

Survey of Agritourism including On-Farm Direct Sales in Vermont

Challenges

Between November 2019 and February 2020, 222 farmers and vineyard operators representing all 14 counties in Vermont completed an online survey about agritourism including on-farm sales. For more information, visit <https://www.uvm.edu/vtrc/agritourism-research>.

Biggest Challenges in Vermont

The top 10 challenges for survey respondents are listed below. Each bar represents the percent of respondents who felt that the listed challenge was either “very challenging” or “somewhat challenging.”



“Our biggest challenge at [the 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.”

- Vermont farmer



“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.”

- Vermont farmer