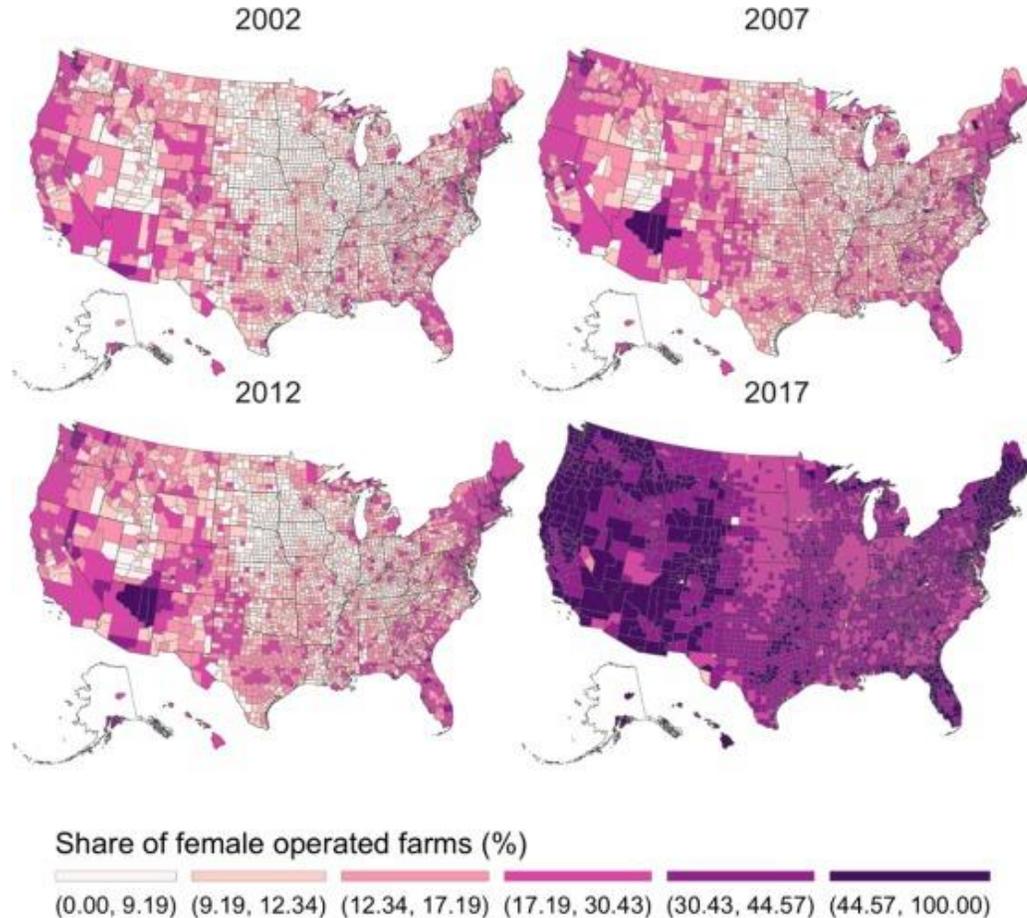


Women Farmers in the United States



- Issues: access to land and credit, networks, childcare, multiple roles on the farm (Ball, 2019)
- “Farming is one of the most unequal professions in the United States today” (Fremstad and Paul, 2020: p.124).
- Higher share of female farmers: population centers, horticultural and small livestock production, agritourism (Schmidt et al, 2021)
- Female farmers & agritourism (van Sandt et al, 2019)

Women in Agritourism - Research

- Less economically successful: Female AT operators “make less gross income than their male counterparts” (Barbieri & Mshenga, 2008).
- Women are more interested in “expense reducing” than “income- inducing” activities (McGehee et al, 2007); Different aims (Halim, 2016)
- “Attributes at the personal, farm household, and society levels predict women’s perceived functional success and the importance of different life aspects to their success” (Savage et al., 2020)
- Reinforce the traditional gendered role of agriculture and typical “women’s work” (Wright and Annes, 2020; Garcia-Ramon et al. 1995).

