

Agritourism in the Western US



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UCDAVIS

Overview

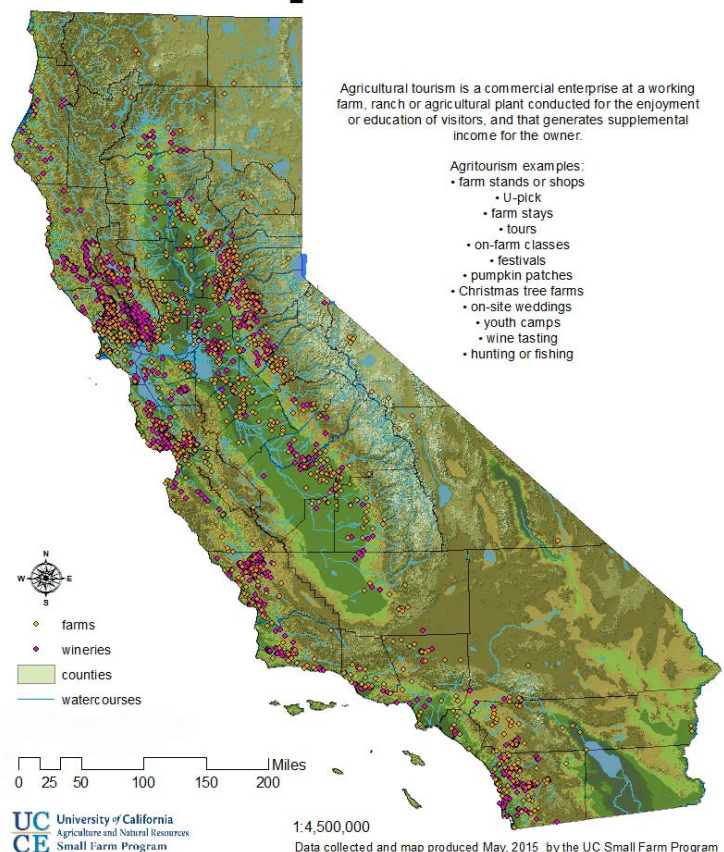
- ❑ Connection between agritourism and local foods
- ❑ Defining and describing agritourism
- ❑ Characteristics of agritourism operations and operators in California & Colorado

Agritourism & Local Food

- Agritourism is defined as any income-generating activity conducted on a **working** farm or ranch for the enjoyment and education of visitors
- As public interest in local food production increases, many producers diversify by establishing agritourism operations including U-Pick orchards, farm stays, corn mazes and pumpkin patches, festivals, classes, tours and tasting rooms
- Agritourism connects the 98% of the Western US who are not involved in agricultural production with farmers and ranchers—the 2% who produce their food

