

# California Agritourism Snapshot 2017



**Riverside/San Bernardino/San Diego  
Agritourism Summit – March 29, 2017**

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UC Small Farm Program

## Agritourism is:

- Any income-generating activity conducted on a **working** farm or ranch for the enjoyment and education of visitors.



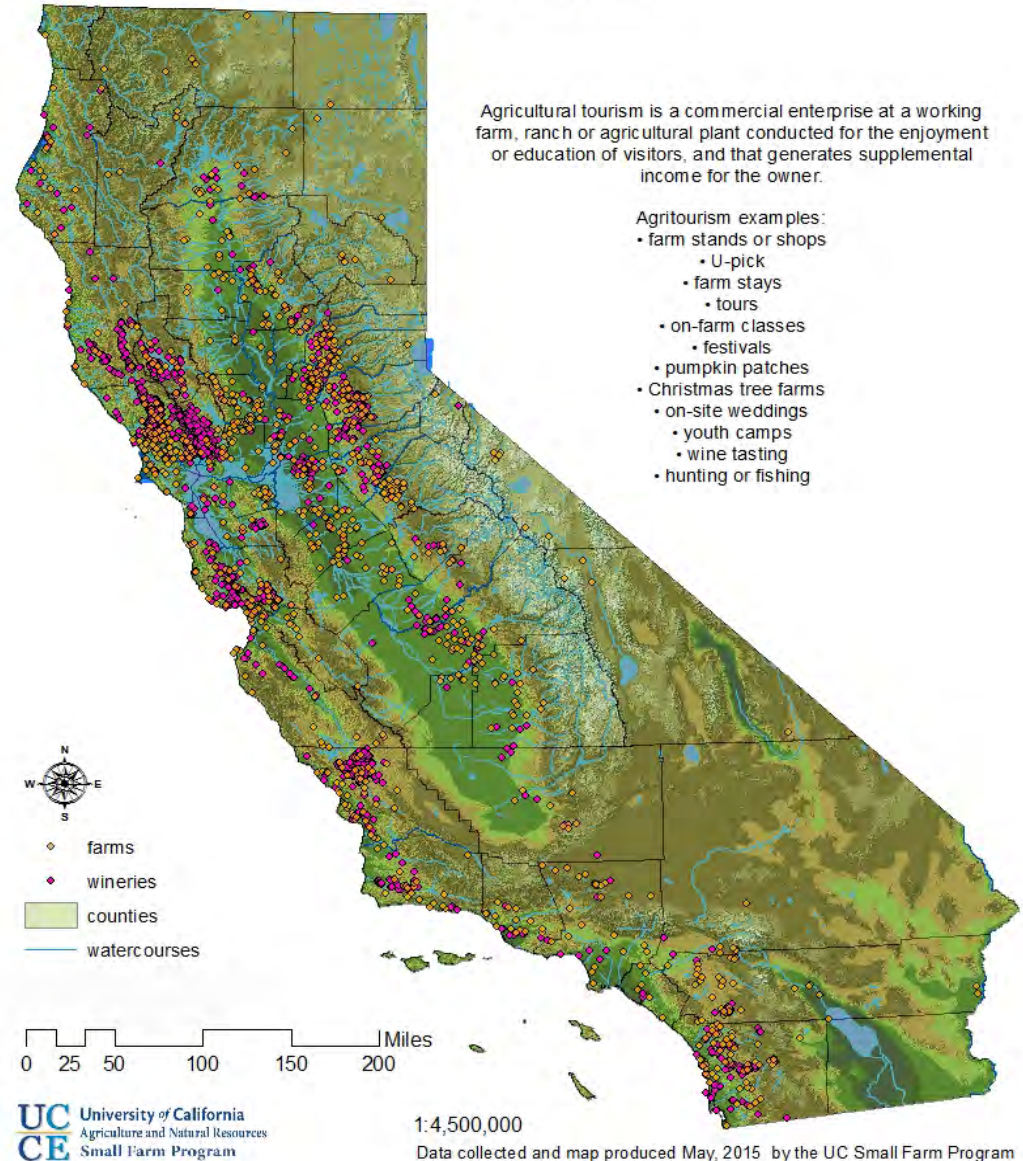
# Project Overview



1. Multi-institutional interdisciplinary research group is surveying western agritourism operators as part of 3 year USDA grant: “Place-Based Innovation: An Integrated Look at Agritourism in the Western US”
2. Agritourism Producer Surveys conducted in both Colorado and California – completed June 2015
3. Also using data from project’s agri-tourist survey (all US), spatial data collection, and some producer case studies (2015 – 2016)

