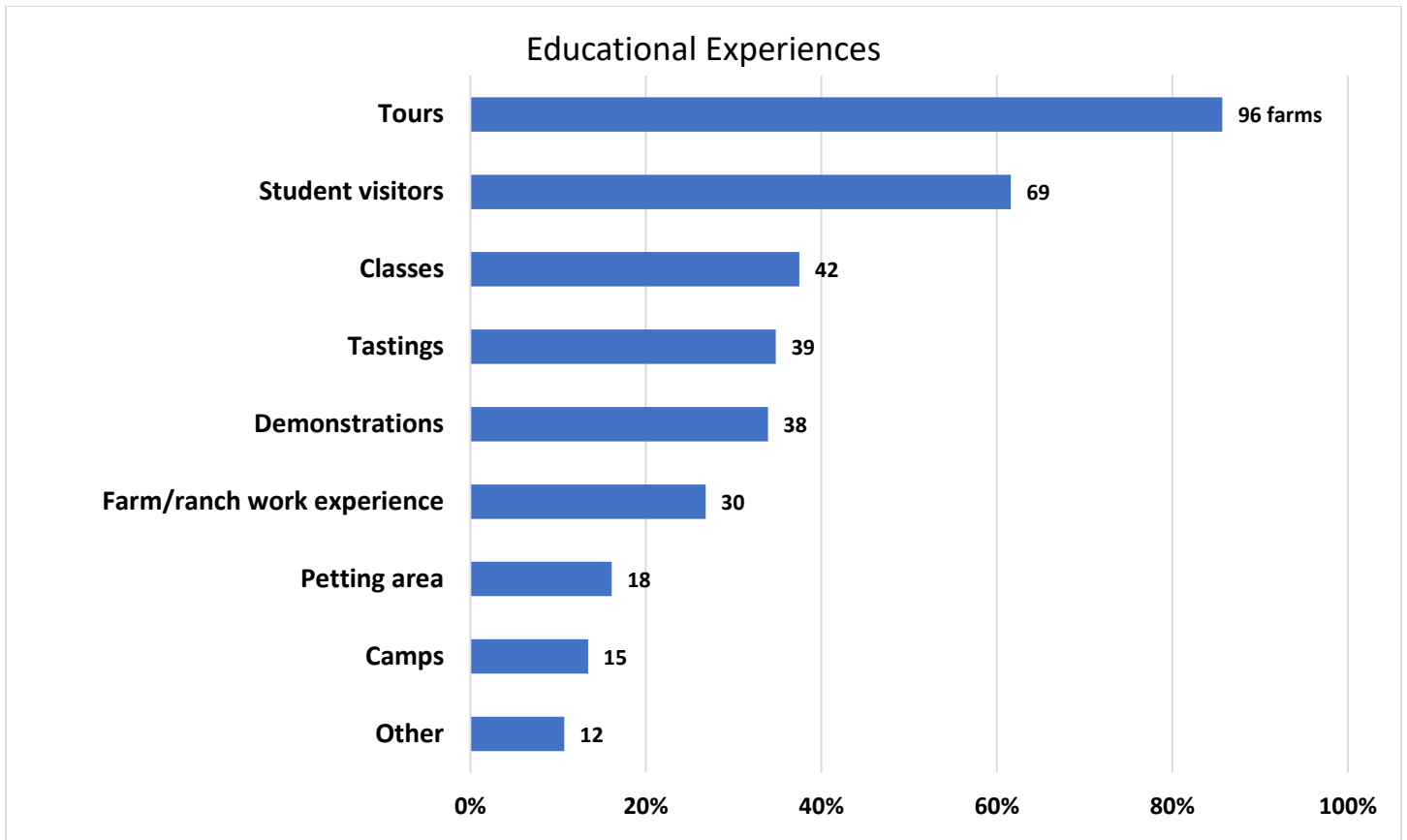


Figure 14. Types of educational experiences offered, 2018 (n=112)

*Other educational experiences offered include:*

- Concert
- Hayrides, woods hikes
- Maple Open house Weekend
- Open farm and shearing school
- Participation in picking- paid but not an ongoing job, example, helping with harvest
- Passive education, student programs
- Reindeer school
- Retreats and other educational programs
- Seasonal Open House & Festivals & small concerts & walking trails
- Sugar-on-snow
- Tours for elected officials
- Volunteers



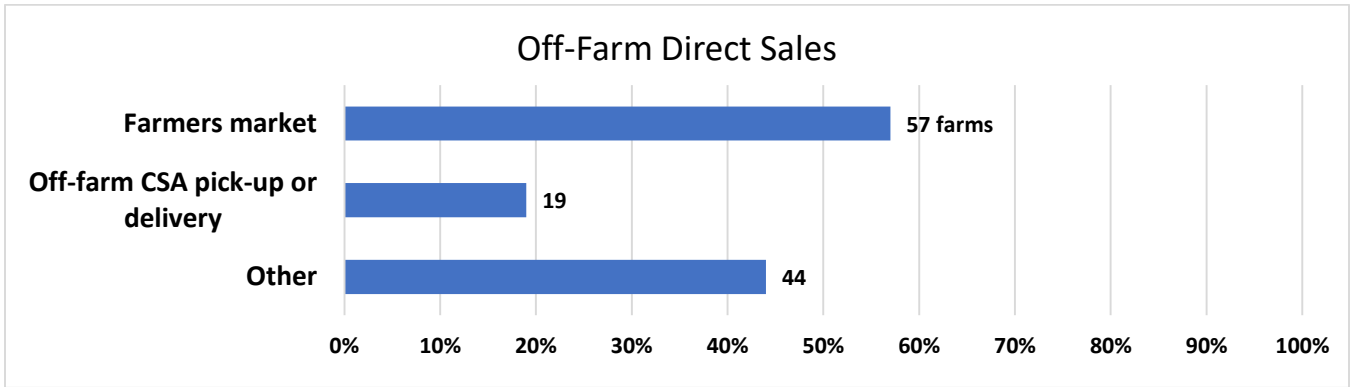


Figure 15. Types of off-farm direct sales offered by farm, 2018 (n=100)

*Other off-farm direct sales methods include:*

- Wholesale (15)
- Internet (8)
- Restaurants (4)
- Contract to provide eggs to Rotary Club
- Direct to consumer
- Farm to school food events
- Festivals
- Fiber festivals
- Food truck events, special catering
- Front porch forum and flyers
- General product delivery (non CSA)
- Home delivery
- Home sales
- Mail order
- Off-site direct sales
- Off-farm farmstand
- Retail store and boutiques
- Special event tastings
- Yarn shops

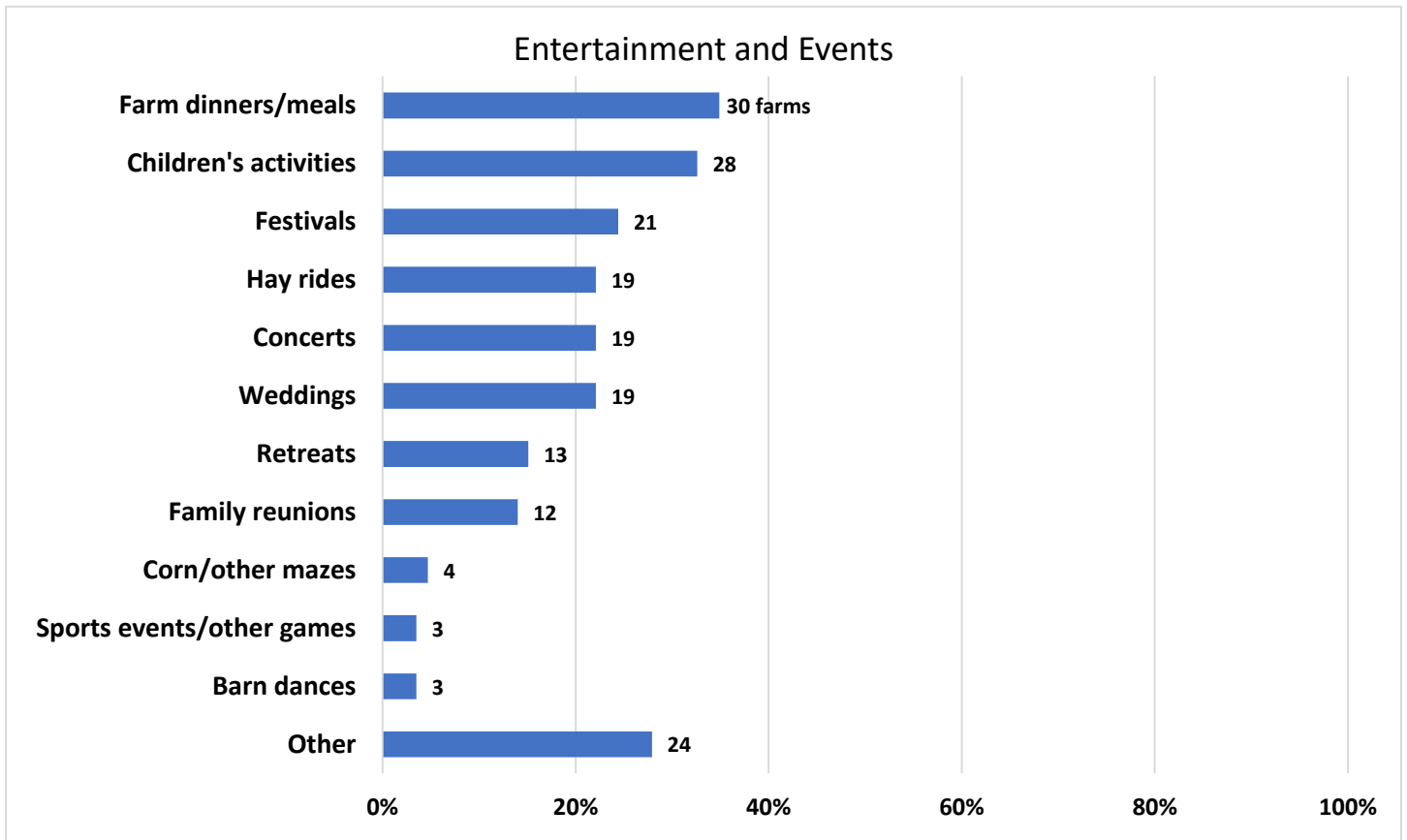


Figure 16. Types of entertainment and events offered, 2018 (n=86)

*Other entertainment and events offered include:*

- Maple open house weekend (3)
- Open farm day (2)
- Boiling party
- Centerpiece design class
- Cheese tastings, lamb tours
- Corporate groups, birthday parties, anniversary parties, baby showers, bridal showers, rehearsal dinner space rentals, maple open house
- Cow train rides
- Farm Spa day, farm-to-dance, ballet, tv show
- Fundraisers
- General events by reservation: corporate, memorials, grad parties, showers, etc.
- Goat yoga
- Legislators meet farmers
- Natural dye class, weaving class
- Open house
- Other educational programs
- Outdoor races
- Seasonal open house
- Sings/rituals
- Sugarhouse tours
- Tai chi, date nights, tenters, high tea, 5k
- Theater one night a year

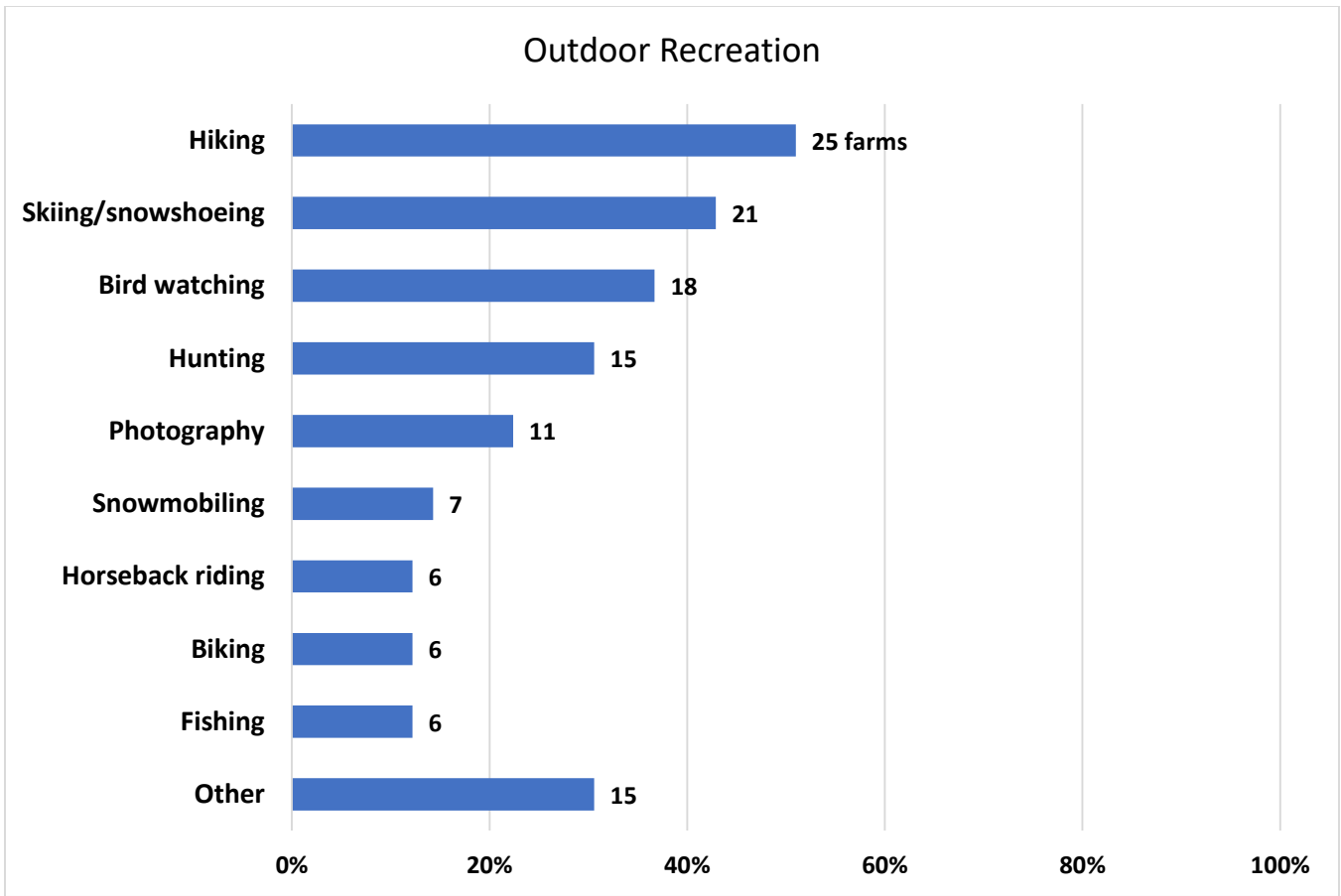


Figure 17. Types of outdoor recreation offered, 2018 (n=49)

*Other outdoor recreation activities offered include:*

- Corn maze (2)
- Trail walking (2)
- Carriage rides
- Free X-Country Ski trails
- Llama trail walks
- Maple walking trail
- Music concert

- Painting
- Self-guided from yurt in state forest trails
- Sleigh rides
- Snowshoeing
- Star-gazing
- Walking & goat yoga