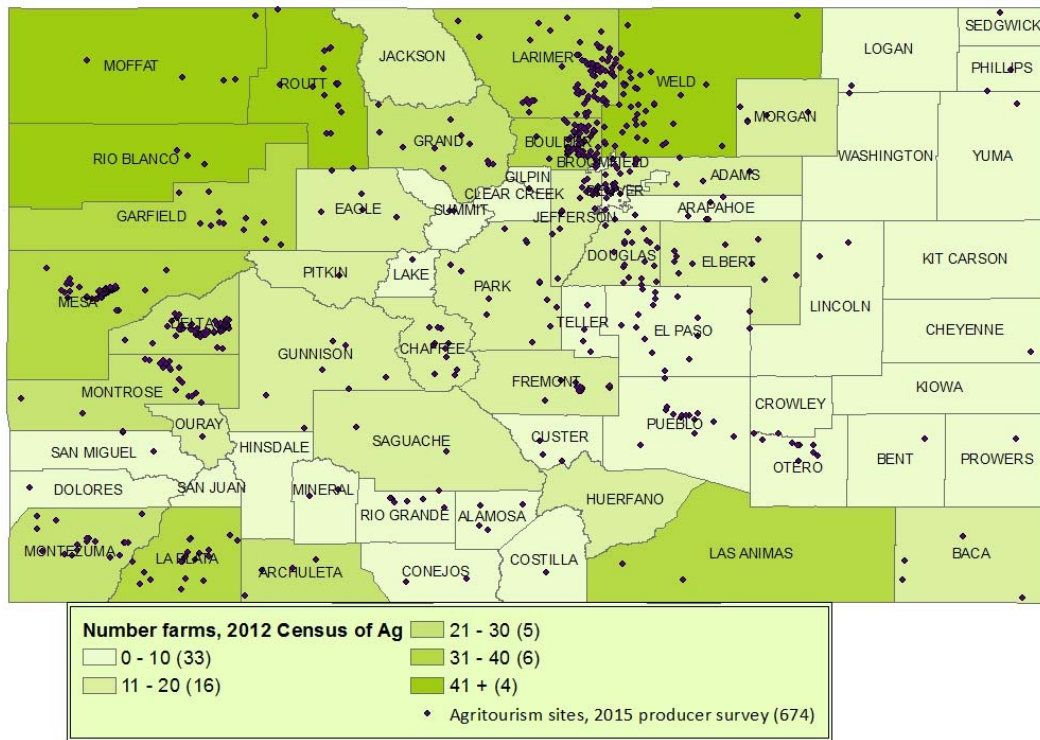
Agritourism in California

California Agritourism and Winery Operations



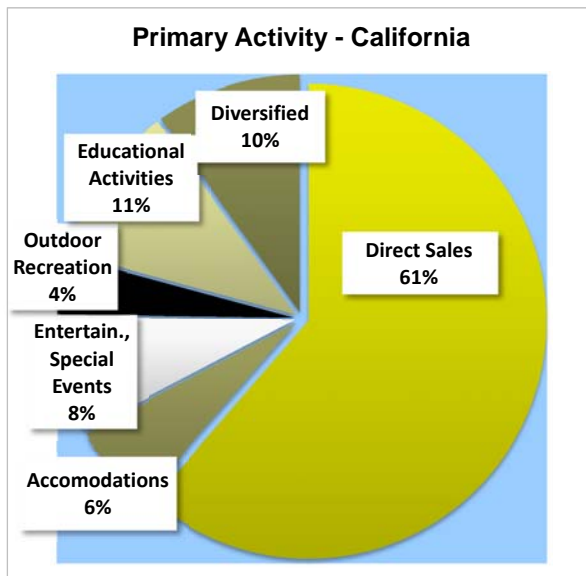
Agritourism in Colorado

Census vs Surveyed Colorado Agritourism (2012/2015)

