

Agritourism in Virginia



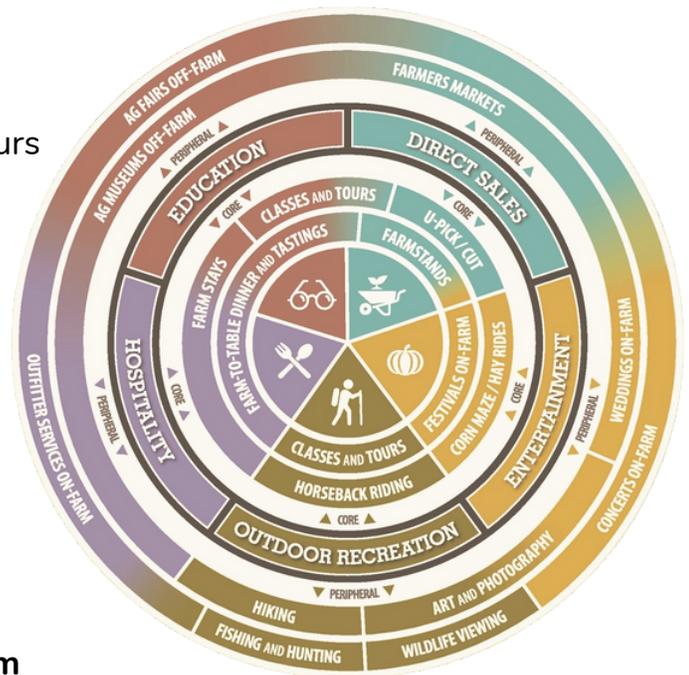
Virginia has 43,225 Farms

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, Virginia has **4,239 Farms offering Direct Sales or Agritourism**

- **3,376 Farms with only Direct Sales**
- **653 Farms with only Agritourism**
- **210 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 863, the category of farms receiving income from direct sales totals 3,586.

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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3,376 Farms with only Direct Sales



Most operators are full owners



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



Beef cattle



Vegetable and melon

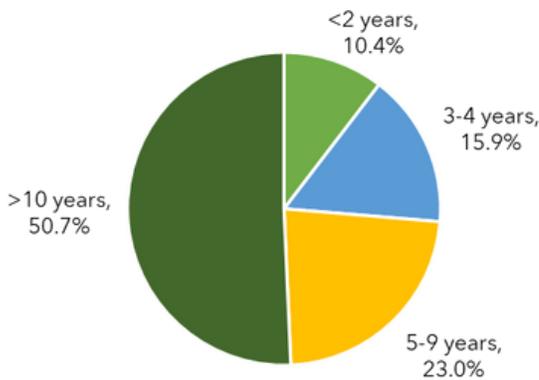


Diversified livestock

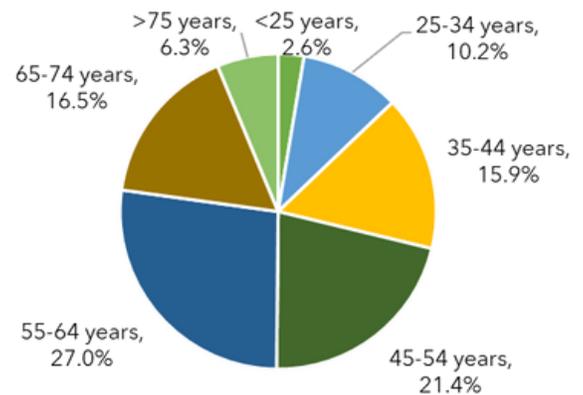


Fruit and tree nut

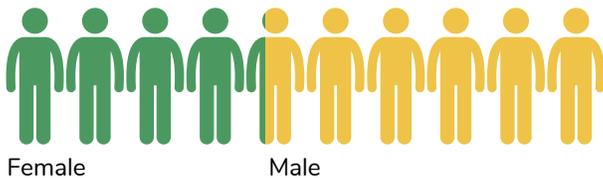
Most farms are more than 10 years old



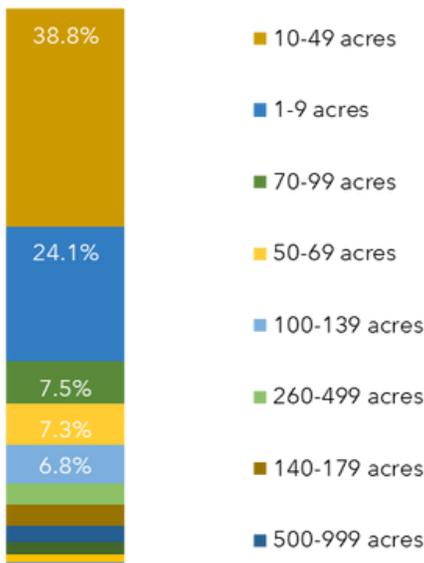
The largest proportion of farmers are 55-64 years old



