

Agritourism as Economic Development



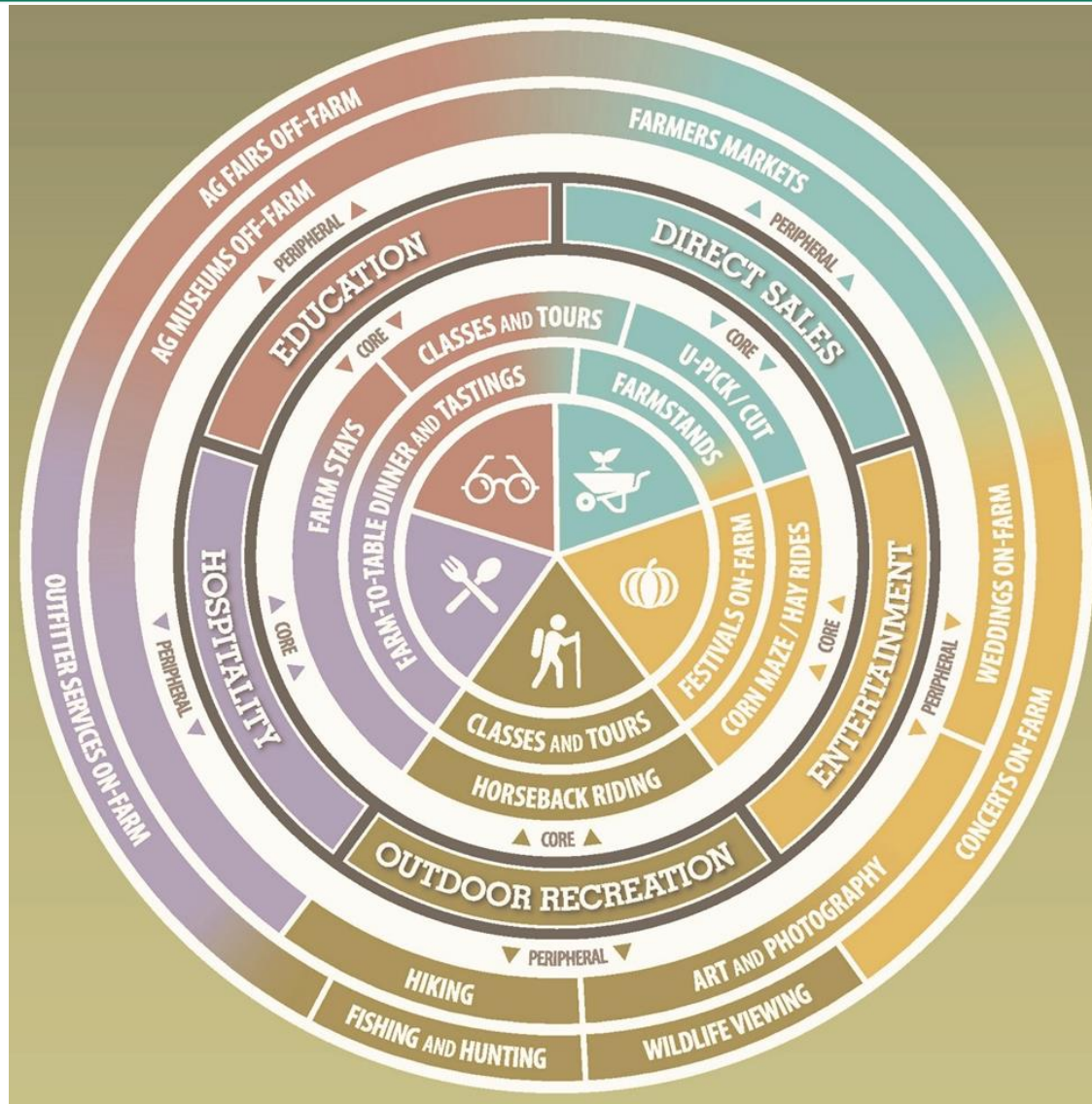
February 2, 2021

Lisa Chase,
University of Vermont, Extension Professor
Vermont Tourism Research Center, Director



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What is Agritourism?

- The core is **on-farm experiences and product sales** closely tied to agriculture such as harvest festivals, farm stays, pick-your-own, farm dinners, field trips, and farm stands.
- The Vermont Farm to Plate Agritourism Task Force also works with **farm-related experiences** such as farmers' markets and agricultural fairs as well as **culinary experiences that support Vermont agriculture** such as farm-to-table events.
- Authenticity is an important characteristic of high-quality agritourism.

Source of graphic: Chase, L. C., Stewart, M., Schilling, B., Smith, B., & Walk, M. (2018). Agritourism: Toward a Conceptual Framework for Industry Analysis. *Journal of Agriculture, Food Systems, and Community Development*, 8(1), 13-19.

<https://doi.org/10.5304/jafscd.2018.081.016>



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AGRITOURISM

→ across the globe

Global agritourism
market size in **2018:**

**\$5.7
billion**

12%

PROJECTED COMPOUND
ANNUAL GROWTH RATE FOR
THE GLOBAL AGRITOURISM
MARKET FROM 2018-2025

Projected market
size for **2025:**

**\$12.9
billion**

MARKET SHARE BY TYPE OF AGRITOURISM:

EVENT & RECREATION

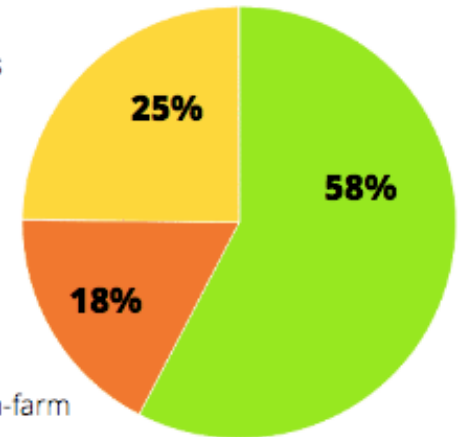
using farm land for marketable experiences
such as festivals, hay rides, and corn mazes

EXPERIENCE & EDUCATION

hands-on experiences that educate visitors
about farm life, such as farm stays and
tastings

DIRECT MARKET

direct-to-consumer sales that take place on-farm
or through farm stands and markets



Source: Peihong, Zhao and Zheng Yali. March 2019. Global Agritourism Market Report, History and Forecast 2014-2025, Breakdown Data by Companies, Key Regions, Types and Applications. Published by QY Research, Beijing, China.



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AGRITOURISM

in Vermont

\$51.7 million

estimated total income from agritourism
in Vermont in 2017

Agritourism income combines direct sales with
agritourism & recreational services income data.

