

Agritourism in Hawai'i



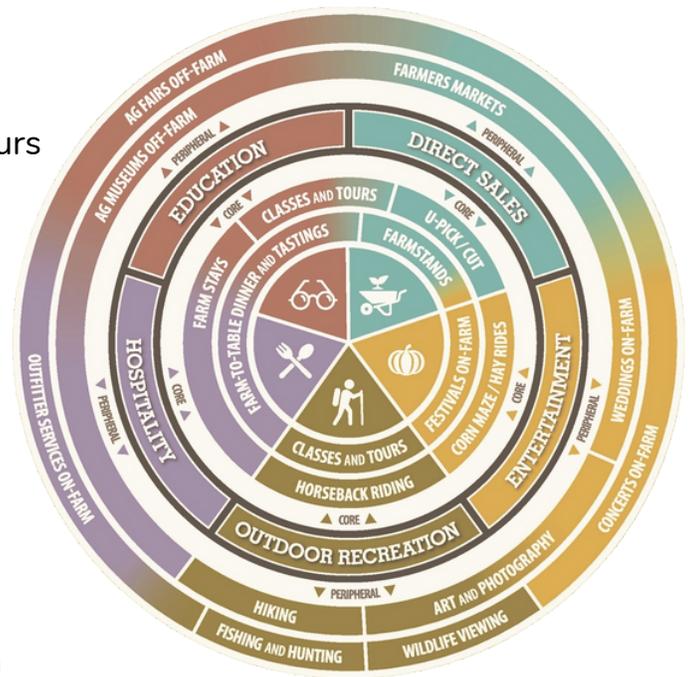
Hawaii has 7,328 Farms

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, Hawaii has **1,819 Farms offering Direct Sales or Agritourism**

- **1,525 Farms with only Direct Sales**
- **207 Farms with only Agritourism**
- **87 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 294, the category of farms receiving income from direct sales totals 1,612.

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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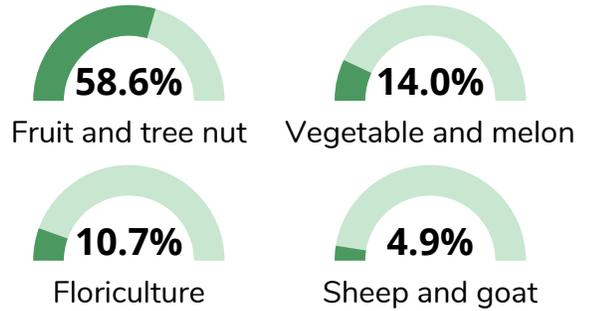
1,525 Farms with only Direct Sales



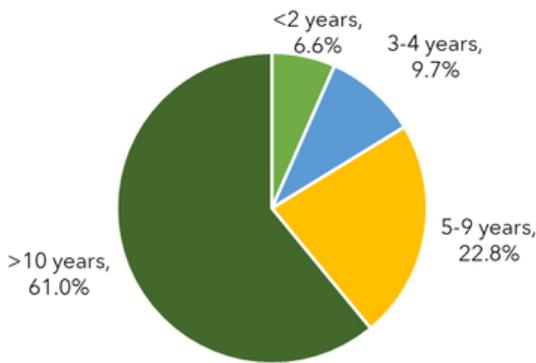
Most operators are full owners



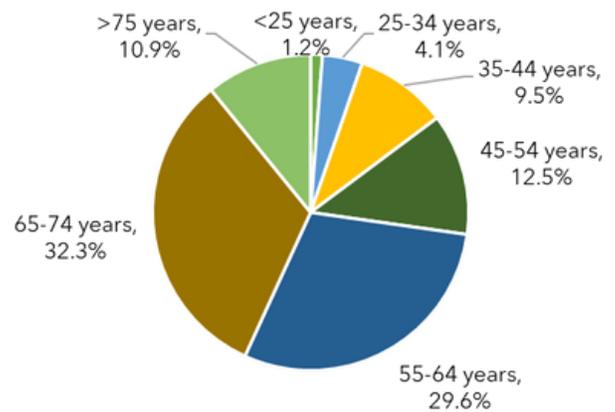
Farms with direct sales sell a variety of products (top four)



