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 a 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

- Colorado
- California
Number of Annual Visitors

Number of Visitors in 2014 (CO & CA combined)
Age of Agritourism Businesses

- **LESS THAN 5 YEARS**
  - Colorado: 27%
  - California: 24%

- **5 - 19 YEARS**
  - Colorado: 40%
  - California: 42%

- **20 OR MORE YEARS**
  - Colorado: 33%
  - California: 34%
Days Agritourism Operations Open

Number of days open in 2014

<table>
<thead>
<tr>
<th>Days Open Range</th>
<th>Percentage</th>
<th>Colorado</th>
<th>California</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 days or less</td>
<td>3%</td>
<td>12%</td>
<td>9%</td>
</tr>
<tr>
<td>11 to 35 days</td>
<td>9%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>36 to 100 days</td>
<td>20%</td>
<td>19%</td>
<td>20%</td>
</tr>
<tr>
<td>101 to 250 days</td>
<td>45%</td>
<td></td>
<td>21%</td>
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<tr>
<td>251 - 365 days</td>
<td>23%</td>
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<td>36%</td>
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Source: University of California Agriculture and Natural Resources
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%
  - Educational Activities: 11%
  - Accommodations: 6%
  - Outdoor Recreation: 4%
  - Entertain., Special Events: 8%
  - Diversified: 10%

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

- Direct Sales (N=117): 21% loss, no profit, 18% less than $2500, 22% $2500 to $25,000, 38% more than $25,000
- Accommodations/Outdoor recreation (N=28): 11% loss, no profit, 4% less than $2500, 43% $2500 to $25,000, 43% more than $25,000
- Entertainment, Special Events, Educational Activities (N=44): 20% loss, no profit, 20% less than $2500, 18% $2500 to $25,000, 41% more than $25,000
- Diversified (N=20): 25% loss, no profit, 25% less than $2500, 35% $2500 to $25,000, 15% more than $25,000

California: N=141  Colorado: N=71
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

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

California  Colorado
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.

* Difference significant at 90% confidence level
Thank you!

Questions?

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