

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

Comparing Vermont to the US

Between November 2019 and February 2020, 1834 farmers, ranchers, and vineyard operators in the US completed an online survey about agritourism including on-farm sales. In Vermont, we received 222 responses representing all 14 counties. For more information and additional summaries, visit <https://www.uvm.edu/vtrc/agritourism-survey>.

In this summary, we compare data from Vermont (shown in green) and the rest of the United States with Vermont data removed (shown in gold).

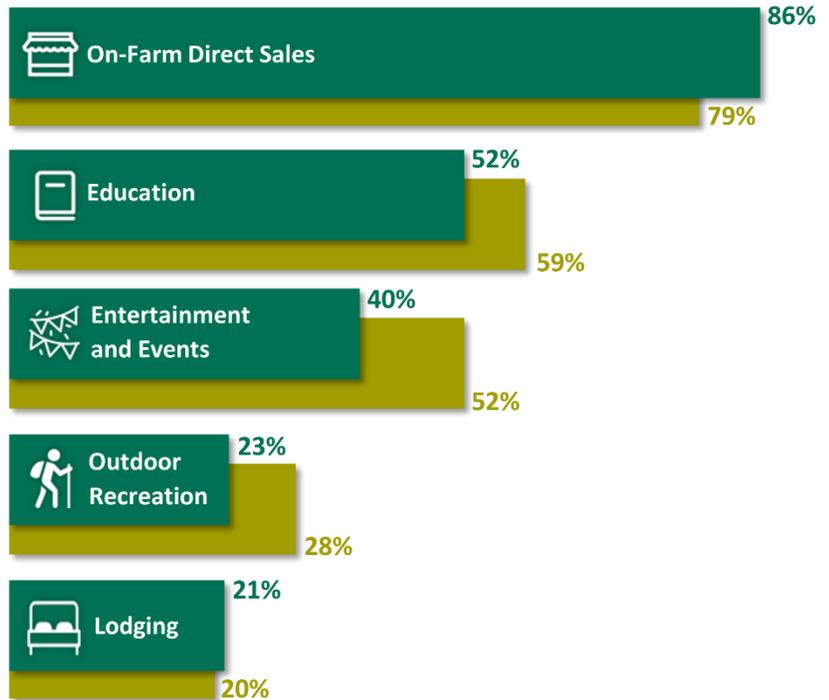


Agritourism Experiences

On-farm direct sales was the most commonly offered experience in Vermont, as well as in the rest of the United States (86% and 79% respectively), as shown in the chart to the right.

While a higher percentage of Vermont farms offered on-farm direct sales and lodging, higher percentages of farms outside of Vermont offered educational experiences, entertainment and events, and outdoor recreation.

Types of Farm Experiences Offered



Farm Products

Respondents in Vermont offered a more diverse selection of products when compared to the rest of the US. The product icons below are sized to scale based on the percentage of respondents offering each product.

Crops

Of the respondents from Vermont, 61% grew crops, versus 65% outside the state. Fruits and vegetables were most common across the US, while a much higher percentage of farms in Vermont offered maple products.



Animals

A higher percentage of Vermont farms raised swine and dairy cattle, while the numbers of poultry, beef cattle, and sheep and goats were similar compared to the rest of the US.



Value-added Products

Over half of respondents in Vermont offered valued-added products as compared with 46% in the rest of the US. Dairy products were much more common in Vermont than in the rest of the US.