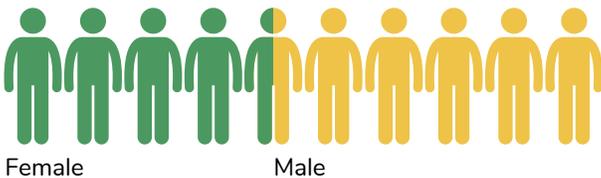
Most farms are more than 10 years old



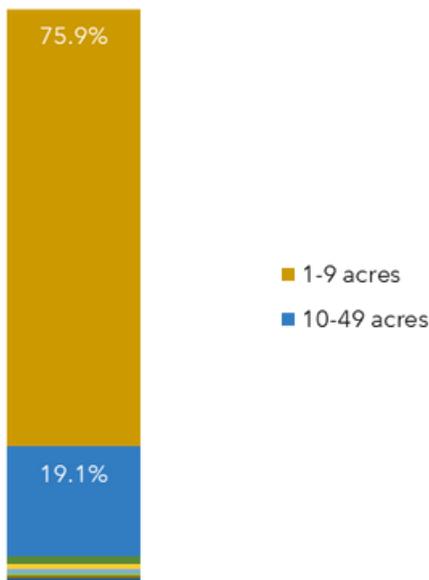
The largest proportion of farmers are 65-74 years old



