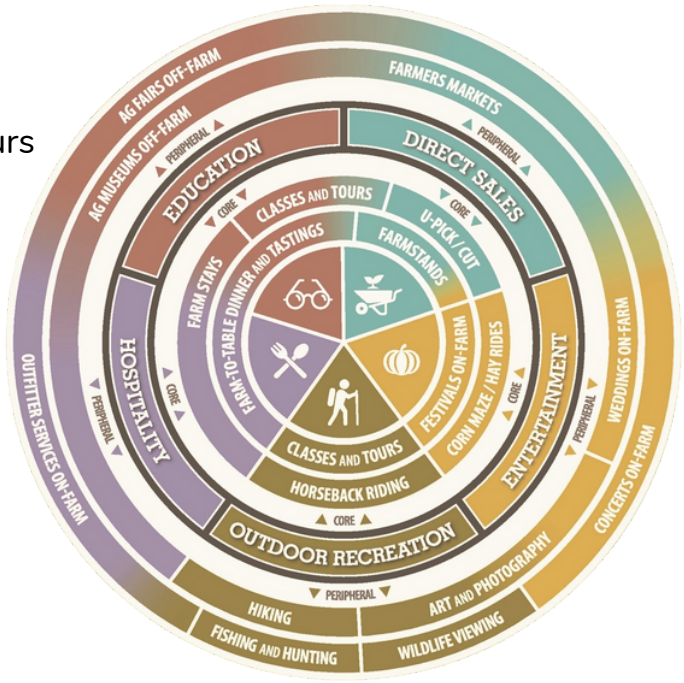
Agritourism in Iowa

Iowa has 86,104 Farms

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



According to the 2017 Agricultural Census, Iowa has **2,873 Farms offering Direct Sales or Agritourism**

- **2,523 Farms with only Direct Sales**
- **298 Farms with only Agritourism**
- **52 Farms with both Direct Sales and Agritourism**

Each of these three subsets of farms is detailed on its own page in the remainder of this information sheet.

Data source: 2017 Census of Agriculture data. Special data request. Contact: Claudia Schmidt, Penn State, cschmidt@psu.edu.
In the questionnaire for farms and ranches, two questions were included that pertain to agritourism (USDA NASS Census of Agriculture 2017):
(1) "Report the gross dollar amount received before taxes and expenses in 2017 for income from agritourism and recreational services, such as farm tours, hayrides, hunting, fishing, etc."
(2) "How much was received in 2017 for the food produced and sold directly to consumers: farmers markets, on-farm stores or farm stands, roadside stands or stores, u-pick, CSA (Community Supported Agriculture), online marketplaces, and so on? Include edible agricultural products for human consumption. Exclude nonedible products such as hay, cut flowers, Christmas trees, nursery products, and so on; commodities produced under production contracts; products purchased and resold."
Please note that NASS gets information on up to 4 "producers" per farm, so the summed number of producers exceeds the number of farms. The three categories are mutually exclusive as presented here. In the publicly available census data the number of farms receiving income from agritourism totals 350, the category of farms receiving income from direct sales totals 2,575.
Graphic: Chase, L. C., Stewart, M., Schilling, B., Smith, B., & Walk, M. (2018). Agritourism: Toward a conceptual framework for industry analysis. Journal of Agriculture, Food Systems, and Community Development, 8(1), 13–19. https://doi.org/10.5304/jafscd.2018.081.016.

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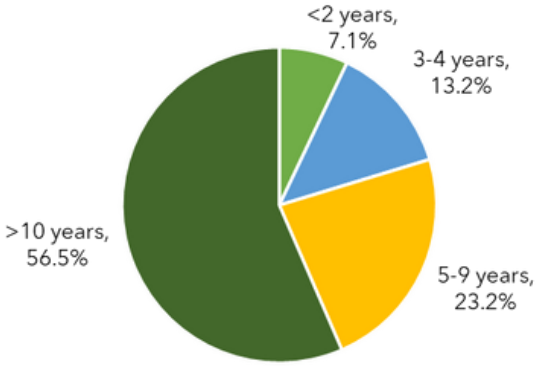
Iowa