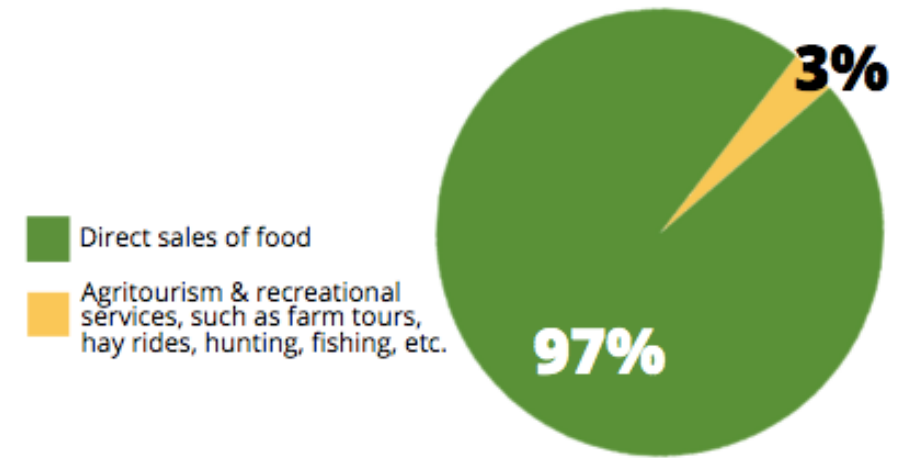
Vermont farms that sold food **directly to
consumers** in 2017

1,833

186


Vermont farms provided **agritourism &
recreational services** in 2017

VT AGRITOURISM INCOME IN 2017



The share of food sold
from farms **directly to
consumers** in Vermont:




6%
vs. the
U.S. average.

Source: USDA Census of Agriculture (2017) Tables 2 and 7.
<https://www.nass.usda.gov/Publications/AgCensus/2017/index.php>



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INTERNATIONAL WORKSHOP ON AGRITOURISM

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Postponed to 2022

SAVE THE DATE!

October 27 - 29, 2020
Burlington, Vermont, USA

Photo Courtesy of [Vermont Department of Tourism & Marketing](#)

<https://www.agritourismworkshop.com/>



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Agritourism

GATHERINGS



*A virtual series for farm, food,
and travel communities*

September 22, 2020
October 8, 2020
November 19, 2020
December 9, 2020
January 13, 2021
February 17, 2021
March 16, 2021
April 20, 2021
May 11, 2021

Welcoming Guests Back on our Farms and Ranches
Regenerative Tourism & Agriculture
Indigenous and Tribal Perspectives on Agritourism
Creating Virtual Farm and Food Experiences
Farm-Based Education in Every City and Town: 4 Unique Stories
Agritourism within the US Racial Justice movement
Exploring the Diversity and Impact of Agritourism in Africa
Culinary Lens on Agritourism
Regional Strategies for Promoting Agritourism and Economic Development

More information at <https://www.agritourismworkshop.com/>

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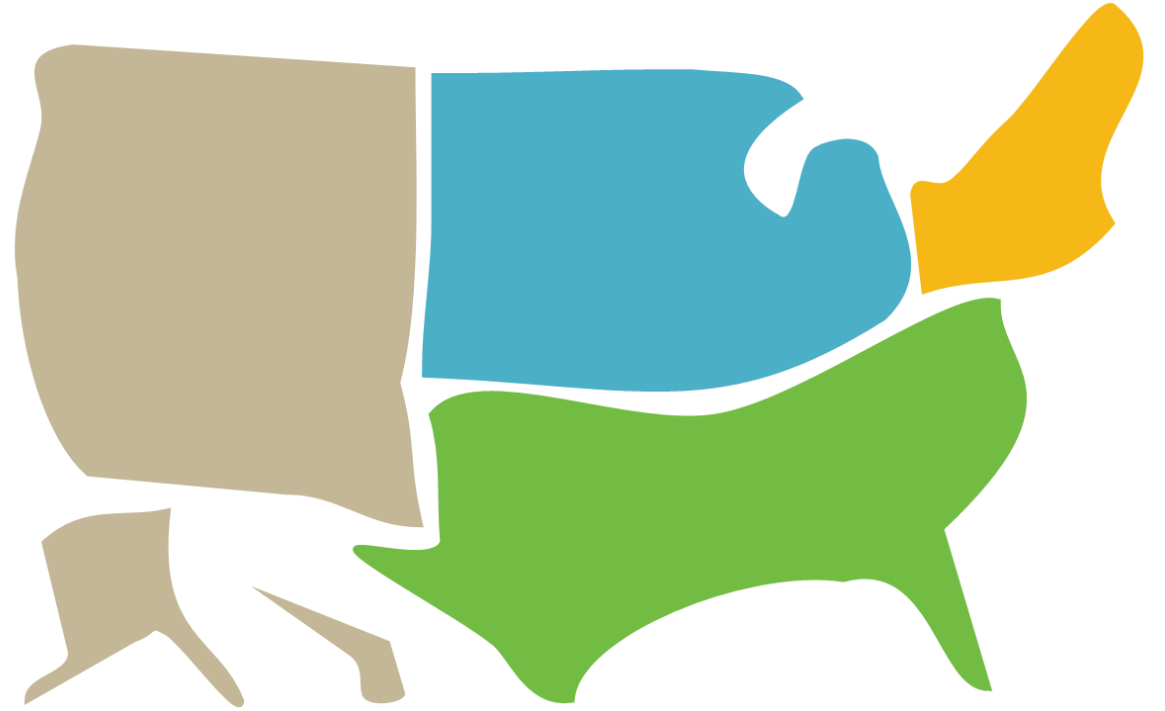
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Survey of Agritourism

**including On-Farm Direct
Sales in the United States**



Project Team

Lisa Chase, David Conner, Lindsay Quella, Weiwei Wang, Chadley Hollas | University of Vermont

Penny Leff, Gail Feenstra | University of California-Davis

Doolarie Singh-Knights | West Virginia University

Mary Stewart | Oregon State University

Lori Dickes, Dave Lamie | Clemson University

Claudia Schmidt | Pennsylvania State University

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.



