



# California

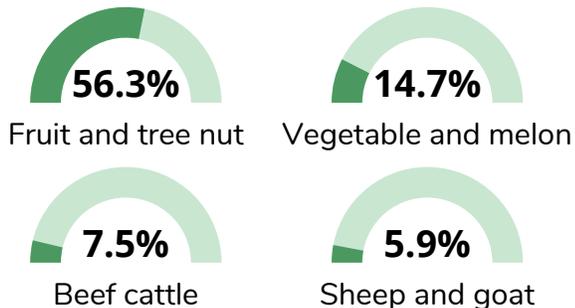
## 7,293 Farms with only Direct Sales



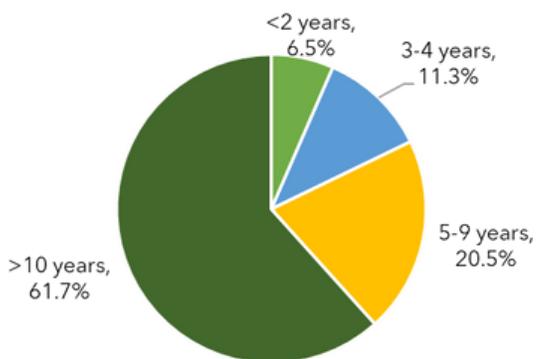
### Most operators are full owners



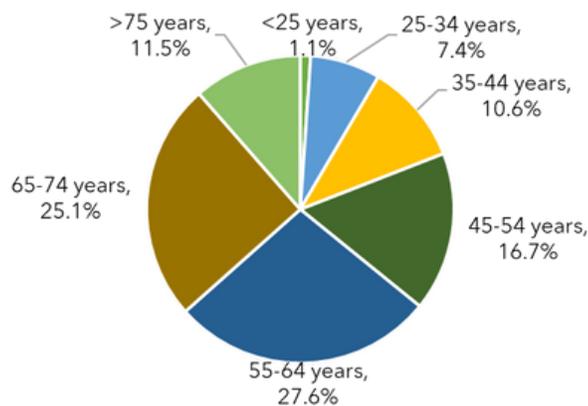
### Farms with direct sales sell a variety of products (top four)



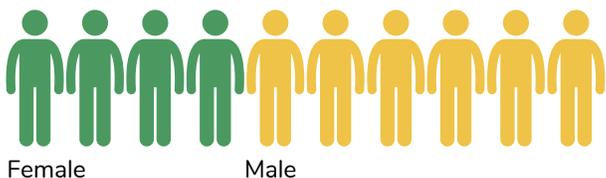
### Most farms are more than 10 years old



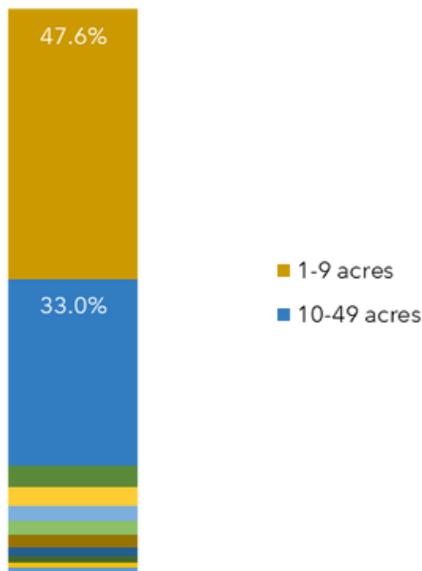
### The largest proportion of farmers are 55-64 years old



### 40.8% of operators are female



### 80.6% of farms are less than 50 acres in size



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



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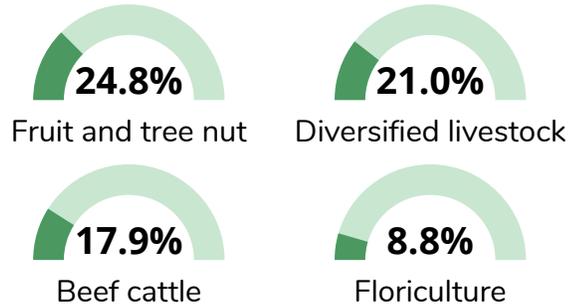
## 800 Farms with only Agritourism



