



# Survey of Agritourism including On-Farm Direct Sales in California

## Overview

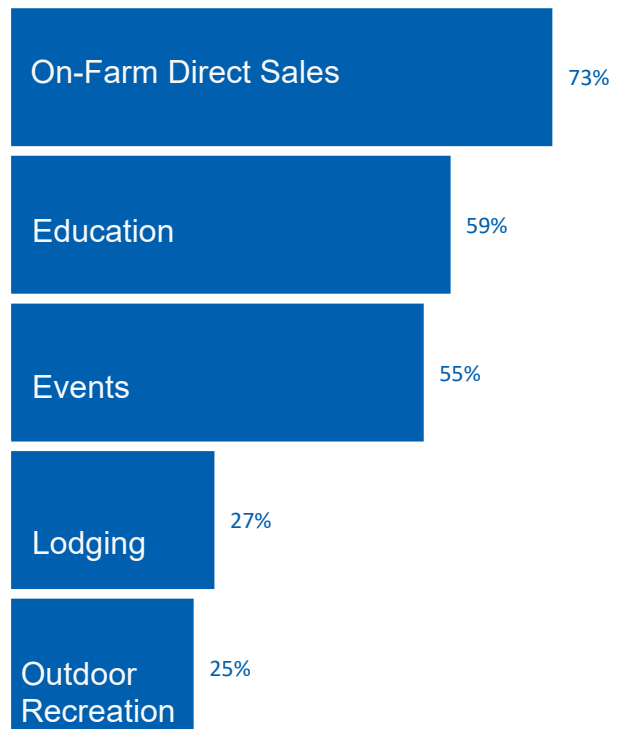
### Online Survey

Between November 2019 and February 2020, farmers and ranchers throughout California completed an online survey about agritourism including on-farm sales. The goal of the survey was to better understand the types of experiences and products offered, the economic viability of agritourism enterprises, and ways to support a healthy future for producers and their communities.

### What is Agritourism?

For the purpose of this survey, agritourism was defined as experiences and product sales taking place on farms, ranches, or vineyards. Examples include farm stands, u-pick, overnight farm stays, tastings, events, tours, horseback riding, farm walks, and hunting.

### Agritourism Experiences Offered



### Who Answered the Survey?

Results were received from 131 California agritourism operators. On average, survey respondents:

were female (63%)

were 60 years old (average age)

had a college degree (77%)

farmed 37 acres (median farm size)

had 10+ years of experience (50%)

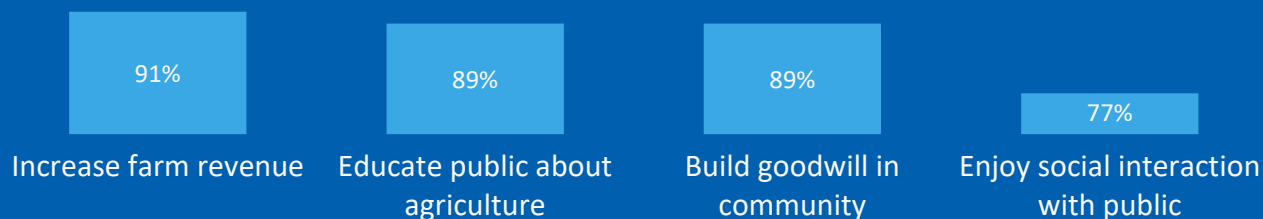
# Findings

California agritourism operators demonstrated success in attracting visitors and generating revenue. Earning extra income was the leading motivator for farmers and ranchers to develop agritourism enterprises, although social motivators were also important. Operators also face many challenges including labor, liability concerns, regulatory barriers, and 31% are not generating a profit from their agritourism enterprise. The majority of operators plan to invest in their agritourism enterprise over the next 5 years, showing a commitment to the benefits and opportunities of agritourism in California.

## California Agritourism by the Numbers

- Farms & ranches host an average of **300 visitors annually** (median), 40% of visitors **traveled over 50 miles** (median)
- Most businesses generate **\$5,000-\$100,000 in agritourism sales** (gross annual revenue)
- **31% did not earn a profit** from agritourism activities in 2018 (net agritourism income)

## Motivations to offer agritourism experiences

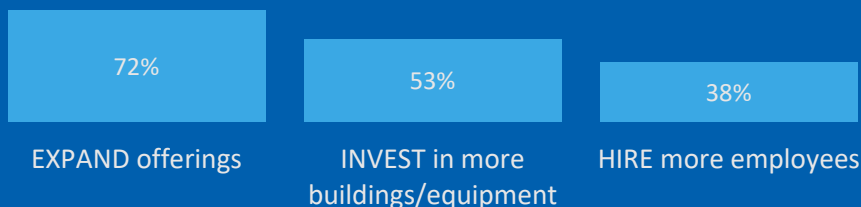


## Challenges experienced by agritourism operators



## Plans for the future of agritourism businesses

The majority of respondents are planning to increase the investment in their agritourism enterprises over the next 5 years.



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