



California Agritourism 2026

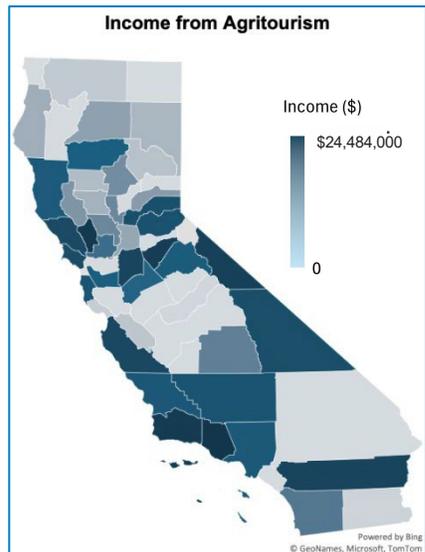
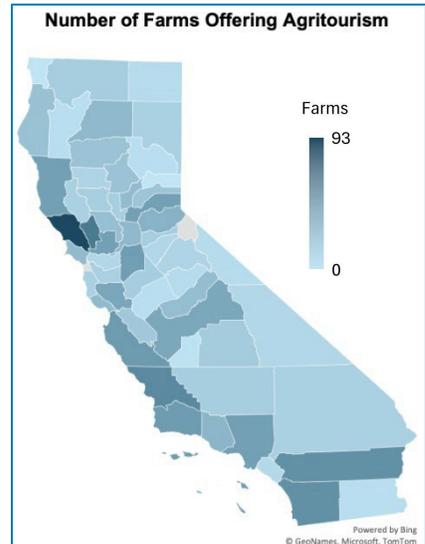
What is Agritourism

Agritourism is an important component of California agriculture, serving as a viable source of **economic stability and diversification** for California’s farms and ranches, contributing to **rural economic development**, and **connecting the public to the food system**. The University of California 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.” This definition encompasses on-farm direct sales, outdoor recreation, educational activities, entertainment, and lodging.¹

California Agritourism by the Numbers

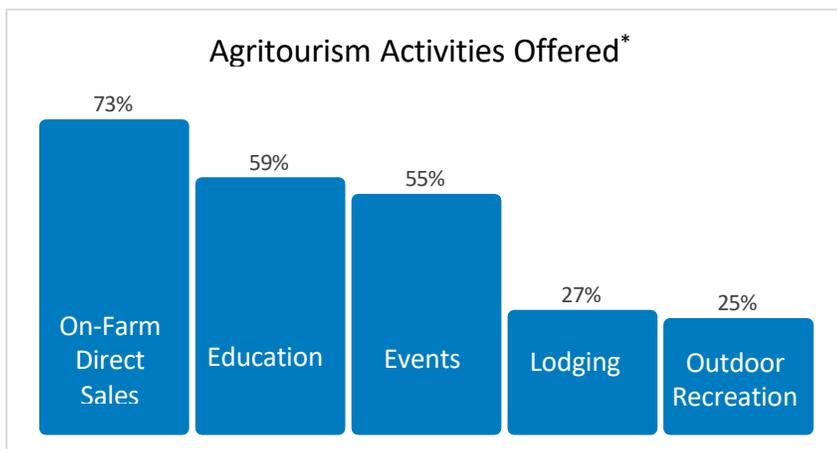
It is estimated that over 2,000 farms and ranches in California offer agritourism activities. The U.S. Census of Agriculture shows **the number of California farms and ranches offering agritourism grew by 81% from 2007 to 2022 and the revenue grew by 184%.²** Agritourism is now nearly a \$100,000,000 industry in California. There are agritourism operations in nearly every county of California. According to the Census, **60% of farms offering agritourism operate less than 50 acres and 80% earn less than \$250,000 gross farm revenue.**

2022 Census of Agriculture



The census includes a limited definition: “agri-tourism and recreational services such as farm or winery tours, hay rides, hunting, fishing, etc.” On-farm direct sales, such as farm stands and U-picks are not captured, therefore while the census provides insights, the number of agritourism operations and revenue are undercounted.

For county statistics see: [Aq Census 2022](https://www.nass.usda.gov/Publications/AqCensus/2022/Full_Report/Volume_1_Chapter_1_State_Level/California/st06_1_007_008.pdf)



*Results from 2019 survey of California agritourism operators n=139

¹ California Overview: 2019 Survey of Agritourism Including On-Farm Direct Sales. <https://ucanr.edu/sites/agritourism/files/382405.pdf>

² Income from Farm-Related Sources: 2022 and 2017, USDA NASS. https://www.nass.usda.gov/Publications/AqCensus/2022/Full_Report/Volume_1_Chapter_1_State_Level/California/st06_1_007_008.pdf

California Agritourism Industry Opportunities

Strategic Economic Development and Tourism Plans

In 2025, regional economic development plans were released by [California Jobs First](#). Of the 13 regional economic development plans, **five regions specifically identified agritourism as a strategic economic growth sector and three regions identified agritourism as an existing economic asset.**⁴ Visit California also released strategic tourism plans in 2025 to shape the state’s travel and tourism industry, including [12 Regional Strategic Tourism Plans](#).⁵ **Investment in agritourism development was identified by seven regions as a key regional strategic opportunity.**

California Grown Launches Agritourism Marketing Platform

The [Experience California Agriculture](#) platform, newly developed by California Grown, spotlights the state’s diverse and dynamic agritourism offerings.

California Agritourism Summit

In September 2026, a diverse set of stakeholders that are critical to successful agritourism development will gather at the [California Agritourism Summit](#) to share current initiatives, industry developments, and create a collective vision for the future of agritourism in California.



California Agritourism Challenges

Leading Challenges Identified by Farmers & Ranchers

Liability	Regulations, Permitting & Zoning	Marketing
<ul style="list-style-type: none"> The cost and availability of insurance to cover agritourism activities is prohibitive California is one of only 15 states with NO legal liability protections for agritourism operations 	<ul style="list-style-type: none"> Agritourism activities not allowed on agriculturally zoned land Permitting process is unclear Permits are not 'right-sized' for activities proposed, creating a barrier to entry 	<ul style="list-style-type: none"> Marketing support from tourism entities to expand the reach of individual businesses Marketing education, tools, and resources to support businesses

Leading Challenges Identified by Agritourism Stakeholders

Sustainable Agritourism Development	Lack of Cohesive Strategy
<ul style="list-style-type: none"> Concerns about traffic, noise, and taking land out of agricultural production 	<ul style="list-style-type: none"> Need to share best practices and models Defining and planning for agritourism at county and state level

³ California Jobs First State Economic Blueprint. February 2025. <https://jobsfirst.ca.gov/wp-content/uploads/Economic-Blueprint.pdf>

⁴ California’s 13 Jobs First Regions. <https://jobsfirst.ca.gov/>

⁵ Regional Strategic Tourism Plans Overview. <https://travelmattersca.com/travel-hub/regional-strategic-tourism-plans>