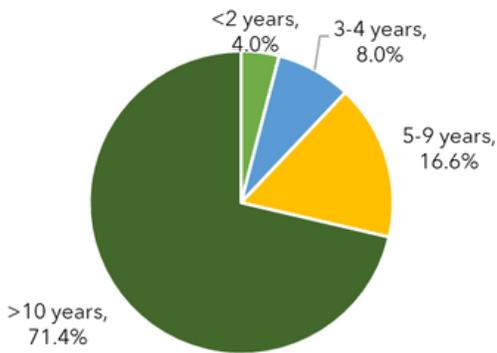
### Most operators are full owners



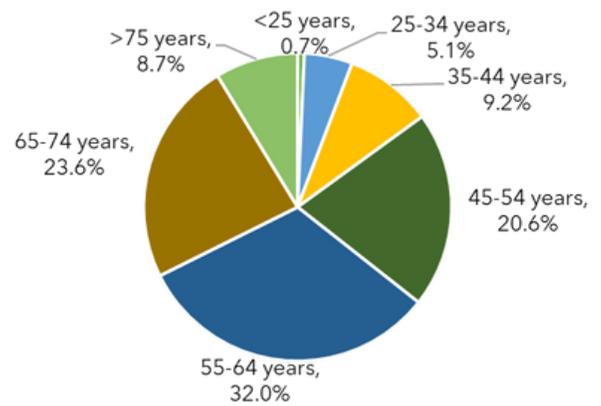
### Farms with direct sales sell a variety of products (top four)



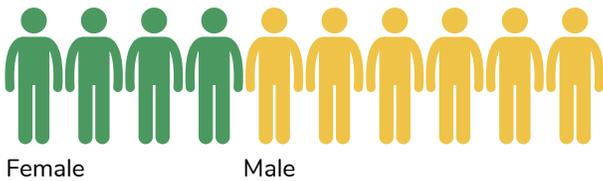
### Most farms are more than 10 years old



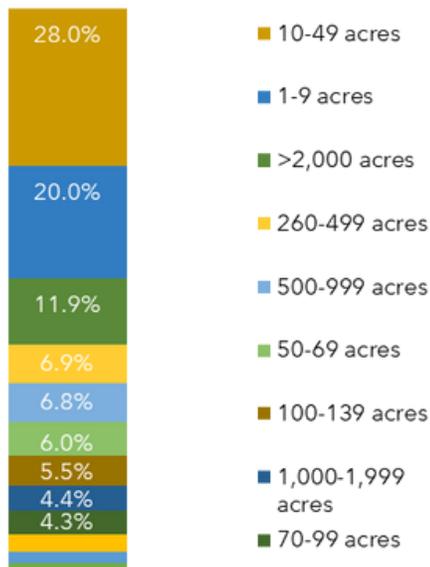
### The largest proportion of farmers are 55-64 years old