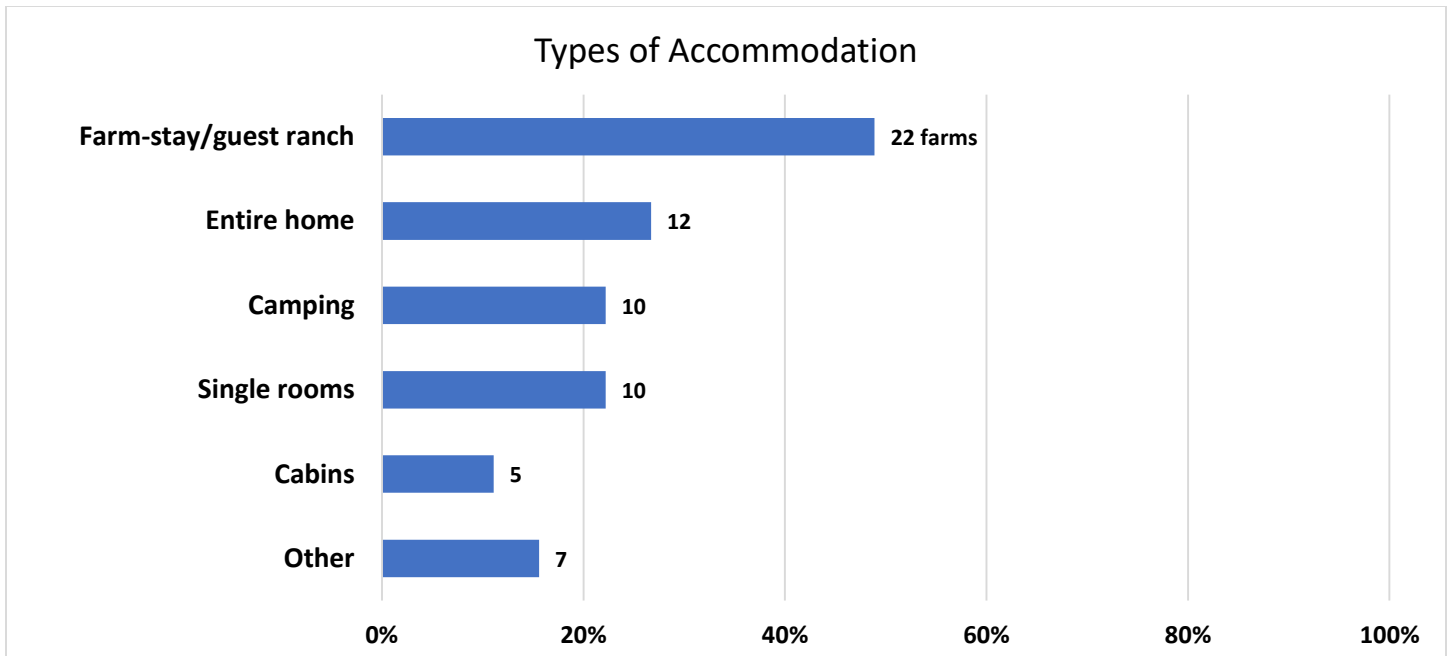


Figure 18. Types of accommodations offered, 2018 (n=45)

*Other accommodations offered include:*

- 1 bedroom apartment
- Airbnb apartment on site
- Inn
- Small apartment
- Suite
- Yurt stay
- Yurts, main house

## Motivations and Goals

Respondents were asked to rank the importance of specific motivations and goals in their development of agritourism operations, including on-farm direct sales. The scale ranged from “Not at all important” to “Very important”. While all of the motivations and goals were important, over 90% of respondents felt that building community good will and increasing farm/ranch revenue were most important goals of their agritourism operations. They were then asked how successful they had been in achieving their goals on a scale of “Very unsuccessful” to “Very successful”. Generally, respondents were somewhat or very successful in all of the goals listed.

Table 14. Importance of motivations and goals in developing agritourism including on-farm direct sales, 2018.

	n	Not at all important	Not very important	Neutral	Important	Very important
Build goodwill in community	193	0.5%	0.5%	8.3%	35.8%	54.9%
Increase farm/ranch revenue	195	2.1%	1.0%	6.7%	26.7%	63.6%
Educate public about agriculture	196	1.0%	1.0%	11.2%	41.8%	44.9%
Enjoy social interaction with public	191	2.6%	3.1%	11.5%	48.2%	34.6%
Increase traffic to on-farm sales outlet	171	2.9%	6.4%	11.1%	32.7%	46.8%
Diversify farm/ranch market channels	181	3.9%	3.9%	18.8%	39.2%	34.3%
Provide family employment	178	7.9%	5.6%	17.4%	26.4%	42.7%
Diversify farm/ranch offerings	174	6.9%	4.6%	21.3%	34.5%	32.8%
Other	29	0.0%	3.4%	24.1%	24.1%	48.3%

Table 15. Success in achieving goals in developing agritourism including on-farm sales, 2018.

	n	Very unsuccessful	Somewhat unsuccessful	Neither successful nor unsuccessful	Somewhat successful	Very successful
Build goodwill in community	182	1.1%	0.0%	10.4%	32.4%	56.0%
Increase farm/ranch revenue	172	2.9%	4.7%	9.3%	54.7%	28.5%
Educate public about agriculture	182	0.0%	0.5%	8.2%	40.1%	51.1%
Enjoy social interaction with public	174	0.0%	1.7%	8.0%	28.2%	62.1%
Increase traffic to on-farm sales outlet	161	0.6%	6.8%	18.0%	51.6%	23.0%
Diversify farm/ranch market channels	153	0.0%	2.6%	24.2%	46.4%	26.8%
Provide family employment	150	2.7%	3.3%	12.0%	33.3%	48.7%
Diversify farm/ranch offerings	150	0.0%	2.0%	24.7%	48.7%	24.7%
Other	30	3.3%	0.0%	33.3%	40.0%	23.3%

The charts below allow comparison of farmer’s goals and the successes they achieved. Though farmers reported success in reaching goals, the levels of success achieved in meeting various goals did not mirror the relative importance of their goals.

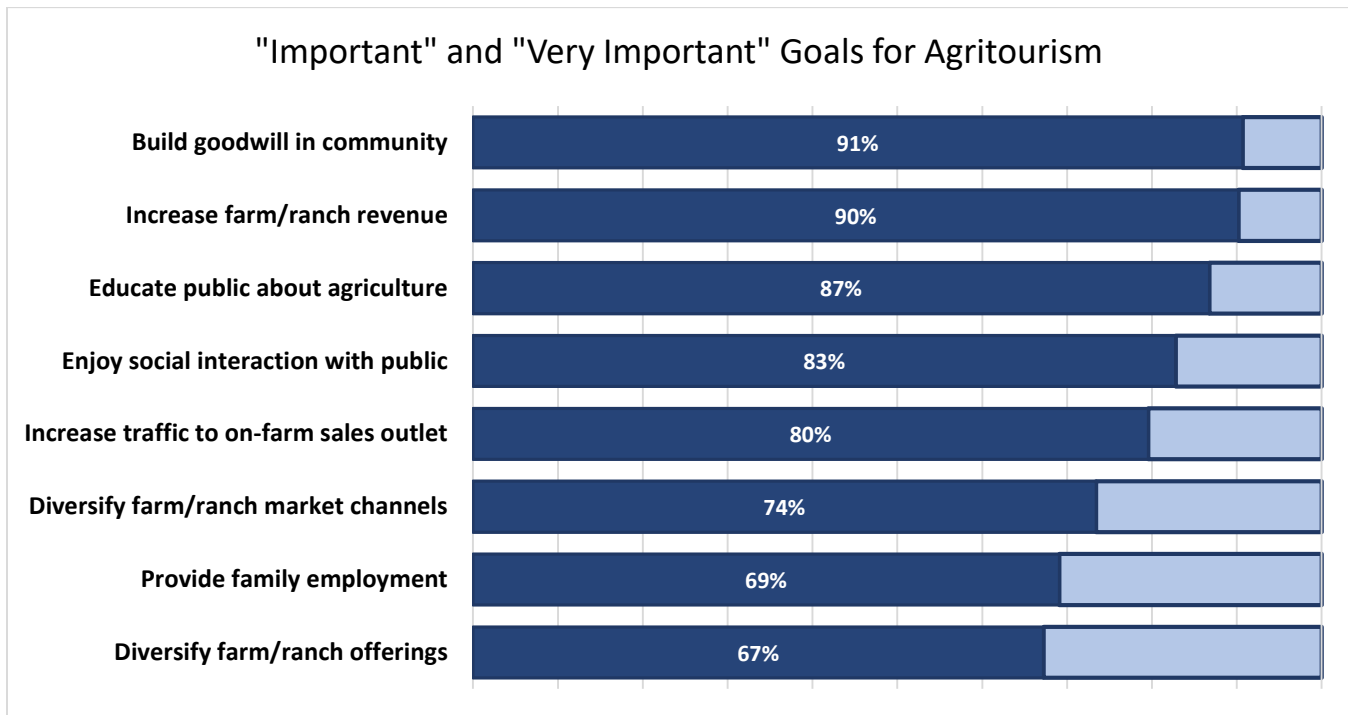


Figure 19. Importance of motivations and goals in developing agritourism and direct sales in 2018. (The number of responses varied among elements, from 171 to 196.)

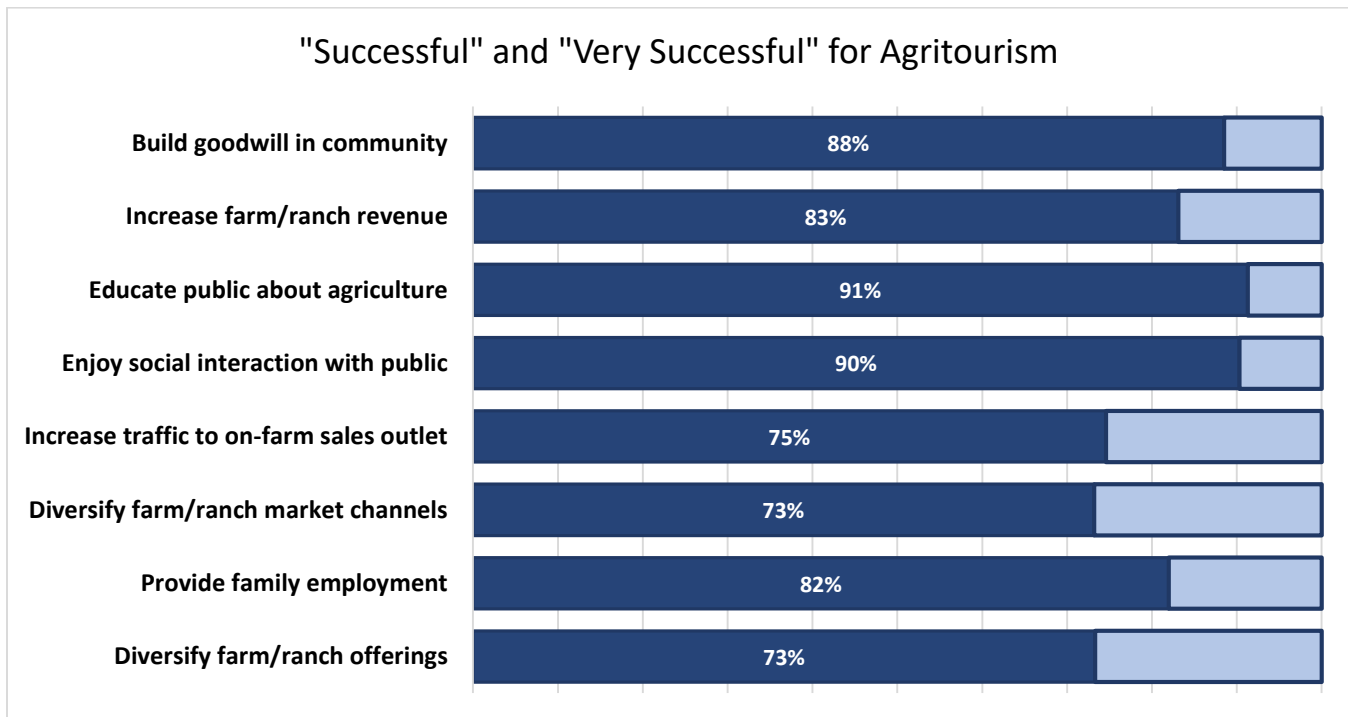


Figure 20. Success in achieving goals in developing agritourism including on-farm sales. (The number of responses varied among elements, from 150 to 182.)

### *Other motivations and goals:*

- Compost business helps educate and drives a more sustainable experience and is a conduit to education about ag
- Develop product recognition and customer loyalty and educating consumers by providing associations/relationships and knowledge of/with the fiber bearing animals that produce our value-added product.
- Employing local people
- Events of all types bring our product to new markets; collaboration with nonprofits helps us support the community we live in and gives us an opportunity to, other events make us an opportunity to share their work with a new audience and develop new volunteers and earn a share of the income from the evening they are with us and to bring their supporters to us.
- Getting long term sales and customers.
- Increase online store and sale of farm products.
- Increase sustainable and environmentally good practices
- Keeping sugaring alive and active in the [local] area
- Most important reason was to keep the 800 acre family farm in the family and keep it a functional farm and woodland without having to sell off house lots. We have been somewhat successful in that we still own the family farm however, in order to accomplish this, 3 members of the adult family have to work off the farm for half the year in the and then work 16 hour days 7 days a week the rest of the year on the farm. Not sure this is called successful, but Vermont is incredibly expensive to live in. It is very upsetting/frustrating for our children and their friends who have just graduated college and want to settle in Vermont but can barely afford to and then have Vermont trying to bribe people to move here for \$10,000. Also, we have worked in the medical field for over 20 years and have treated a lot of people who moved to Vermont because their benefits ran out in a different state and they knew they could get free health care in VT - they moved here, had their surgeries and then moved back home or stayed to keep taking from the state.
- Other goals: offer high quality local products that aren't in stores (highly successful); and (even if they don't buy anything) to give back to the community that conserved our farm; to support cyclists (a la Local Motion and Rise VT -- I enjoy bicycling), to learn more and to demonstrate efficacy of grazing
- Our original motivation was to better utilize our farm labor when it had been a scramble to find enough hours for two full-time employees. The ski center didn't end up using many hours, however, and it's been entirely taken over by our partners and does very little to help the farm.
- Promoting Vermont agriculture and food processors off the farm--restaurants, breweries, [local] Farm Museum, syrup makers, cheese makers, other farms, etc.
- Provide opportunity to sell to local customers without reliance on farmers market. No local stores will carry our product because we don't use a distributor and farmer's market is declining in customer attendance.
- Raising awareness of our overnight accommodations
- Signage to pull customers 3 1/2 miles off the main road is difficult. Most of our farm customers know us (the family) or are Farmers Market customers wanting to visit the farm to learn more about us
- The farm has a x-country trail groomer, built by neighbor and our farm family, and we set and groom trails for free use by neighbors. We also permit friends and neighbors to exercise their dogs, off leash, by walking around a 30+ acre field and walking on the trails in the woods we have built. The practice of permitting the above uses is simply allowing others to enjoy the beauty we enjoy and carries no obligation for them. Most people are quite pleased to take advantage of the opportunity we offer.
- The towns are not very agritourism friendly
- To bring to the farm activities that would nurture and inspire our daughter that we would not be able to pay for like a ballet camp and a show and acting classes and concerts.