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

National Agritourism Survey - Results Overview



Females
(809 responses – 57%)

were 54 years old
(average age)

73% had a college degree

farmed 50 acres
(median farm size)

43% had 10+ years experience in agritourism

Males
(598 responses – 43%)

were 57 years old
(average age)

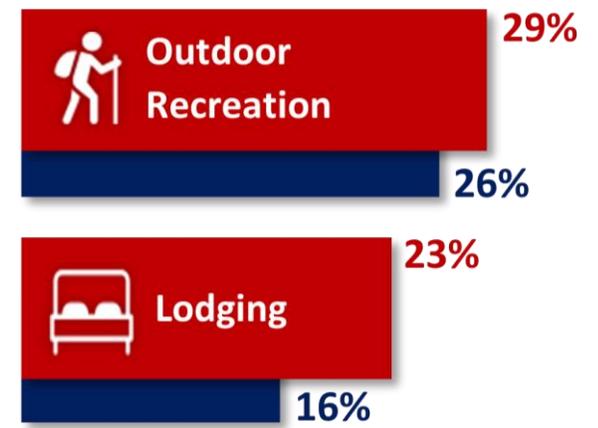
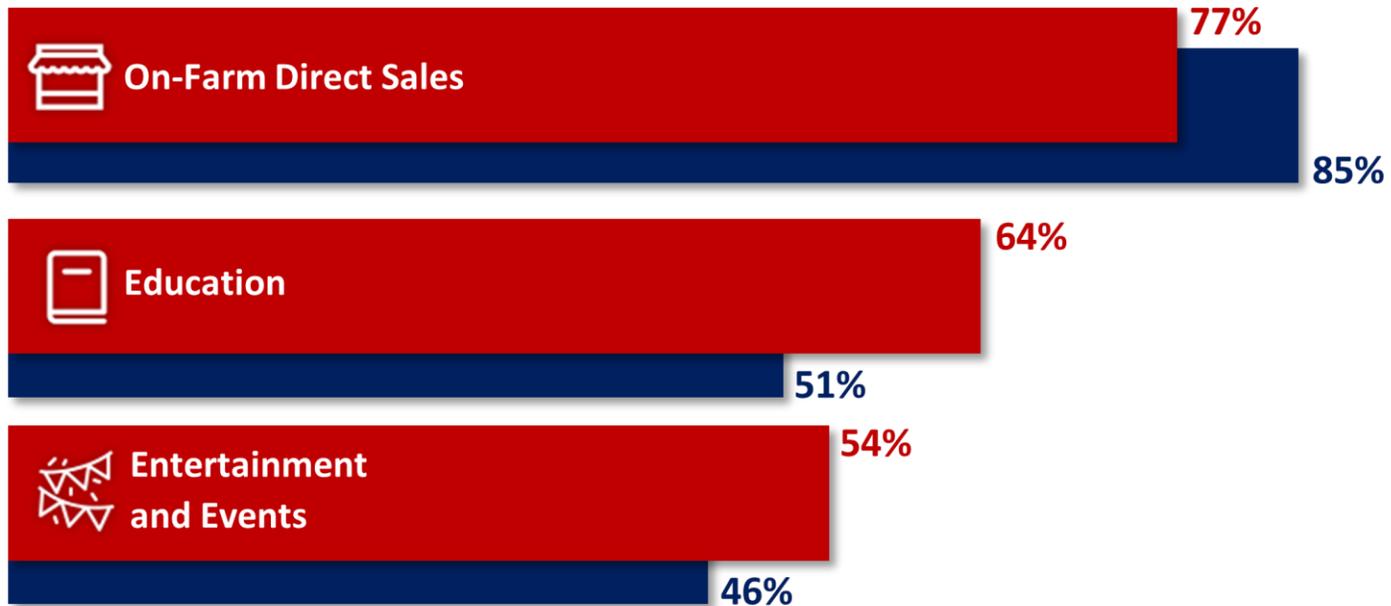
66% had a college degree

farmed 75 acres
(median farm size)