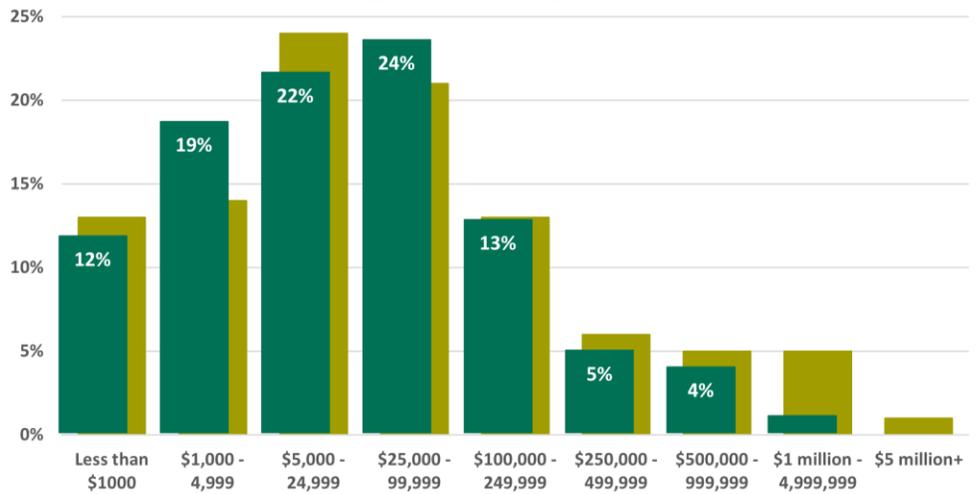


Agritourism Revenue

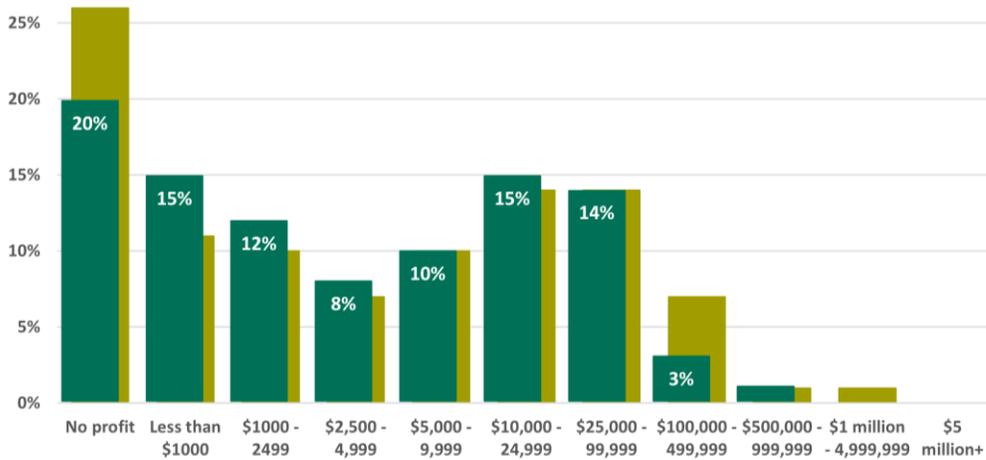
While the amounts of revenue reported by farms in the US and in Vermont followed similar patterns, a lower percentage of respondents in Vermont reported revenue of less than \$1,000 and more than \$250,000.

A higher percentage of respondents in Vermont reported revenues between \$25,000 and \$100,000.

Percentage of Farms by Revenue



Percentage of Farms by Profit



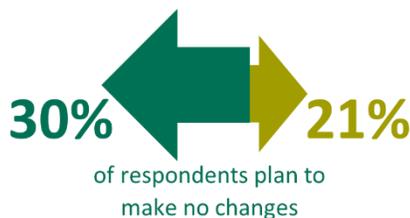
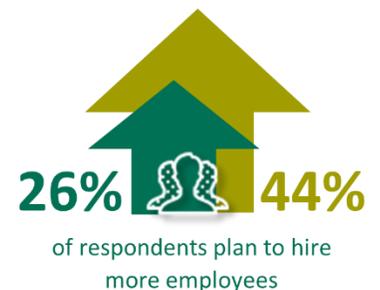
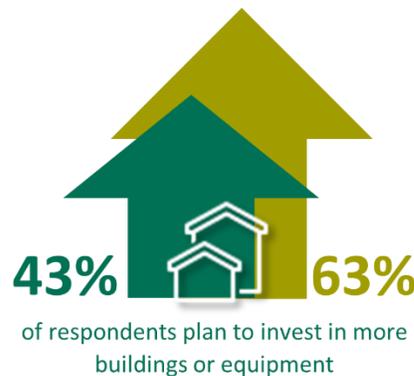
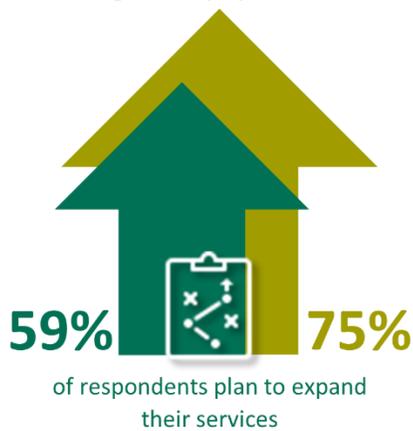
Profit in Agritourism

In Vermont, 20% of respondents reported no profit, as compared with 26% of the rest of the US. Approximately one-third of Vermont respondents made between \$10,000 and \$100,000 in profits on their agritourism enterprises.

No respondents in Vermont reported more than \$1 million in profit.

Future Plans

Overall, respondents outside the state of Vermont were more likely to have plans to expand their services, invest in more buildings or equipment, or hire more employees.



Finding Success in Agritourism

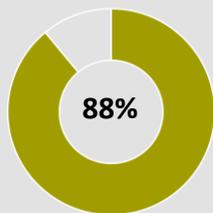
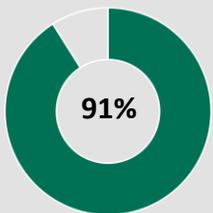
The survey asked respondents to rank the importance of various goals and how successful they felt they were achieving those goals. The graphics below summarize four of the most prominent goals within agritourism and perceived success.

Importance of Goals

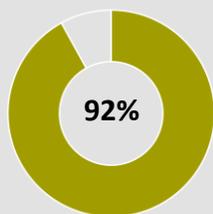
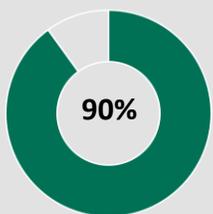
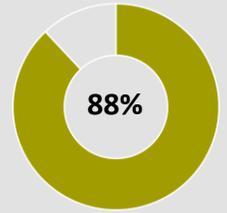
The most important goal for 91% of Vermont respondents was building goodwill in the community. Outside of Vermont, the most important goal for most respondents was increasing farm revenue. Educating the public and social interaction were also relatively important to respondents.

