According to the 2017 Agricultural Census, Pennsylvania has 6,936 Farms offering Direct Sales or Agritourism

- 6,225 Farms with only Direct Sales
- 533 Farms with only Agritourism
- 178 Farms with both Direct Sales and Agritourism

The data highlight regional and national trends, showing that agritourism and direct sales activities are most common in the Northeast states, which account for about one-fifth of all U.S. farms offering some form of agritourism. These findings suggest potential opportunities for regional collaboration among agritourism entrepreneurs.

Agritourism activities fit within five main categories:
- Direct sales: consumers buy directly from farmers
- Education: learning experiences, such as school tours
- Hospitality: includes farm stays, on-farm dinners
- Outdoor recreation: outdoor farm experiences
- Entertainment: on-farm activities such as festivals

**BACKGROUND**

Agritourism is a critical farm diversification strategy for farmers to enhance income and profit potential with benefits related to rural community development, increased awareness of sustainability practices, and local heritage preservation.

Only 1.5% of all farms in the United States report income from agritourism activities but the sector is on an upward trajectory.

**OBJECTIVE**

Based on the 2017 Agricultural Census data obtained through a special request from the University of Vermont, these fact sheets provide comprehensive insights into the demographics of farms that offer agritourism and direct sales services in each state. Fact sheets are organized by geographic region.

**WHAT IS AGRITOURISM?**

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**CONTACT**

Penn State Agritourism Program:
Claudia Schmidt: cschmidt@psu.edu;
Sarah Cornelisse: sar243@psu.edu.

Find the 50 factsheets online here:

**MORE RESEARCH**


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