

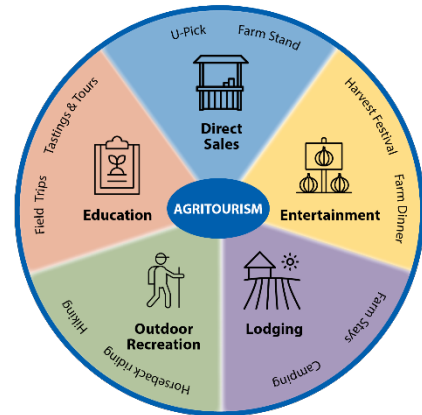


# California Agritourism

## Findings and Trends from Operator Surveys 2009-2019

The University of California Division of Agriculture and Natural Resources (UC ANR) defines agritourism as a commercial enterprise at a working farm or ranch conducted for the enjoyment and education of visitors that generates supplemental income for the owner or operator.

In order to track and support agritourism, UC ANR has conducted three statewide surveys of California agritourism operators (2009, 2015, 2019). This fact sheet compares key results across the ten year span of the three surveys.

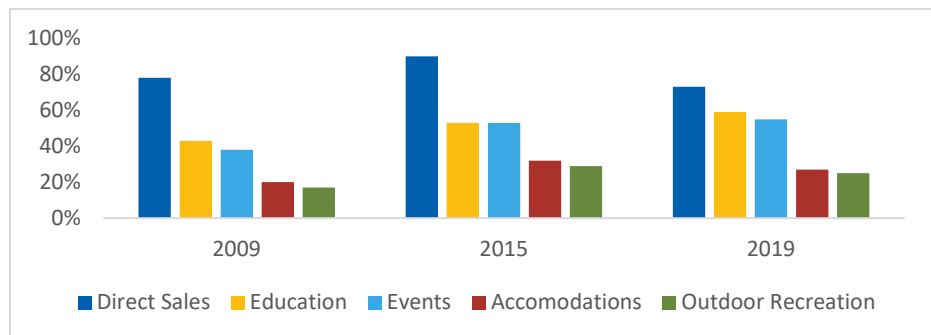


### Why Choose Agritourism?

Reasons for offering agritourism	2009	2015	2019
Increase Profits	75%	60%	91%
Educate the Public	64%	58%	89%
Connection & Community Engagement	45%	41%	81%
Market Farm Products	62%	63%	67%

When asked why they opened their farm to the public, farmers and ranchers consistently identified increasing revenue as a leading reason. In 2019, social motivators such as educating the public, connecting with people, and engaging with the community were reported to be increasingly important.

### What Are Operators Offering?

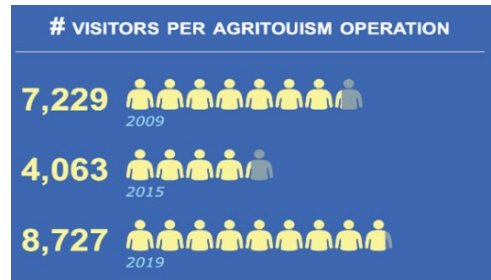


Most operators offer direct product sales. Operators are trending towards diversifying their agritourism offerings, as indicated by the steady increase of farms and ranches offering educational activities and events. Accommodations and outdoor recreation remain the least offered activities.

## Who Is Visiting Agritourism Operations?

**California agritourism farms are each hosting thousands of visitors, many visitors are locals.**

In 2009 and 2015, roughly half of visitors came from the same county where a farm or ranch is located. In 2019, 66% of visitors traveled less than 50 miles.