- To educate guests on agricultural life and differences in the north east
- Town Bylaws are strict and restrict economic development. It is difficult to get permits to use buildings and conduct business to make income. Neighbors and rules can be a hindrance.
- Utilize our property's capability to generate revenue and help pay taxes etc., build capacity for another generation to live here.
- We have a constant stream of visitors coming through our place, but have never deemed it necessary to monetize this situation.
- We sell goats to a dealer who resells them



## Plans for Agritourism in Next 5 Years

Farms were asked about their plans for agritourism over the next five years. The survey was conducted just before the COVID-19 pandemic of 2020, so farmers' plans may change based on their experiences during the crisis. Prior to COVID-19, a majority of farms intended to expand agritourism and direct sales. Over a quarter envisioned increasing staff; over 40% planned to add physical infrastructure. Fewer than 6% intended to reduce or close agritourism and/or direct sales enterprises.

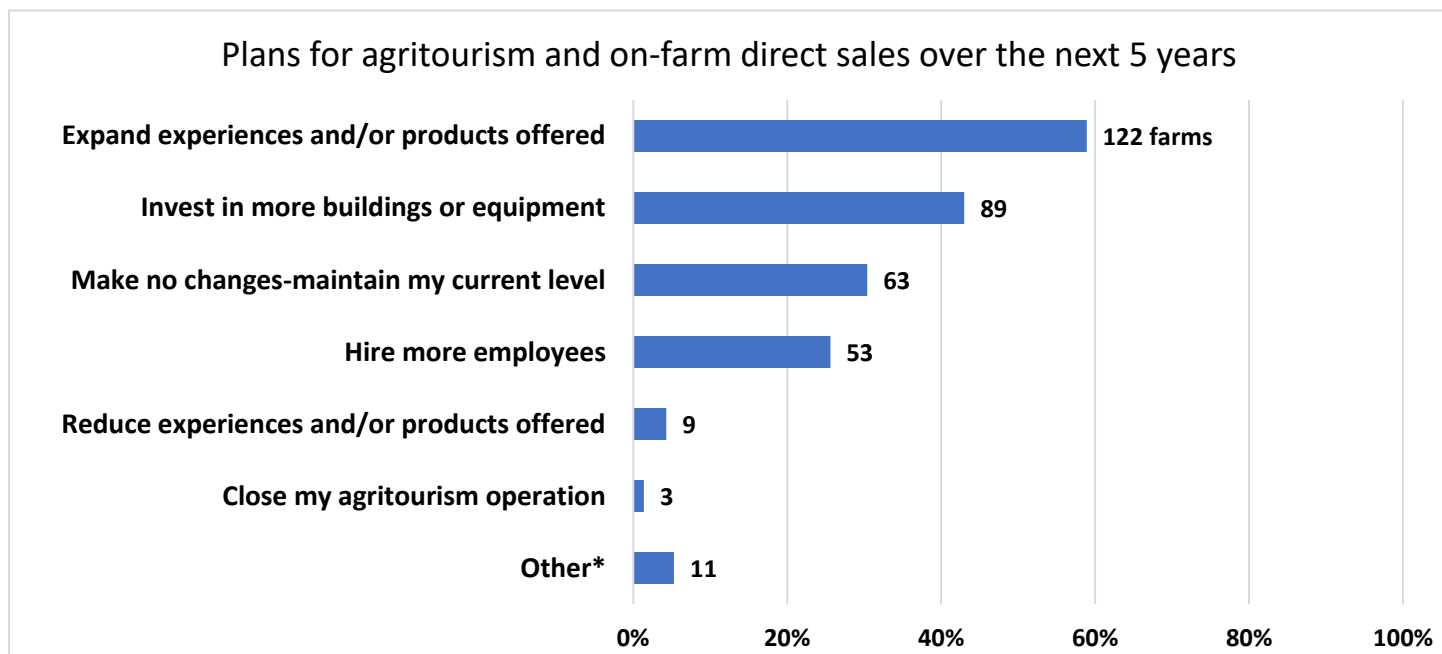


Figure 21. Plans for agritourism including on-farm direct sales over the next five years, 2018 (n=207).

*Other plans for agritourism in next five years:*

- Add more amenities to our lodging
- As we go through the changes of handing the reins of the farm to our son there's many ideas on the board so input from what customers would like and suggestions from growers are always welcome
- Continue to learn and grow with each new vintage
- Currently analyzing
- For the past 21 years we have made small additions each year to our attraction, and we plan to do so for the next 2 years, however if we do not see any increase in our attraction, we will seriously think of closing. We also have an opportunity to start a similar business in NH, and if this goes well, then we will cut back or close our VT attraction.
- Hoping to become a 501C3
- Improve marketing
- Increase # and diversity of animals, experiences
- Sell to new farmers 2021
- Selling farm we hope
- We don't have any plans. It will be up to our partners if it continues.

## Challenges for Agritourism

Challenges for agritourism were offered as a 3-point scale of “Not at all challenging”, “Somewhat challenging” and “Very challenging”. Figure 19 shows the percentage of Vermont respondents who found each factor to be not challenging, or somewhat or very challenging. Time management, labor, and marketing are the most challenging for agritourism operations.

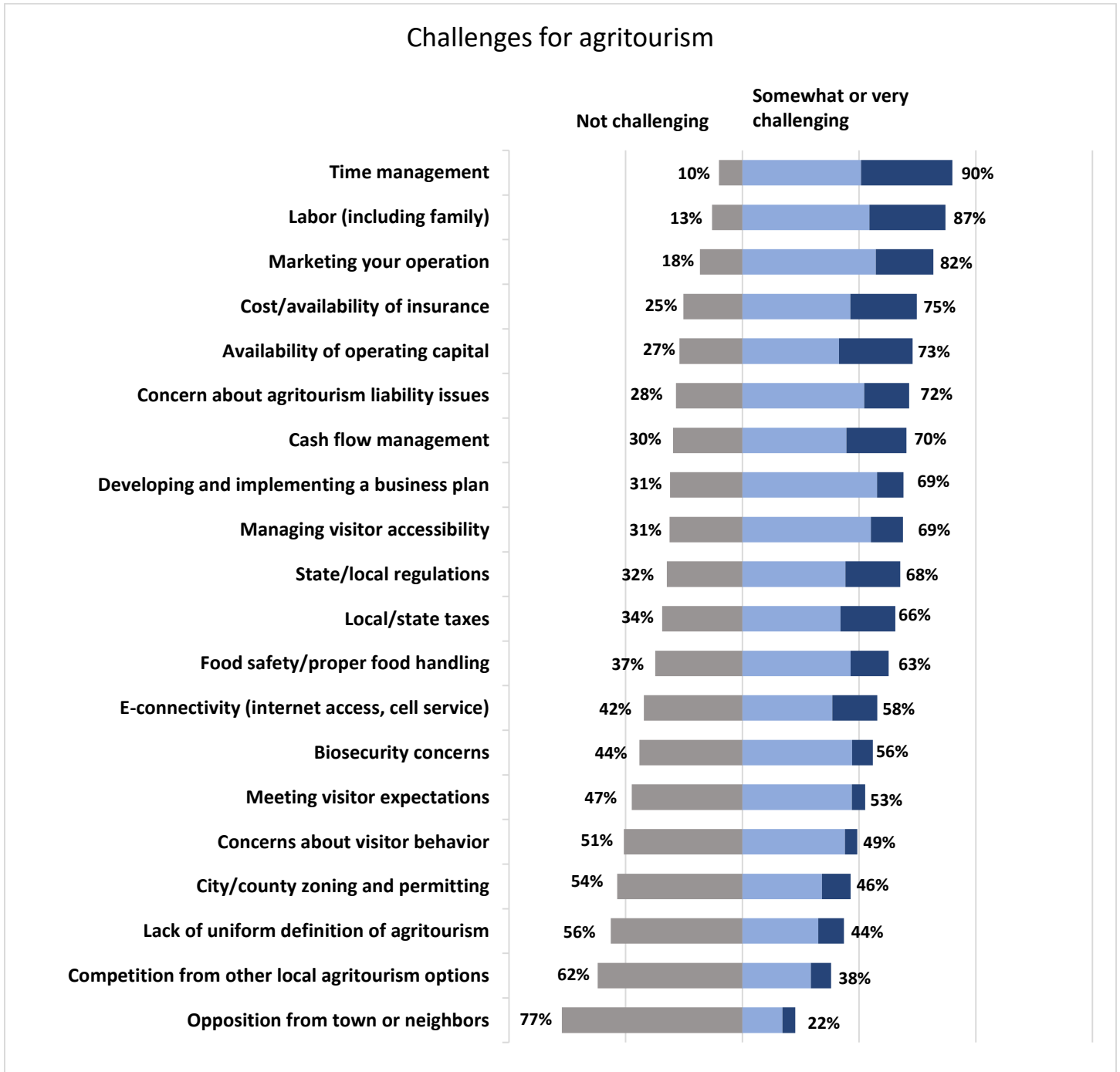


Figure 22. Percentage response to challenges for agritourism including on-farm direct sales, 2018. The number of responses to each factor varied, ranging from 163 to 193.

## *Other challenges for agritourism*

- Activist agenda's Interfaces between visitors and ongoing operations
- Awareness is probably the biggest challenge.
- Biggest challenge for us by far as beef producers is state restrictions on value-added products; e.g., prepared, refrigerated meals to go from the farmstand and farmers markets. State could, but does not, allow grab-and-go meals from the farmstand refrigerator or freezer -- unless it's still in the cryovac packaging from the butcher (think bratwurst and hamburger patties). They allow monthly (but not weekly) farm dinners, without all the permitting overhead. There is substantial demand for meals-to-go, but we would need to make infrastructure improvements and submit to the schedule of a state inspector. Other challenges for us are lack of local commercial freezer space (Emily Alger from shlt has details), need for guidance in shipping frozen products out of state, risk of ramping up farm stand with renovations (we will apply for a grant - otherwise pay back is too long).
- Everything going well!!
- Finding responsible energetic labor to help manage!
- Finding the right employees who are hard workers, enjoy farm work but are also really good with the public. Dogs Parking and accessibility on a hill farm with little available capital to make improvements As we get more tourists from outside Vermont we find that people are less educated about how to behave on a farm and we need more signage Hard to price all the experiences we offer - many of which end up being free (hiking, seeing the animals, etc.)
- For the past 21 years, we have received numerous notices of grant money availability and have repeatedly seen this grant money to be given to groups/people who make their living on grants (consultants, etc.) instead of being given to the farmer. We do not need a grant to pay an advertising consultant, we need money to pay for marketing the NEK and our attraction. We are the only non-NH attraction asked to be included in the NH Attractions travel Map - (which costs us about 1/2 as much as it does to be included in the VT Attractions travel map). We spend thousands every year to get people to come to VT from around the world.
- For us, the most challenging thing is balancing on-farm Agritourism with on-farm production and managing visitors moving through the spaces. Our community and town has been very supportive, which has made things easier for us!
- Great commitment of time and energy.
- Having a physical structure for "farmstand"; safe parking; attracting passing-by-traffic and having them actually stop at farm (on state highway route 50mph) to visit, and purchase items.
- Having people control their children and parents understand why. We do lots of pumpkins so we get children. Having Livestock and other small farm animals around children is also a challenge.
- I am an artist and farmer. My creative work is incorporated in all that I do on my property. I would like to see an expansion and inclusion of ART (not just food and agriculture) when one mentions "the living landscape".
- It will always be a challenge to host visitors, whether at the farm or at the bnb. The possibility of an unhappy visitor is likely at some point so it is critical to have outstanding customer service.
- It would be great to see a unified lobby at the State House to help advocate for policies that would better support this industry, which doesn't quite fit into either farm or hotel, and often makes less financially than either.
- Most visitors to farm are friends; we don't charge fee. 2018 numbers include 150 attending large wedding of family member.
- Our biggest challenge at [farm] is trying to keep our labor expenses from putting us out of business. We cannot find the balance of having to raise wages and raising the cost of our products so people still want to come and buy them.
- Our business has been very successful; we are reducing only because we are approaching retirement.

- Our involvement is not really agritourism, it is permitting use of our farm property by the general public most of who we know. We could stop the use if there was a problem. Dogs need to run and people who own dogs need to have a way to work with their dogs in an area not encumbered by multiple dogs off-leash such as a dog park.
- Our main challenge is farm infrastructure to deal with concentrated numbers of people on wet clay with limited parking. Our farm itself is limited in where we can put parking lots due to lay of the land/power lines/etc. While most people are pleasant to deal with, we always have customers and visitors who plan on being unpleasant. We've had people be rude, throw garbage on the farm, let barking dogs run loose despite being told of our leashed dog only policy, etc. (all issues you expect when dealing with the public). It's just a little harder to swallow as a small family farm when people treat you with no consideration.
- Our town has been awful in trying to soak us in tens of thousands in tax payments. The state has declared much of our grazing land and crop land "developed" and forced us to un-enroll it from current use even though we farm it, and, at the same time, Act 250 forced us to set aside several of the very same land permanently in the deed for agricultural use only. It cannot be both agricultural and developed--it has to be one or the other. Endless meetings with legislators and regulators have led to nothing. So we pay a higher tax rate on our farm land that we actually farm because the state has two sides of its mouth and can't decide what the land really is... The people regulating Vermont don't have the skill set to handle complexity and nuance and, as a result, it makes it hard to run a business here. We bring thousands of people here to support Vermont agriculture and its food industry/economy and we have only met resistance at every turn. Nobody can actually do anything but the government listens plenty. Just nothing changes.
- Overall, we have a good experience with our visitors
- Poor internet service and cell service can be an issue here. We don't offer cable TV so guests rely on their smart phones or tablets if they want to watch some form of entertainment while here, and guests frequently mention poor cell service. Additionally, since Airbnb is an online service, everything we do to manage our reservations, communication with guests, etc. Depends on our internet to function. Unfortunately it often does not.
- Providing facilities to help with biosecurity is challenging. It would be so great to get help making a solar handwashing and boot washing station.
- Regulatory changes that don't recognize rural or zoning constraints; growing and effecting recognition of VT as a wine producing region and the grapes we grow as recognizable varieties. That recognition is growing but has a long way to go; educating restaurant staff about the varieties and quality of VT wines when those staff are constantly changing;
- The towns have been very difficult in support with permit to have event and open to the public agritourism. That has to do with other farmers that don't want others to have venues in the area. It's who you know I guess
- Visitor behavior is a concern with parents not supervising children and folks eating while picking. These are challenges when trying to find balance between too much and not enough oversight.
- VT is full of people who claim to want successful agriculture, but they don't really mean it. What they want are picturesque, run-down, cash strapped hard scrabble farms that are poignant and romantic, strictly for viewing as they drive by. Our town does everything it possibly can to make actual productive, profitable farming as difficult as possible. We find the same attitudes at the state level, particularly in the ANR and the legislature. Most of these people don't know the first thing about farming and/or running a business, particularly an Ag business. They don't know anything about making a living from agricultural land use. They know they don't know, and resent anyone who tries to educate them on the subject, and they particularly resent anyone who thinks of their agricultural property as private property, not public land.
- We are a nonprofit educational farm that raises charitable support.