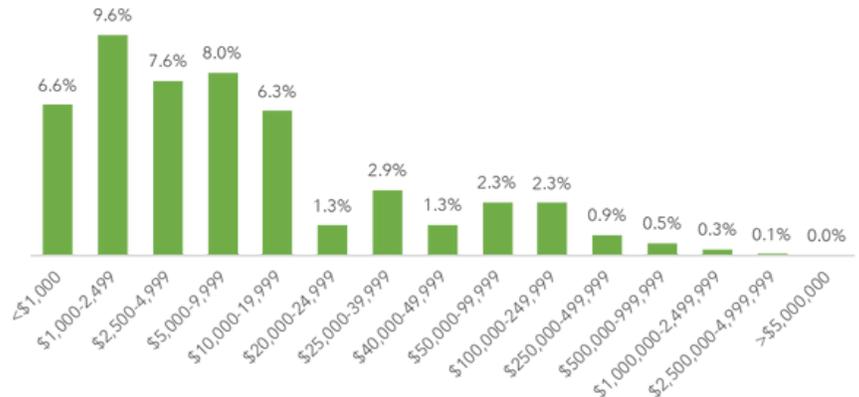
43.3% of operators are female



62.9% of farms are less than 50 acres in size



31.8% of farms make less than \$10,000 annually from direct sales



Virginia

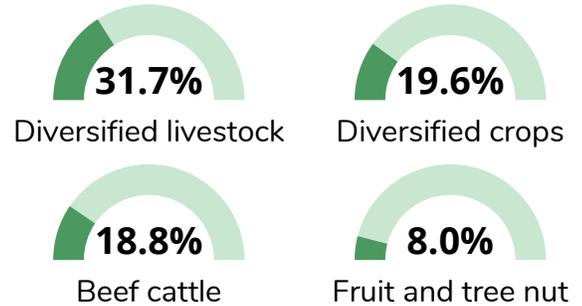
653 Farms with only Agritourism



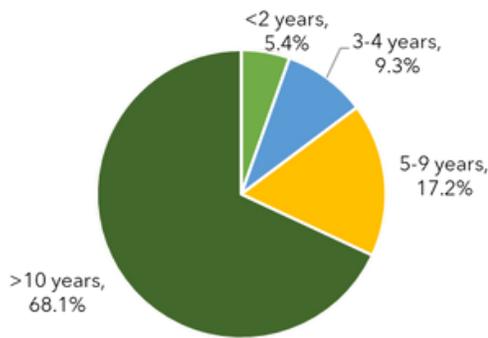
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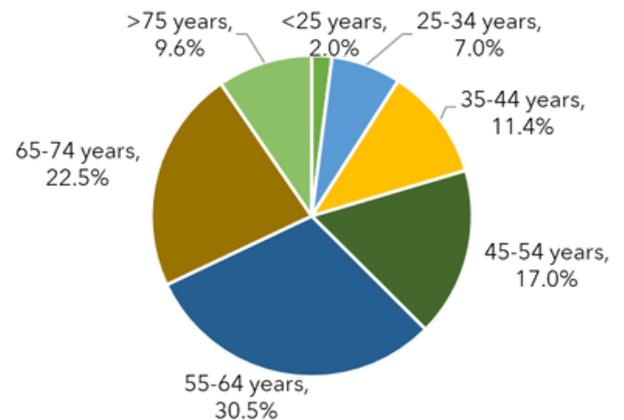
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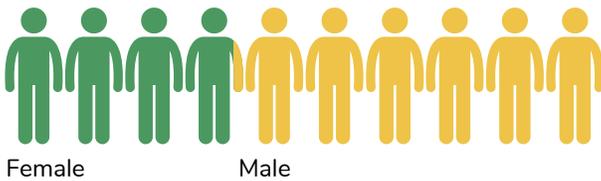
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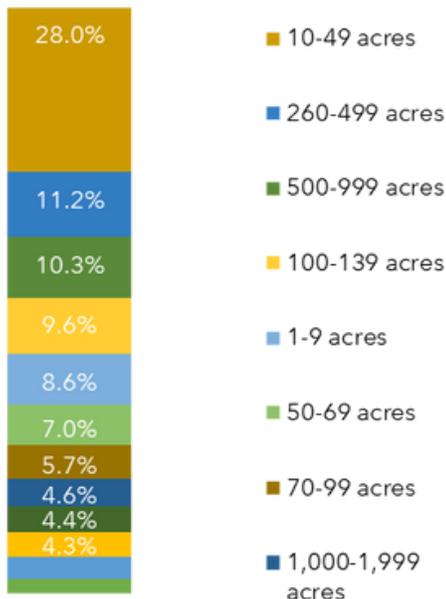
The largest proportion of farmers are 55-64 years old