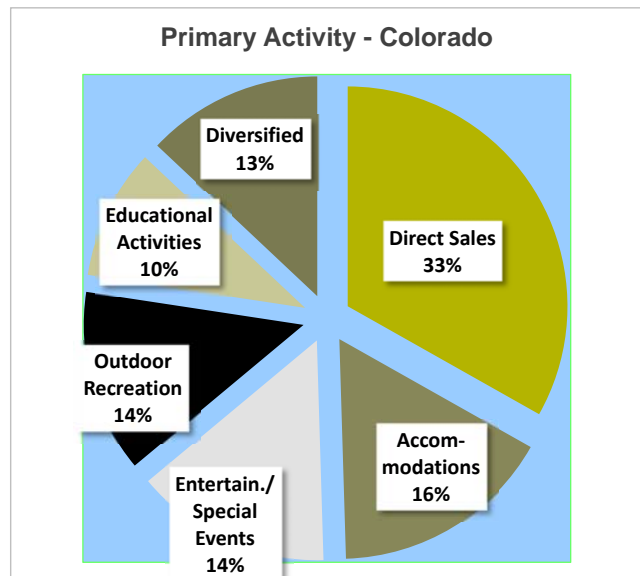


Main Sources of Agritourism Revenue

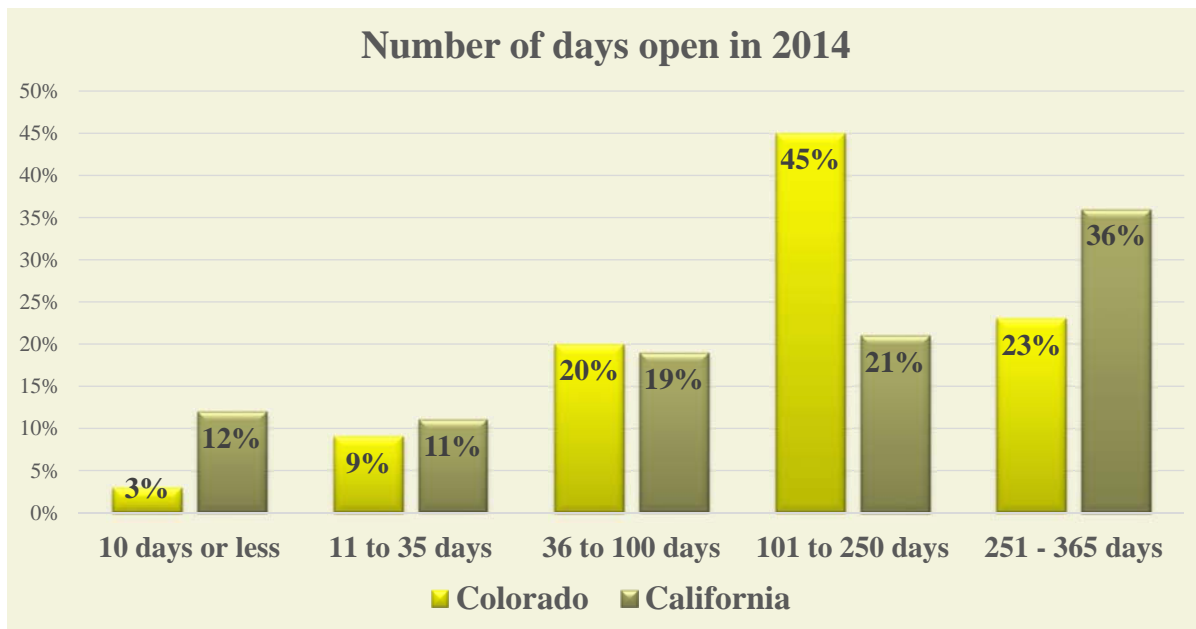
California:



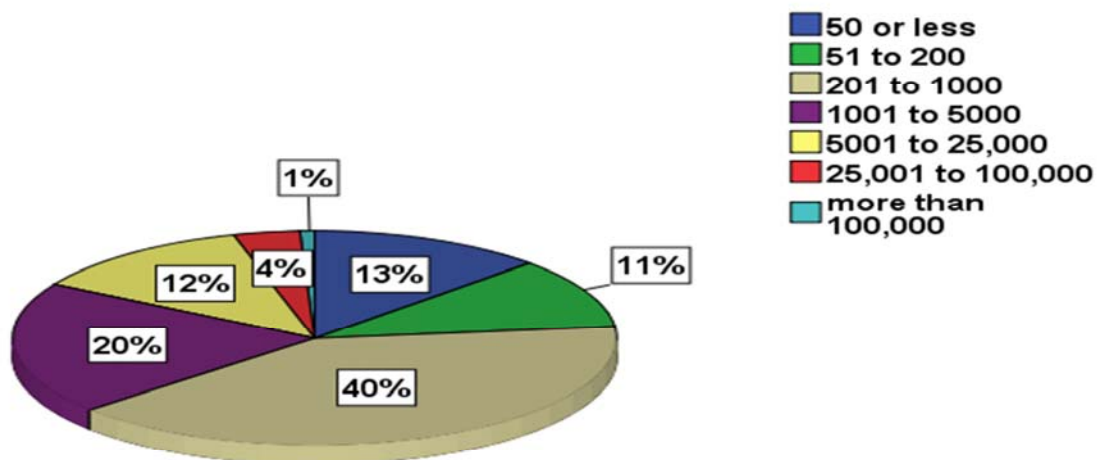
Colorado:



Agritourism Operations

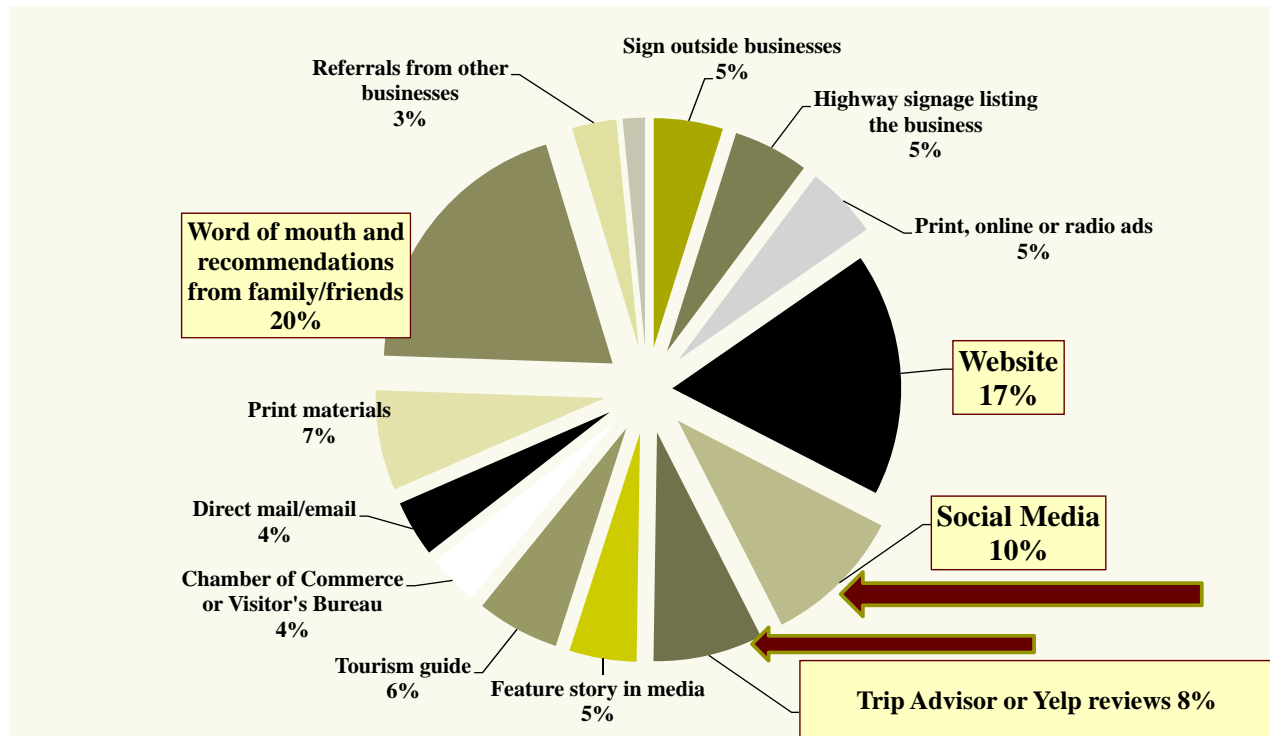


Number of Annual Visitors

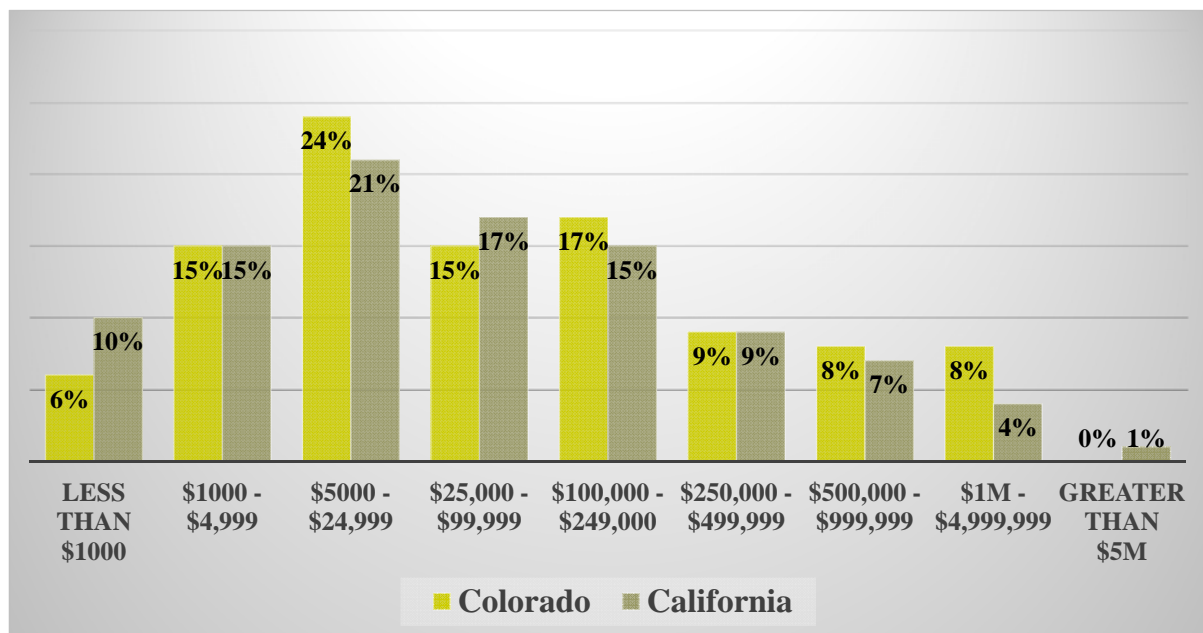


Number of Visitors in 2014 (CO & CA combined)