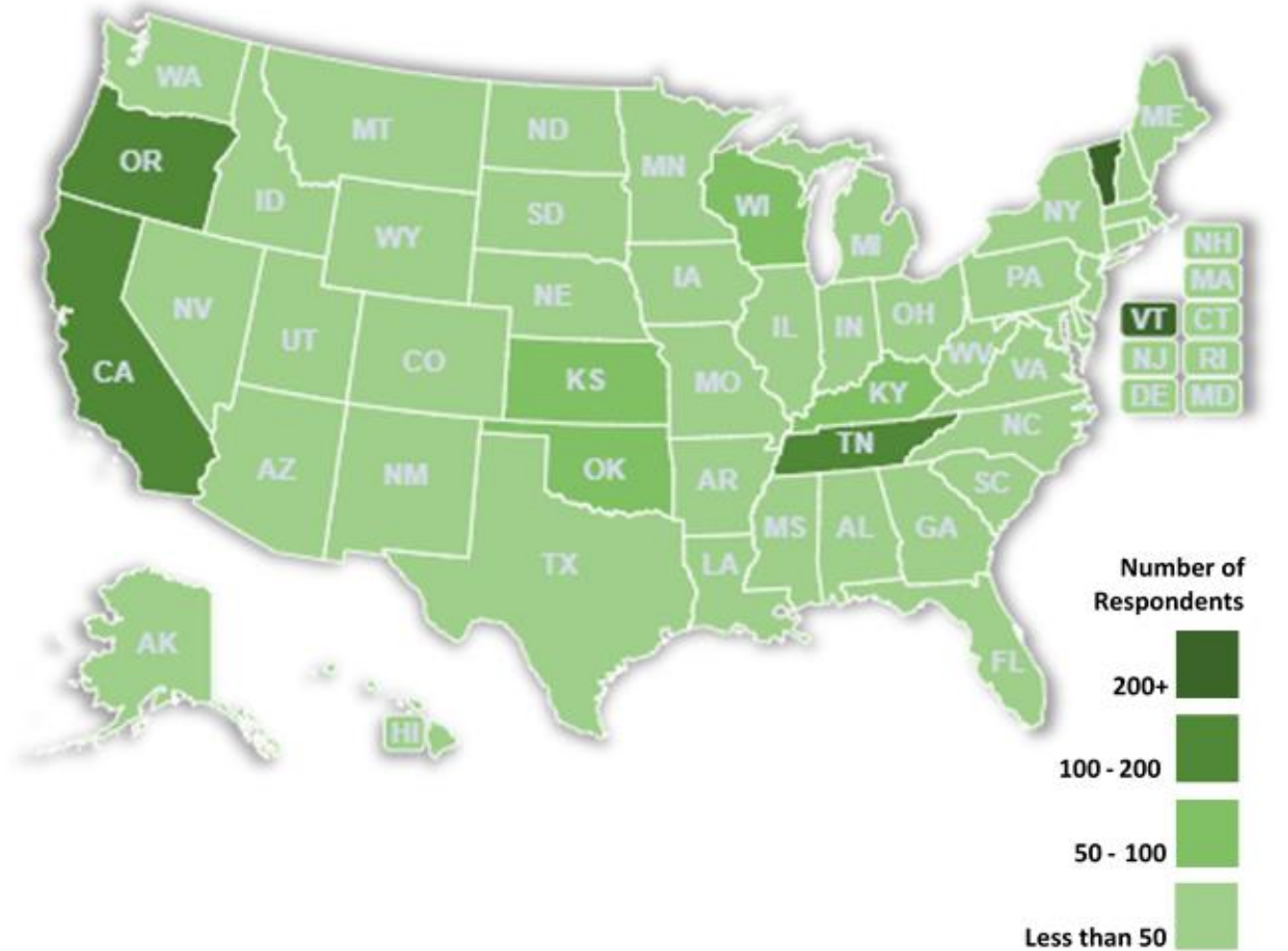
National Institute of Food and Agriculture
U.S. DEPARTMENT OF AGRICULTURE

Online Survey

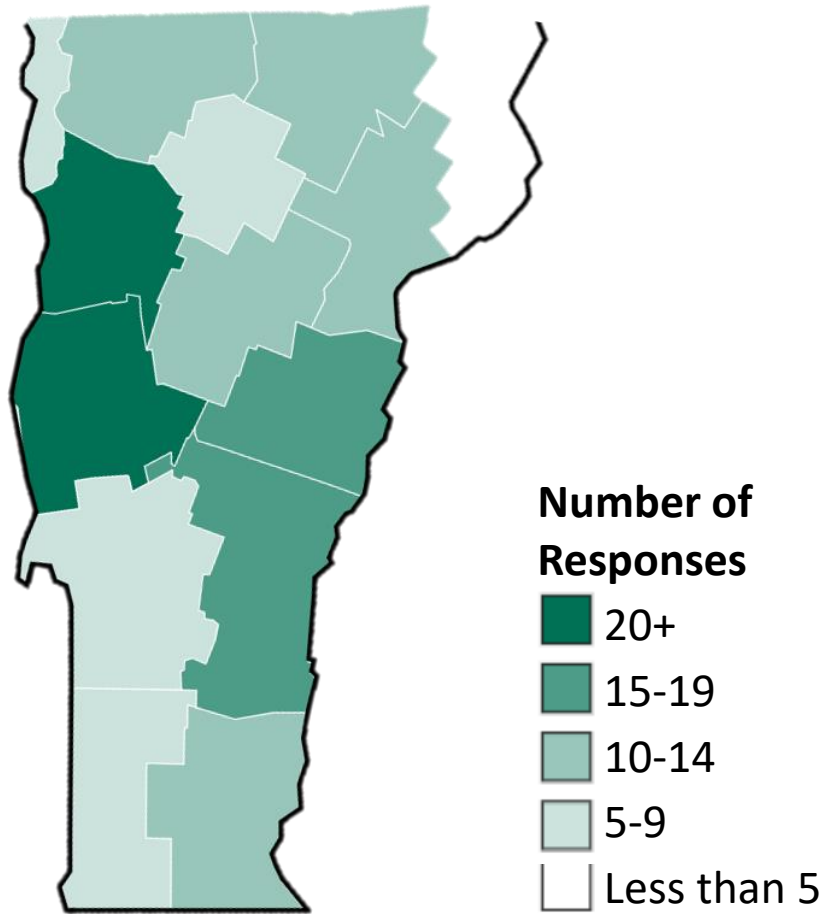
- Conducted November 2019 - February 2020
 - Pre-COVID responses
- 1834 respondents from all 50 states
- 222 respondents from all 14 counties in Vermont

In the survey, we asked about:

- Products and activities
- Motivations
- Challenges
- Support systems
- Partnerships
- Plans for future
- Firmographics
- Demographics



Results Overview



Survey respondents in VT:

were 57 years old
(average age)

56% were female

72% had a college degree

farmed 82 acres
(median farm size)

62% had 10+ years
experience in agritourism

in the US:

were 55 years old
(average age)