- We are lucky to own the land and have been farming for long enough to not need credit, our limits are the standard complaints of farmers over 70 still trying to be active.....
- We are open 24/7/365 with a retail room in the sugarhouse that is self-serve when we aren't around. After 40 years of developing a dedicated client base that is continually expanding, I can't imagine how I could ever scale it back if I wanted to. We are very dependent and grateful for the income agritourism provides, and the vast majority of visitors are very friendly and I usually enjoy sharing my knowledge with them. That said, our sugarhouse/farmstand is 50' from our residence and there are times when it is an annoying invasion of privacy. I would say staying personable during those times is the greatest challenge I face.
- We think about having some limited days/hours to have an on-farm store. Would like to make it self serve. Would like to give more local community members access to our farm products besides just being a CSA member. Concerns about managing money, security, time-management..... Have not gone beyond superficial thought process but we are scaling back our CSA delivery and just offering pickup on farm. May like to increase farm offerings.
- While state regulations and taxes do hinder my business, my concern is that it negatively affects my potential customers more.

## Supports for Success

Farmers/ranchers were asked about the types of supports that have helped to increase success with their agritourism operation, including on-farm direct sales. They could check all applicable answers.

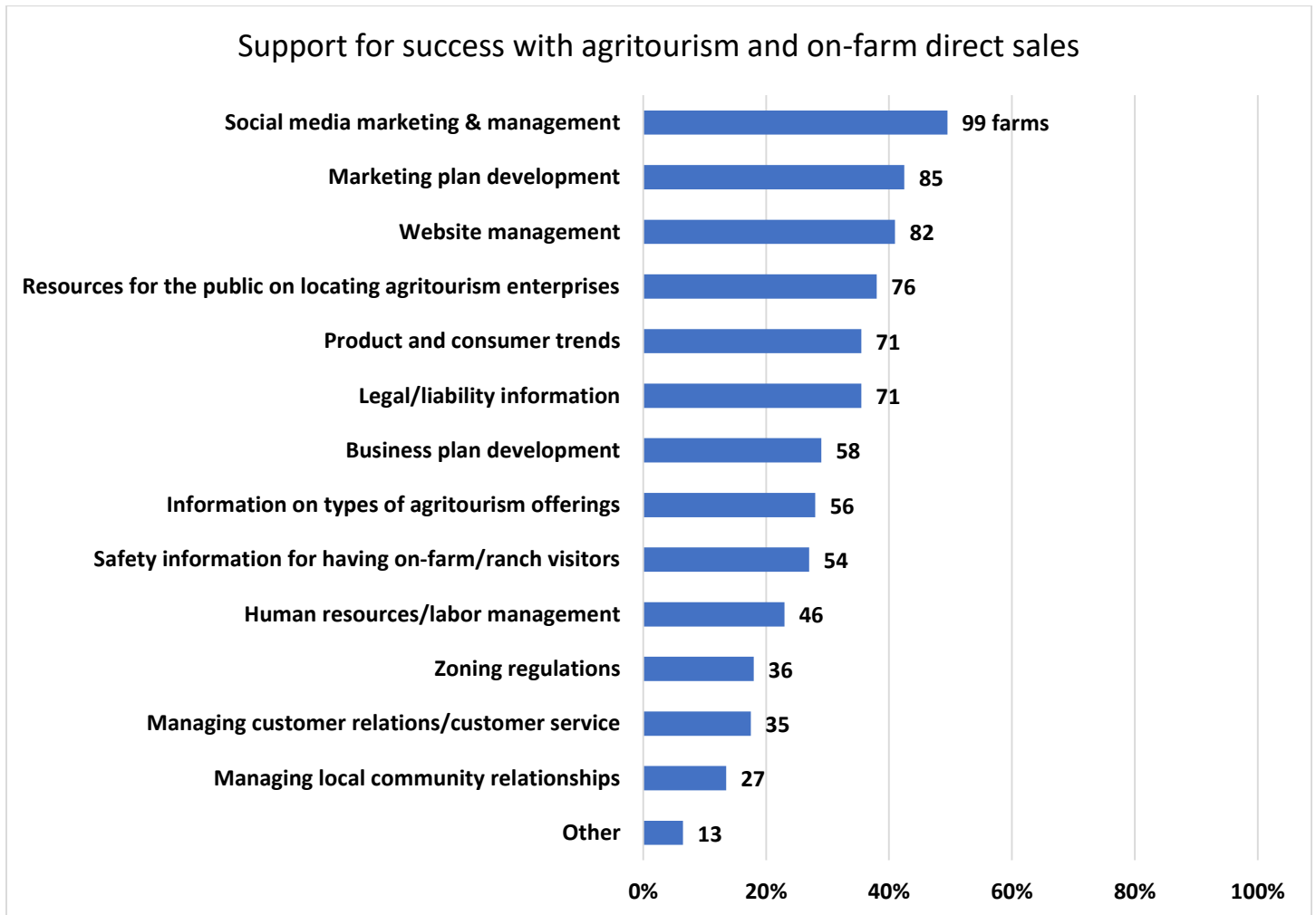


Figure 23. Types of supports to increase success with agritourism including on-farm direct sales, 2018 (n=200)

*Other types of support:*

- All the above
- Basically, Charlotte Smith's Marketing from the Heart courses!
- Construction of Visitor Center
- Education outreach to the public on behalf of farmers so that we don't bear all the responsibility
- Get local and state government, particularly the ANR, off our backs. Also, dramatically lower the state tax and regulatory burden.
- How to get the word out and appropriate signage
- Lobby legislature
- Material goods--equipment
- None
- 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, not consultants.

- Reducing taxes
- State marketing funding for agritourism that equals the level of tourism funding by neighboring states; recognition by DLC of some of the constraints faced by rural enterprises,
- We have poor road access. Not too much can be done about that

## Assistance for Agritourism

Respondents were asked to rank different types of assistance on a 5-point scale from “Very unhelpful” to “Very helpful”. Family participation was noted as the most helpful type of assistance, while regulatory support was the least helpful to Vermont farmers.

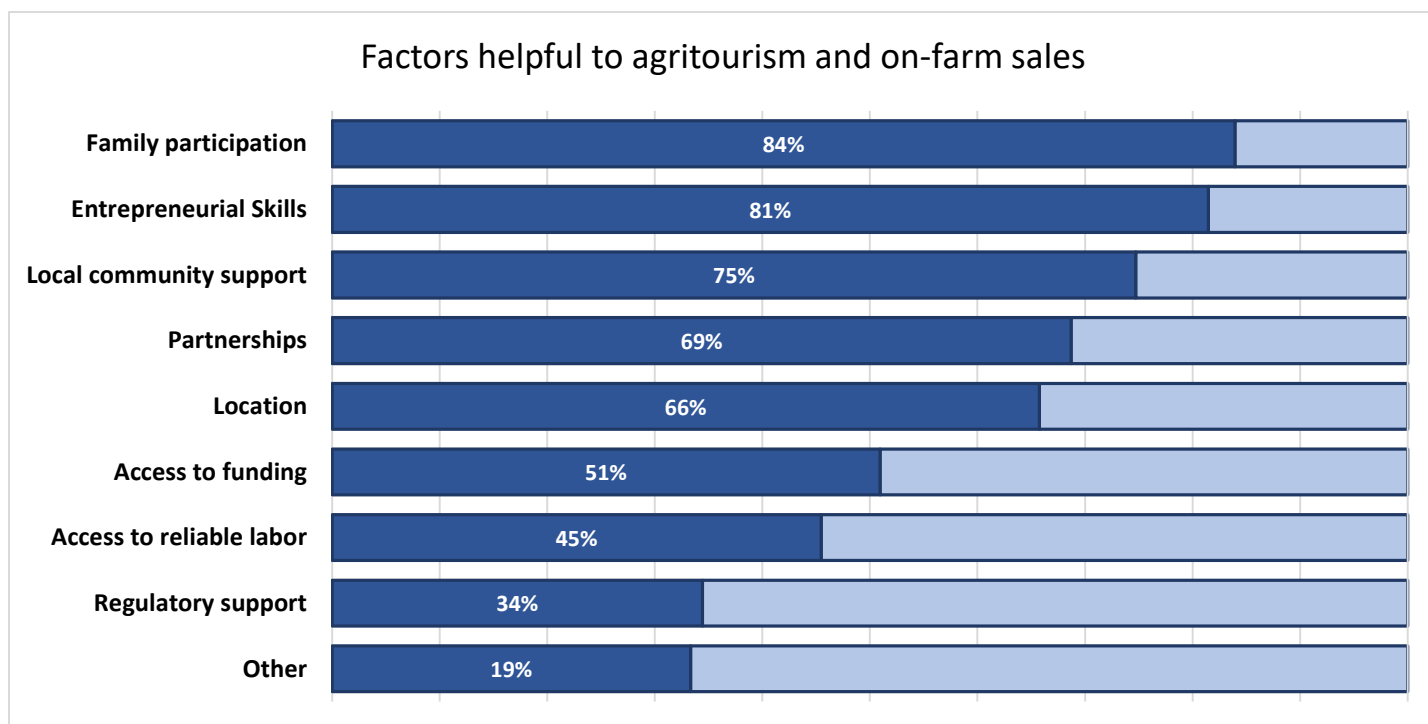


Figure 24. Types of assistance helpful to agritourism including on-farm direct sales, 218 (n=167)

Table 16. Types of assistance helpful to agritourism including on-farm direct sales, 2018

	n	Very unhelpful	Somewhat unhelpful	Neither helpful nor unhelpful	Somewhat helpful	Very helpful
Family participation	168	3.0%	3.0%	10.1%	25.0%	58.9%
Entrepreneurial Skills	178	1.1%	2.8%	14.6%	39.3%	42.1%
Local community support	182	2.7%	3.8%	18.7%	30.8%	44.0%
Partnerships	131	0.8%	1.5%	29.0%	31.3%	37.4%
Location	181	3.9%	17.1%	13.3%	20.4%	45.3%
Access to funding	161	5.6%	12.4%	31.1%	26.1%	24.8%
Access to reliable labor	154	11.0%	17.5%	26.0%	21.4%	24.0%
Regulatory support	151	7.3%	13.9%	44.4%	28.5%	6.0%
Other	16	12.5%	0.0%	25.0%	6.3%	12.5%



*Other types of assistance:*

- Besides some reliable family help, outside dependable help is difficult to find
- Cannot stress strongly enough the item above "local community support", and family support.
- Difficult to find - 1)practical, actual help with marketing and strategies to attract and retain visitors 2)online marketing help to develop better online marketing, increased sales 3)to find help with fair market pricing for us as farmers 4) difficult to find out how to compete as a very small farm with larger nearby farms and bring customers to a farmstand setting 5) to know how other farmers are pricing their products in some sales situations ( how do they set prices when they sell to small local (stores or 'wholesale')
- I am the 5th generation of my family to live here and I am very invested financially and time-wise in my location. I wish the regulations (zoning bylaws) were more favorable towards entrepreneurs and young people wanting to create businesses.
- I indicated N/A for "Access to reliable labor" because staffing and having reliable labor has been one of the biggest challenges, especially because we are located in a more rural area. If we had access to reliable and appropriate labor, it would be Very Helpful.
- It's just my wife and I for Maple Open house Weekend. We see 100 - 140 per year.
- Keeping an open mind is the best option!!
- Labor shortages somewhat of an issue
- No further comment. This is not intended to be a business. I can ask the users to not walk their dogs during the deer hunting season and I can notify them that I have applied commercial fertilizer so they may want to check there dogs feet.
- Not sure what you mean by regulatory support. The fairly constant regulatory hassle from local and state government is not at all helpful. The only "regulatory support" that would be helpful is a great deal less regulatory hassle.
- Note- our reliable labor is from Jamaica H2A, this is expensive and reduced bottom line results.
- Our family helps us during our busiest weekend which is Maple Open House weekend.
- Our location- having excellent quality produce-
- Reliable and effective labor is often an issue for us.
- Returning labor from local area essential Interest from food hubs and restaurants and anyone interested in local food really helps
- Small business access to grants is somewhat limited by time constraints to complete grants when ag and value added work demand attention; regulatory changes can be challenging; Positive Support and accessibility from state Reps has been extremely important; collaborative marketing and community support and engagement has been essential; labor has been less of a problem for us because we try to treat and pay people well and we're fortunate to be an industry that young people are passionate about; on site challenges in this vein are the seasonal nature of agritourism visits the force us to have seasonal sales hires who are passionate and well trained but who changing seasonal Visitor numbers force us to cut back hours in slower seasons.
- Too much emphasis in marketing and media by state and other "agriculture partners" on extraneous activities like breakfast on the farm and farm to table dinners or pumpkin festivals with helicopter rides and bouncy houses. These are the most regulatory difficult and expensive type of events but with so much exposure, that is what the public is learning to expect. Would like to see more focus just on food products - - can we please just celebrate the farm and the food and not have to put on a whole entertainment spectacle meant mostly to provide photos for Facebook?
- Town has been very discriminative to me about not allowing me to have events when other farmers have held events on their farms year around
- Vermont should have an "agritourism" webpage either on its tourism department page or its agriculture page, or both. It should be easy for visitors to plan an agritourism vacation here and having it on a state website would give it the greatest exposure. It is easy to do this for Italy. It is next to impossible in

Vermont. We are one of a handful of working farm lodging experiences and having a single page where we all are would promote longer trips to Vermont (a mission of the tourism department) and allow people to plan farm vacations with a variety of different farm experiences and expose people to opportunities that they might not realize exist. The same would be great for verified true farm to table restaurants. The trick is deciding the criteria for inclusion.

- We are dependent on weather!
- We are fortunate to be in a supportive community with a robust summer seasonal population.
- We are located in a tourist town with very little agritourism competition.
- We have been lucky to have investors supporting us in this business. That has allowed us to achieve a lot of goals for our business and taken some of the pressure off of our work.
- We have never had direct help but indirect help so we have basically found what we need with the searching ourselves.
- We use the H2A program and could not be in business without it. It is incredibly expensive though. Our location is our biggest asset. We work 7 days a week 12 hours a day for at least 150 days a year. Family participation is essential :).

## Additional comments on challenges and opportunities for agritourism

Respondents were asked to include any additional comments about agritourism in general or about the challenges and opportunities faced by agritourism, including on-farm direct sales. The following responses are verbatim with only minor typos fixed for clarity.