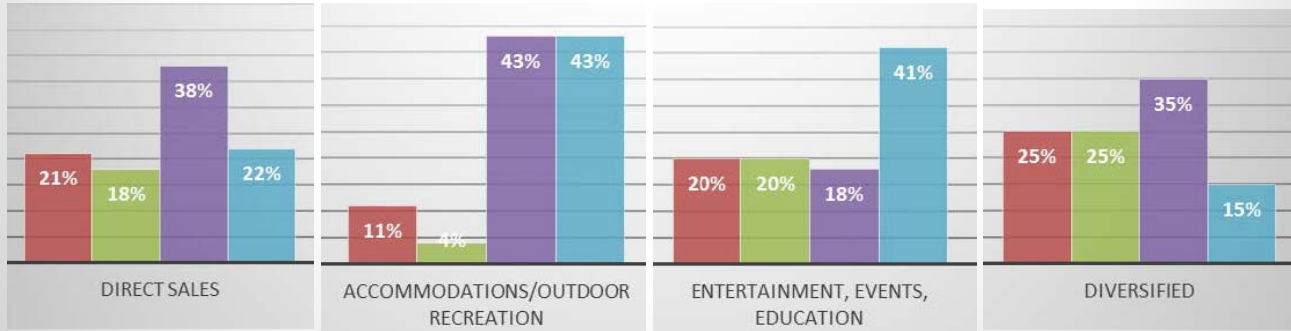
Information Sources Used by Agritourists



Agritourism Gross Revenue - 2014



Estimated Profit by Primary Activity (CA & CO combined)