58% were female

70% had a college degree

farmed 60 acres
(median farm size)

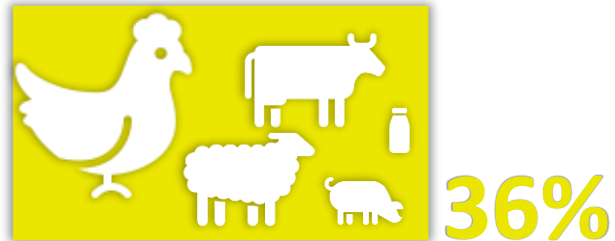
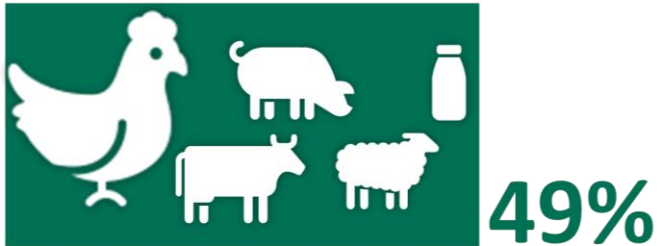
53% had 10+ years
experience in agritourism

Products by Type

Crops



Animals and Animal Products



Vermont

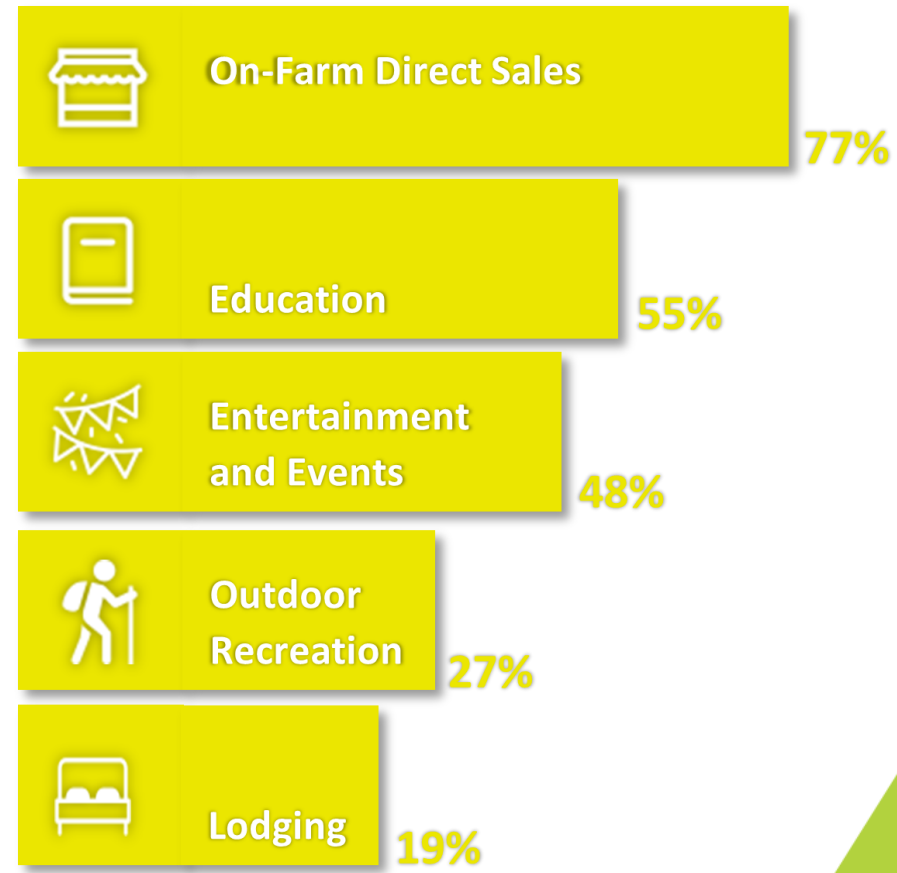
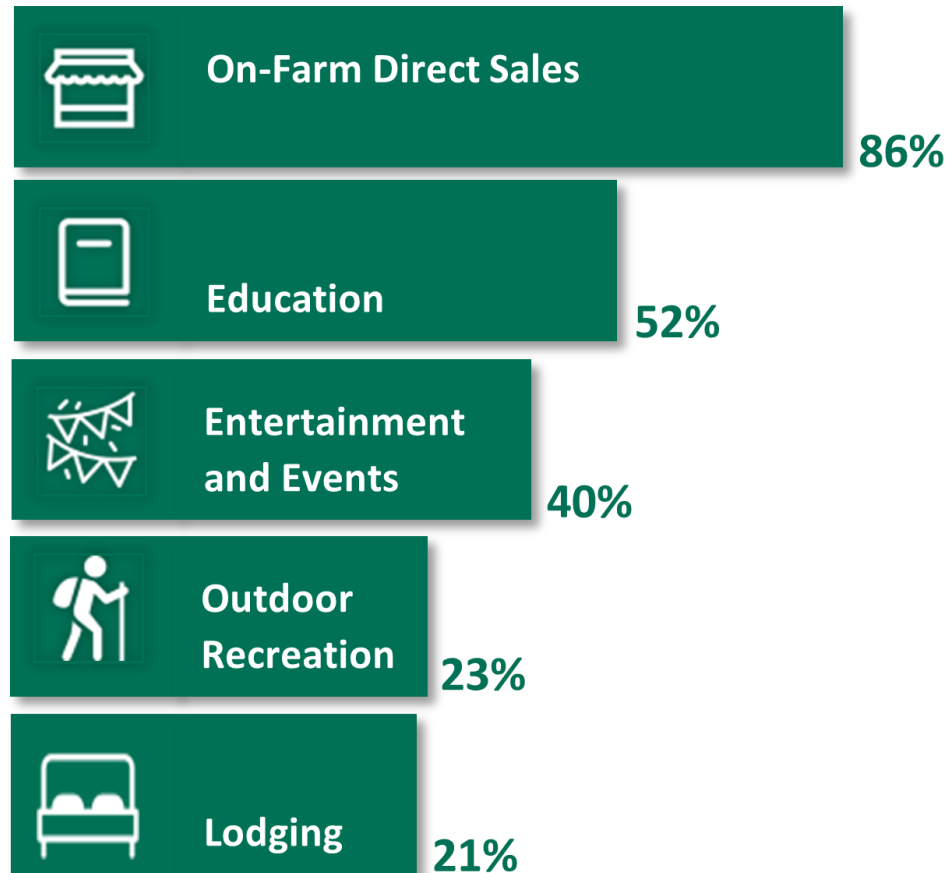


