California Agritourism Snapshot 2017

Yolo/Solano/Sacramento Agritourism Summit – February 13, 2017

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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)
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

- LESS THAN $1000: 6% (Colorado), 10% (California)
- $1000 - $4,999: 15% (Colorado), 15% (California)
- $5000 - $24,999: 24% (Colorado), 21% (California)
- $25,000 - $99,999: 15% (Colorado), 17% (California)
- $100,000 - $249,000: 17% (Colorado), 15% (California)
- $250,000 - $499,999: 9% (Colorado), 9% (California)
- $500,000 - $999,999: 8% (Colorado), 7% (California)
- $1M - $4,999,999: 8% (Colorado), 4% (California)
- GREATER THAN $5M: 0% (Colorado), 1% (California)
Number of Annual Visitors

Number of Visitors in 2014 (CO & CA combined)
Days Agritourism Operations Open

Number of days open in 2014

- 10 days or less: Colorado 3%, California 12%
- 11 to 35 days: Colorado 9%, California 11%
- 36 to 100 days: Colorado 20%, California 19%
- 101 to 250 days: Colorado 45%, California 21%
- 251 - 365 days: Colorado 23%, California 36%
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:

- Direct Sales: 61%
- Accommodations: 11%
- Educational Activities: 10%
- Entertain./Special Events: 8%
- Outdoor Recreation: 4%
- Diversified: 6%

• Colorado:

- Direct Sales: 33%
- Accommodations: 16%
- Outdoor Recreation: 14%
- Diversified: 13%
- Educational Activities: 10%
- Entertain./Special Events: 8%
Estimated Profit by Primary Activity  
(CA & CO combined)
Agritourism Challenges:

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

- Management time and expertise *
- Marketing (promotion & advertising *)
- Availability of operating or investment capital *
- Family or business labor
- Cost and/or availability of insurance
- Other state or local regulations*
- City/County permitting & zoning *
- Local & state taxes
- Ensuring visitor safety and accessibility
- Competition from other local recreational options*
- Developing and implementing a business plan

California
Colorado

0% 10% 20% 30% 40% 50% 60% 70% 80%
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"

- Farm or wine trail, agritourism association *
- Tourism bureau, Chamber of Commerce *
- Neighboring farms, adjacent landowners
- Other local tourism, recreation & retail businesses
- Local eating & dining places
- Local motels, hotels, B&Bs, campgrounds
- Small Business Development Center, University...
- County/municipal planning & zoning dept.

0% 10% 20% 30% 40% 50% 60% 70%

* Difference significant at 90% confidence level
Thank you!

Questions?

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