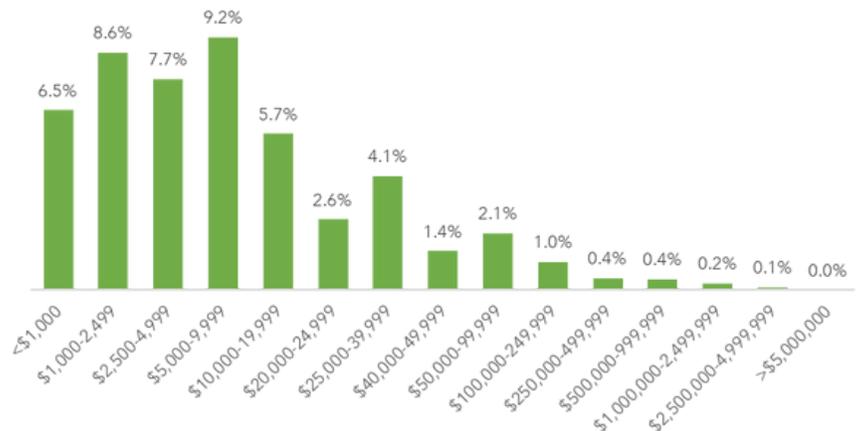
45.2% of operators are female



95.0% of farms are less than 50 acres in size



32.0% of farms make less than \$10,000 annually from direct sales



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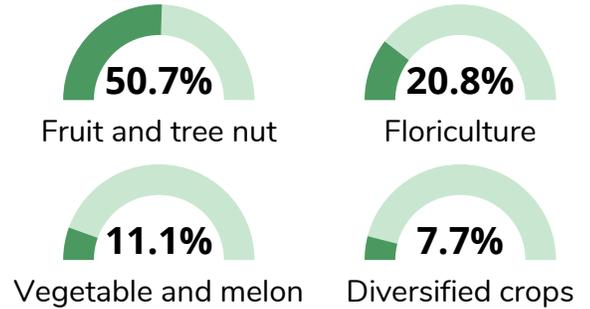
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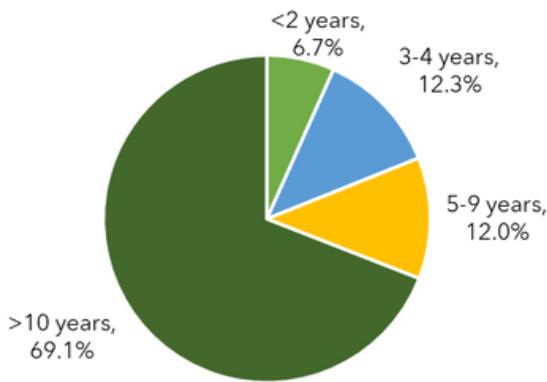
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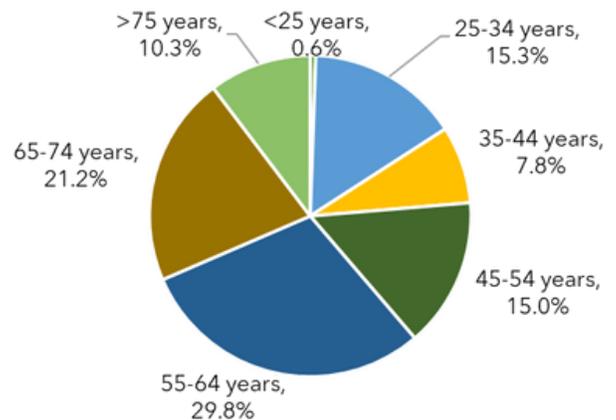
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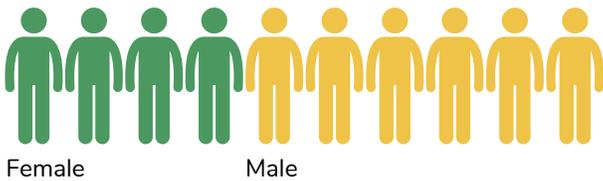
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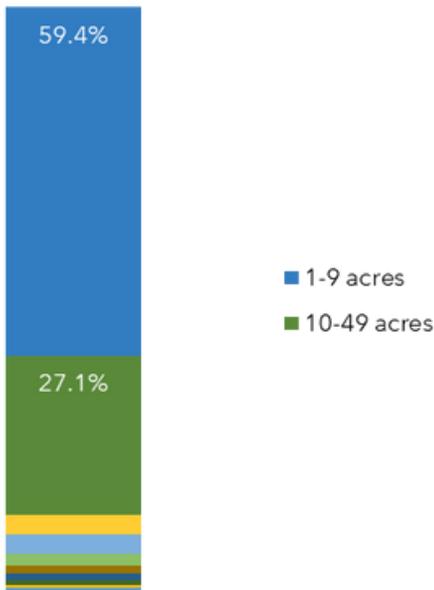
The largest proportion of farmers are 55-64 years old