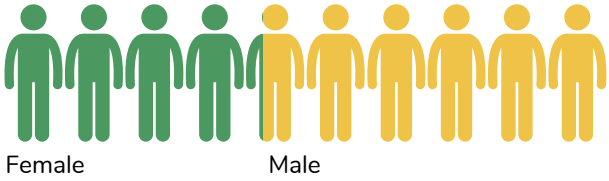
2,523 Farms with only Direct Sales

Most operators are full owners

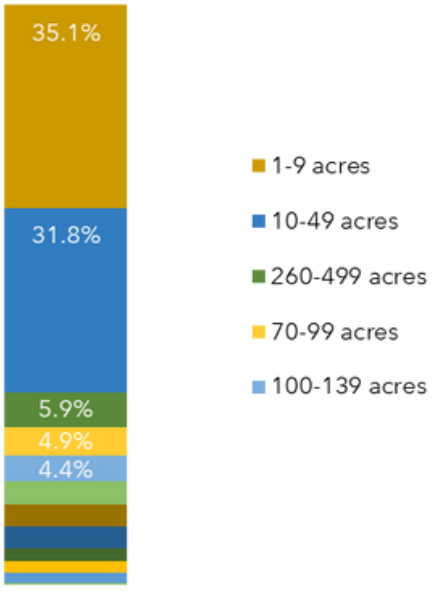
Most farms are more than 10 years old



42.2% of operators are female



66.9% of farms are less than 50 acres in size



Farms with direct sales sell a variety of products (top four)

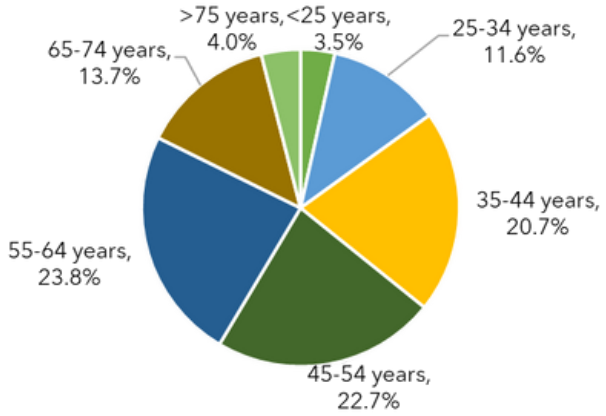
20.2% Beef cattle

15.8% Oilseed and grain

13.4% Diversified livestock

12.0% Vegetable and melon

The largest proportion of farmers are 55-64 years old



27.1% of farms make less than $10,000 annually from direct sales

Data source: 2017 Census of Agriculture data. Special data request. Contact: Claudia Schmidt, Penn State: cschmidt@psu.edu.

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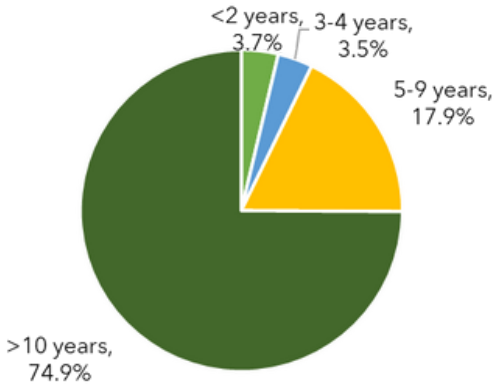
Iowa

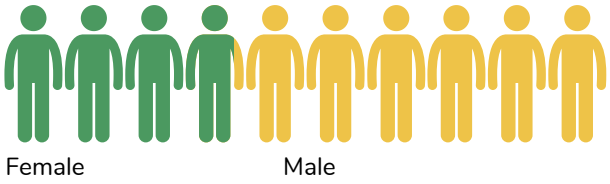
298 Farms with only Agritourism

Most operators are full owners

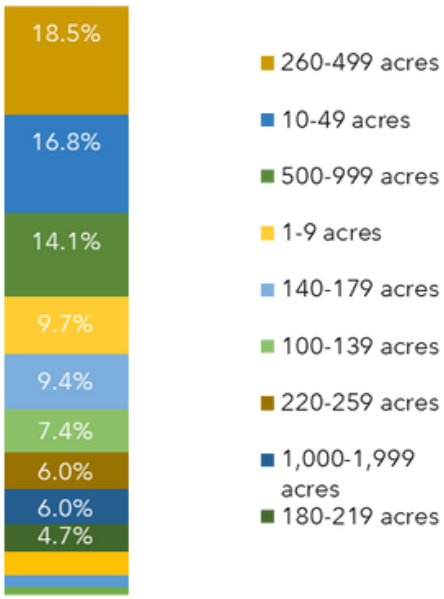
Most farms are more than 10 years old



38.9% of operators are female



26.5% of farms are less than 50 acres in size



Farms with direct sales sell a variety of products (top four)