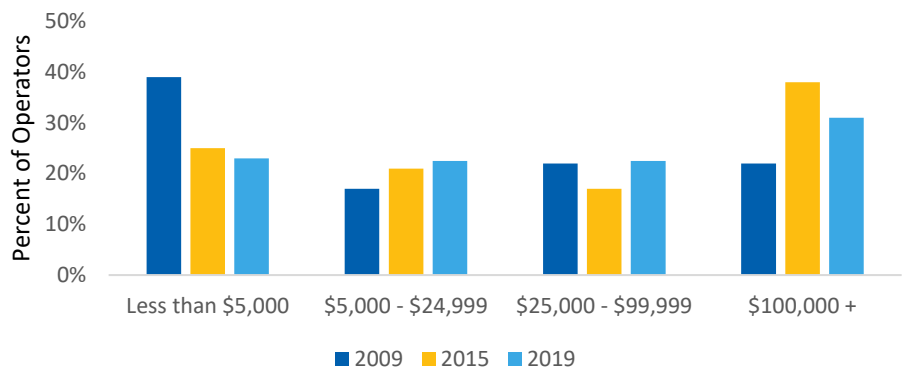


In 2019, **66%** of visitors traveled **less than 50 miles**.

Where do visitors come from?	2009	2015
Same County	50%	47%
California (other counties)	38%	41%
International	3%	1%

## How Much Are Operators Earning?

**California agritourism operators are generating more revenue from agritourism, but the percentage of farms not earning a profit has increased.**

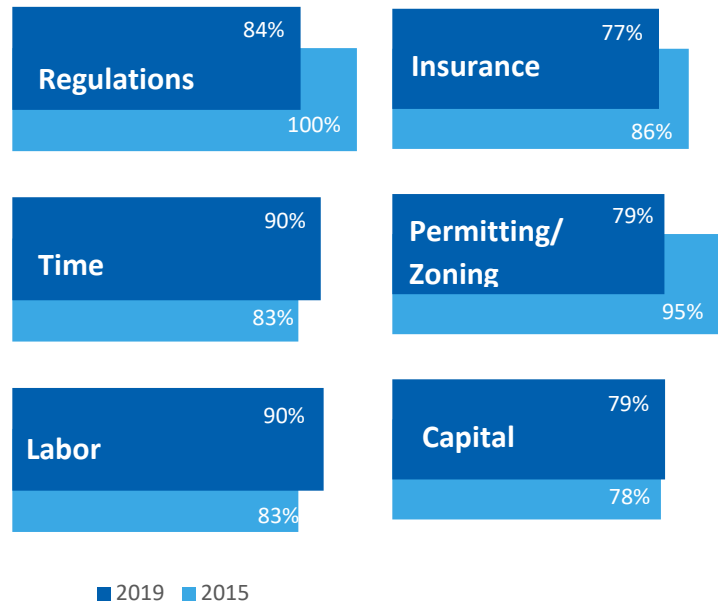


**31%** of respondents in 2019 **did not earn a profit** up from **16%** in 2009

Generally, a higher percentage of farms are generating a greater amount of revenue from 2009 to 2019. While revenue is increasing, profitability (net income) of the agritourism business may be cause for concern as a higher number or respondents are reporting that they did not earn a profit from their agritourism enterprise.

## What Challenges Do Operators Face?

The top six challenges identified by operators were the same in 2015 and 2019, although the rankings shifted. State/Local Regulations followed by County Permitting/Zoning were the most prevalent challenges in 2015, while Time and Labor were most frequently identified by respondents in 2019.



## About the Surveys

### 2009

- First statewide agritourism survey conducted by the UC ANR Small Farm Program.
- 332 responses received

### 2015

- Second statewide survey, conducted by UC ANR in collaboration with Colorado State University as part of the "Place-Based Innovation: An Integrated Look at Agritourism in the Western US" project.
- 230 responses received

### 2019

- Third statewide survey, conducted by UC ANR as part of a multi-state study lead by the University of Vermont. This study is believed to be the first nationwide agritourism study.
- 139 responses received

More information on this and other research can be found on the California Agritourism website: [ucanr.edu/sites/agritourism/](http://ucanr.edu/sites/agritourism/).