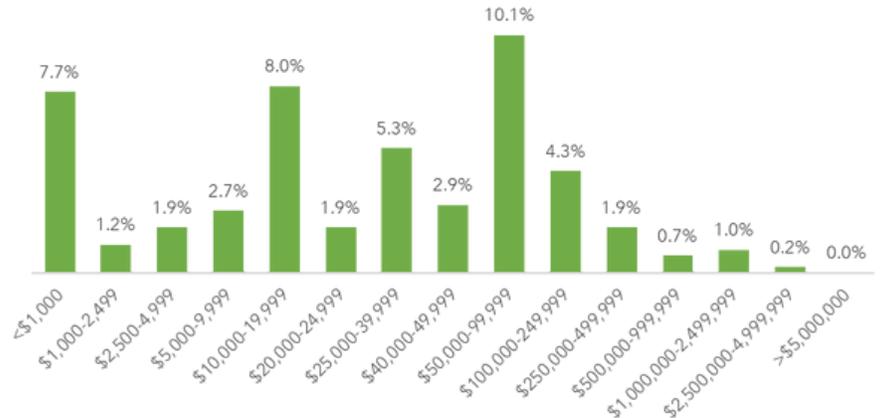
39.6% of operators are female



86.5% of farms are less than 50 acres in size



13.5% of farms make less than \$10,000 annually from only agritourism



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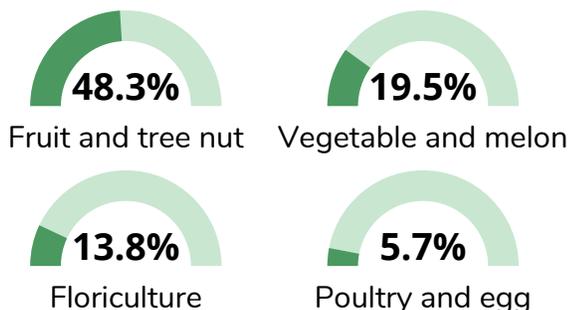
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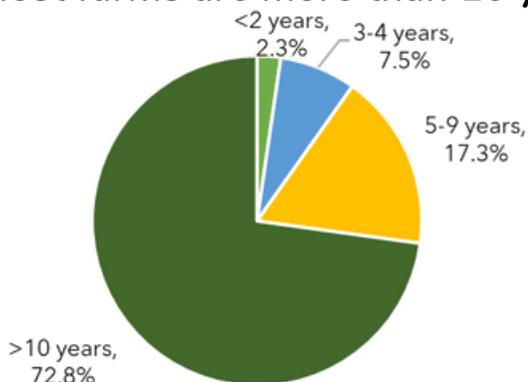
Most operators are full owners



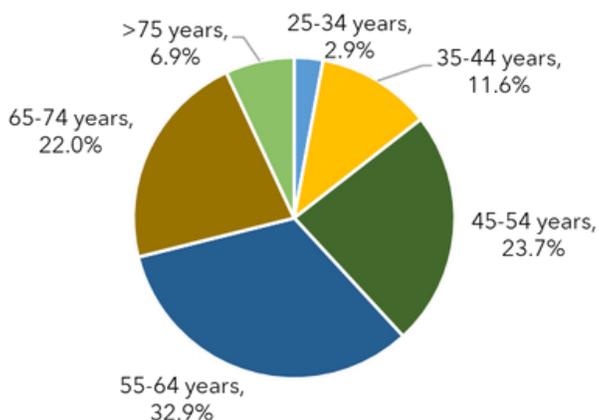
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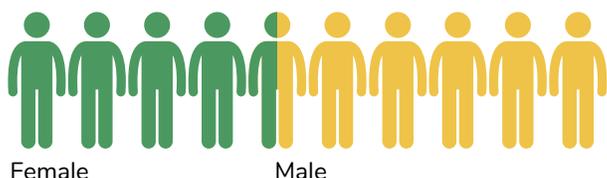
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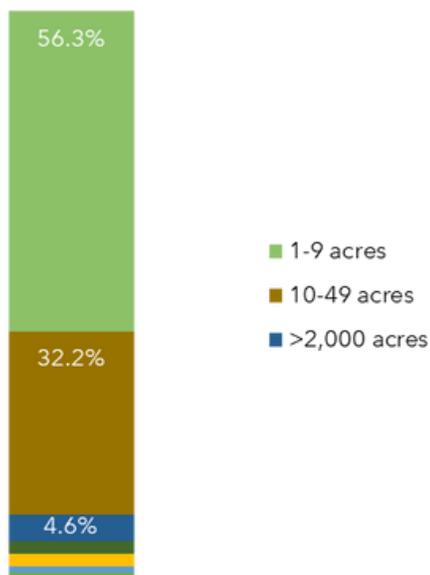
The largest proportion of farmers are 55-64 years old



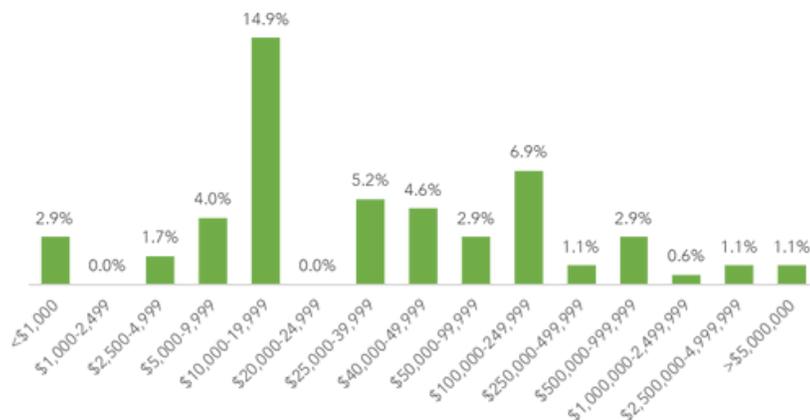
45.1% of operators are female



88.5% of farms are less than 50 acres in size



8.6% of farms make less than \$10,000 annually from both agritourism and direct sales



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