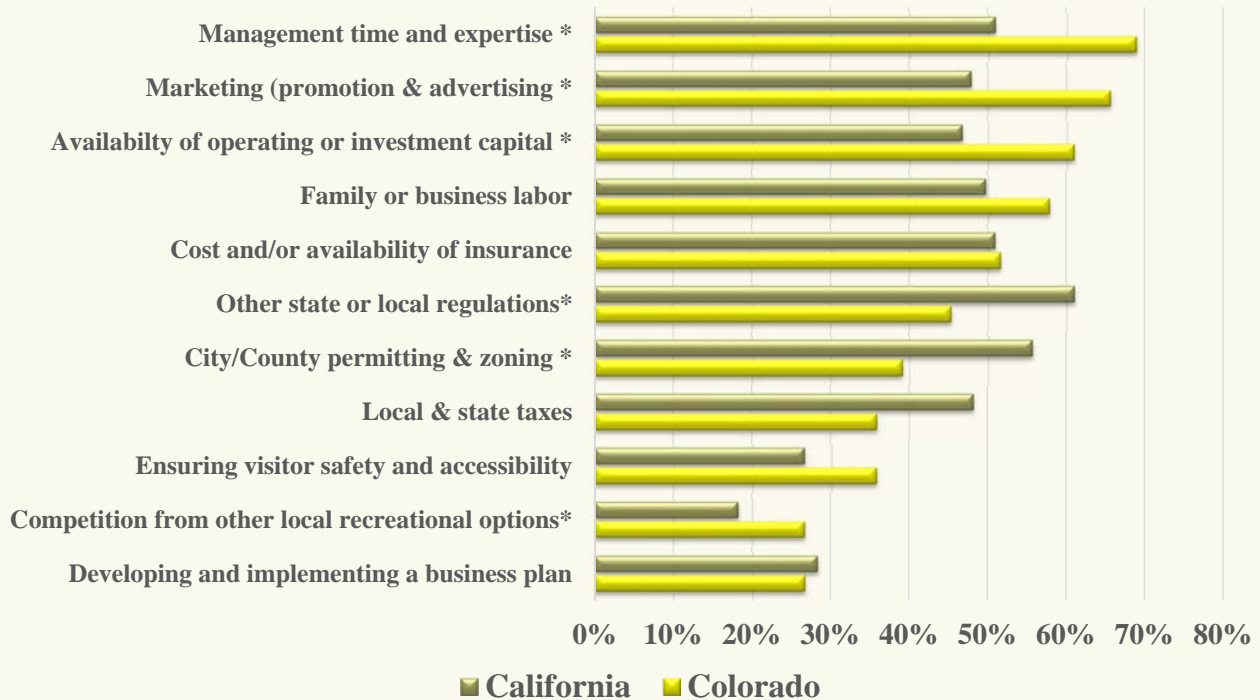


■ loss, no profit
 ■ less than \$2500
 ■ \$2500 to \$25,000
 ■ more than \$25,000