- A local food coop, to help us manage surplus supply
- Agritourism should remain as something promoting and complimenting the legitimate business of farming, not be an end in itself to help farms transition away from real food production and into token pretend farming.
- Cash flow and available time to focus on building the agritourism business have been my two greatest limiting factors. I was able to successfully crowd fund some farm-stay infrastructure, however the season passed before we were able to raise the structure. We are poised in the next two years to grow from ~\$2,000/year in on-farm events and workshops to \$60,000/year in events, workshops and farmstays.
- Entrepreneurs are not afraid to work through challenges and turn them into successes!
- Feel like the VT Agency of Ag has continued to do less each year to promote the fall apple harvest. Publications were dropped, Apples to I pad gone. Websites promoting orchards poorly maintained.
- Food Freedom needs to be allowed! People should be able to come and buy any and all food a farmer produces on the farm from their own products. The public should be able to choose for themselves whether they want to accept the risk of unregulated access to the foods of their choice. Specifically, for us, this means prepared foods (cold, as well as heated) from beef slaughtered at a USDA or VT-regulated establishment. For other meat producers, it might meant farm-slaughtered meats. For poultry producers, it means the ability to "part" birds (cut up and sell specific parts - breasts, legs, etc.) For milk producers, it might mean selling cheese and yogurt made "at home".
- Getting folks to actually spend money! They all want the experience of visiting a farm, but most have no clue that this is our workplace and they need to support this service/experience or it will go away.
- How to get farm loans.
- I have a hard time selling or finding an outlet for my syrup
- I suspect there are others who permit similar uses. We also permit hunting and do not post our property. Many people who post permit friends, neighbors or selected others to hunt so the property inadvertently becomes a private hunting area for the permitted user.
- I think more marketing dollars spent on educating Vermonters the importance of shopping local for their food, keeps our state looking green and beautiful as well as keeping their own local economy and their bodies healthy.
- I think the idea that agritourism will save farms is insulting. Saying things like, "Farmers need to be creative in their thinking and look to agritourism or value-added products to survive in the current economy," is saying that farmers need to take on another job in addition to the one they are already working for 60+ hours a week. It is absolutely disgusting that anyone needs to "save" farms. If everyone needs to eat three times a day, you'd think we could figure this one out. Farmers need a fair price for their products. That's all.
- I would benefit from a site visit from someone to help me diversify. For example I plan to install a small orchard. I currently have goats and produce goat milk soap. How could I use my 10 acres, value added products and the small orchard to increase agritourism and direct farm sales?
- I would like someone from agritourism to come and educate me on some things I could be doing better to build my business
- It is hard to have visitors on the farm, especially families when they can't use a bathroom!
- Marketing is difficult- People are burnt on social media and newspapers are struggling with sales and lack of readers. This is the biggest problem, getting it out there!
- More public education on buying local
- Most assistance needed in providing clear help with liability issues, insurance availability and cost and need for waivers from customers. Second help would be with equipment to help with biosecurity, hand

washing, boot washing or covers and marketing the need for that for all involved. None of the pictures from the state or Extension agencies show people washing their hands or wearing booties -- it would be great if that became the norm for visiting a farm then visitors wouldn't be offended when we ask them to do so.

- My comment is that while I work for [the] Farm, I am not fully certain about the accuracy of the income for 2018 as I do not have access to that information. I am also only an employee and manager at the farm, and am not the farm's owners or operating manager.
- On farm Pick Your Own sales are the only way our business is profitable. Web and social media are key to our success
- Our agritourism, both in hosting farm volunteers in the fall, where they help us make fermented vegetables, learning the art and participating in a farm experience and our once a year, variety show, [...] Are not for profit, they are for community outreach.
- Our farm is entering our fourth season. As young farmers, agritourism has not been a priority given a shortage of labor/time to invest in the development of programs/offerings. We both have off-farm jobs, which makes it exceptionally difficult to carve out time to engage with the general public - especially since many of these interactions do not directly result in increased sales.
- People need to support the farm they are visiting by making purchases, not just saying thank you for the tour. People need to know the farm is there and has what it offers local stores need to carry local products, this is the best way that people have found out about us, but it becomes harder and harder to get product into stores
- Please include equine enterprises as agricultural contributors, they are not just recreational activities
- Public education and disconnect creates a big barrier for all of us in the industry. We are always working hard to help folks understand what we do. It all starts with education.
- Reasonably-priced insurance is my biggest problem
- Secondary to our two main businesses, dairy and compost and soil amendment production.
- Staffing is a challenge with a large number of season employment opportunities
- State regulation and taxes are the primary challenge. They are at the root of funding issues, labor issues and available disposable income for potential customers.
- The inclusion of ART/Artists and the creative people in our state would increase the opportunities and way people view agritourism and the living landscape.
- This survey applies only obliquely to our business we produce Vermont wines and spirits using as much local produce as we can. We do not have visitors to our farmstead (though we did in the early 2000's.) All our sales are off--premise. We have 3 outlets open all year round. That's why our earlier answer states that we're open 560 days per year.
- Town should not have any jurisdiction in what venue's farmers need to survive.
- Vermont benefits from great farm/product diversity.
- Vermont could do a much better job and I'd be happy to talk to anyone about it.
- We are trying to get crowd funding to build our visitor center
- We can/do grow produce of the highest (organic, non-certified) quality but it remains challenging to find new and continuous customers to maintain consistent sales to work towards making a profit/fair market value for our products. The location should be a plus but so far isn't reaching its potential. Family, non-paid labor is all we have -- would love to profitable enough to hire part-time help. Need to produce new products to increase/supplement sales.
- We need young energetic people to help and take over!
- When we established our farm stay through Airbnb there were very few other options for overnight accommodations in general in our area. Not only did we stand out from the others because of the unique quality of being an actual working dairy farm, but because we were in a pool that was not very crowded. Now there are lots of other options for guests to choose from in this area (as well as from surrounding communities) for overnight lodging. Although we are still one of the only working dairy farms with an overnight stay, there are a few others listed as farm stays when in reality the "farm" is just a few chickens, a rabbit or 2, and maybe a goat, there for the express purpose of being part of the marketable agritourism

bandwagon. Clear guidelines as to what actually constitutes a farm might be helpful for consumers and hosts alike, although I don't see how they would be enforceable.

- Working capital, funding, marketing, we need help with

## **Appendix A. Vermont Agritourism and Direct Sales Survey**

The survey that follows is a printed version of an online questionnaire. Thus, the formatting is messed up in places and skip patterns may be difficult to follow.

# National Agritourism & Direct Sales Survey

**Please consider completing this survey if you have visitors on your farm or ranch for any reason. We would like to hear from you, whether you have a farmstand, u-pick, overnight stays, tastings, events, community supported agriculture (CSA), tours, hunting, or open your farm/ranch to visitors in any other way!**

This multi-state research study is led by Lisa Chase, Extension Professor at the University of Vermont. The results of the survey will be used to develop tools and resources to increase the success of farms that offer on-farm direct sales, education, recreation, entertainment, hospitality, and other types of agritourism.

All results will be kept confidential, and no personal information will be shared. Your participation is fully voluntary and you may discontinue the survey at any time.

If you have questions about the survey, please contact Lisa Chase at [Lisa.Chase@uvm.edu](mailto:Lisa.Chase@uvm.edu) (mailto:Lisa.Chase@uvm.edu) or 802-257-7967. If you have questions about your rights as a participant in a research project, please contact the Research Protections Office at the University of Vermont at 802-656-5040.

By clicking the “Next” button below, you are volunteering to participate.

Thank you!

There are 39 questions in this survey.

## Farm or Ranch Visitors

Do you have visitors on your farm or ranch (paid or unpaid)? Examples could include farmstands, u-pick, CSA, tours, overnight stays, events, hunting, and any other experiences that bring visitors to your farm/ranch. \*

Please choose **only one** of the following:

Yes

No

# Types of Product

What type of products did you produce on your farm/ranch in 2018?

Options listed directly below are general categories, click through and scroll down for more options.

If you do not see an option you are searching for, it may be listed under a different category.

Check all that apply

Please choose **all** that apply:

Animals & animal-related products

Crops

Value-added products

Other:



What types of animals and/or animal-related products did your farm/ranch produce in 2018?

Only answer this question if the following conditions are met:

Answer was “Animals and animal-related products” at question '2 [ProductType]' (What type of products did you produce on your farm/ranch in 2018? Options listed directly below are general categories, click through and scroll down for more options. If you do not see an option you are searching for, it may be listed under a different category. )

Check all that apply

Please choose **all** that apply:

Beef cattle, including feedlots

Dairy cattle and milk production

Hogs and pigs

Poultry and eggs

Sheep and goats

Animal aquaculture

Other animal production (including bees/honey, equines, fur-bearing animals):

What types of crops did your farm/ranch produce in 2018?

Only answer this question if the following conditions are met:

Answer was "Crops" at question '2 [ProductType]' (What type of products did you produce on your farm/ranch in 2018? Options listed directly below are general categories, click through and scroll down for more options. If you do not see an option you are searching for, it may be listed under a different category. )

Check all that apply

Please choose **all** that apply:

Oilseed and grain farming

Vegetable and melon farming

Fruit

Tree nut farming

Greenhouse, nursery, and floriculture production (including Christmas trees)

Maple syrup

Other:

What types of value-added products did you produce on your farm/ranch in 2018?

Only answer this question if the following conditions are met:

Answer was "Value-added products" at question '2 [ProductType]' (What type of products did you produce on your farm/ranch in 2018? Options listed directly below are general categories, click through and scroll down for more options. If you do not see an option you are searching for, it may be listed under a different category. )

Check all that apply

Please choose **all** that apply:

- Cheese and dairy products
- Wine, beer, cider or distilled beverages
- Salsas, pickles, jams, jellies, preserves
- Olive oil, nut or seed oils or butters
- Baked goods
- Cut-and-wrapped meat and processed meat products
- Animal fiber and fiber products
- Soaps, lotions, other health and beauty products

Other:

# Agritourism including On-farm Direct Sales

Which of the following experiences did your farm/ranch offer in 2018? Please check all that apply.

Options listed directly below are general categories, click through and scroll down for more options.

If you do not see an option you are searching for, it may be listed under a different category.

For the purposes of this survey, all direct sales and experiences listed below that take place *on* your farm/ranch are considered agritourism.

Check all that apply

Please choose **all** that apply:

- On-Farm Direct Sales
- Accommodations and Lodging
- Education
- Entertainment/events
- Outdoor Recreation
- Off-Farm Direct Sales

Other:

### What types of on-farm direct sales did you offer in 2018?

Only answer this question if the following conditions are met:

Answer was 'On-Farm Direct Sales' at question '6 [ExperienceType]' (Which of the following experiences did your farm/ranch offer in 2018? Please check all that apply. Options listed directly below are general categories, click through and scroll down for more options. If you do not see an option you are searching for, it may be listed under a different category. For the purposes of this survey, all direct sales and experiences listed below that take place on your farm/ranch are considered agritourism. )

Check all that apply

Please choose **all** that apply:

U-pick

Farm stand/farm store

CSA on-farm pickup

Other:

### What types of accommodation and lodging did you offer in 2018?

Only answer this question if the following conditions are met:

Answer was 'Accommodations and Lodging' at question '6 [ExperienceType]' (Which of the following experiences did your farm/ranch offer in 2018? Please check all that apply. Options listed directly below are general categories, click through and scroll down for more options. If you do not see an option you are searching for, it may be listed under a different category. For the purposes of this survey, all direct sales and experiences listed below that take place on your farm/ranch are considered agritourism. )

Check all that apply

Please choose **all** that apply:

Farm-stay/guest ranch

Single rooms

Cabins

Entire home

Camping

Other:

What types of educational experiences did you offer in 2018?

Only answer this question if the following conditions are met:

Answer was ' Education' at question '6 [ExperienceType]' (Which of the following experiences did your farm/ranch offer in 2018? Please check all that apply. Options listed directly below are general categories, click through and scroll down for more options. If you do not see an option you are searching for, it may be listed under a different category. For the purposes of this survey, all direct sales and experiences listed below that take place on your farm/ranch are considered agritourism. )

Check all that apply

Please choose **all** that apply:

Classes

Student visitors

Tours

Tastings

Farm/ranch work experience

Camps

Petting area

Demonstrations

Other:

What types of entertainment and events did you offer in 2018?

Only answer this question if the following conditions are met:

Answer was ' Entertainment/events' at question '6 [ExperienceType]' (Which of the following experiences did your farm/ranch offer in 2018? Please check all that apply. Options listed directly below are general categories, click through and scroll down for more options. If you do not see an option you are searching for, it may be listed under a different category. For the purposes of this survey, all direct sales and experiences listed below that take place on your farm/ranch are considered agritourism. )

Check all that apply

Please choose **all** that apply:

- Weddings
- Farm dinners/meals
- Family reunions
- Festivals
- Barn dances
- Retreats
- Corn/other mazes
- Sports events/other games
- Concerts
- Hay rides
- Children's activities

Other:

## What types of outdoor recreation did you offer in 2018?

Only answer this question if the following conditions are met:

Answer was 'Outdoor Recreation' at question '6 [ExperienceType]' (Which of the following experiences did your farm/ranch offer in 2018? Please check all that apply. Options listed directly below are general categories, click through and scroll down for more options. If you do not see an option you are searching for, it may be listed under a different category. For the purposes of this survey, all direct sales and experiences listed below that take place on your farm/ranch are considered agritourism. )

Check all that apply

Please choose **all** that apply:

Hunting

Fishing

Bird watching Hiking

Skiing/snowshoeing

Biking

Photography

Snowmobiling

Horseback riding

Other:



What types of off-farm direct sales did you offer in 2018?

Only answer this question if the following conditions are met:

Answer was ' Off-Farm Direct Sales' at question '6 [ExperienceType]' (Which of the following experiences did your farm/ranch offer in 2018? Please check all that apply. Options listed directly below are general categories, click through and scroll down for more options. If you do not see an option you are searching for, it may be listed under a different category. For the purposes of this survey, all direct sales and experiences listed below that take place on your farm/ranch are considered agritourism. )

Check all that apply

Please choose **all** that apply:

Farmers markets

Off-farm CSA pickup or delivery

Other:

# Visitor Information

What year did you begin offering agritourism including on-farm direct sales?

Choose one of the following answers

Please choose only one of the following:

02019

02018

02017

02016

02015

02014

02013

02012

02011

02010

02009

02008

02007

02006

02005

02004

02003

02002

02001

02000

01999

01998

01997

01996

01995

01994

01993

01992

- 1991
- 1990
- 1989
- 1988
- 1987
- 1986
- 1985
- 1984
- 1983
- 1982
- 1981
- 1980
- 1979
- 1978
- 1977
- 1976
- 1975
- 1974
- 1973
- 1972
- 1971
- 1970
- We do not currently offer agritourism or on-farm direct sales.
- Other

Approximately how many visits (paid and unpaid) took place on your farm/ranch in 2018? Count the number of visits, not visitors, so that one person who visited 10 times in 2018 would be 10. A tour bus of 50 people would be 50 visits.

Only numbers may be entered in this field.

Please write your answer here:

Approximately what percentage of these visits were from people who traveled 50 miles or more (one-way) from their homes?

Only numbers may be entered in this field.

Please write your answer here:

%

About how many days per year is your farm/ranch operation open to visitors?

Only numbers may be entered in this field.

Please write your answer here:

# Agritourism Information

How important were the following motivations and goals in developing agritourism including on-farm direct sales? How successful have you been in achieving these goals?

If there is an important goal that is not listed, please add it under "other."

Please choose the appropriate response for each item: (These include, Very important, Somewhat important, Not very important, Not at all important and Not applicable; Very successful, Somewhat successful, Neither successful nor unsuccessful, Unsuccessful, Very unsuccessful and Not applicable.)

	Importance of goal						Success																
	Very important	Somewhat important	Somewhat not important	Not at all important	Not applicable		Very successful	Somewhat successful	Neither successful nor unsuccessful	Unsuccessful	Very unsuccessful	Not applicable											
													Very important	Somewhat important	Somewhat not important	Not at all important	Not applicable	Very successful	Somewhat successful	Neither successful nor unsuccessful	Unsuccessful	Very unsuccessful	Not applicable
													○	○	○	○	○	○	○	○	○	○	○
<b>Provide family employment</b>	○	○	○	○	○	○	○	○	○	○	○	○											
<b>Increase farm/ranch revenue</b>	○	○	○	○	○	○	○	○	○	○	○	○											
<b>Enjoy social interaction with public</b>	○	○	○	○	○	○	○	○	○	○	○	○											
<b>Educate public about agriculture</b>	○	○	○	○	○	○	○	○	○	○	○	○											
<b>Build goodwill in community</b>	○	○	○	○	○	○	○	○	○	○	○	○											
<b>Diversify farm/ranch market channels</b>	○	○	○	○	○	○	○	○	○	○	○	○											
<b>Diversify farm/ranch offerings</b>	○	○	○	○	○	○	○	○	○	○	○	○											
<b>Increase traffic to on-farm sales outlet</b>	○	○	○	○	○	○	○	○	○	○	○	○											

**Other**

If you checked other, please comment below.

