Florida has 47,590 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, Florida has **4,069 Farms offering Direct Sales or Agritourism**

**Direct Sales or Agritourism**

- 3,308 Farms with only Direct Sales
- 629 Farms with only Agritourism
- 132 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 761, the category of farms receiving income from direct sales totals 3,440.

Florida
3,308 Farms with only Direct Sales

Most operators are full owners

4.7% Tenants
0.6% Part Owners
84.6% Full Owners

Most farms are more than 10 years old

>10 years, 54.9%
5.9 years, 22.6%
3-4 years, 14.6%
<2 years, 8.0%

41.7% of operators are female

Female
Male

85.1% of farms are less than 50 acres in size

48.3%
36.8%

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

34.0% Fruit and tree nut
18.9% Beef cattle
13.9% Diversified livestock
9.3% Vegetable and melon

The largest proportion of farmers are 55-64 years old

55-64 years, 31.6%
65-74 years, 21.8%
45-54 years, 19.0%
35-44 years, 9.4%
25-34 years, 6.2%
<25 years, 1.8%
>75 years, 10.2%

34.3% 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.
Florida
629 Farms with only Agritourism

Most operators are full owners
7.2% Tenants, 17.3% Part Owners, 75.5% Full Owners

55.5% of farms are less than 50 acres in size
30.4% 1-9 acres, 25.1% 10-49 acres, 8.7% >2,000 acres, 7.8% 260-499 acres, 6.2% 1,000-1,999 acres, 5.4% 70-99 acres, 5.1% 500-999 acres

Most farms are more than 10 years old
>10 years, 62.1%
3-4 years, 10.4%
<2 years, 9.0%
5-9 years, 18.5%

42.6% of operators are female
Female, Male

Farms with direct sales sell a variety of products (top four)
25.6% Beef cattle, 25.6% Diversified livestock, 13.8% Floriculture, 8.1% Diversified crops

The largest proportion of farmers are 55-64 years old
55-64 years, 29.5%
45-54 years, 22.8%
35-44 years, 12.5%
25-34 years, 6.6%
<25 years, 3.3%
>75 years, 7.9%
65-74 years, 17.4%

20.1% of farms make less than $10,000 annually from only agritourism

Data source: 2017 Census of Agriculture data. Special data request. Contact: Claudia Schmidt, Penn State: cschmidt@psu.edu.
Florida
132 Farms with both Direct Sales and Agritourism

Most operators are full owners

Most farms are more than 10 years old

39.6% of operators are female

72.7% 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 55-64 years old

18.2% of farms make less than $10,000 annually from both agritourism and direct sales

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