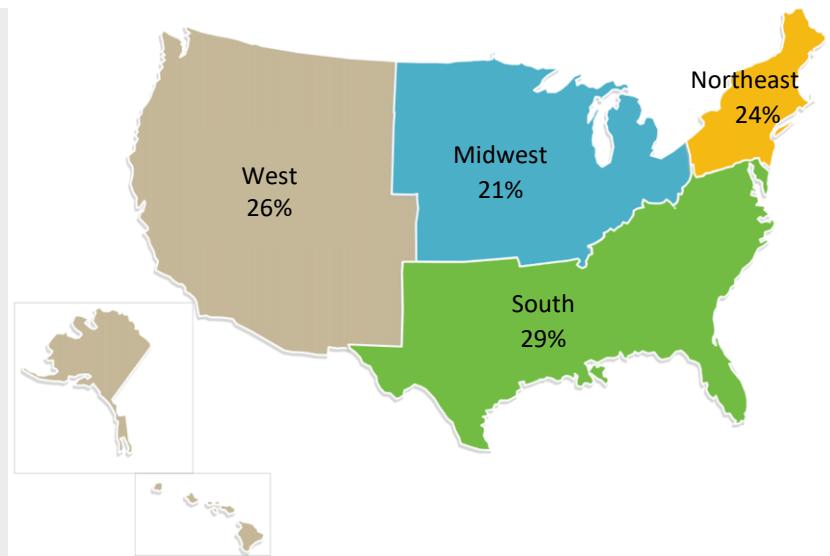# Survey of Agritourism including On-Farm Direct Sales in the United States

Challenges

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 and additional summaries, visit https://www.uvm.edu/vtrc/agritourism-survey.

Biggest Challenges in the US

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."

Challenge	Percent
Time management	90%
Labor (including family)	89%
Concern about liability issues	81%
Marketing your operation	81%
Cost/availability of insurance	80%
Cash Flow management	79%
Availability of operating capital	79%
Managing visitor access	73%
State and local regulations	72%
Develop/implement a business plan	71%

West 26%
Midwest 21%
Northeast 24%
South 29%

1)

Regional Challenges

The team analyzed the information for associations between the challenges faced and US region in which the operation was located. The following shows the top challenges that were associated with regional breakdowns.

Liability issues were a top challenge for all four regions of the US.

Availability of capital was also a top challenge for all four regions.

Regulatory concerns such as taxes and zoning were of higher concern for the West, Northeast, and Midwest.

The South had the greatest challenges with e-connectivity.

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