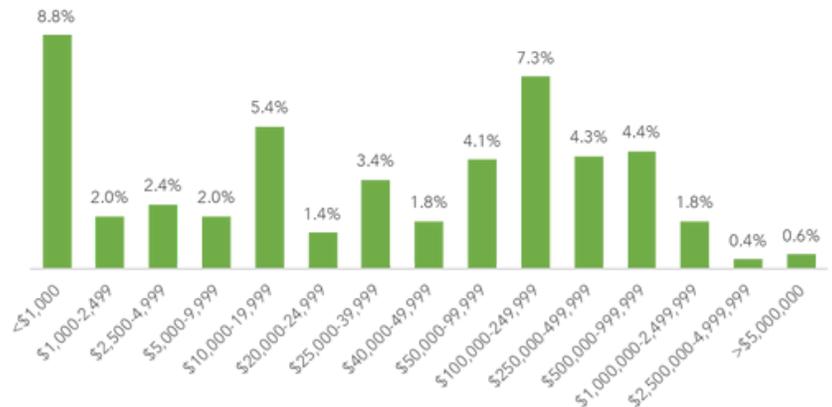
### 39.8% of operators are female



### 48.0% of farms are less than 50 acres in size



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



# California

## 330 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

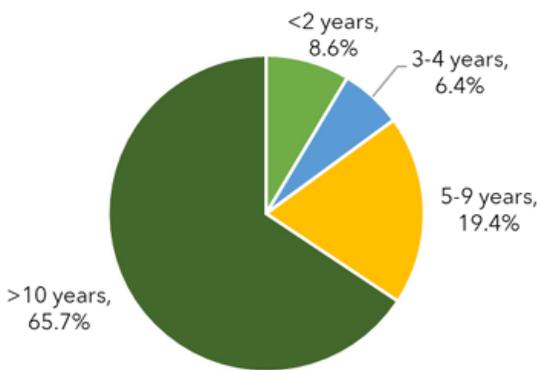


Floriculture

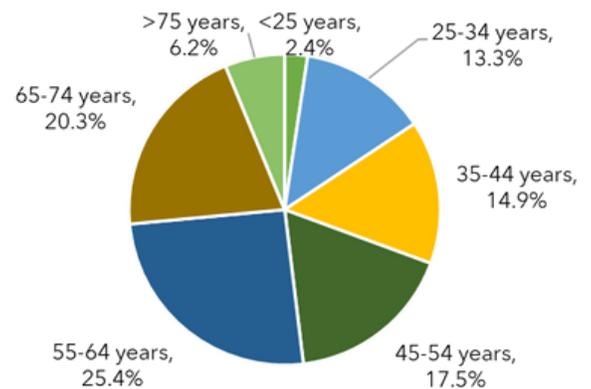


Beef cattle

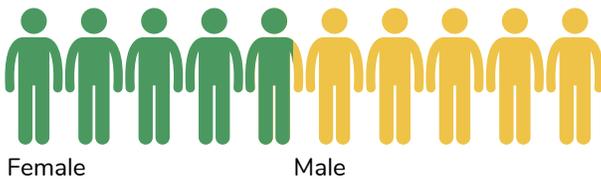
### Most farms are more than 10 years old



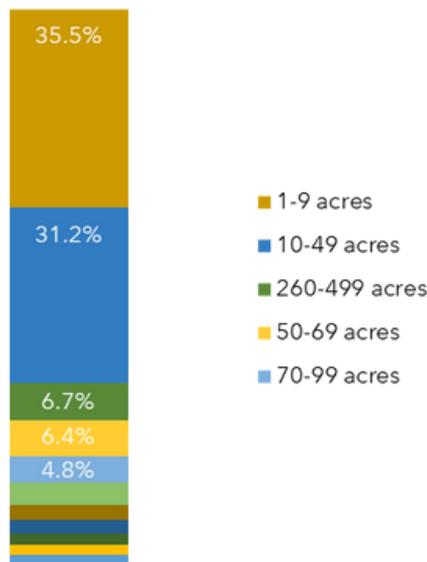
### The largest proportion of farmers are 55-64 years old



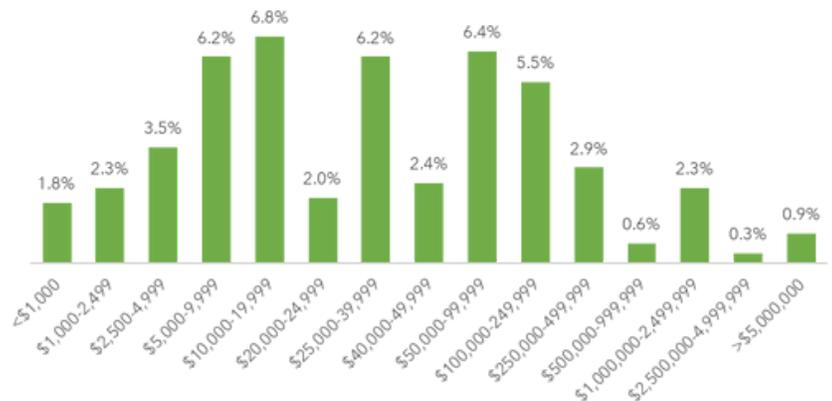
### 48.5% of operators are female



### 66.7% of farms are less than 50 acres in size



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



# Agritourism in California



This work was supported in part by the United States Department of Agriculture, National Institute of Food and Agriculture (NIFA) under project # 2020-68006-31683. Partial funding is provided by the Agricultural Marketing Resource Center (AgMRC), located at Iowa State University, [www.agmrc.org](http://www.agmrc.org). AgMRC is a national website dedicated to providing information to producers and service providers on value-added agriculture businesses. This material is based upon work supported by the National Science Foundation under Grant No. 2122374. This work is also supported in part by the Pennsylvania State University and NIFA Multistate/Regional Research and Extension Appropriations under Project #NE2249.



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