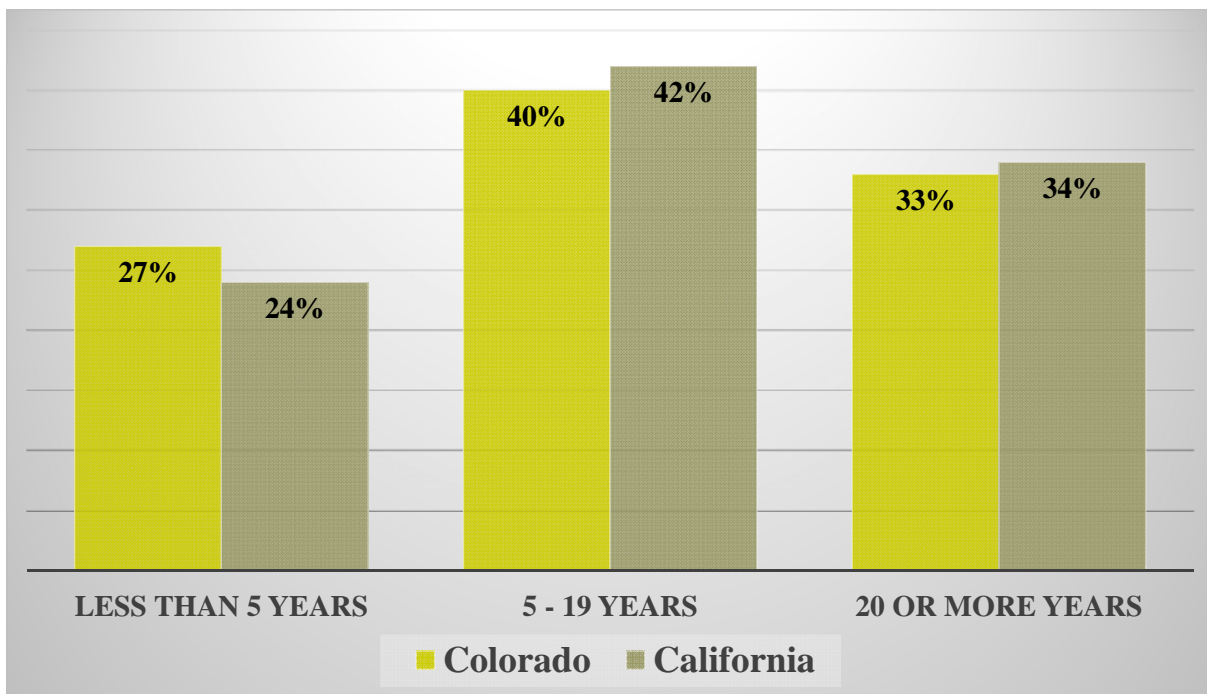
California: N=141
 Colorado: N=71

Agritourism Challenges:

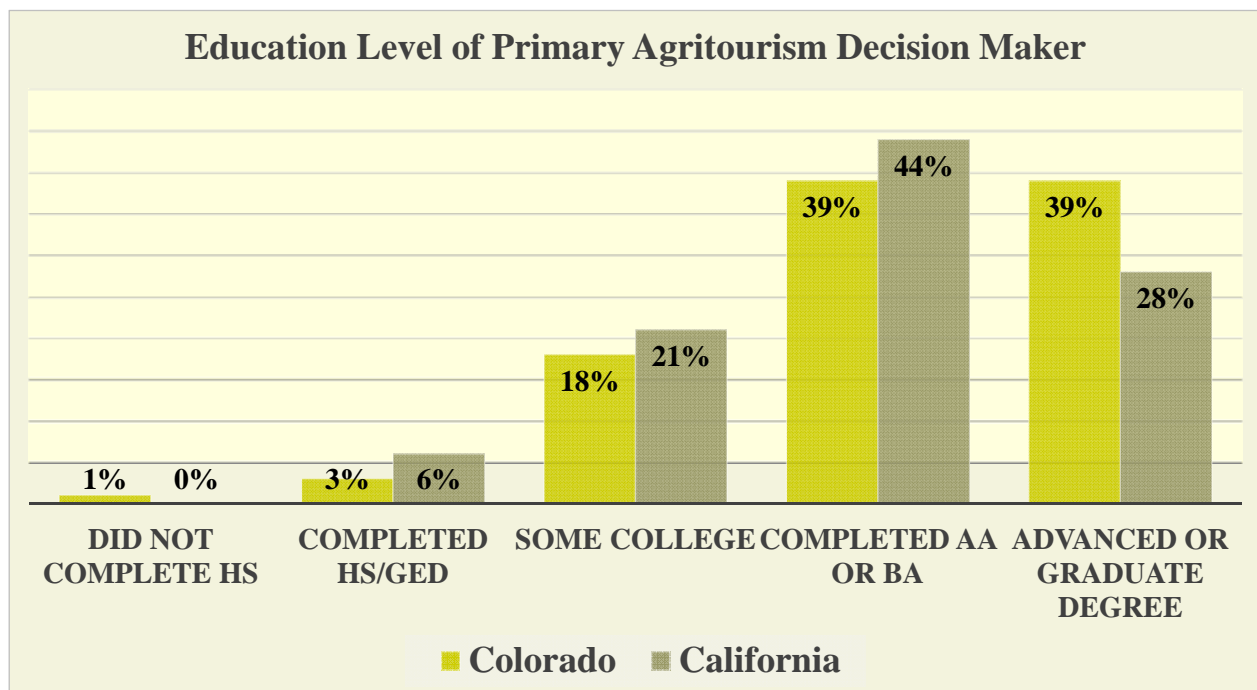
Percent of Respondents Rating Each Issue "Challenging" or "Very Challenging"