# California Agritourism and Winery Operations

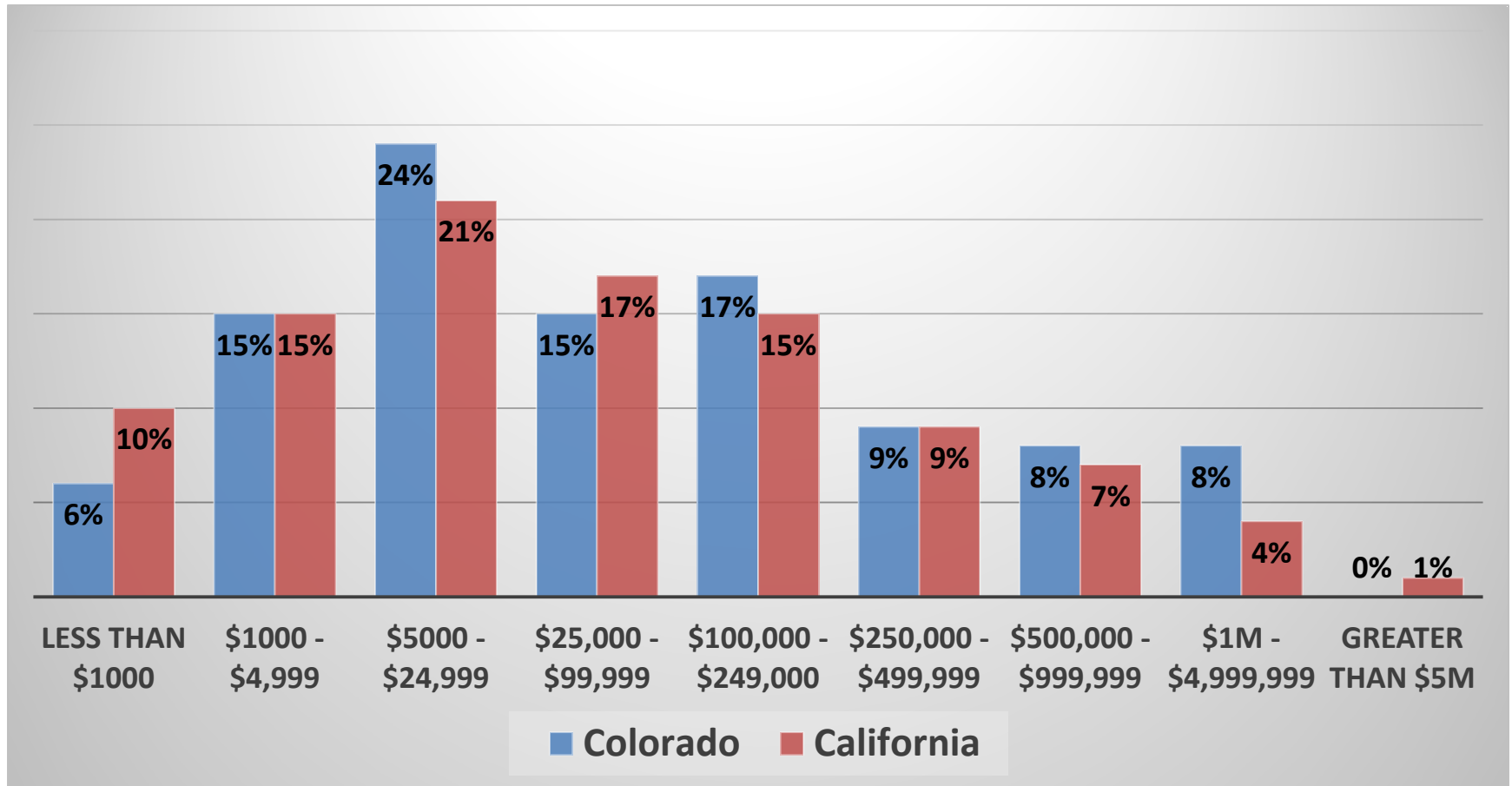
## Agritourism in California



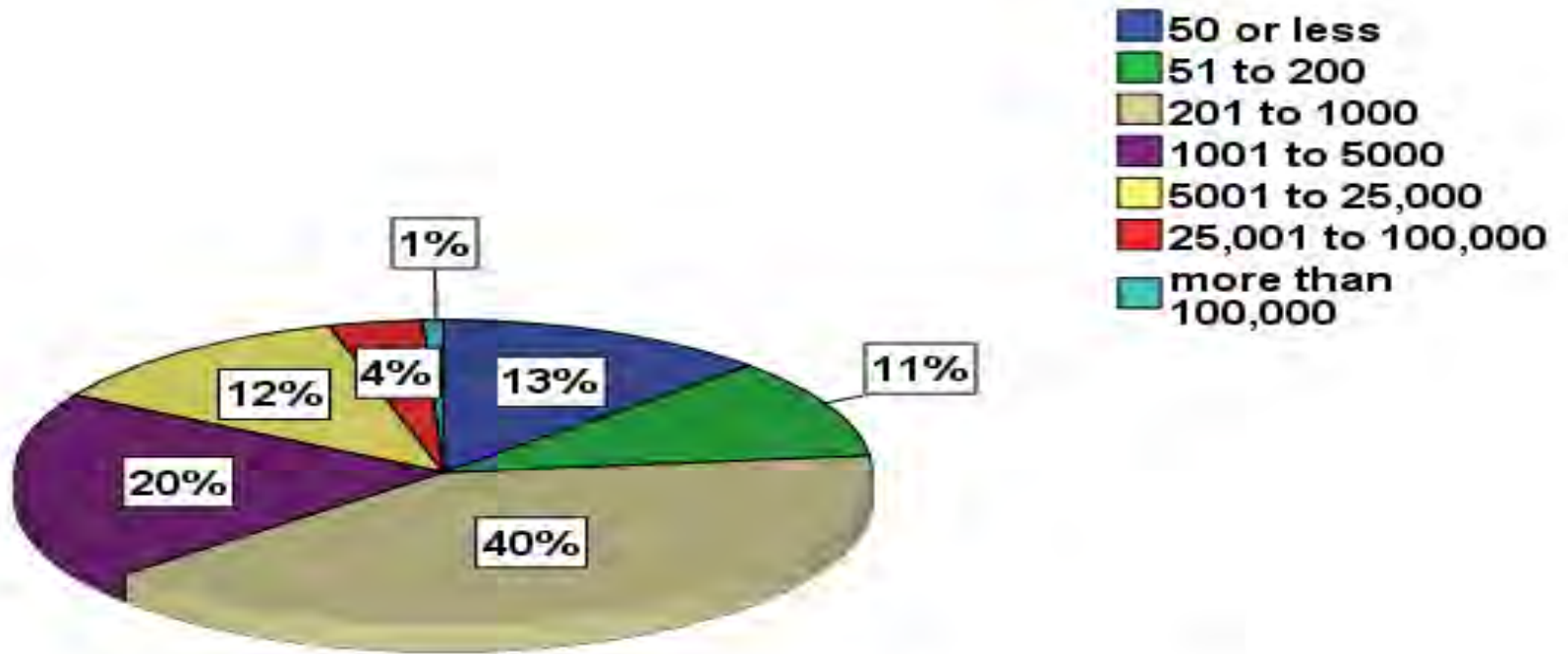
# Survey of Likely Agritourism Operators

- Conducted online and through US mail:  
February 2 – May 19, 2015
- 150 Colorado Producer Survey respondents total
  - 141 non-duplicated complete surveys
    - 71.6% (101) said Yes, they did offer agritourism products/services
    - 28.4% (40) said No, they did not offer agritourism products/services
- 243 California Producer Survey respondents total
  - 231 non-duplicated complete surveys from producers
    - 81.3% (187) said Yes, they did offer agritourism products/services
    - 18.7% (44) said No, they did not offer agritourism products/services

