

AGRITOURISM IS A GROWING SECTOR



**NATIONAL EXTENSION
TOURISM NETWORK**

\$4.5 billion

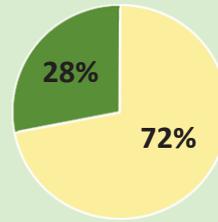
Estimated total
income from
agritourism in the
U.S. in 2022

Background

Agritourism - visiting farms, ranches, vineyards, and aquaculture operations - is a growing sector for both the agriculture & tourism industries. According to the most recent Census of Agriculture in 2022, combined on-farm experiences and direct sales brought in \$4.5 billion in revenues for around 140,000 farms and ranches. This represents just 7% of the farms in the US. Needless to say, there is a lot of potential for expansion.

U.S. AGRITOURISM INCOME IN 2022

■ Direct sales of food
■ Agritourism & recreational services, such as farm tours, hay rides, hunting, fishing, etc.



farms that sold food
directly to consumers in 2022

116,617

28,617

farms provided agritourism and recreational services in 2022

What Opportunities Does Agritourism Create?



Small-farm viability via revenue diversification and differentiation



Landscape and cultural valorization for rural areas



Workforce diversification and expansion



Sustainable economic activity



Agricultural literacy and consumer education



Food sovereignty and security

How is Extension Responding?

Agritourism is growing throughout the US, however producers and their communities need support to develop agritourism in ways that benefit farm viability, community vitality, environmental stewardship, and agricultural literacy. Agricultural producers who want to begin agritourism enterprises need help understanding the opportunities, risks, and regulations involved.

Extension and Sea Grant programs integrate research and outreach to provide resources, training, networking and other types of support for producers open to visitors and their communities. The Cooperative Extension & Sea Grant Systems offer agritourism programming in more than half of all U.S. states.



Scan for examples of
Extension and Sea Grant
Agritourism Programs
or visit:
<http://bit.ly/46ySy7H>



University of Vermont Extension provides a suite of resources for producers including best practices guides and videos to help producers develop agritourism enterprises with step-by-step instructions.



UNIVERSITY OF CALIFORNIA Agriculture and Natural Resources

University of California provides a suite of resources for producers, educators, regulators, & researchers. In addition, they maintain the California Agricultural Tourism Directory.



THE OHIO STATE UNIVERSITY

The Ohio State University has a one stop shop for preparing emergency management plans for agritourism.



The North Carolina Oyster Trail (NCOT) offers unique adventures to tour a working shellfish farm, savor the coast's distinct flavors, and discover local oyster lore and adventure.



What can be done with additional resources and partnerships?

Additional research and outreach are needed to address the growing interest in agritourism on both the supply (producers) and demand (consumers) side. In particular, coordination is needed to bring together the various Extension programs offered in different states and territories. Agritourism can be especially beneficial for beginning farmers and ranchers as well as a way to share diversity and agricultural heritage while promoting food sovereignty and security.

To learn more, visit extensiontourism.net or contact net@extension.org.