United States

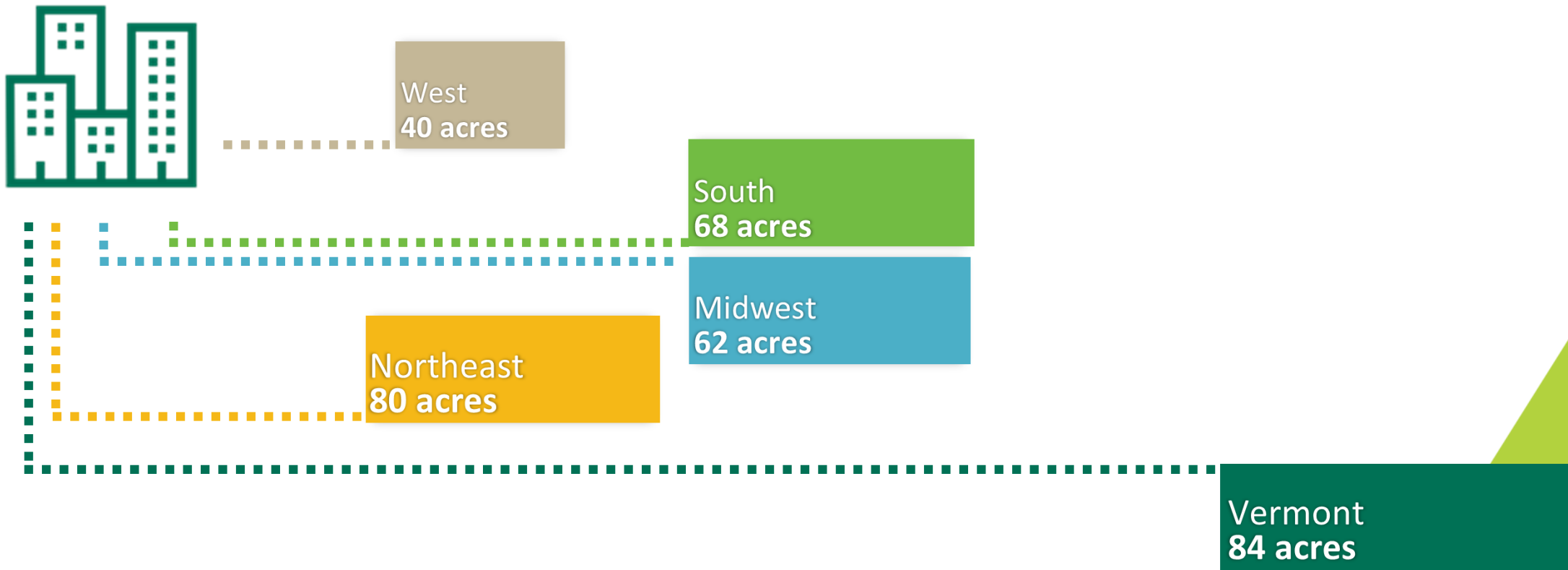
Value-added Products



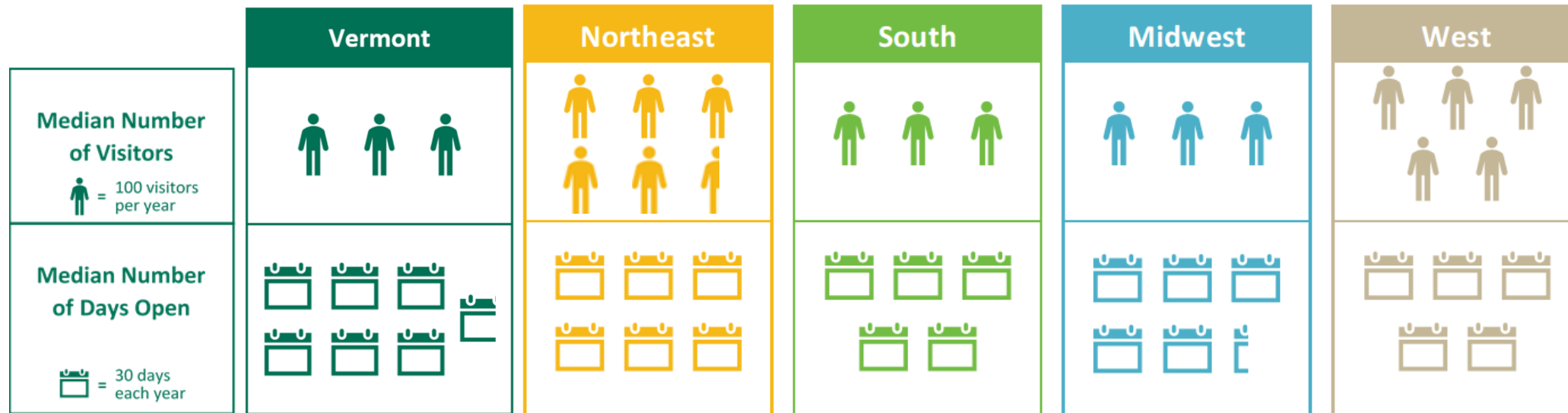
Categories of Farm Experiences



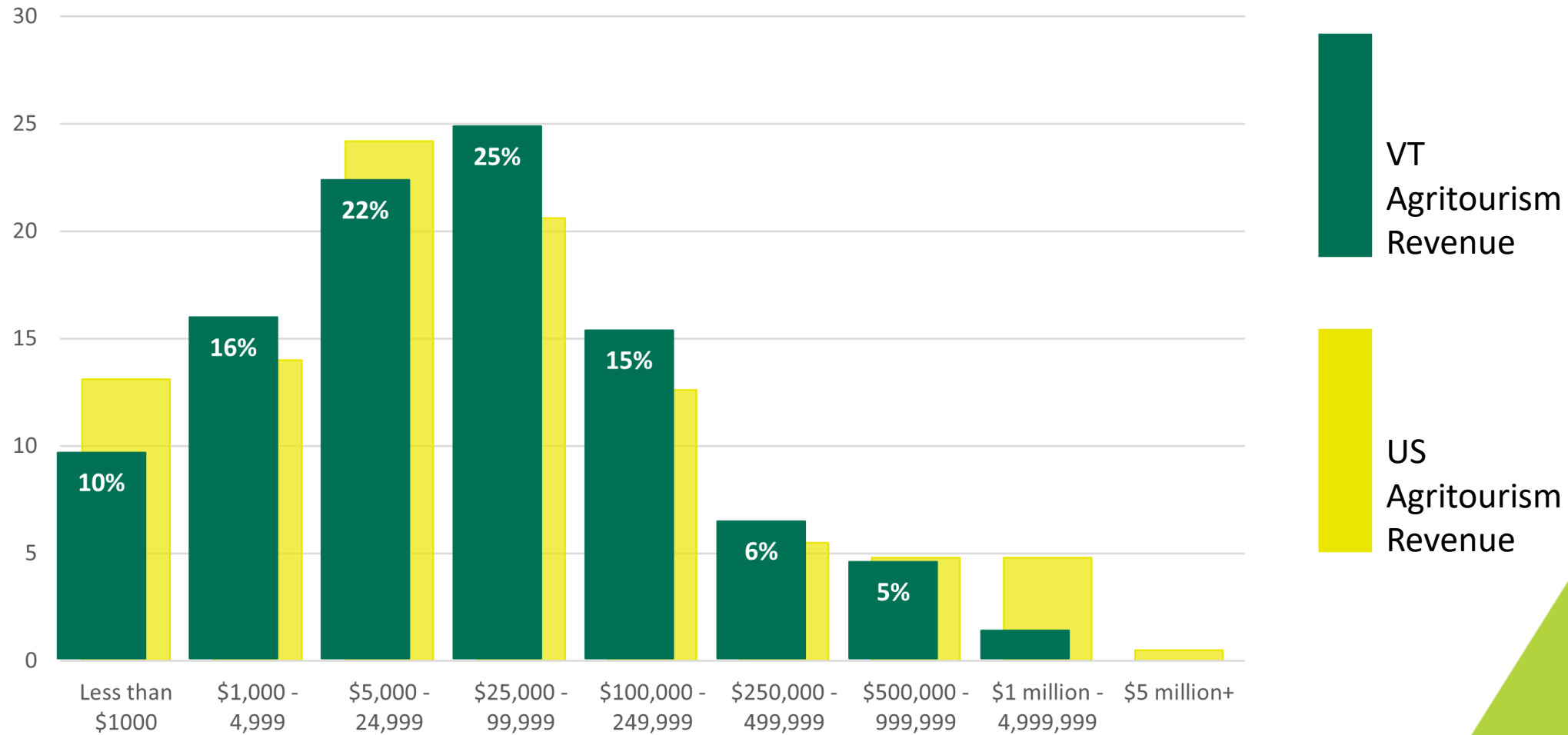
Median Size of Farm and Proximity to a City (50,000+ people)