39.1% of operators are female



36.6% of farms are less than 50 acres in size



25.6% of farms make less than \$10,000 annually from only agritourism

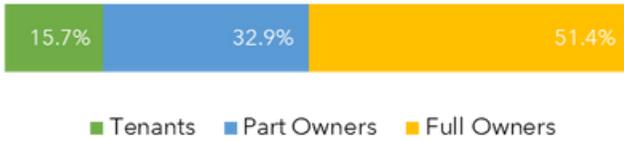


Virginia

210 Farms with both Direct Sales and Agritourism



Most operators are full owners



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



Fruit and tree nut



Vegetable and melon

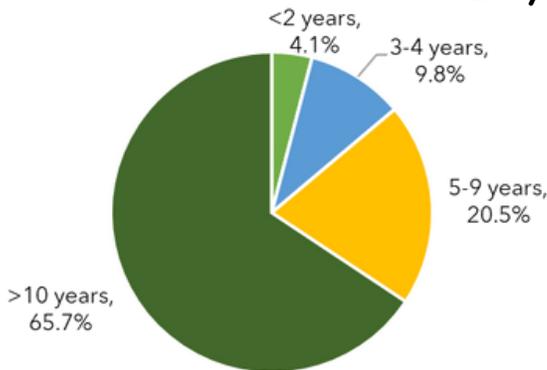


Beef cattle

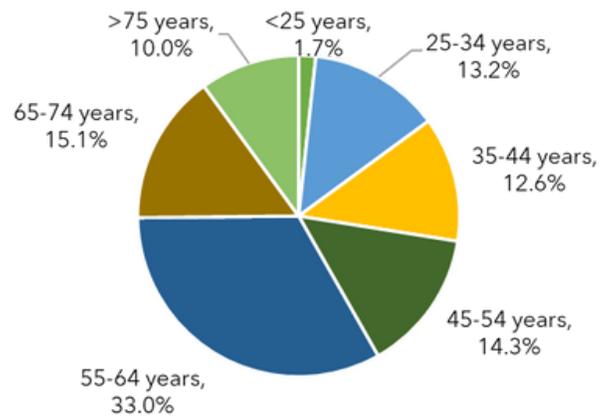


Diversified livestock

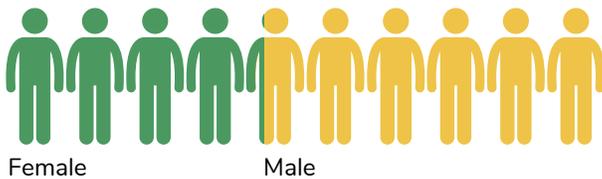
Most farms are more than 10 years old



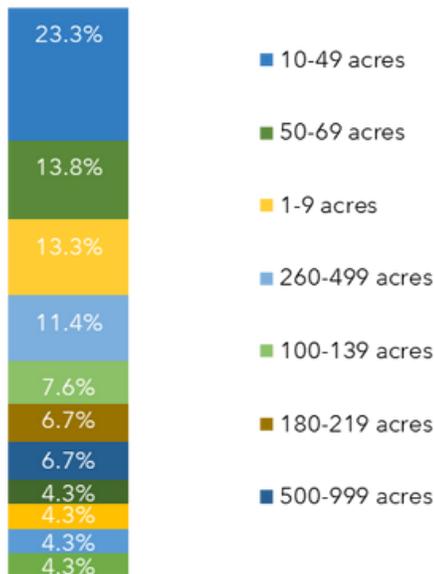
The largest proportion of farmers are 55-64 years old



42.6% of operators are female



36.7% of farms are less than 50 acres in size



12.4% of farms make less than \$10,000 annually from both agritourism and direct sales



Agritourism in Virginia



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