Agritourism Development and Research in the USA

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Rural Women Sustainable Entrepreneurship Opportunities through Agri Tourism

INTERNATIONAL CONFERENCE ON AGRI TOURISM hosted by Agri Tourism India

World Agri Tourism Day
May 15, 2021
Most farmers and ranchers feel there are considerable market opportunities within agritourism. They are particularly eager to take advantage of partnerships and collaboration.

Postponed to August 30, 2022

SAVE THE DATE!

October 27 - 29, 2020
Burlington, Vermont, USA

Photo Courtesy of Vermont Department of Tourism & Marketing

https://www.agritourismworkshop.com/
A virtual series for farm, food, and travel communities

September 22, 2020
Welcoming Guests Back on our Farms and Ranches

October 8, 2020
Regenerative Tourism & Agriculture

November 19, 2020
Indigenous and Tribal Perspectives on Agritourism

December 9, 2020
Creating Virtual Farm and Food Experiences

January 13, 2021
Farm-Based Education in Every City and Town: 4 Unique Stories

February 17, 2021
Agritourism within the US Racial Justice movement

March 16, 2021
Exploring the Diversity and Impact of Agritourism in Africa

April 20, 2021
Culinary Lens on Agritourism

May 11, 2021
Regional Strategies for Promoting Agritourism and Economic Development

More information at [https://www.agritourismworkshop.com/](https://www.agritourismworkshop.com/)
What is agritourism?

• The core is on-farm experiences and product sales closely tied to agriculture such as overnight farm stays, harvest festivals on farms, pick-your-own, farm dinners, and educational field trips.

• The peripheral tiers include activities that may or may not be considered agritourism, depending on the place and situation.

• Categories of agritourism include hospitality, education, direct sales, entertainment and outdoor recreation.

• Includes farms, ranches, vineyards, and aquaculture.

Online Survey

- Conducted November 2019 - February 2020
  - On-farm experiences and product sales
  - Pre-COVID responses
- 1834 respondents from all 50 states

In the survey, we asked about:

- Products and activities
- Motivations
- Challenges
- Support systems
- Partnerships
- Plans for future
- Firmographics
- Demographics

Number of Respondents:
- 200+
- 100 - 200
- 50 - 100
- Less than 50
## Results Overview

<table>
<thead>
<tr>
<th>Females</th>
<th>Males</th>
</tr>
</thead>
<tbody>
<tr>
<td>(809 responses – 57%)</td>
<td>(598 responses – 43%)</td>
</tr>
<tr>
<td><strong>were 54 years old</strong> (average age)</td>
<td><strong>were 57 years old</strong> (average age)</td>
</tr>
<tr>
<td>73% had a college degree</td>
<td>66% had a college degree</td>
</tr>
<tr>
<td>farmed 50 acres (median farm size)</td>
<td>farmed 75 acres (median farm size)</td>
</tr>
<tr>
<td>43% had 10+ years experience in agritourism</td>
<td>59% had 10+ years experience in agritourism</td>
</tr>
</tbody>
</table>
Female Farmers in the United States

- Higher share of female farmers: population centers, horticultural and small livestock production, and agritourism

Women in Agritourism - Research

Different motivation to start

Innovation at the farm

Women are more interested in “expense reducing” than “income-inducing” activities

Less economically successful

Elements of Success for Women in Agritourism

- Pursuing Happiness
- Gaining recognition and respect
- Having appreciative customers
- Ensuring financial sustainability
- Having family support
- Perpetuating the family farm
- Being constantly on the move

Source: Halim et al. 2016, North Carolina's Women's Success in Agritourism
Categories of Farm Experiences

- On-Farm Direct Sales: Female 46%, Male 51%, Total 85%
- Education: Female 54%, Male 64%, Total 29%
- Entertainment and Events: Female 46%, Male 51%, Total 23%
- Outdoor Recreation: Female 64%, Male 64%, Total 85%
Percentage of Farms by Agritourism Profit