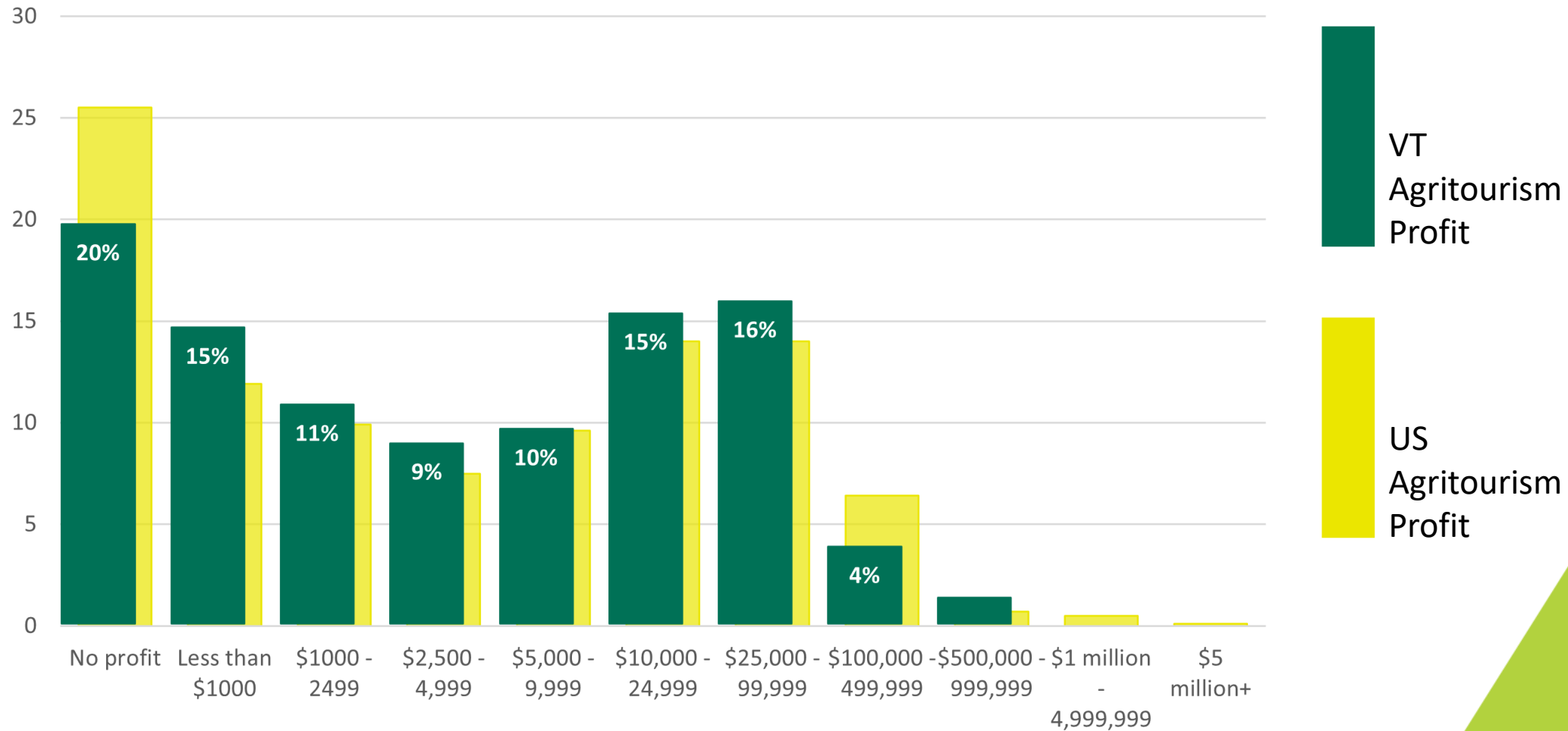
Median Number of Visitors and Days Open



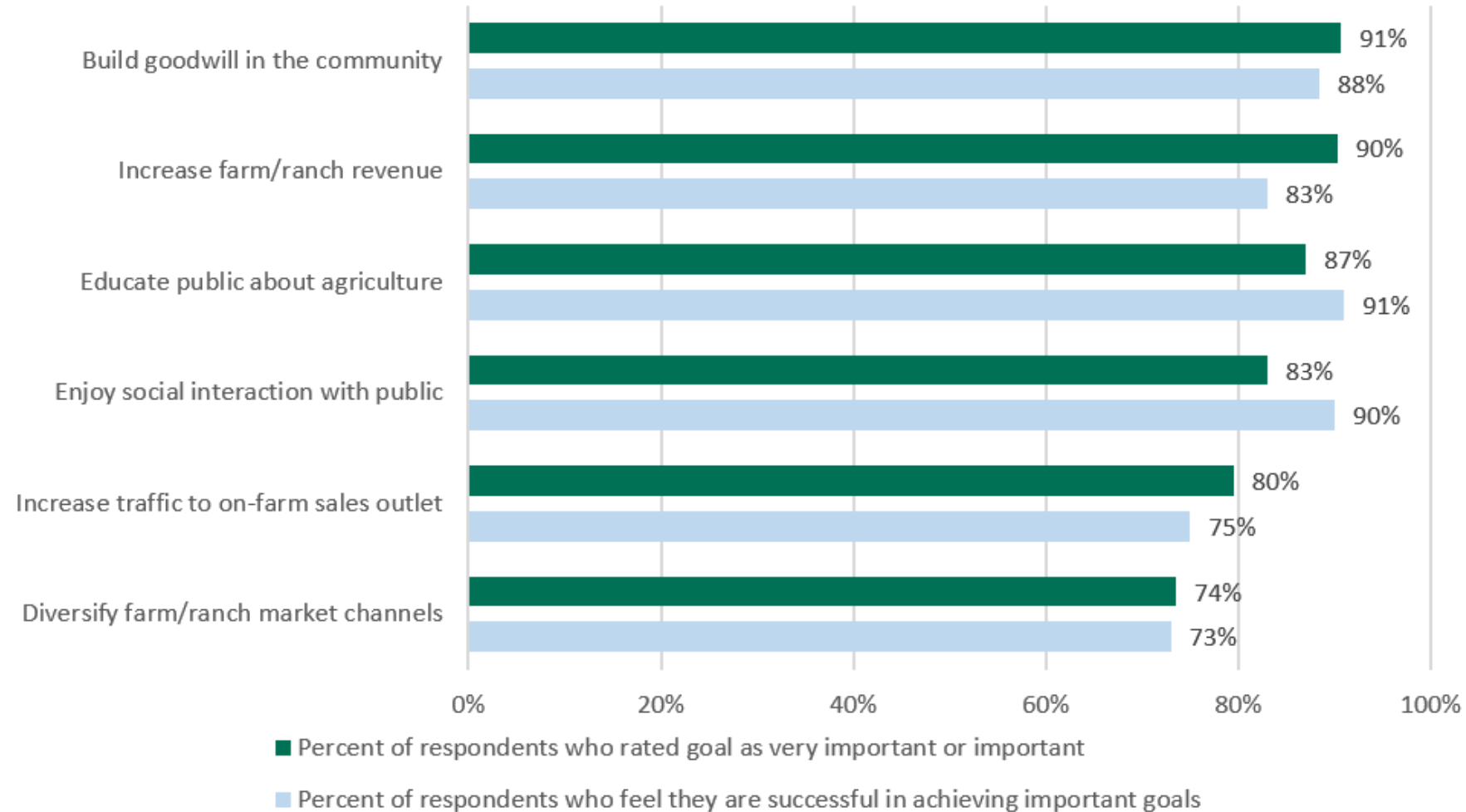