59% had 10+ years experience in agritourism

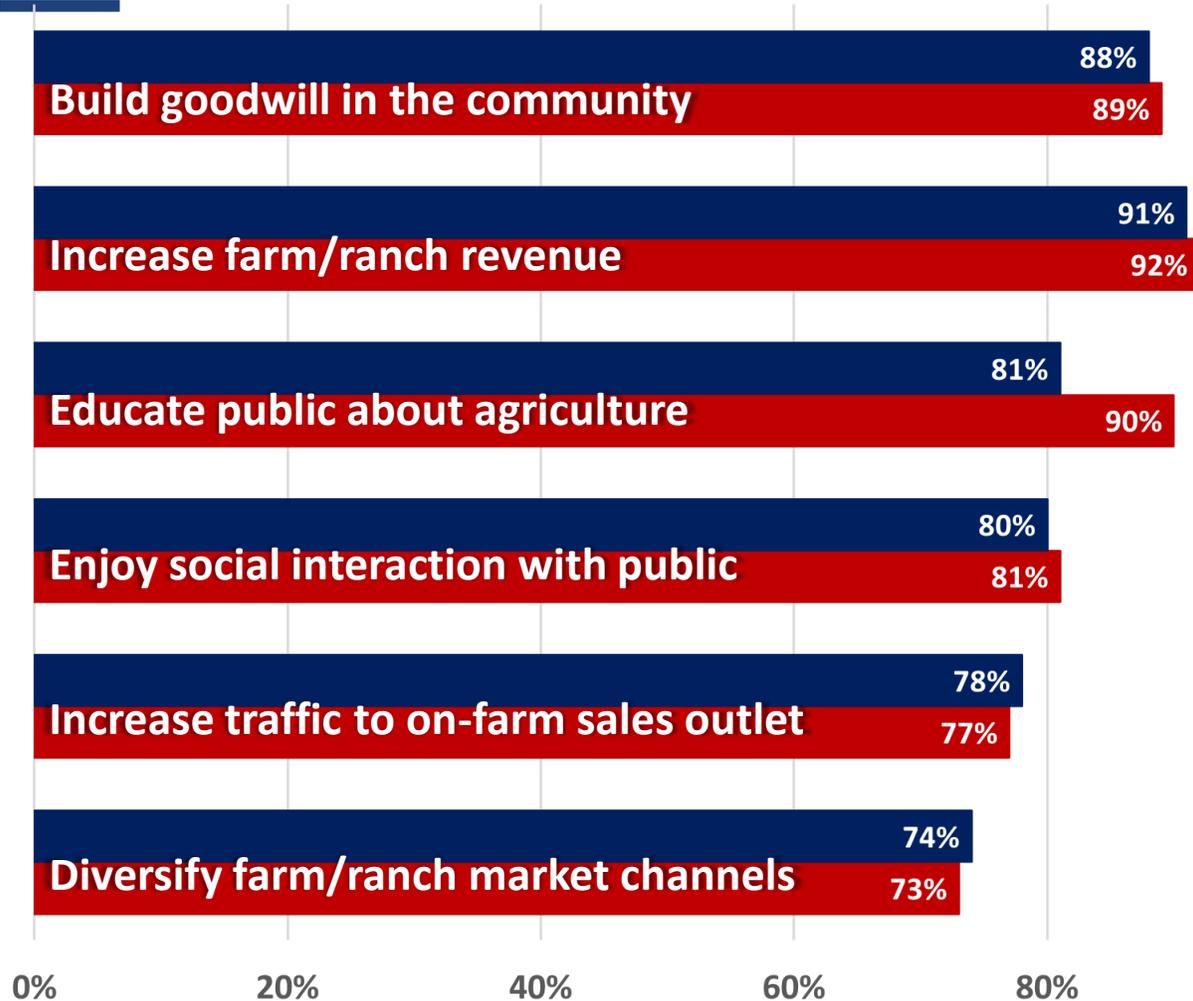


Categories of Farm Experiences



 Female  Male

Motivations and Goals



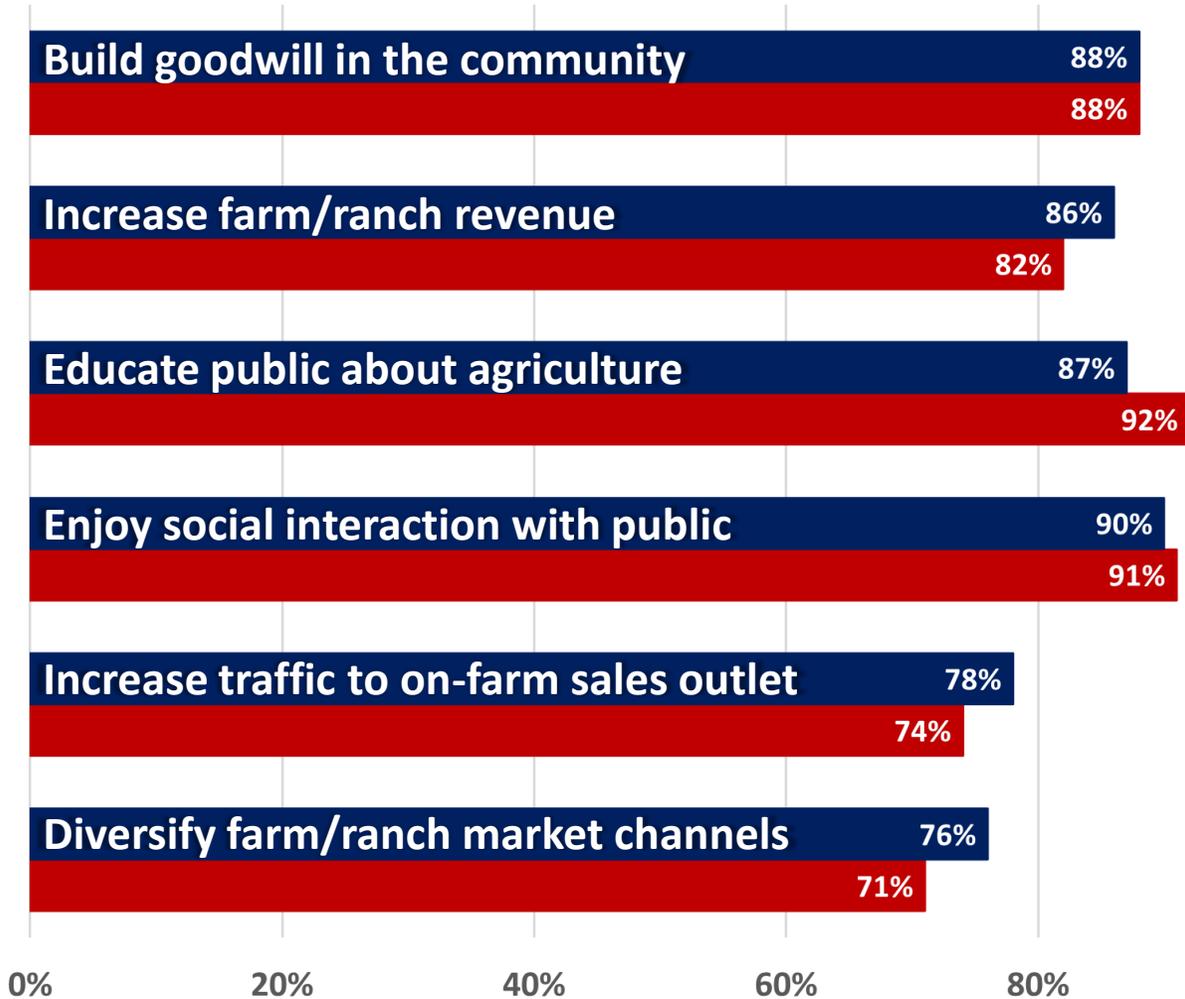
Female

 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



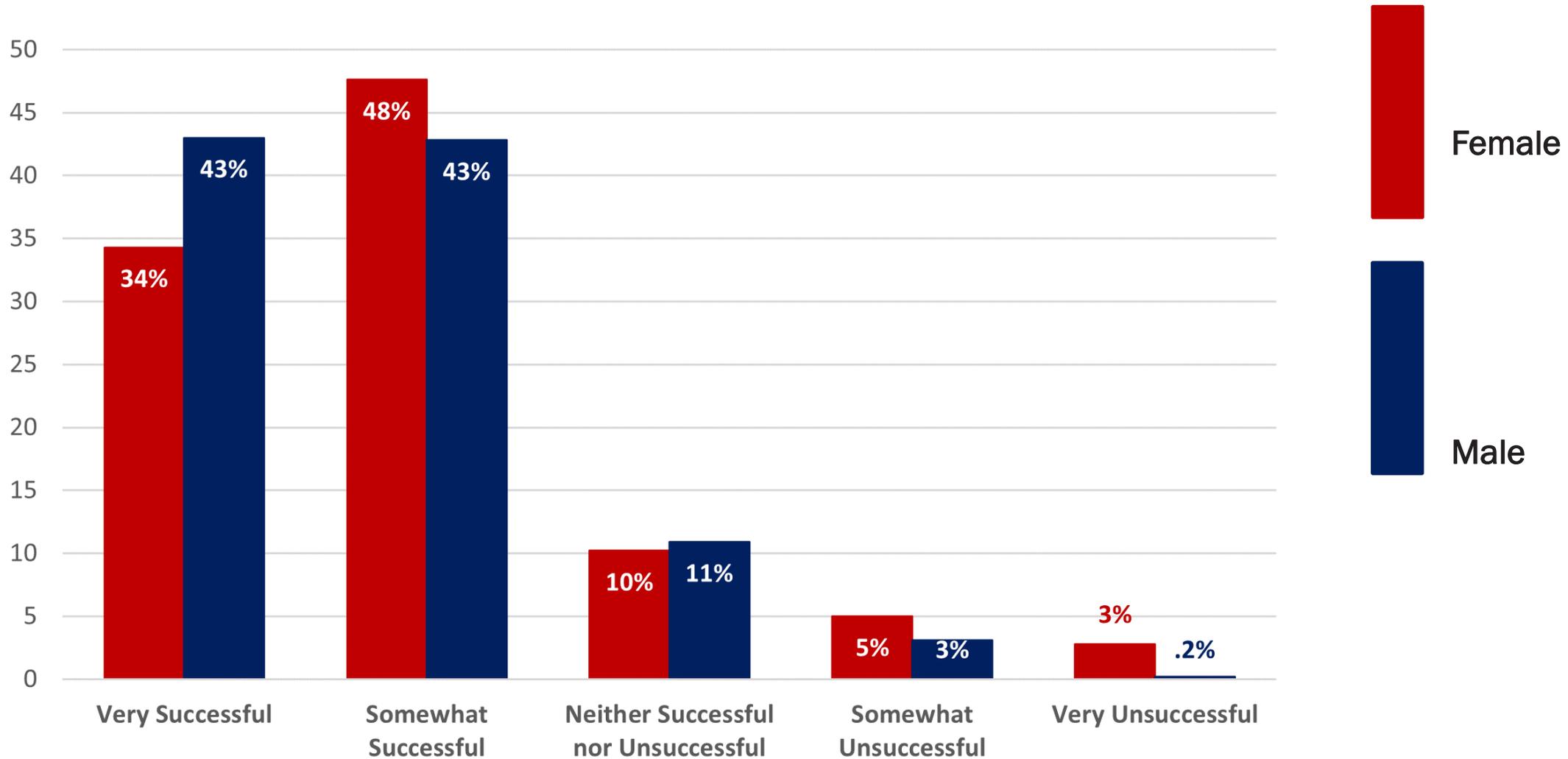
Female

 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



Women in Agritourism – United States – Extension



NC Women in Agritourism

7 videos • 641 views • Last updated on Nov 21, 2017



We traveled across North Carolina to highlight the impact women farmers are making through their agritourism businesses.



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NC Voices: Women in Agritourism featuring Sandra Sarlinga of Piemonte Farm
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NC Voices: Women in Agritourism featuring Tina Gross of Gross Farms
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NC Voices: Women in Agritourism featuring Susan Ward of Brothers on Farms
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Defining Success in Agritourism
NC State Extension Tourism
0:27
- 

Preview: NC Women in Agritourism
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North Carolina Women in Agritourism

Women in Agritourism – United States – Extension

[Penn State](#): Women in Agritourism - Perspectives on Risk Management



Elie Hollabaugh Vranich
Hollabaugh Bros., Inc.

Liz Wagner
Crooked Row Farm

Megan Way Coopey
Way Fruit Farm

Kathryn Raub
Raub's Farm Market

Kim Tait
Tait Farm Foods

This series of videos highlights the perspectives and experiences of five women with different agritourism businesses on production, human resource, legal, and marketing risk management in Pennsylvania.



United States
Department of
Agriculture

National Institute
of Food and
Agriculture

Schmidt, C., Cornelisse, S., Graver, C., Lamo, T., "Women in Agritourism: Perspectives on Risk Management." (2020).