# Agritourism Gross Revenue - 2014

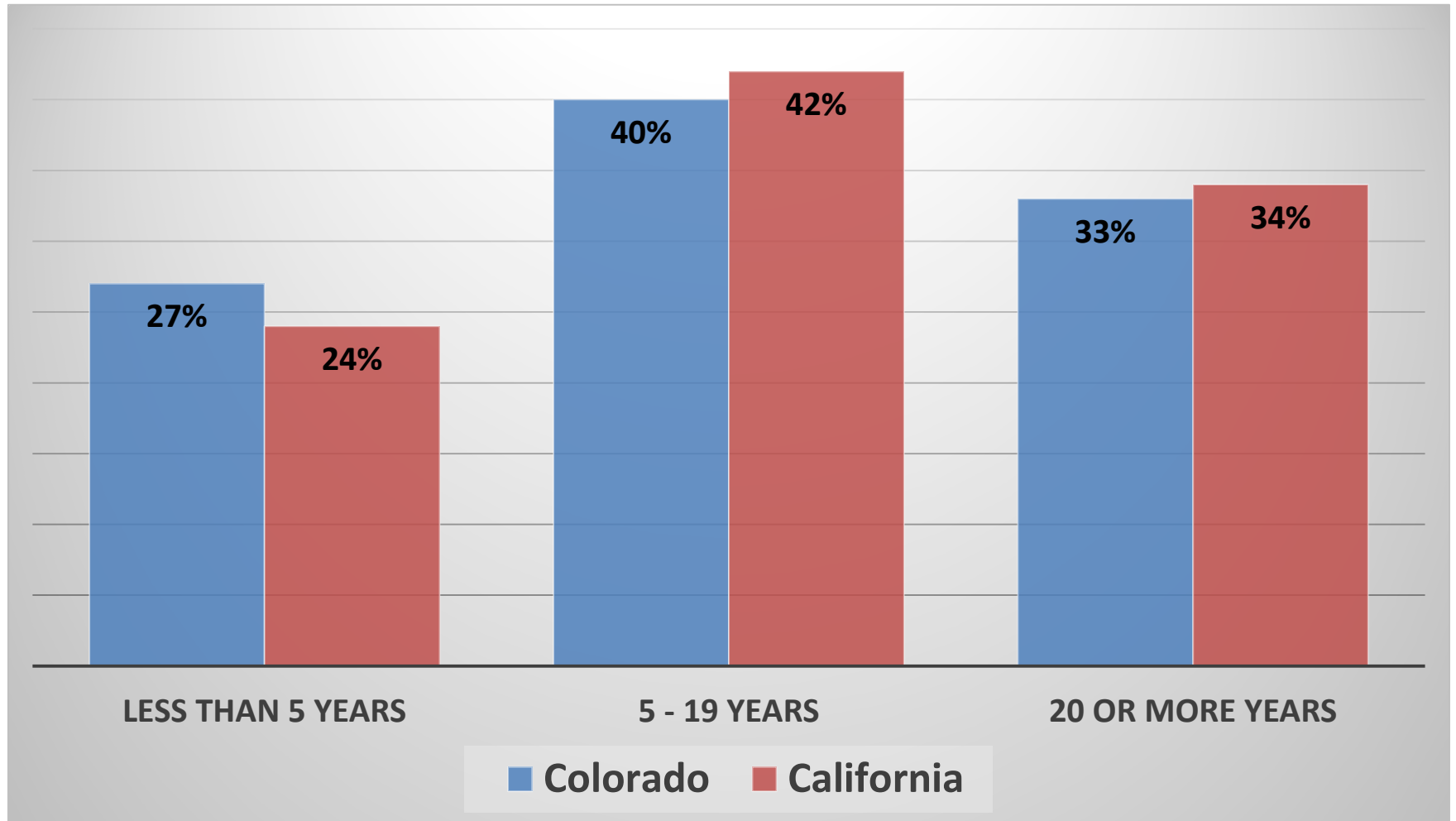


# Number of Annual Visitors

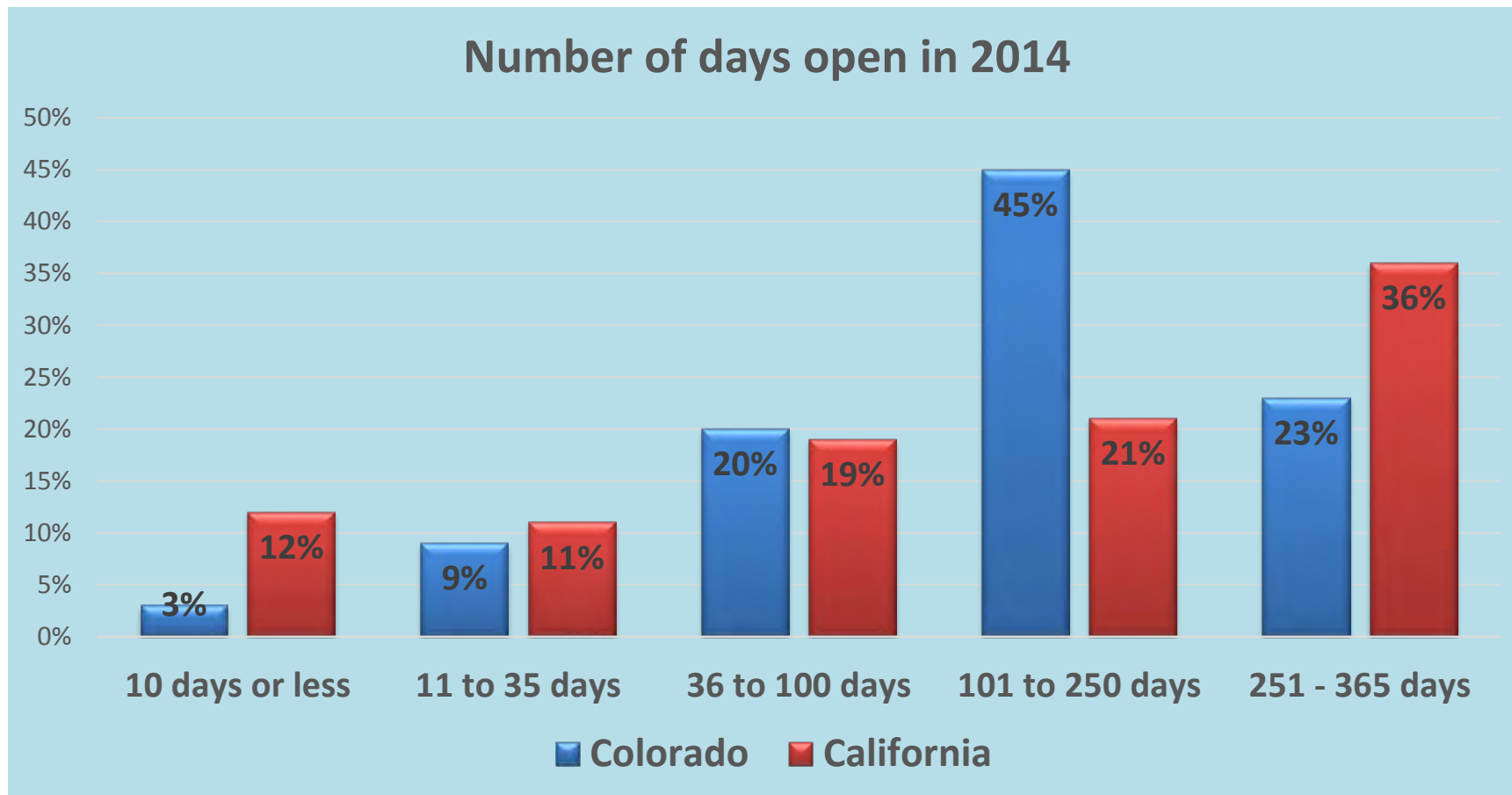


Number of Visitors in 2014 (CO & CA combined)

# Age of Agritourism Businesses



# Days Agritourism Operations Open



# Agritourism activities include...

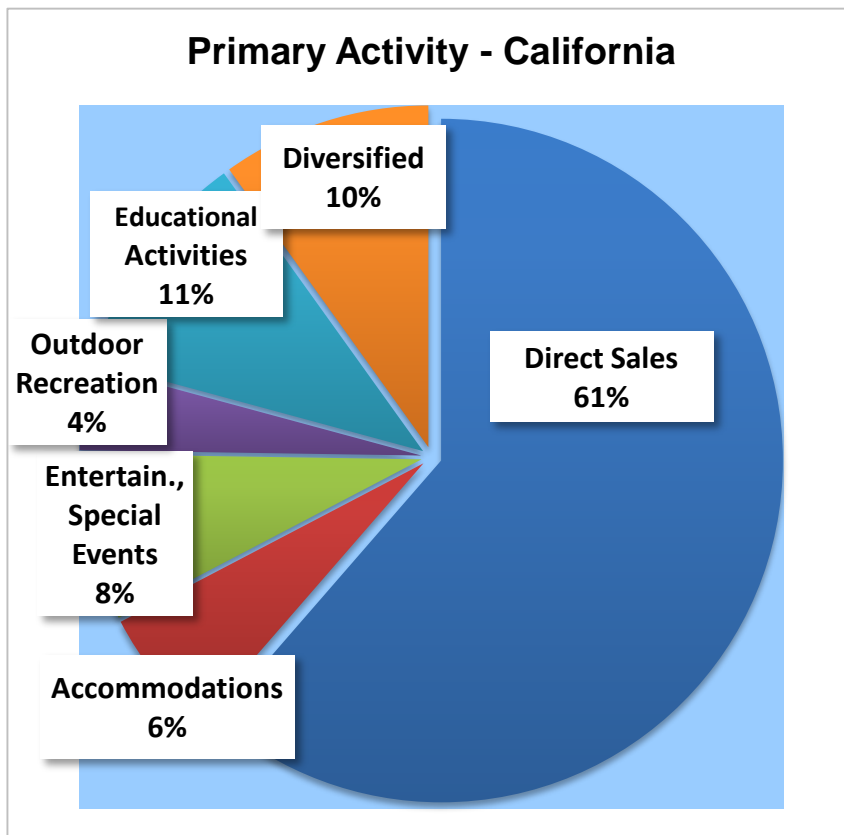
- **On-farm Direct Sales** (U-pick, farm stands, dairy, wine, beer, farm products, etc.).
- **Accommodations/Lodging** (farm stays, guest ranch, B&Bs, camping, cabins, etc.).
- **Entertainment/Special Events** (harvest festivals, corn mazes, farm dinners, weddings, parties, etc.).
- **Outdoor Recreation** (picnicking, swimming, hunting, fishing, photography, horseback riding, snowmobiling, biking, etc.)
- **Educational Activities** (farm or ranch work experience, camps, classes, tours, tastings, demonstrations, petting zoos, etc).