Percentage of Farms by Agritourism Revenue



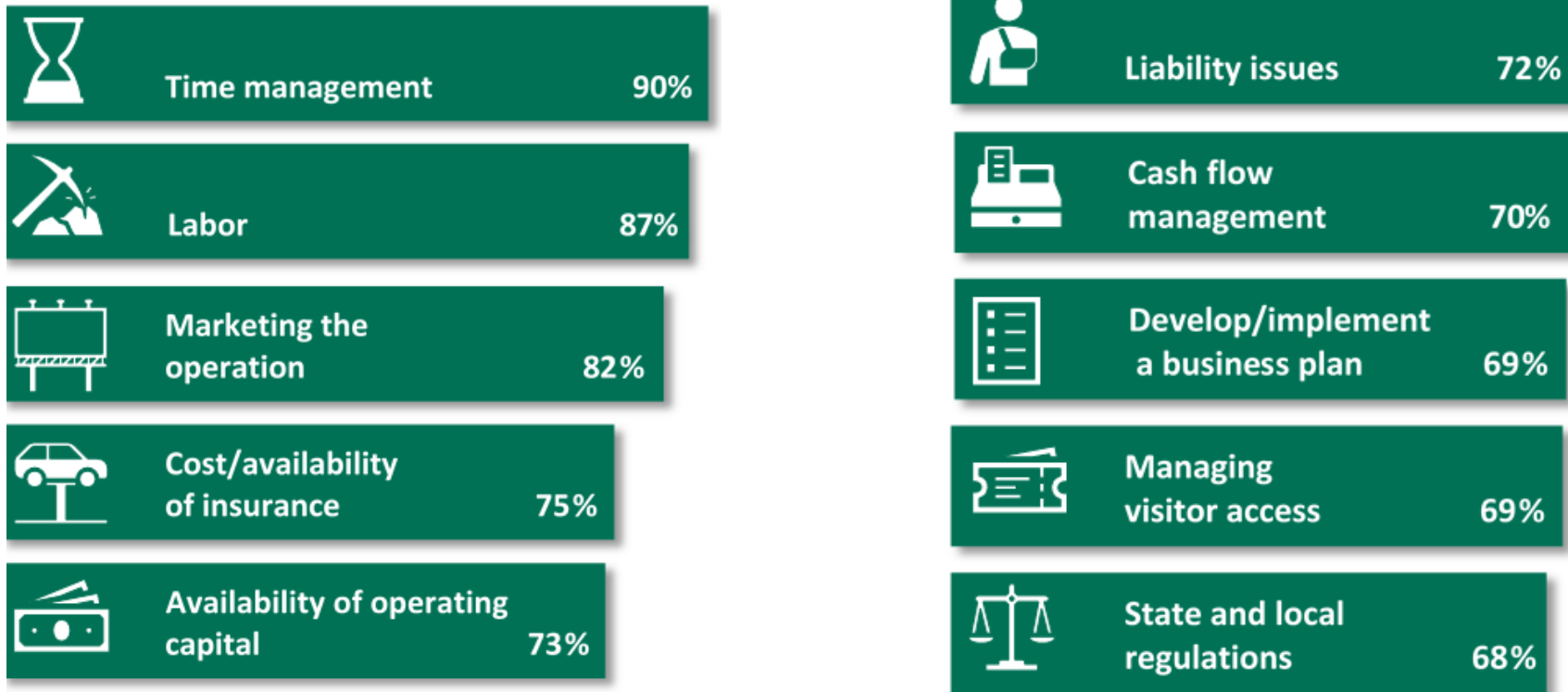
Percentage of Farms by Agritourism Profit