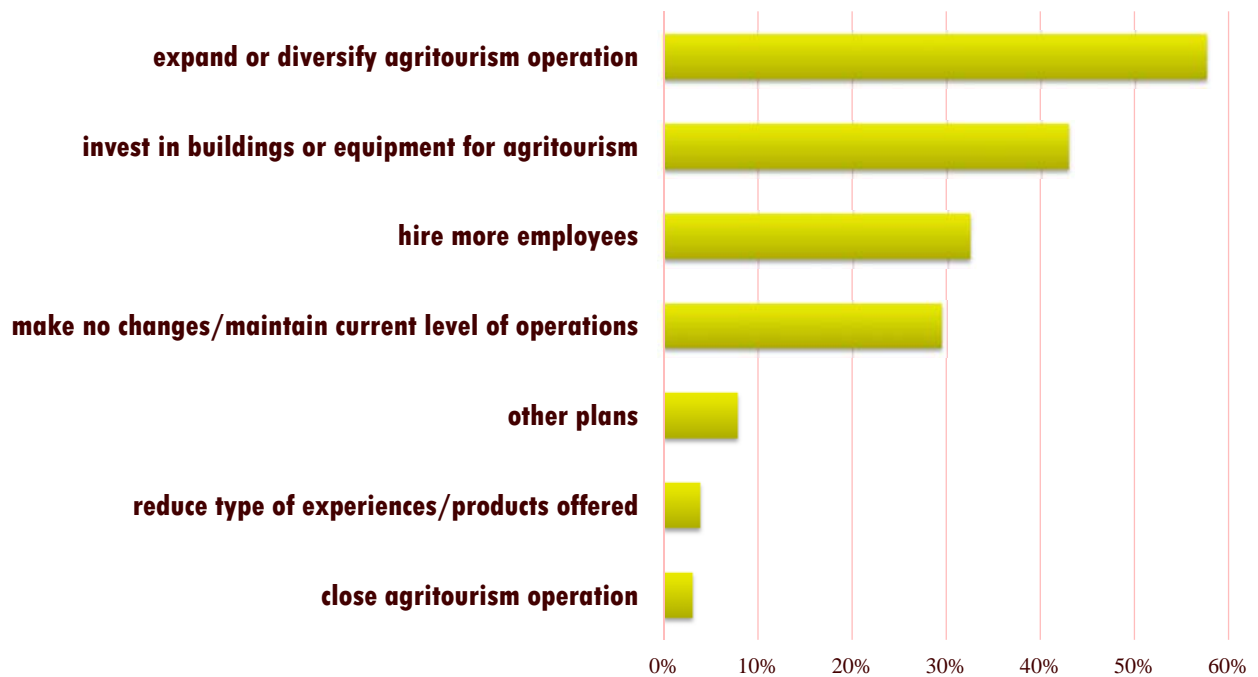
Age of Agritourism Businesses



Education Level of Agritourism Operators



Future Plans (CA & CO combined)



Prospects for Agritourism

- ❑ Growing interest in local food has led many farming and ranching operations to expand into agritourism
- ❑ Broad range of offerings
- ❑ Majority generate revenues <\$100,000
- ❑ Most are profitable and are planning to expand their operations

Questions or Comments?

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