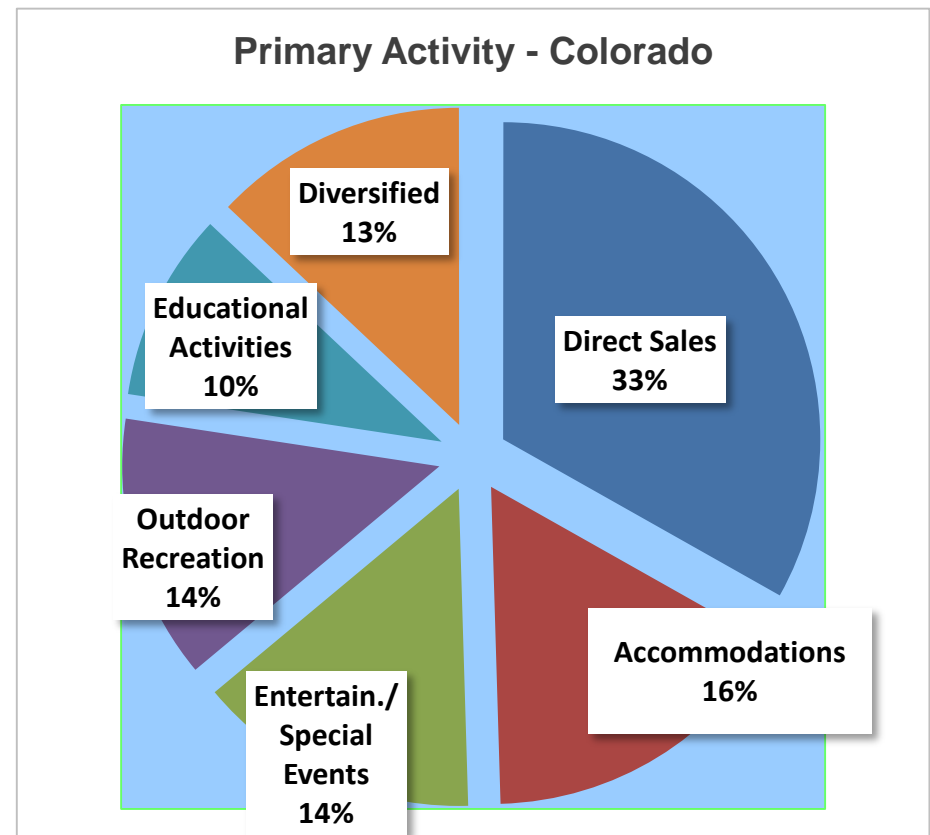
From: Multi-institutional interdisciplinary research project – survey of 288 western agritourism operators as part of 3 year USDA grant: “Place-Based Innovation: An Integrated Look at Agritourism in the Western US”

# Main Sources of Agritourism Revenue

- California:

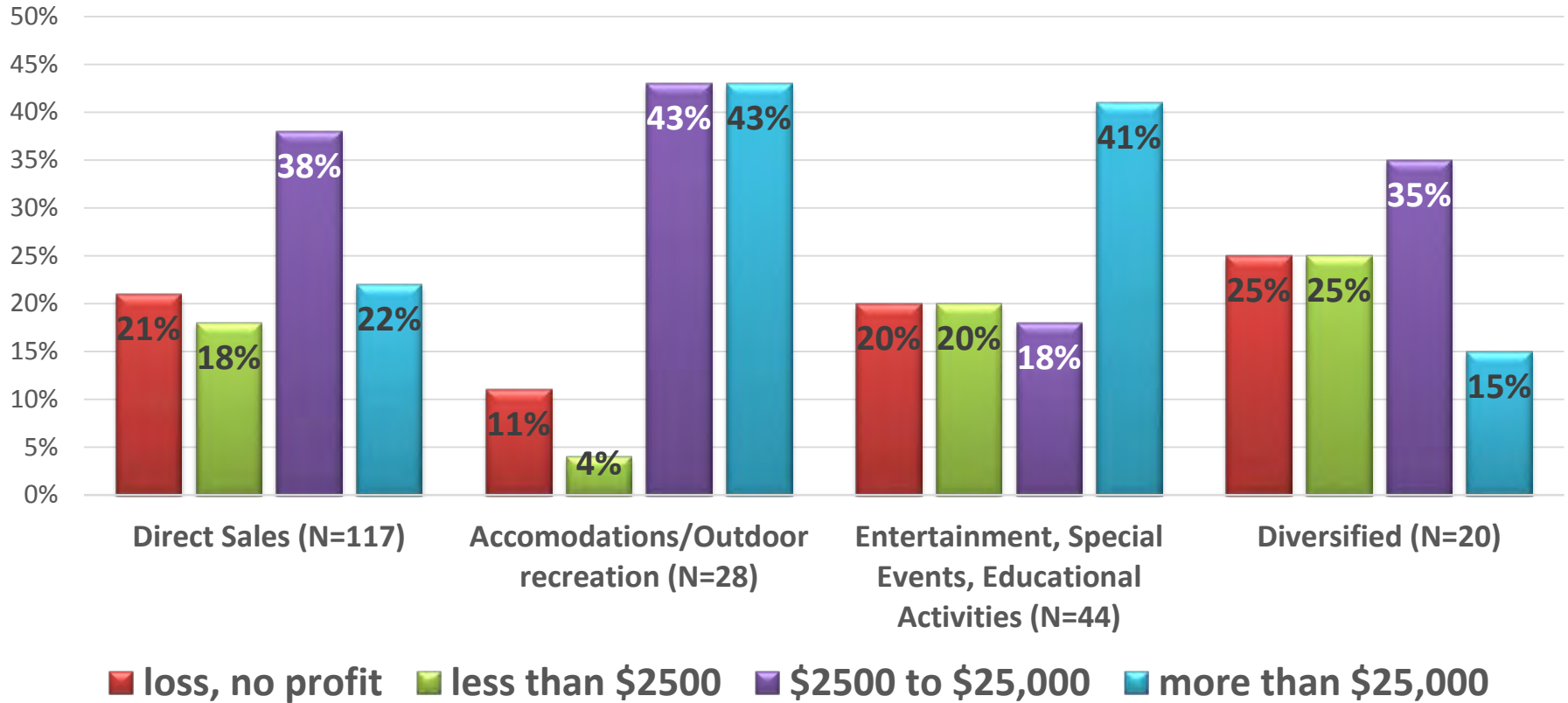


- Colorado:



# Estimated Profit by Primary Activity

(CA & CO combined)