Motivations and Goals



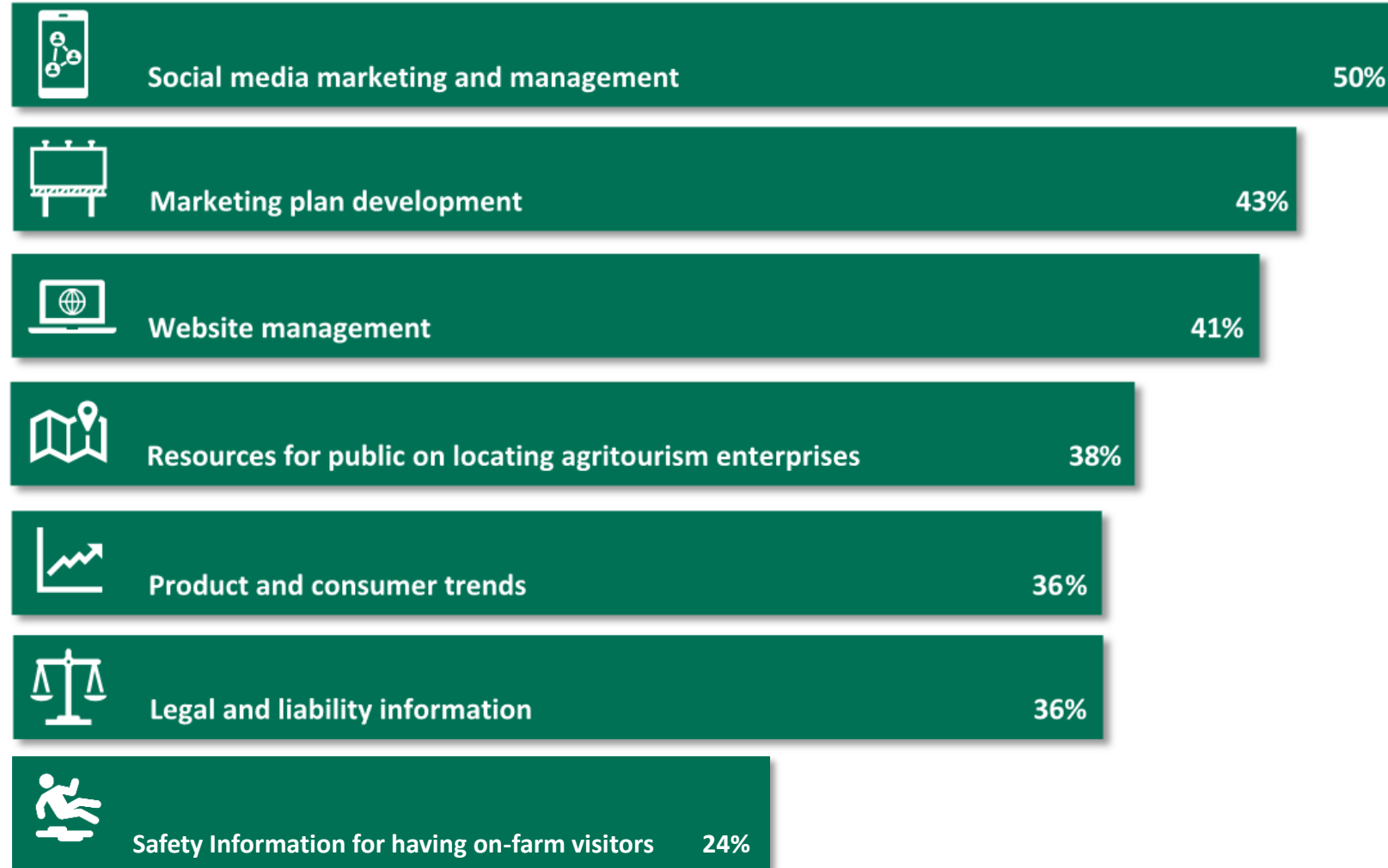
Challenges



"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

Supports Needed



The Future of Agritourism



59%

of respondents plan to
expand their services



43%

of respondents plan to
invest in more buildings or
equipment

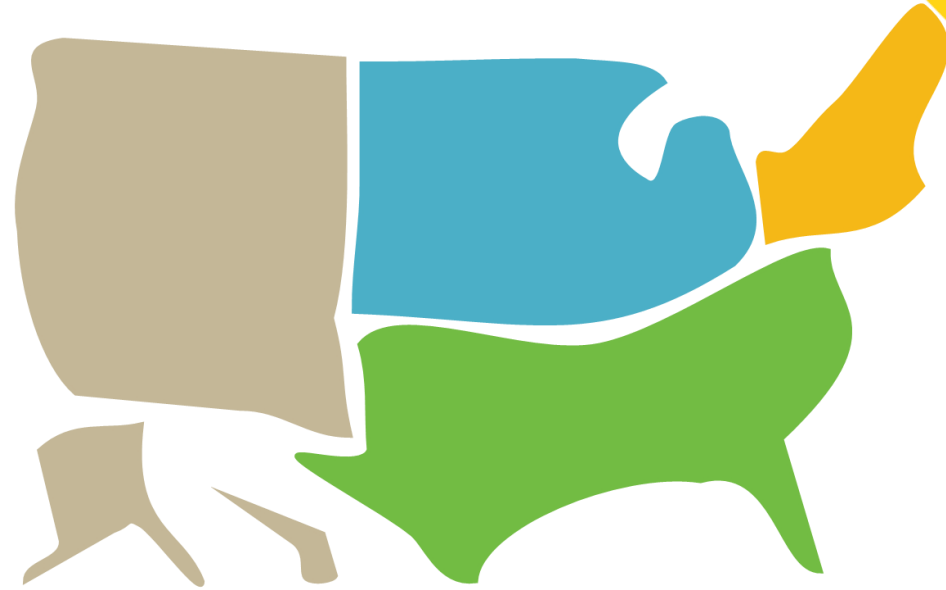


26%

of respondents plan to
hire more employees

Survey of Agritourism

including On-Farm Direct
Sales in the United States



<https://www.uvm.edu/vtrc/agritourism-survey>

Lisa Chase lisa.chase@uvm.edu