

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

Supports needed by operators

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

Agritourism operators across the US face a host of challenges (see Challenges summary) but there is room for service providers, policy makers and researchers to help build the support systems that operators across the country need to succeed. This summary provides a brief overview of the top 10 supports needed in the US.

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

- Midwest operator

What supports do US operators need?

Operators noted that the three supports most needed for success were social media marketing and management, legal and liability information, and marketing plan development. The table shows the percentage of respondents requesting the top six supports.

