



New England Agricultural Statistics Service

a field office of the National Agricultural Statistics Service
United States Department of Agriculture



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Vermont Agri-Tourism 2000

September 5, 2001

A special "THANK YOU" goes to the Vermont agricultural producers who helped us by completing the Agri-Tourism Survey during July and August. Support for this project was provided by the Vermont Farms! Association, the Vermont Department of Agriculture, and USDA Rural Development.

Income from Agri-Tourism Totals \$10.5 Million in Vermont

Income from agri-tourism related activities on Vermont farms in 2000 totaled \$10.5 million. Thirty-one percent of all farms in Vermont received income from agri-tourism in 2000. These 2,100 farms received an average of \$5,000 per farm from agri-tourism.

Smaller farms, in terms of acreage, tended to be more involved in agri-tourism than larger farms. Forty percent of farms with less than 50 acres received income from agri-tourism in 2000. This compares to about one-third of the farms with 50-149 acres and 23 percent of farms with 150 or more acres.

While a greater percent of small farms were involved in agri-tourism, larger farms had a higher average income. The smaller farms with less than 50 acres received, on

average, \$3,375 for agri-tourism related activities in 2000. The larger farms received an average of \$6,000 per farm.

On-farm sales of commodities produced and sold from the farm was the most common source of agri-tourism income. This included sales of maple syrup and maple products, Christmas trees, fruits, vegetables, cut flowers, nursery products, cheese, and an assortment of other items produced on Vermont farms. Other categories of agri-tourism included Outdoor Recreation, Education, Accommodations, and Entertainment.

The \$10.5 million generated from agri-tourism activities represent a little less than two percent of the total gross farm income generated in Vermont in 2000.

VERMONT: Number of Farms, Farms with Agri-Tourism, Agri-Tourism Income, 2000

Size of Farm	Total Number of Farms	Farms With Agri-tourism Income	Income Received From Agri-tourism
Acres	Number		Dollars
1 - 49	2,000	800	2,700,000
50 - 149	1,800	600	3,800,000
150 - 499	2,400	550	3,000,000
500 +	600	150	1,000,000
Total	6,800	2,100	10,500,000

Agri-tourism is a commercial enterprise on a working farm conducted for the enjoyment, education, and/or active involvement of the visitor, generating supplemental income for the farm. Many farmers in Vermont are opening up their operations to the public by producing and selling products directly from the farm, operating a bed and breakfast, conducting educational farm tours, offering hay and sleigh rides, and many other agri-tourism activities which bring the farm experience to more people and provide additional revenue to support their farming operation.

Survey Methodology: A stratified random sample, by size of farm, of approximately 1,300 farms across Vermont was selected from the New England Agricultural Statistics database of farms. The sample was drawn based on a 95 percent confidence interval with a five percent margin of error based on the proportion of farms within each size group. Trained interviewers contacted farmers during July and August 2001. To accurately account for all income from agri-tourism activities, questions were divided into five general categories: Outdoor Recreation, Educational Tourism, On-Farm Sales, Accommodations, and Entertainment. The survey was not designed to provide statistically reliable estimates by each of these categories. The data collection went very well with a refusal rate of only six percent from respondents that were contacted. The data were thoroughly analyzed and estimates set based on the survey indications using standard USDA-NASS methodology.

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