Agritourism in Wisconsin

Wisconsin has 64,793 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, Wisconsin has **5,579 Farms offering Direct Sales or Agritourism**

**Direct Sales or Agritourism**
- 4,949 Farms with only Direct Sales
- 491 Farms with only Agritourism
- 139 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 630, the category of farms receiving income from direct sales totals 5,088.

Wisconsin
4,949 Farms with only Direct Sales

Most operators are full owners

- Full Owners: 67.1%
- Part Owners: 24.6%
- Tenants: 8.3%

Most farms are more than 10 years old

- >10 years: 62.1%
- 5.9-9 years: 19.5%
- <3 years: 11.3%
- <2 years: 7.0%

41.7% of operators are female

56.7% of farms are less than 50 acres in size

- 10-49 acres: 35.9%
- 1-9 acres: 20.8%
- 70-99 acres: 8.8%
- 100-139 acres: 7.6%
- 50-69 acres: 7.3%
- 140-179 acres: 5.4%
- 260-499 acres: 5.3%

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

- Vegetable and melon: 14.9%
- Beef cattle: 20.3%
- Diversified crops: 13.2%
- Fruit and tree nuts: 9.8%

The largest proportion of farmers are 55-64 years old

41.7% of operators are female

26.2% of farms make less than $10,000 annually from direct sales

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491 Farms with only Agritourism

Most operators are full owners

- Full Owners: 68.4%
- Part Owners: 26.1%
- Tenants: 5.5%

Most farms are more than 10 years old

- >10 years: 72.4%
- 5-9 years: 14.0%
- 3-4 years: 5.8%
- <2 years: 7.8%

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

- Diversified crops: 25.9%
- Diversified livestock: 19.6%
- Oilseed and grain: 12.4%
- Beef cattle: 11.2%

The largest proportion of farmers are 55-64 years old

- 55-64 years: 33.7%
- 45-54 years: 21.5%
- 65-74 years: 20.8%
- >75 years: 8.0%
- <25 years: 2.2%
- 25-34 years: 4.6%
- 35-44 years: 9.2%

38.4% of operators are female

- Female: 38.4%
- Male: 61.6%

28.3% of farms are less than 50 acres in size

- 10-49 acres: 21.8%
- 50-69 acres: 6.5%
- 70-99 acres: 6.5%
- 100-139 acres: 9.4%
- 140-599 acres: 9.0%
- 600-2,499 acres: 13.8%
- 2,500-4,999 acres: 11.4%
- 5,000 acres or more: 1.4%

24.1% of farms make less than $10,000 annually from only agritourism

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139 Farms with both Direct Sales and Agritourism

**Most operators are full owners**

- Full Owners: 68.3%
- Part Owners: 24.5%
- Tenants: 7.2%

**Most farms are more than 10 years old**

- >10 years: 65.7%
- 5-9 years: 19.9%
- 3-4 years: 7.7%
- <2 years: 6.6%

**44.3% of operators are female**

- Female: 44.3%
- Male: 55.7%

**41.7% of farms are less than 50 acres in size**

- 10-49 acres: 28.8%
- 1-9 acres: 12.9%
- 70-99 acres: 12.9%
- 50-69 acres: 12.9%
- 100-139 acres: 12.9%
- 220-259 acres: 12.9%
- 260-499 acres: 12.9%
- 180-219 acres: 12.9%
- 500-999 acres: 12.9%
- 140-179 acres: 12.9%

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

- Vegetable and melon: 22.3%
- Diversified livestock: 20.1%
- Fruit and tree nut: 13.7%
- Diversified crops: 12.9%

**The largest proportion of farmers are 55-64 years old**

- 55-64 years: 32.1%
- 45-54 years: 25.8%
- 35-44 years: 13.3%
- >75 years: 12.5%
- <25 years: 1.5%
- 25-34 years: 11.8%
- 65-74 years: 3.0%

**17.6% of farms make less than $10,000 annually from both agritourism and direct sales**

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Agritourism in Wisconsin

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