- Female Agritourism Profit
- Male Agritourism Profit

<table>
<thead>
<tr>
<th>Profit Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>No profit</td>
<td>28%</td>
</tr>
<tr>
<td>Less than $1000</td>
<td>14%</td>
</tr>
<tr>
<td>$1000 - $2499</td>
<td>10%</td>
</tr>
<tr>
<td>$2,500 - $4,999</td>
<td>8%</td>
</tr>
<tr>
<td>$5,000 - $9,999</td>
<td>9%</td>
</tr>
<tr>
<td>$10,000 - $24,999</td>
<td>13%</td>
</tr>
<tr>
<td>$25,000 - $99,999</td>
<td>13%</td>
</tr>
<tr>
<td>$100,000 - $499,999</td>
<td>5%</td>
</tr>
<tr>
<td>$500,000 - $1 million</td>
<td>0%</td>
</tr>
</tbody>
</table>
Motivations and Goals

- Build goodwill in the community: 88% very important or important, 89% important
- Increase farm/ranch revenue: 91% very important or important, 92% important
- Educate public about agriculture: 81% very important or important, 90% important
- Enjoy social interaction with public: 80% very important or important, 81% important
- Increase traffic to on-farm sales outlet: 78% very important or important, 77% important
- Diversify farm/ranch market channels: 74% very important or important, 73% important

Female
- Percent of respondents who rated goal as very important or important

Male
- Percent of respondents who rated goal as very important or important
### Success with Goals

<table>
<thead>
<tr>
<th>Goal</th>
<th>Female (%)</th>
<th>Male (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Build goodwill in the community</td>
<td>88%</td>
<td>88%</td>
</tr>
<tr>
<td>Increase farm/ranch revenue</td>
<td>86%</td>
<td>82%</td>
</tr>
<tr>
<td>Educate public about agriculture</td>
<td>87%</td>
<td>92%</td>
</tr>
<tr>
<td>Enjoy social interaction with public</td>
<td>90%</td>
<td>91%</td>
</tr>
<tr>
<td>Increase traffic to on-farm sales outlet</td>
<td>78%</td>
<td>74%</td>
</tr>
<tr>
<td>Diversify farm/ranch market channels</td>
<td>76%</td>
<td>71%</td>
</tr>
</tbody>
</table>

Female: Percent of respondents who feel they are successful in achieving important goals.

Male: Percent of respondents who feel they are successful in achieving important goals.
Perceived Success with Increasing Revenue

- Very Successful: 34% Female, 43% Male
- Somewhat Successful: 48% Female, 43% Male
- Neither Successful nor Unsuccessful: 10% Female, 11% Male
- Somewhat Unsuccessful: 5% Female, 3% Male
- Very Unsuccessful: 3% Female, 0.2% Male
Challenges

- **Time management**: Female 90%, Male 90%
- **Labor**: Female 88%, Male 80%
- **Marketing the operation**: Female 82%, Male 80%
- **Cost/availability of insurance**: Female 80%, Male 79%
- **Availability of operating capital**: Female 81%, Male 77%
- **Liability issues**: Female 83%, Male 80%
- **Cash flow management**: Female 81%, Male 77%
- **Develop a business plan**: Female 74%, Male 68%
- **Managing visitor access**: Female 75%, Male 69%
- **State and local regulations**: Female 72%, Male 71%
Supports Needed

- Social media marketing and management: 53% (Female), 49% (Male)
- Marketing plan development: 48% (Female), 38% (Male)
- Website management: 41% (Female), 39% (Male)
- Resources for public on locating agritourism enterprises: 44% (Female), 34% (Male)
- Product and consumer trends: 42% (Female), 35% (Male)
- Legal and liability information: 48% (Female), 43% (Male)
- Safety information for having visitors: 43% (Female), 33% (Male)
From Research to Extension: Women in Agritourism – Risk Management Video Series

Risks:

- Production
- Human Resource
- Marketing
- Legal

https://extension.psu.edu/women-in-agritourism-perspectives-on-risk-management  Penn State Extension
Project Team

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

https://www.uvm.edu/vtrc/agritourism-survey

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