Please write your answer here:

What plans do you have for agritourism including on-farm direct sales over the next five years?

Check all that apply

Please choose **all** that apply:

- Expand the type of experiences and/or products offered
- Invest in more buildings or equipment for my agritourism operation
- Hire more employees
- Make no changes-maintain my current level of operations
- Reduce the type of experiences and/or products offered
- Close my agritourism operation

Other:

# Barriers for Agritourism

How challenging are the following for agritourism including on-farm direct sales?

Please choose the appropriate response for each item:

	<b>Not at all challenging</b>	<b>Somewhat challenging</b>	<b>Very challenging</b>	<b>Not applicable or not sure</b>
<b>Cash flow management</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Availability of operating capital</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Developing and implementing a business plan</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Marketing your operation</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Time management</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Labor (including family)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Other</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How challenging are the following for agritourism including on-farm direct sales?

Please choose the appropriate response for each item:

	<b>Not at all challenging</b>	<b>Somewhat challenging</b>	<b>Very challenging</b>	<b>Not applicable or not sure</b>
<b>City/county zoning and permitting</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Concern about agritourism liability issues</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Cost/availability of insurance</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Local/state taxes</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>State/local regulations</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Food safety/proper food handling</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Biosecurity concerns</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Managing visitor accessibility</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Other</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



How challenging are the following for agritourism including on-farm direct sales?

Please choose the appropriate response for each item:

	<b>Not at all challenging</b>	<b>Somewhat challenging</b>	<b>Very challenging</b>	<b>Not applicable or not sure</b>
<b>E-connectivity (internet access, cell service)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Opposition from town or neighbors</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Competition from other agritourism options in your area</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Lack of uniform definition of agritourism</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Concerns about visitor behavior</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Meeting visitor expectations</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Other</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please comment on these or other challenges to agritourism including on-farm direct sales.

Please write your answer here:

# Success in Agritourism

What type of support would help you be more successful with agritourism including on-farm direct sales?

Check all that apply

Please choose **all** that apply:

- Product and consumer trends
- Information on types of agritourism offerings
- Marketing plan development
- Business plan development
- Website management
- Social media marketing & management
- Managing customer relations/customer service
- Managing local community relationships
- Human resources/ labor management
- Legal/liability information
- Zoning regulations
- Resource materials for the public on where to locate local agritourism enterprises
- Safety information for having on-farm/ranch visitors

Other:

How helpful have the following been for agritourism including on-farm direct sales?

Please choose the appropriate response for each item:

	<b>Very helpful</b>	<b>Somewhat helpful</b>	<b>Neither helpful nor unhelpful</b>	<b>Somewhat unhelpful</b>	<b>Very unhelpful</b>	<b>Not applicable or not sure</b>
<b>Partnerships</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Location of your farm/ranch</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Entrepreneurial skills</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Access to funding</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Regulatory support</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Local community support</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Access to reliable labor</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Family participation</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Other</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please comment on these or other factors that have been helpful or unhelpful for agritourism including on-farm direct sales?

Please write your answer here:

# Information about Farm/Ranch

Please choose the state in which your farm/ranch is located.

Choose one of the following answers

Please choose **only one** of the following:

AL Alabama

AK Alaska

AZ Arizona

AR Arkansas

CA California

CO Colorado

CT Connecticut

DE Delaware

DC District of Columbia

FL Florida

GA Georgia

HI Hawaii

ID Idaho

IL Illinois

IN Indiana

IA Iowa

KS Kansas

KY Kentucky

LA Louisiana

ME Maine

MD Maryland

MA Massachusetts

MI Michigan

MN Minnesota

MS Mississippi

- MO Missouri
- MT Montana
- NE Nebraska
- NV Nevada
- NH New Hampshire
- NJ New Jersey
- NM New Mexico
- NY New York
- NC North Carolina
- ND North Dakota
- OH Ohio
- OK Oklahoma
- OR Oregon
- PA Pennsylvania
- RI Rhode Island
- SC South Carolina
- SD South Dakota
- TN Tennessee
- TX Texas
- UT Utah
- VT Vermont
- VA Virginia
- WA Washington
- WV West Virginia
- WI Wisconsin
- WY Wyoming

Please name the county in which your farm/ranch is located:

Please write your answer here:

Please enter the zip code in which your farm or ranch is located.

Please write your answer here:

How many acres is your farm/ranch?

Please write your answer here:

How far is your farm/ranch from a city of at least 50,000 people?

Choose one of the following answers

Please choose **only one** of the following:

- We are located in a city with a population of 50,000 or more
- Less than 5 miles
- 5-9 miles
- 10-29 miles
- 30-49 miles
- 50 miles or more

What was your gross revenue, in US dollars, from all farm-related sources (income before taxes and expenses) in 2018?

Choose one of the following answers

Please choose **only one** of the following:

- Less than \$1,000
- \$1,000 - \$4,999
- \$5,000 - \$24,999
- \$25,000 - \$99,999
- \$100,000 - \$249,999
- \$250,000 - \$499,999
- \$500,000 - \$999,999
- \$1 million - \$4,999,999
- \$5 million - \$9,999,999
- Greater than \$10 million



What was your gross revenue, in US dollars, from agritourism sales and services for 2018, including on-farm direct sales?

Choose one of the following answers

Please choose **only one** of the following:

- Less than \$1,000
- \$1,000 - \$4,999
- \$5,000 - \$24,999
- \$25,000 - \$99,999
- \$100,000 - \$249,999
- \$250,000 - \$499,999
- \$500,000 - \$999,999
- \$1 million - \$4,999,999
- \$5 million - \$9,999,999
- Greater than \$10 million

How much profit (net income) do you estimate your agritourism enterprise(s) generated in 2018?

Choose one of the following answers

Please choose **only one** of the following:

- No profit or the agritourism enterprise operated at a loss
- Less than \$1,000
- \$1,000 - \$2,499
- \$2,500 - \$4,999
- \$5,000 - \$9,999
- \$10,000 - \$24,999
- \$25,000 - \$99,999
- \$100,000 - \$499,999
- \$500,000 to \$999,999
- \$1 million - \$4,999,999
- \$5 million - \$9,999,999
- Greater than \$10 million

## Demographic Information

What year were you born?

Please write your answer here:

Please choose your highest level of formal education.

Choose one of the following answers

Please choose **only one** of the following:

High school graduate or less

Some college

Technical degree (2-year college)

4-year college degree

Postgraduate degree (e.g. MBA, PhD)

Other

Please indicate your gender identity.

Choose one of the following answers

If you choose 'Not listed' please also specify your choice in the accompanying text field.

Please choose **only one** of the following:

Female

Male

Not listed

Is there anything you would like to add about the challenges and opportunities for agritourism including on-farm direct sales? Other comments?

Please write your answer here:

What is the name of your farm?

(Answer is optional and will be kept confidential)

Please write your answer here:

Thank you for taking the time to complete the survey! Your participation is appreciated.

For more information about agritourism please go to: [www.uvm.edu/vtagritourism](http://www.uvm.edu/vtagritourism)  
(<http://www.uvm.edu/vtagritourism>)

This project is in partnership with:



United States Department of Agriculture  
National Institute of Food and Agriculture





UNIVERSITY OF MINNESOTA



This work is supported by Critical Agriculture Research and Extension (CARE) grant no. VTN32556 from the USDA National Institute of Food and Agriculture.

Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the view of the U.S. Department of Agriculture.

## Appendix B. “Other” Farm Products Lists

Farm product type questions allowed respondents to list “other” offerings. The products most often mentioned are included in the body of the report. The full lists are compiled here.

### Other product types

Wine	34
Maple products	32
Honey	18
Christmas trees	16
Flowers	14
Plants	14
Cheese	8
Grapes	8
Lavender	7
B&b	6
Education	6
Corn maze	4
Farm experience	4
Hunting	4
Baked goods	3
Camping	3
Eggs	3
Event venue	3
Hay	3
Overnight stabling	3
Wedding venue	3
Agritourism	2
Blueberries	2
Classes	2
Compost	2
Crafts	2
Events	2
Events	2
Goat milk soap	2
Olive oil	2
Pecans	2
Produce	2
Recreational programs	2
Strawberries and pumpkins	2
Vegetables	2
Admission	1
Ag ed tour	1
Agritainment	1
Agritourism - fall festival	1
Agro farming	1
Airbnb	1
Alpaca goods	1
Antiques and home & garden decor	1

Apples, pears, apple cider, & fruit wines plus hard ciders and other fermented beverages, and spreadable cheeses	1
Art	1
Arts & crafts	1
Artwork, pottery, jewelry, paintings etc.	1
B & b, events	1
B&b / dude ranch / weddings / events	1
B&b, events space	1
B&b, people come to see and be with livestock	1
Bags for pine straw and pine cones, tractor parts, seeds for gardening, weed killer micals	1
Barn venue	1
Bedding plants	1
Beef & maple	1
Berries, peaches	1
Blackberries and blueberries	1
Bnb, farmyard petting paddock	1
Bonsai / misc. Supplies	1
Buffalo	1
Camping, hiking, picnicking, biking, bird watching	1
Caves	1
Ceramic studio&display room/guest houses	1
Charcuterie	1
Chicken and eggs	1
Cider	1
Cider apples and hard cider	1
Confections	1
Corn maze/fall festival	1
County fair	1
Crop derivatives	1
Crops	1
Deer hunts	1
Different farming models	1
Dinner on the farm	1
Distilled spirits	1
Donuts	1
Educational tours	1
Educational youth camps	1
Equestrain events	1
Equestrian badge program for girl and boy scouts	1
Equine services	1
Event venue...wedding	1
Farm stay	1
Farm stay and hunting	1
Farm stays	1
Farm to table dinner	1
Farm tours	1
Farm tours, events, farm dinners & markets	1
Farm wedding experience	1
Farmers market	1
Felted soap	1

Festivals and events	1
Field trips/educational tours to gardens	1
Firewood	1
Floral design	1
Forest	1
Forestland	1
Forestry	1
Fruit	1
Fruits & vegetables	1
Fruits and vegetables	1
Garden	1
Gardens-flowers & fruit trees	1
Gifts	1
Goat milk soaps and lotions	1
Gourds, eggs	1
Grounds tours & classes	1
Guided fishing/camping trips	1
Hand woven baskets	1
Hayrides, bounce house, cornmaze	1
Health & beauty, culinary	1
Herbal products	1
Herbs	1
Herbs, seeds, white sage, sweet grass, trees, plants, succulents, gifts, classes such as soap making and more.	1
High capacity grain elevator & shuttle.	1
History	1
Home-made goodies	1
Homemade jams, syrups, soaps	1
Homestead education classes and conferences	1
Horses but we don't breed	1
Hospitality	1
Hospitality, animal sanctuary	1
Housing	1
Living history museum that plants and harvests crops on small acreage	1
Lodging	1
Lodging, events	1
Lodging, local goods consignment	1
Log cabin	1
Mead	1
Meals/entertainment/education	1
Meat	1
Medicinal roots	1
Michigan native plants	1
Misc building mat.'s	1
Museum	1
Mushrooms	1
Mushrooms and maple syrup	1
Nature connection experiences	1
Nature preserve former farmland	1
Overnight stays	1



Petting zoo	1
Pheasant hunting	1
Pottery, wreaths	1
Professional photographers pay to have photo sessions	1
Pumpkin patch	1
Pumpkins	1
Rental cabins and ranch activities	1
Rentals and events	1
Restaurant	1
Restaurant/bar/resort	1
Retail christmas items	1
Seed potatoes	1
Seeds	1
Service hours for students secondary and post secondary	1
Sheep dog trials	1
Sheep shearing, dog trials, farm-to-table dinners, youth theatre in "players barn"	1
Soap, lotion, bees wax candles, baby quilts	1
Soil products	1
Special events/weddings	1
Split rail fencing	1
Stays	1
Straw, hay, pumpkins, gourds	1
Targeted grazing services	1
Therapeutic riding services	1
Therapy	1
Timber	1
Timber/juniper products	1
Tomatoes, peppers, squash, apples	1
Tourism	1
Tourism and farmstay	1
Tourists and paid guests; fishing guests and locals to fish at no charge at no charge; hunters - bird and deer hunters as paid guests only	1
Tours	1
Tours and events	1
Tours and festivals	1
Tours, community events, education programs	1
Trail rides, narrated hikes, narrated tours, catered dinners,	1
Trails, hunting, recreation	1
Train rides	1
Tree farm	1
Trees	1
Trees for timber sold as value-added logs	1
U-pick	1
U-pick berries	1
We produce solar evaporated salt from an underground saltwater aquifer	1
Wedding and farm tours	1
Wedding events, grad parties and etc..	1
Weddings and community events	1
Whiskey and other spirits	1
Wilderness trails, treehouse rentals and a vineyard	1

Wildlife	1
Wildlife rehabilitation	1
Wood products made onsite	1
Woodland and wild foraging products as well as hunting fishing and childrens unorganized activities	1
Workshops, tastings, events	1
Yarn and fiber	1
Other crops	
Wine	2
Alalfa	1
Alfalfa	1
Alfalfa & Sudan grass	1
Apple cider	1
Baked goods	1
Beans, Sugar beets, Barley , oats	1
Beef	1
Beeswax candles	1
Berries	1
Berries vegetables melons	1
Black walnut syrup, mushrooms	1
Blueberry	1
Certified Organic	1
Certified seed potatoes	1
Cheese	1
Compost	1
Corn / pumpkins	1
Corn stalks	1
Corn, hay, soybeans	1
Cotton	1
Cotton and peanuts	1
Cranberry	1
Eggs	1
Everything except maple syrup - it won't let me select more then one option.	1
Farm to table dinner	1
Feed for cattle, pumpkins	1
Fiber and flowers	1
Fiber products	1
Fish	1
Flax	1
Food and fruit	1
Forage	1
Foraged Foods	1
Garlic	1
Garlic and Honey. Flowers	1
Ginger	1
Goat milk soap, herbs and flowers	1
Grass for cattle	1
Grass seed/clover seed	1

Greens, cut flowers	1
High tunnel growth	1
Horticulture	1
It will only let me enter one.	1
Jams baked goods	1
Lettuce and herbs	1
Local artisans	1
Lumber, heavy wood products	1
Maple products	1
Maple Products	1
Mushrooms	1
Mushrooms (wild and cultivated)	1
Olive oil , lavender products, eggs, flowers	1
Olives	1
Olives	1
Opening plant nursery this spring	1
Pasture, hay and grain for livestock	1
Pasture,grass/legumes	1
Peppermint and Spearmint	1
Pizza and flowers	1
Popcorn	1
Potatoes	1
Saffron	1
Sorghum	1
Sorghum for syrup	1
Sorghum syrup	1
Soybeans	1
Spice herbs	1
Sugar beets, hay, beans	1
Sunflower	1
Sunflowers	1
Timber	1
Tobacco	1
Trees: fir, Larch, Pine etc.	1
Truffles	1
Vegetables	1
Vegetables,	1
Vineyard - grape	1
Vineyard (grapes)	1
Walnut syrup, mushrooms	1
Wheat, sorghum corn	1
Wine, Hay, beef, lamb	1
Wood	1
Yacon and yacon products	1
Other value-added products	
Maple products	26
Honey	13
Apple Cider	12