Contact

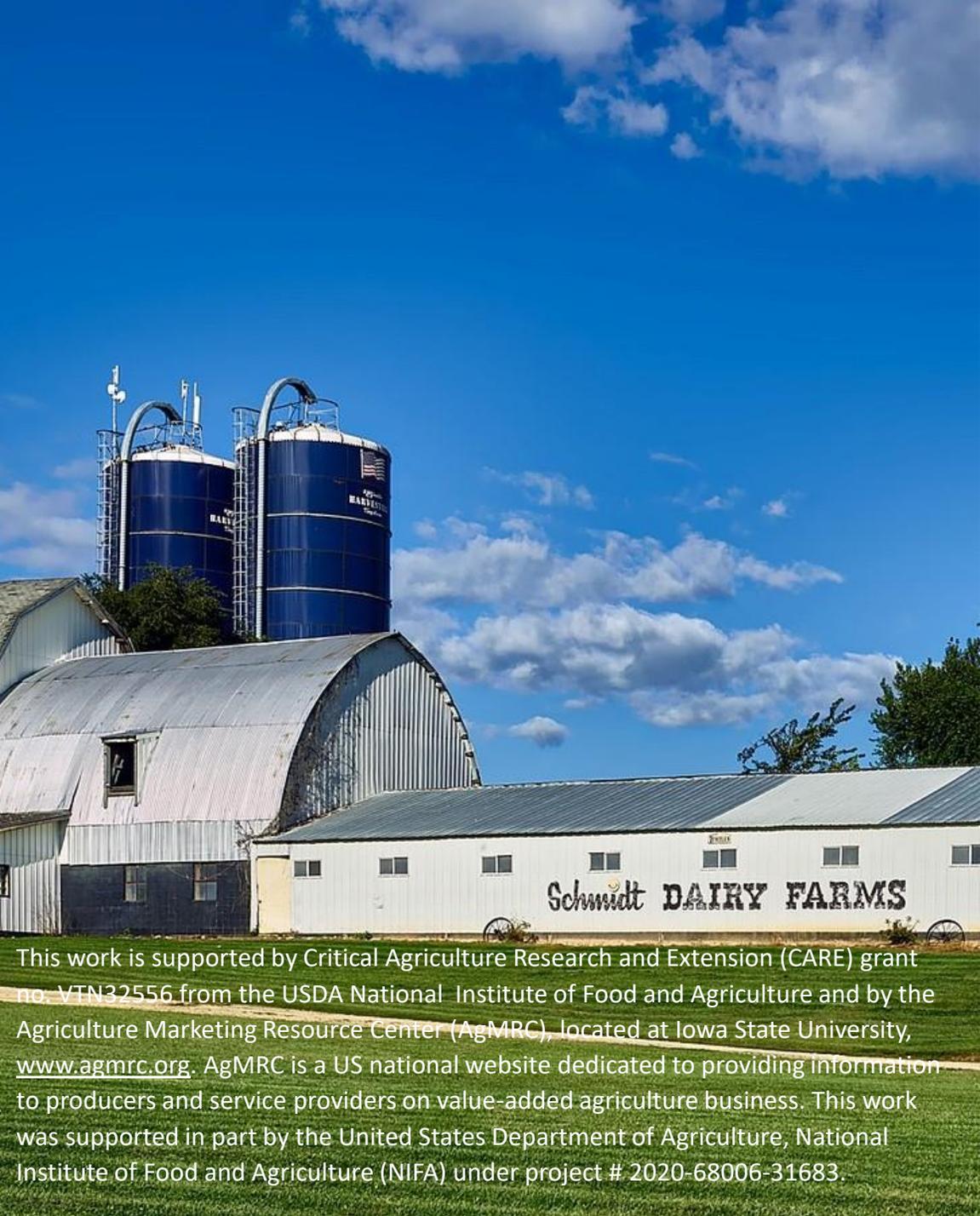
Claudia Schmidt

Cschmidt@psu.edu

Tel: 814-363-3633



@CSchmidtAgEc



This work is supported by Critical Agriculture Research and Extension (CARE) grant no. VTN32556 from the USDA National Institute of Food and Agriculture and by the Agriculture Marketing Resource Center (AgMRC), located at Iowa State University, www.agmrc.org. AgMRC is a US national website dedicated to providing information to producers and service providers on value-added agriculture business. This work was supported in part by the United States Department of Agriculture, National Institute of Food and Agriculture (NIFA) under project # 2020-68006-31683.