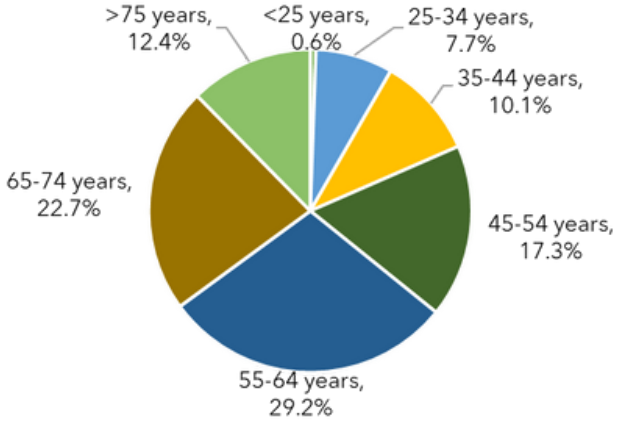
33.9% Oilseed and grain

25.2% Diversified crops

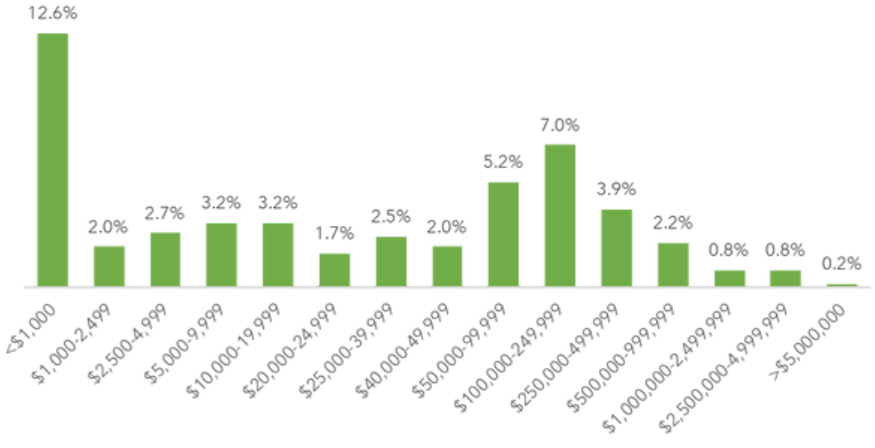
12.8% Beef cattle

11.7% Diversified livestock

The largest proportion of farmers are 55-64 years old



20.5% of farms make less than $10,000 annually from only agritourism



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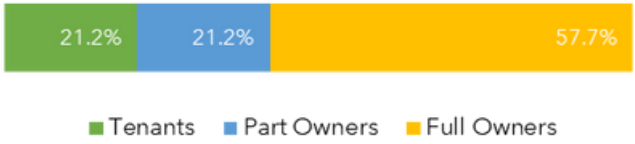
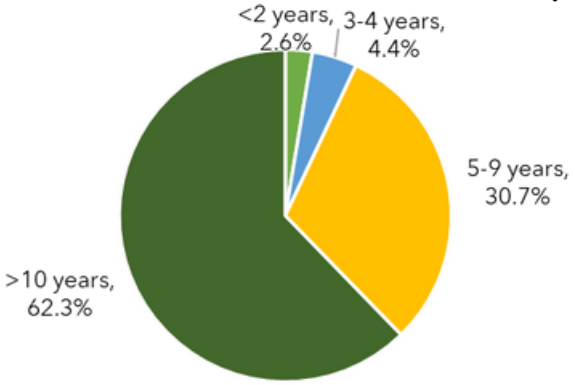
Iowa