Success with Goals

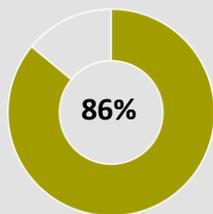
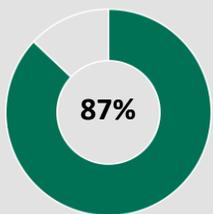
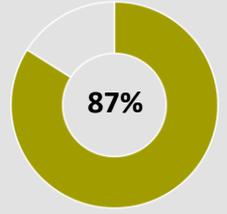
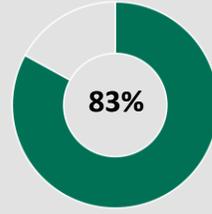
While building goodwill in the community and increasing revenue were the most important goals, respondents were less successful in achieving them. Operators in Vermont and other US states were more successful with the goals of educating the public and enjoying social interaction.



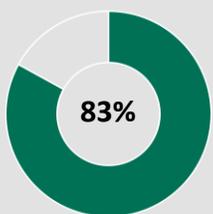
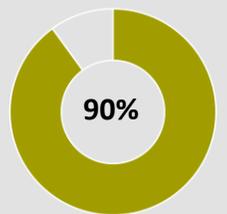
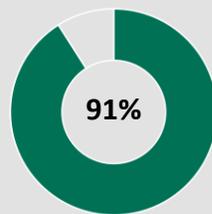
**Build goodwill
in the
community**



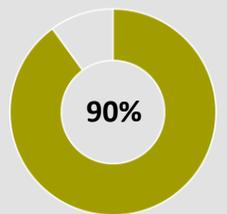
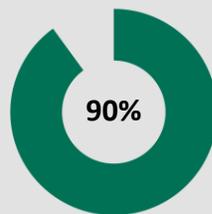
**Increase
farm/ranch
revenue**



**Educate public
about
agriculture**



**Enjoy social
interaction with
public**



Challenges with Agritourism

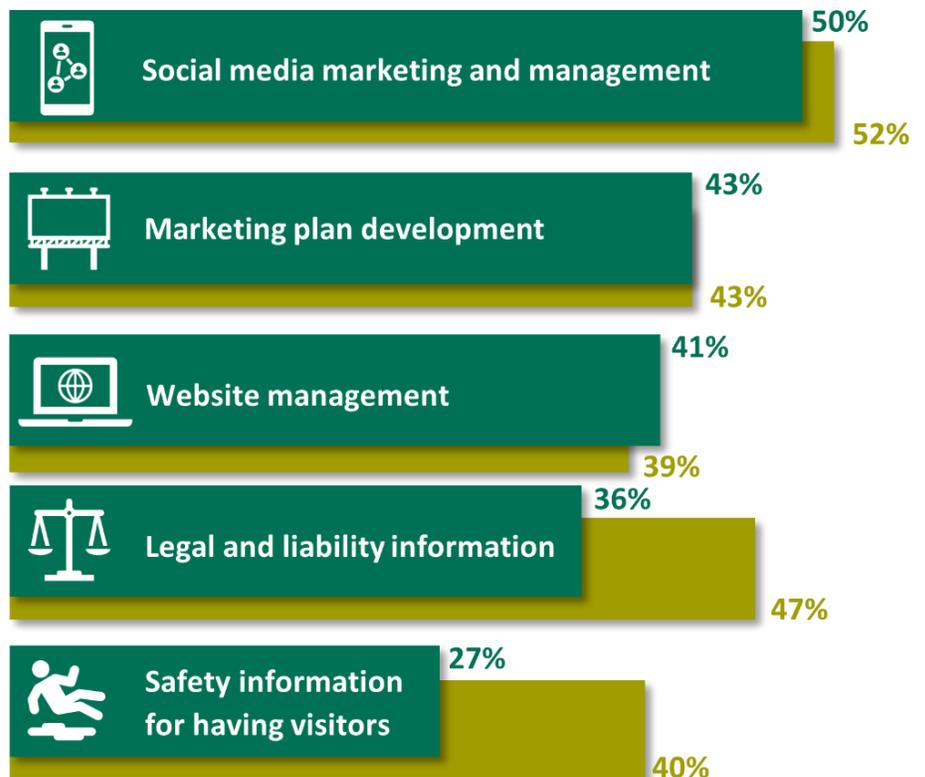
While the top two challenges in Vermont and in other states were similar, Vermont respondents were less concerned about the cost or availability of insurance, the availability of operating capital, liability, and cash flow management.



Supports Needed

Respondents in Vermont indicated that assistance with social media, marketing plan development, and managing their website would be most valuable. The top supports requested by operators in other states, excluding Vermont, were social media, legal and liability information, and marketing plan development.

The largest differences between responses from Vermont and other states were supports regarding liabilities and safety. Fewer respondents in Vermont requested support for legal and liability information or safety information for having visitors.



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