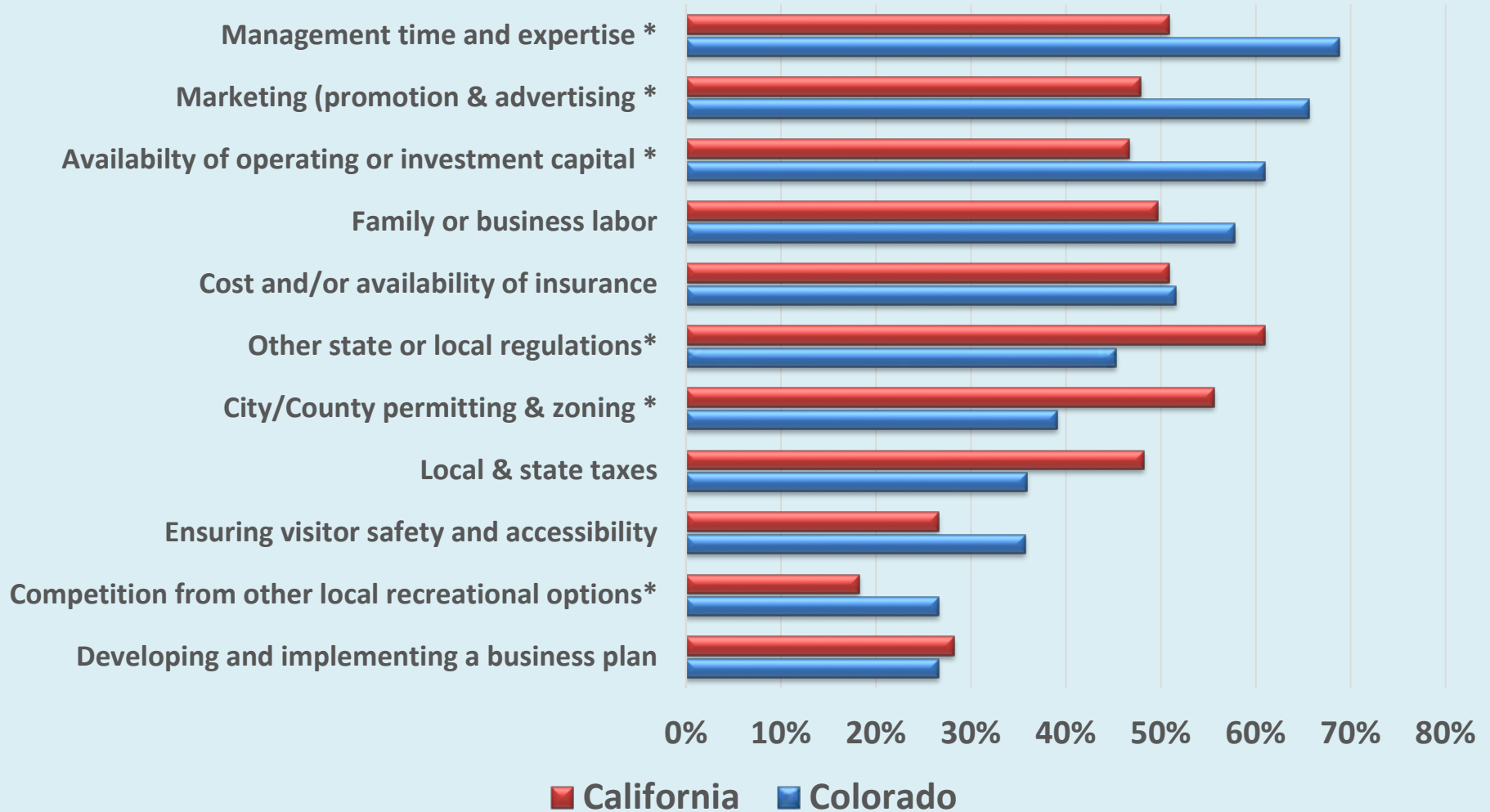


California: N=141

Colorado: N=71

# Agritourism Challenges:

Percent of Respondents Rating Each Issue "Challenging" or "Very Challenging"



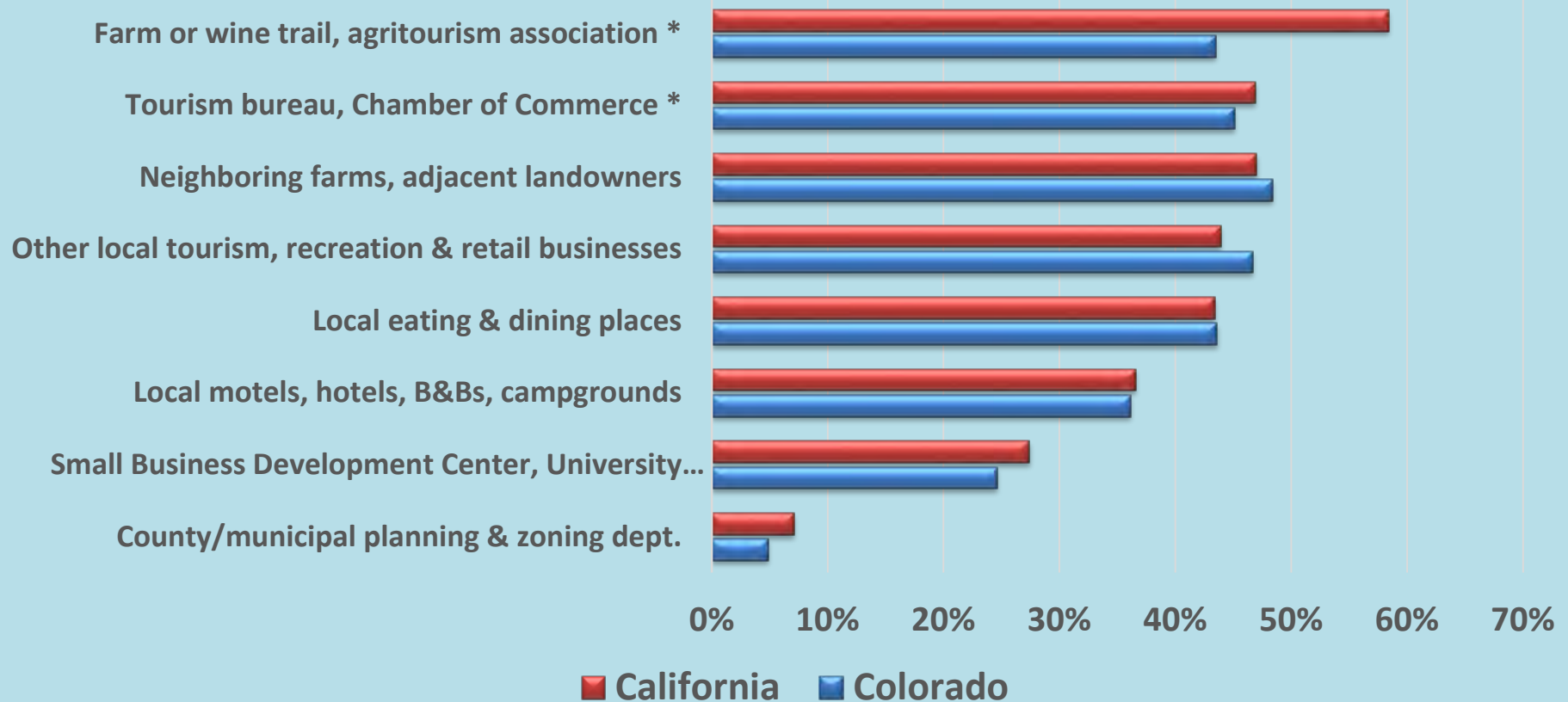
# Agritourism requirements

- Visitor/employee skill-building
- New regulations
- Additional risks
- New partners
- Community support



# Helpfulness of Community Resources

Percent of respondents rating each "helpful" or "very helpful"



\* Difference significant at 90% confidence level

# Thank you!

# Questions?

## Contact:

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