Herb products	8
Prepared meals	8
Wreaths	7
CBD	5
Flower arrangements	4
Dog treats	2
Compost	2
Dried Fruit	2
A mechanical horse that I teach on for extra lessons	1
Again, your form only lets me choose one. Butchered beef, lamb, chicken; and wine and mead.	1
Alpaca related toys and gifts	1
Animal fiber wearables	1
Animal portraits/artwork	1
Antlers	1
Art & pottery	1
Bagged nuts	1
Beef lamb pork	1
Black garlic, saffron	1
Blueberries , Blackberries	1
Bonsai	1
Books; paintings by local artists	1
Bottled juice	1
Breeding stock	1
Candles	1
Candy from honey	1
Caramel apples	1
Catfish	1
Chicken tractors	1
Children's activities centered around crops, ie corn maze.	1
Chocolate dipped strawberries	1
Chocolate dipped strawberries	1
Christmas trees	1
Confections	1
Corn stalks, straw	1
Crafts	1
Crafts from feed bags and horse shoes	1
Custom combination floral planters and hanging baskets	1
Custom exempt poultry and rabbit	1
Dietary Supplements	1
Distilled essential oils and blended fragrances	1
Dried flower arrangements	1
Ecological Christmas Trees, Tiny Trees to dig & take home	1
Education programs	1
Educational events	1
Eggs	1
Eggs	1
Fermented vegetables	1
Flour	1
Flowers	1
Fresh cut vegetables	1

Frozen berries	1
Fruit butters, caramel for caramel apples	1
Fruit products snacks NH made products	1
Fudge	1
Ginger Cider, sweet cider	1
Gluten Free Oats	1
Gold and silver	1
Granola	1
Grass Fed and Finished Beef	1
Hand-dyed silk scarves, leafstones, other garden-related art	1
Handmade goods and crafts	1
Hay	1
Health building products	1
Hops	1
Hot pepper jelly Apple butter	1
Ice cream	1
Ice cream, lemonade ,	1
Jams & Jellies	1
Jams and jellies, oils and butters, baked goods, cut-and-wrapped meats - it won't let me select more then one option.	1
Jams, dried herbs	1
Jams/syrups	1
Jellys, antiques, decor	1
Jewelry	1
Juices	1
Lavender plants	1
Local arts and crafts	1
Microgreens edible flowers, honey popcorn	1
Milled products	1
Nuts	1
Other manufactured foods	1
Pick your own. And wild foraging	1
Planters, mixed baskets	1
Plants	1
Pop corn	1
Popcorn	1
Popsicles	1
Pumpkin Puree i	1
Pumpkins	1
Riding & shooting	1
Riding lessons	1
Sachet, eye pillows, candles	1
Salves, tinctures	1
Sauces, vinegars	1
Scarves, aprons, bags	1
Seedbarley	1
Sheepskins	1
Smoothies & Caramel Apples	1
Sorghum	1
Spice rubs	1

Spices	1
Spices, beef & chicken bone broth	1
Steam extracted berry juice, seltzers/teas/pops made with what we grow	1
Stone-ground flours, grits, cornmeals and specialty mixes using the ground grains	1
Sweets	1
Syrups, sauces, teas, spices, baking mixes,	1
To go entrees	1
Transplant - soil conditioner	1
U-Pick organic pears & apples	1
Vinegar, herbs	1
We did not produce we brought in from other local businesses in the state	1
Wine vinegar	1
Wine, olive oil, soap and lotion	1
Woodworking	1
Yacon tea and syrup	1
Other animal products	
Bees, honey	63
Alpacas	46
Horses	51
Honey, bees	26
Other animal production	11
Llamas	6
Bison	6
Rabbits	5
Buffalo	5
Minature Horses, Donkeys	4
Wool	2
Cheese	2
Yaks	1
Yak	1
Wild Game	1
Water Buffalo	1
The form only allows me to select one. We do grassfed beef and lamb, pastured chickens for meat and eggs.	1
Reindeer	1
REINDEER	1
Pygmy goats	1
Poultry and eggs	1
Petting zoo	1
Muskrats trapped on lake qnd coyotes	1
Milk products, honey	1
High quality fed beef	1
Hay	1
Goat's milk caramel	1
Goats for milk production	1
Goats	1
Furbearing	1
FUR BEARING	1

Few head of beef cattle	1
Farm animals to see and visit	1
Elk meat and antlers	1
Elk	1
Elk	1
Eggs	1
E otic	1
Duck hunting	1
Deer, turkey	1
Deer Hunts	1
Dairy sheep	1
Dairy products not for sale til next year	1
Compost & Soil Amendments	1
Burro and Wild Horses	1
American Mammoth Jackstock	1
Other experiences	
Tours	22
Hunting	6
U-pick	6
Dining	5
Hayrides, wagon & sleigh rides	5
Open House Events	3
Weddings	2
Corn Maze	2
Adoption of horses and burros	1
Ag Tours	1
All answers pertain to 2019, the year AFTER the camp fire that burned 92% of Paradise, CA to the ground. Eleven buildings on our farm were destroyed, orchard fruit trees were not, which produced high crops as likely every blossom that opened was pollinated by bees. Very little other vegetation had sprouted by mid April that year. We are starting our 99th year growing apples at this location in Paradise California, since 1921.	1
Bags for pine straw, and pine cones. Herbicide for weeds, tractor and mower parts, security solar lights and safety signs. Property Insurance payment increase and alarm system increase payments	1
Ballet, host for tv show	1
Birding, hunting deer and game birds, andhiking and fishing	1
Ceramic studio and display room	1
Cider pressing and wedding venue	1
City folks wanting to see & experience a ranch!	1
Classes	1
Community meetings	1
Crafts	1
CSA	1
CSA here at farm stand and corporate csa's	1
Cut flowers, pre-order or purchase at farm stand	1
Direct Wine sales	1
Distributor sales, wholesale sales	1
Donation of crops through Food Bank network	1

Equine therapy	1
Exclusive population of very rare Bats-Townsend	1
Farm market/crafts fare	1
Farm stay- chores etc	1
Farmers Market	1
Farmers' market	1
Field trips	1
Flower share pickup, workshops	1
Fund raising community	1
Goat Yoga classes	1
Horse training sales, camps, lesson consulting	1
Kids summer camp	1
Kitchen and honey house facility	1
Local goods consignment sales	1
Maple open house	1
Maze	1
My county makes it very hard to have events, lodging	1
Narrated Trail Rides, History Location	1
Off farm events	1
Off Farm Events	1
Off leash dog walking	1
Off-Farm Consignment	1
Off-Farm wholesale sales	1
On and off farm tastings	1
On-farm Direct sales,Entertainment/events	1
On-farm sales won't take check mark..on farm direct sales	1
Online	1
Our cafe in town	1
Overnight	1
Overnight stabling	1
Petting Farm	1
Pheasant Hunting, Turkey & Deer	1
Photo ops on farm	1
Photography venue	1
Plant Shows. Farmers markets	1
Private parties	1
Pumpkin patch	1
Rentals and short term land leases	1
Restaurants	1
Sales to winery's	1
Sell to wineries	1
Tastings & Sales	1
Vineyard Walks with Winemaker	1
Visits to Hospital and Church events with Donkeys	1
Volunteer Urban Farming	1
We are a museum that has historic farming as a focus	1
Wholesale	1
Wholesale/direct accounts	1
Wine	1
Wine sales	1



Wine tasting, sales, tours	1
Wine tasting/purchase	1
Winemaker dinner	1
Workshops and off farm weddings	1
Workshops monthly	1
Yoga with our baby goats	1
Other direct sales	
Tastings	30
Wine	22
Christmas trees	12
Other	8
Gift shop	6
On-line sales	6
Farmer Markets	5
Beef	5
Hay	5
Livestock	5
Plant sale	5
Eggs	4
Delivery	3
Winery	2
Meats & tours	1
Agritourism	1
Agritoursim. Will only let me enter one	1
All three, but it won't let me select more then one option.	1
Alpaca & Gift Shop	1
Alpaca products store	1
Alpacas and fiber products	1
Animal and wool sales	1
Animal sales	1
Animals	1
Art Gallery in historic barn	1
B&B / Dude Ranch / Weddings / Events	1
Bakery	1
Barn sales- artisan goods	1
Bees/honey	1
Beverage/frozen pops of berry juices	1
Bison meat and tours	1
Bulk winegrape	1
Cafe and deli	1
Campers purchased farm goods during their stay.	1
Cattle purchasing	1
Cider and wine tastings/sales	1
Cidery	1
Classes	1
Community gardens, Trade and bartering	1
Compost sales	1
Contract	1

CSA pickup location from another farm	1
Custom fiber processing in collaboration with a Ewetopia Mill in lafarge, WI	1
Customer order pick up or new customers	1
Cutomer pick-up of pre-Ordered meat	1
Direct sales	1
Education about the fire and survival of irrigated orchards.	1
Elk meat products	1
Equine activities and therapies	1
Equipment	1
Estate produced wine	1
Events, hunting	1
Fall Festival	1
Farm Order Pick Up	1
Farm Pickup	1
Farm pickup of USDA labeled meat and state egg-license-holder eggs	1
Farm to School	1
Farm to table meals	1
Farm tours. Buffalo	1
Fiber & Manure sales on farm	1
Food banks and shelters	1
Fossil hunts	1
Fresh and cured pork	1
Fresh flowers by request	1
Fresh goat milk	1
Goats	1
Grapes /wine	1
Guest Meals	1
Herd shares	1
Honey	1
Honey & Nucs (Bees)	1
Hunting, foraging	1
In our tasting room/store	1
Individual orders	1
Landscape plants	1
Llamas, farm tours, llama trekking	1
Local art	1
Logo'd corkscrews, etc	1
Mail order	1
Maple	1
Maple products	1
Maple syrup	1
Maze	1
Meat sales	1
Meat sales, trophy elk hunting	1
Milk Sales	1
Mobil Market to Food Desert Communities	1
Most our products are turned into products	1
Mule powered wagon rides and picnics	1
No farmstand, but would allow people to purchase in farm if they called ahead	1
Non-CSA on farm pickup	1

Not a CSA but we had an on-farm pick up	1
Nursery	1
Nursery/garden center	1
Occasional cultured dairy product sales, but nothing formal	1
Occasional sales	1
Off site events ice cream	1
Olive oil in bulk 1-gallon size	1
On Farm Pickup	1
On-farm garlic sales	1
Open sugarhouse/syrup sales/pick up	1
Order pickup	1
Packaged Beef	1
Phone / email orders	1
Pick up	1
Pick up eggs	1
Pick up of orders	1
Pickup (no CSA)	1
Pickup of milk (only allowed direct from farm)	1
Pickup of pre-ordered beef	1
Pop up markets in town, sales to chefs	1
Potted stock	1
Pottery shop	1
Poultry/beef	1
Pre-order and pick up	1
Pre-order pickup	1
Preorder	1
Pumpkin Farm	1
Pumpkin patch	1
Pumpkin Patch	1
Purchasing goats, dairy products, bath and body Products	1
Regional online farmers market	1
Rental gardens	1
Restaurant	1
Restaurants / butcher shops	1
Retail and wholesale supplier	1
Retail beef	1
Retail/wholesale	1
Riding lessons	1
Sale of live animals	1
Seasonal	1
Selling bulk to farmstand owners & other customers	1
Site inspection of animals	1
Slaughter your own goat or chicken	1
Soaps and wool products	1
Staff CSA	1
Supper	1
The Museum Store @ The Welcome Center	1
Tours	1
Tours and festivals	1
Tree	1

U-pick	1
Value-added direct sales	1
Vendor booths at sheepdog trials	1
Via the guesthouse	1
We dig daylilies	1
We sell or use the oats and hay we plant	1
We sell products at events on the ranch	1
Weddings & events	1
Weekly farm to table events	1
Wheat and feed delivery	1
Wholesale cheese and fiber sales, lamb sales	1
Wholesale retailers pick up	1
Wholesale special orders	1
Wine bottle purchasing	1
Winery	1
Wood harvested, manufactured then items sold	1
Wool and yarn sales and classes	1
Yarn Store	1
Yarn, roving, sausage	1
Other educational experiences	
Environmental	3
Horses	2
Bees	2
Shearing	2
Viniculture	2
Workshops	2
Animal viewing	1
Aquaponics	1
Artist group came to paint outdoors, farm scenes.	1
Basil Baths	1
Buffalo & Indian artifacts & antiques	1
Concert	1
Corn maze	1
Crafts	1
Educational Events	1
Events	1
Everything except Camps and Petting Area - it won't let me select more than one option.	1
Farm Safety & Health advocacy — Handwashing how-to lessons with multi-lingual signage	1
Farm to table dinner	1
Farm To Table, 4-H and FFA events and meetings	1
Farm Tour	1
Farmers' Markets	1
Festivals	1
Field Day, Research opportunity	1
Field Trips	1
Foreign Delegation tours	1
General information	1
Goat yoga	1

Government	1
Greenhouse Construction	1
Harvest for white sage, , herbs seeds and more with volunteers help.	1
Hayrides, woods hikes	1
Healthy Eating/Foods	1
Hikes, Interpretive walk	1
How things grow	1
Interactive & vendor events	1
Intern program, wine classes	1
It is an historical culinary garden open for public viewing.	1
Lectures	1
Limited hunting	1
Local community college affiliation	1
Maple Openhouse Weekend	1
Master gardener classes	1
Meetings & Events	1
Mule powered wagon rides and picnics	1
Off site presentations	1
On farm workshops and off farm powerpoint presentations	1
One-room school visit	1
Open Farm + Shearing School	1
Organic Agriculture	1
Outdoor education center (Arbor Day-certified outdoor classroom)	1
Participation in our vegan meals	1
Participation in picking- paid but not an ongoing job, example, helping with harvest	1
Passive education, student programs	1
Photo Shoots with Alpacas	1
Presentations. Train the trainer	1
Reindeer School	1
Retreats and other educational programs	1
School and Girl Scout groups	1
Seasonal Open House & Festivals & small concerts & walking trails	1
Signage with Ag Facts	1
Star Party, narrated hikes and Trail Rides for wildflowers, local geology, timber mgt, conservation farming, local wildlife & birds, etc	1
Student interns	1
Sugar-on-snow	1
Telling them what they want to know	1
The above are in connection with events	1
The upick we did was free to everyone(donations accepted) pick the fruit haul it in from the orchard with pull wagons, bring all your own containers. We had nothing, we lost everything we owned which was clothes on our backs essentially.	1
Tours for elected officials	1
Training and certification	1
University Labs	1
Video tour; group tastings; Private Wine Experiences by reservation only; ag meetings and seminars in our Venues	1
Volunteers	1
Wildlife viewing	1
Will only let me enter 1	1

Other types of off-farm direct sales:

Fairs, festivals	44
Online direct sales	39
Art and craft shows, bazaars	24
Off-site farmstand	4
Pop-up events	3
Restaurants	6
Wholesale	5
Wholesale	5
Restaurant sales	3
Restaurants	3
Delivery	2
Home delivery	2
Mail order	2
Restaurant sales	2
Retail	2
Beef and lamb	1
Beef pick up from butcher.	1
Beef sales	1
Both and restaurant sales - again, I can't select more then one option.	1
Buying Club, not a CSA	1
Cattle purchasing	1
Chef Clients	1
Classes on healthy eating and other farmers selling	1
Co-op	1
Co-op	1
Contract to provide eggs to Rotary Club	1
Coop Sales	1
Custom	1
Deliveries to Chefs	1
Delivery	1
Delivery of production crop and compost	1
Delivery services	1
Delivery to sale sites	1
Demo/tasting, sales at Williams-Sonoma, Green Acres	1
Direct delivery	1
Direct sale lamb	1
Direct sales	1
Direct sales on the street	1
Direct sales to stores	1
Direct to consumer	1
DIRECT TO MILLER	1
Direct to retail wine sales	1
Direct wholesale to local stores and restaurants	1
Direct wholesale	1
Distribution to Tap Houses	1
Drect sales to local florist and grain store	1
Education	1

Eggs to Grocery store	1
Equipment	1
Exports to Taiwan	1
Farm Store Off-Site	1
Farm to School	1
Farm to school food events	1
Farm To School Sales	1
Food hub	1
Food truck events, special catering	1
Food trucks	1
Front porch forum and flyers	1
General product delivery (non CSA)	1
Gift shop	1
Grapes to a wine maker, soon to offer on site sales	1
Grocery Store Sales / Restaurant Wines by the Glass Placements	1
Grocery Stores	1
Hannaford grocery sales	1
Herd share delivery	1
Holiday baking	1
Home sales	1
In grocery store retail	1
Industry conferences, holiday shows,	1
Juniper logs/firewood/chip logs	1
Livestock sales	1
Local Food Hub sales	1
Local vendor events	1
Milk Sales	1
Misc tasting and sales	1
Museum and jewelry sales	1
Off site direct sales	1
Off-farm delivery (with state meat handling license and USDA labeled meat)	1
Offsite second tasting room	1
Other night markets	1
Peddle my vegetables to business customers	1
Produce stand	1
Regional and community events	1
Regional distribution	1
Restaurant Dinners & Sales	1
Restaurant wholesale	1
Restaurants, delivery(not CSA) to customers, mail to customers	1
Restaurants/ stores	1
Restaurants	1
Retail	1
Retail beef	1
Retail outlet	1
Retail sales and onsite tastings	1
Retail shop	1
Retail store and boutiques	1
Retail stores	1
Retail stores	1

Retail Stores	1
Retail stores (2)	1
Sales through local meat market	1
Sales to restaurants	1
Sales to schools, stores, other farm at markets	1
Sales to small health market stores	1
Schools	1
Sell product through a local store	1
Sell to grocery stores, restaurants, web sales	1
Setup at Craft events	1
Small stores	1
Special event tastings	1
Specialty plant sales	1
Spokane Ag show	1
Sponsored vendor events	1
Stockyard	1
Store front	1
Stores, restaurants	1
Subscription deliveries	1
Subscription Deliveries	1
Sunflower sales	1
Supermarkets	1
Tastings at multiple places	1
Textiles in Retail Stores; Restaurants	1
Two tasting rooms/retail stores; online sales; wholesale and distributor sales	1
Value-added drop off locations	1
We have a small natural foods store in our town	1
Wholesale and on-line orders	1
Wholesale beef	1
Wholesale distribution	1
Wholesale honey	1
Wholesale sales	1
Wholesale sales to specialty grocers, markets and gift shops	1
Wholesale to chefs	1
Wholesale to farm market	1
Wholesale to florists	1
Wholesale to other retailors	1
Wholesale to restaurants	1
Wholesale to restaurants, coops and catering	1
Wholesale, online	1
Wholesale, Retail	1
Wholesale, Retail wine sales, Websales	1
Wholesale sales	1
Wine club sales	1
Wine distribution	1
Wine grapes	1
Wine sales	1
Wine sales through retail shops, restaurants, and direct ship to consumers.	1
Wine sales to stores/restaurants	1
Wine stores	1



Wine tasting	1
Wine via internet sales	1
Wine walks	1
Winery contracts	1
Wool at local store	1
Yarn shops	1

Other entertainment and events:

Farm Tours	15
Parties	13
Open house, barn, farm	12
Art classes, shows	8
Fundraisers	8
Corporate events	8
Tastings	6
Maple open house	5
Fiber art events	5
Class reunions	4
Haunted attractions	4
Concerts	4
Goat yoga	3
Movies	3
Pumpkin patch	3
Fair, festival	3
Cider pressing	2
Cooking classes	2
Horse shows	2
Trail rides	2
Weddings	2
Yoga	2
4H eventd	1
Alpaca walks, alpaca yoga, alpaca grams~	1
Annual branding	1
Boat rentals, tours, hiking	1
Bonfires	1
Cast iron competition	1
Centerpiece design class	1
Community Education Events; Hands on fiber activities; gardening how-to with native plants & grasses for host species; vegetables & food preservation	1
Community Events	1
Corn maze	1
Cow train rides	1
CSA events	1
CSA member breakfasts	1
Cut Your Own Flowers	1
Demenstrations	1
Drumming circles	1
Easter egg hunt	1
Educational	1

Educational classes	1
Educational Events	1
Educational tours	1
Fair Exhibits - projects and Livestock	1
Farm demos	1
Farm Spa day, farm-to-dance, ballet, tv show	1
Farmers Market pony rides and petting zoo	1
Farmers' markets	1
Field trips	1
Firepit fridays	1
Food trucks	1
Glass blowing	1
Homesteading Conference	1
Honey harvest demonstration	1
Huge STAR PARTY, CAMPFIRE! , Narrated History stories	1
KY Farm Bureau 100th Anniversary, various events	1
Legislators meet farmers	1
Multi vendor antique market	1
Natural dye class, weaving class	1
Nature walks, wildlife experiences	1
No events just guest activities as desired	1
No till field day	1
Off Farm Alpaca Rentals, Open Farm Days	1
Other	1
Other educational programs	1
Outdoor ed	1
Outdoor Races	1
Participated in "Farm Hop" with other small farms; offered door prizes, ice cream truck, childrens' photo sessions	1
Petting zoo	1
Photography shoots	1
Plant Sale	1
Poetry reading, yoga, birding,	1
Pony rides	1
Santa; two venues to rent; charity events; Sip and Shop - featuring vendors - bi-monthly; paint and sip parties;	1
Sings/rituals	1
Small get togethers	1
Tai chi, date nights, tenters, high tea, 5k	1
Theater one night a year	1
These are in connection with events	1
Train rides	1
Unable to choose more than one... Whould have chosen concerts, children's activities, gatherings (birthday, family groups, etc), wine dinners	1
Vendor activities	1
Vintage Car Show, Vintage Jeep Show, and an antique tractor show	1
Whomever will pay	1
Will only let me enter 0	1
Winemaker Dinners	1
Winter farmers markets	1

Women groups	1
Youth yak day camp	1
Other types of outdoor recreation	
Walking, trails	11
U-Pick	7
Yoga	6
Water sports	6
Horse-drawn carriage, wagon, buggy, sleigh rides	5
Corn maze	4
Camping	3
Yard games	3
Snow sports	3
Races (5k, mountain bike)	2
Disc golf	2
Llama trail walks	2
Maple trail	2
Music	2
Playground	2
Other	3
Animal Husbandry	1
Archery, trap shooting, gold panning, fly fishing, horseshoes, pool/spa, ping pong, inner tubing	1
Artisan and Harvest market	1
As above, alpaca yoga, alpaca discovery classes, alpaca walks	1
Baby goat cuddling! And other farm experiences.	1
Baby petting	1
Bison tours	1
CAMPFIRE, Stories on many topics. Tubing.	1
Caving	1
Demonstrations	1
Dinners in the orchard	1
Farm park	1
Farm work	1
Foraging	1
Gardening	1
Hands-on farming	1
Hay ride, hay maze, pedal carts, tube slides, drive through light display	1
Historic 1908 sod house and 1910 one room school house and ranch tours	1
Honestly — just chores! People want to taste farm life by helping and being outside and active	1
Hot Air Balloon Rides	1
Just having fun outside	1
Open house	1
Outdoor features like forts swings and lounging	1
Painting	1
Pig races	1
Pony rides	1
Pumpkin patch	1
Run clubs	1
Scavenger Hunt in the vineyard	1

Self guided from yurt in state forest trails	1
Shy Watching	1
Sip wine and watch the sunset	1
Site seeing	1
Star-gazing	1
Sunflower festival pick your own	1
Tours	1
Tractor Pull & County Fair	1
Vineyard winery experience	1
Visiting with goats	1
Wagon rides, corn hole	1
We really didn't provide but people come and work bees than go hiking or fishing on their own	1
Wheeler and hayrides for deer etc.	1
Wilderness Pack trips	1
Wildlife conservation	1
Wildlife viewing	1

Other types of accommodations:

Bed & breakfast	11
Apartment	7
Yurt stay	5
Glamping	4
RV Camping space	3
Airbnb	1
Airbnb suite	1
B & B on farm	
Barn	1
Barn/hunting	1
Cabins are furnished w/full kitchens	1
Campground	1
Farm stay log cabin	1
Free RV parking for self contained - Thru Harvest Host	1
Horse hotel	1
Inn	1
Lodge on island	1
Other	1
OVERNIGHT STABLING	1
Pack trips	1
Suite	1
Suites	1
Survival ( U live off the land experience	1
Tours	1
Treehouse	1
Two guest house on the farm	1
Wedding Venue	1

## Appendix C. Comparison of Vermont Agritourism and On-Farm Direct Sales Survey Sample and NASS Census of Agriculture Data

Results from the Vermont survey are compared with results from the National Agricultural Statistics Service (NASS) Census of Agriculture in 2017. Note that the Vermont survey only included farms with agritourism and on-farm direct sales. The NASS Census of Agriculture includes all types of farms, unless specified otherwise, as in Table 2.

NASS data for Table 1-4 are from

[https://www.nass.usda.gov/Publications/AgCensus/2017/Full\\_Report/Volume\\_1,\\_Chapter\\_1\\_State\\_Level/Vermont/st50\\_1\\_0002\\_0002.pdf](https://www.nass.usda.gov/Publications/AgCensus/2017/Full_Report/Volume_1,_Chapter_1_State_Level/Vermont/st50_1_0002_0002.pdf).

NASS data for Farmer Demographics are from

[https://www.nass.usda.gov/Publications/AgCensus/2017/Full\\_Report/Volume\\_1,\\_Chapter\\_1\\_State\\_Level/Vermont/st50\\_1\\_0052\\_0052.pdf](https://www.nass.usda.gov/Publications/AgCensus/2017/Full_Report/Volume_1,_Chapter_1_State_Level/Vermont/st50_1_0052_0052.pdf).

### Firmographic Information

#### Types of products

Farms responding to the agritourism survey sample were more likely to produce many items (fruit, vegetables and melons, hogs and pigs, poultry and eggs, and value-added products) than the state as whole, suggesting that farms in the agritourism survey sample were more diversified and produced multiple products with an emphasis on value-added.

Table 1. Types of Products

Products	Survey Sample		NASS Census	
	Frequency (n=219)	Percent	Frequency (n=6808)	Percent
Dairy cattle and milk production	34	16%	744	11%
Oilseeds and grains	6	3%	276	4%
Vegetables and melons	76	35%	716	11%
Fruit	65	30%	614	9%
Maple syrup	40	18%	1411	21%
Greenhouse, nursery, and floriculture	47	22%	541	8%
Beef cattle	40	18%	1807	27%
Hogs and pigs	38	17%	424	6%
Poultry and eggs	58	27%	1029	15%
Sheep and goats	39	18%	698	10%
Value-added products	118	54%	848	13%

## Gross Value of Sales from all Farm-related Sources

NASS Census of Agriculture variable is “market value of agricultural products sold.”

The sample has a higher percentage of farms with sales in the middle ranges (\$25,000-\$4,999,999) than the state as a whole.

Table 2. Gross value of sales from all farm-related sources

Gross Value of Sales	Survey Sample		NASS Census	
	Frequency	Percent	Frequency	Percent
Less than \$1,000	6	3%	1526	22%
\$1,000 - \$4,999	7	4%	1610	24%
\$5,000 - \$24,999	33	18%	1761	26%
\$25,000 - \$99,999	48	26%	834	12%
\$100,000 - \$249,999	40	22%	465	7%
\$250,000 - \$499,999	18	10%	315	5%
\$500,000 - \$999,999	25	14%	136	2%
\$1 million - \$4,999,999	7	4%	103	2%
\$5 million - \$9,999,999	0	0%	39	1%
Greater than \$10 million	0	0%	19	.3%
Total	184	100%	6808	100%

## Gross value of sales from agritourism and direct sales

NASS Direct Sales is worded in the 2017 questionnaire as “food produced and sold directly to consumers: farmers markets, on-farm stores or farm stands, roadside stands or stores, u-pick, CSA (Community Supported Agriculture), online marketplaces, etc.”

NASS Agritourism is worded in the 2017 questionnaire as “Agri-tourism and recreational services, such as farm tours, hayrides, hunting, fishing, etc.”

Direct comparisons are difficult to make because the categories do not match exactly, but the agritourism survey sample appears to have larger percentages in higher categories of both direct sales and agritourism sales than the state Census of Agriculture. Note that the agritourism survey include on-farm but not off-farm direct sales. NASS Direct Sales includes both on- and off-farm sales.

Table 3. Gross value of sales from agritourism and direct sales

Gross Value of Sales	Survey Sample		NASS Census			
	Frequency	Percent	Direct Sales		Agritourism	
Less than \$1,000	22	12%	425	25%	61	33%
\$1,000 - \$4,999	34	19%	718	39%	46	25%
\$5,000 - \$24,999	40	22%	444	24%	63	34%
\$25,000 or more	86	47%	246	13%	16	9%
Total	182	100%	1833	100%	186	100%

## Number of Farms by Size

The sample has overall larger farms than the state as a whole.

Table 4. Number of farms by size

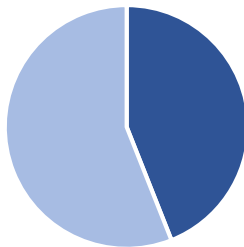
Acres	Survey Sample		NASS Census	
	Frequency	Percentages	Frequency	Percentages
0-9	17	9%	874	13%
10-14	44	23%	1924	28%
50-179	70	37%	2188	32%
180-499	41	22%	1345	20%
500-999	11	6%	323	5%
1000-1999	4	2%	113	2%
More than 2000	4	2%	41	1%
Total	191	100%	6808	100%

## Farmer Demographics

### Gender

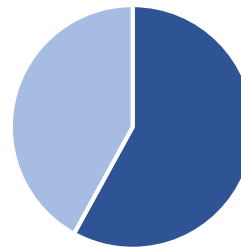
Our sample is 44% male, while the state as a whole is 58% male.

Survey Sample



■ Male ■ Female

Vermont



■ Male ■ Female

### Age

The mean age of farmers in the sample is 57 and the NASS average is 56.

## Number of Years in Farming

This comparison is not parallel, but the numbers are close when comparing years in agritourism from our survey and years on the present farm from the NASS Census,

Table 5. Number of years in farming

Years	Survey Sample		NASS Census	
	Frequency	Percent	Frequency	Percent
2 or fewer	13	6%	689	6%
3 – 4	20	10%	1226	10%
5 – 9	47	23%	2128	17%
10 or more	128	62%	8266	67%
Total	208	100%	12,309	100%