Agritourism in California

California has 70,521 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, California has **8,423 Farms offering Direct Sales or Agritourism**

**Direct Sales or Agritourism**

- **7,293 Farms with only Direct Sales**
- **800 Farms with only Agritourism**
- **330 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 1,130, the category of farms receiving income from direct sales totals 7,623.


7,293 Farms with only Direct Sales

Most operators are full owners

- Tenants: 10.4%
- Part Owners: 9.2%
- Full Owners: 80.4%

Most farms are more than 10 years old

- >10 years, 61.7%
- 5-9 years, 20.5%
- <2 years, 6.5%
- 3-4 years, 11.3%

40.8% of operators are female

80.6% of farms are less than 50 acres in size

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

- Fruit and tree nut: 56.3%
- Vegetable and melon: 14.7%
- Beef cattle: 7.5%
- Sheep and goat: 5.9%

The largest proportion of farmers are 55-64 years old

- 55-64 years, 27.6%
- 45-54 years, 16.7%
- 65-74 years, 25.1%
- >75 years, 11.5%
- <25 years, 1.1%
- 25-34 years, 7.4%
- 35-44 years, 10.6%

24.5% of farms make less than $10,000 annually from direct sales

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800 Farms with only Agritourism

Most operators are full owners

- Tenants: 13.0%
- Part Owners: 21.1%
- Full Owners: 65.9%

Most farms are more than 10 years old

- >10 years: 71.4%
- 5-9 years: 16.6%
- 3-4 years: 8.0%
- <2 years: 4.0%

39.8% of operators are female

- Female
- Male

48.0% of farms are less than 50 acres in size

15.3% of farms make less than $10,000 annually from only agritourism

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

- Fruit and tree nut: 24.8%
- Diversified livestock: 21.0%
- Beef cattle: 17.9%
- Floriculture: 8.8%

The largest proportion of farmers are 55-64 years old

- 55-64 years: 32.0%
- 65-74 years: 23.6%
- 45-54 years: 20.6%
- 35-44 years: 9.2%
- 25-34 years: 5.1%
- <25 years: 0.7%
- >75 years: 8.7%

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

- Full Owners: 67.0%
- Part Owners: 13.3%
- Tenants: 19.7%

Most farms are more than 10 years old

- >10 years: 65.7%
- 5-9 years: 19.4%
- 3-4 years: 6.4%
- <2 years: 8.6%

66.7% of farms are less than 50 acres in size

48.5% of operators are female

The largest proportion of farmers are 55-64 years old

13.8% of farms make less than $10,000 annually from both agritourism and direct sales

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

- Fruit and tree nut: 37.0%
- Vegetable and melon: 31.2%
- Floriculture: 6.4%
- Beef cattle: 6.4%

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