52 Farms with both Direct Sales and Agritourism

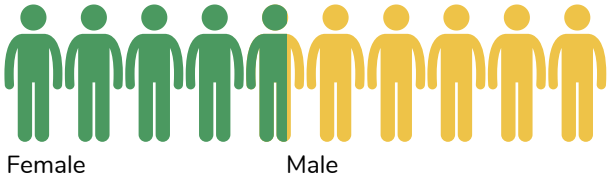
Most operators are full owners



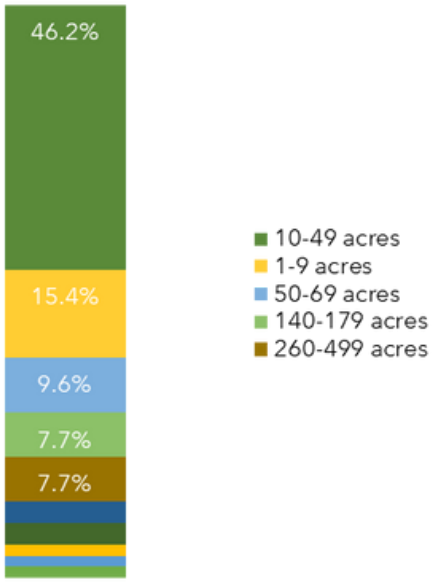
Most farms are more than 10 years old



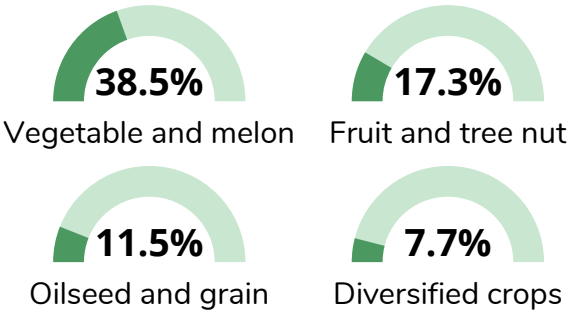
46.5% of operators are female



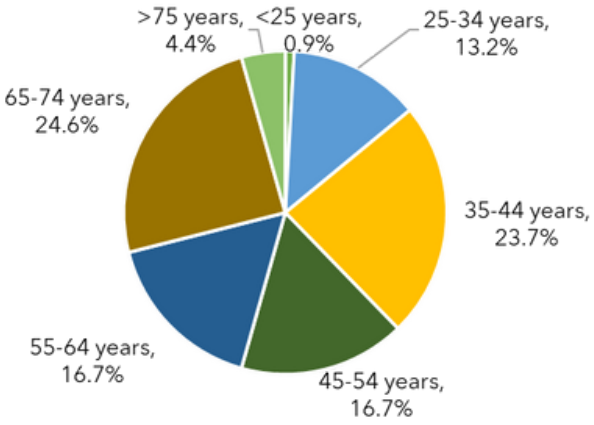
61.5% of farms are less than 50 acres in size



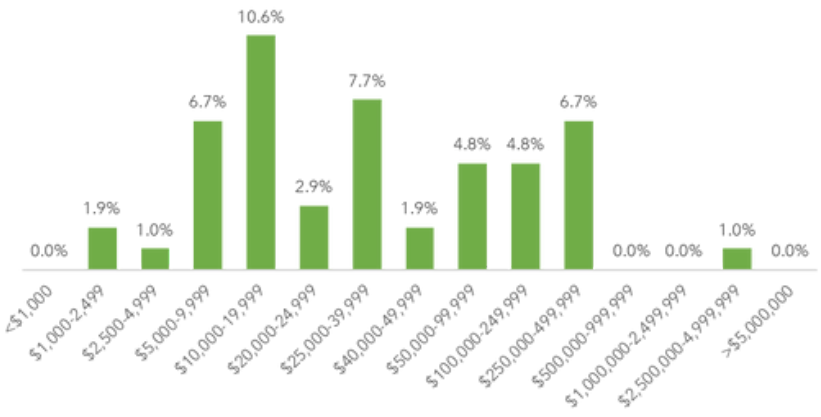
Farms with direct sales sell a variety of products (top four)



The largest proportion of farmers are 65-74 years old



9.6% of farms make less than $10,000 annually from both agritourism and direct sales



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Agritourism in Iowa

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