



# Measuring the Economic Impact of Agritourism on Farms

**Greg Thessen**

Director, Iowa Field Office

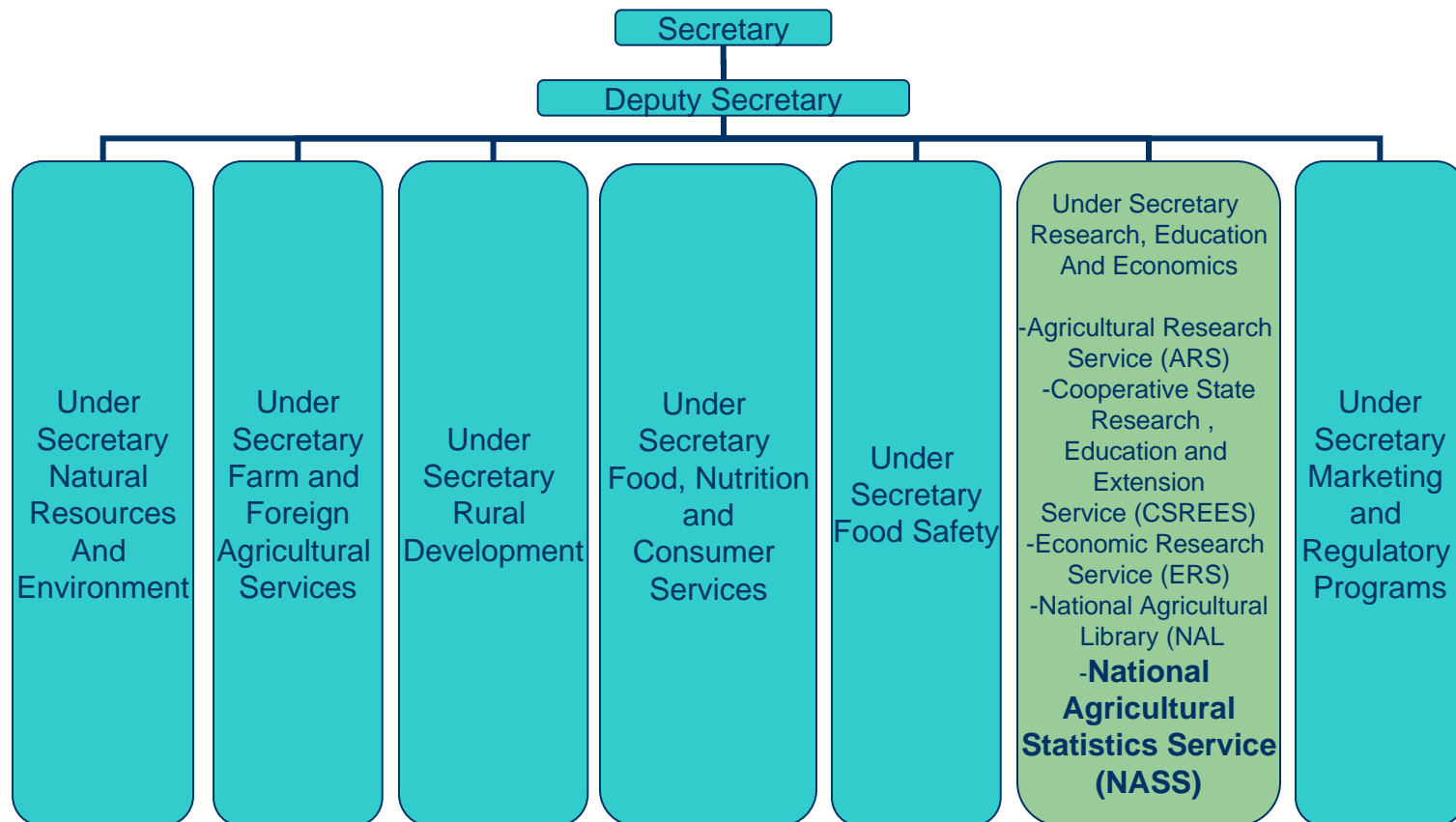
USDA National Agricultural Statistics Service





# NASS an Agency within USDA

## USDA Organizational Chart

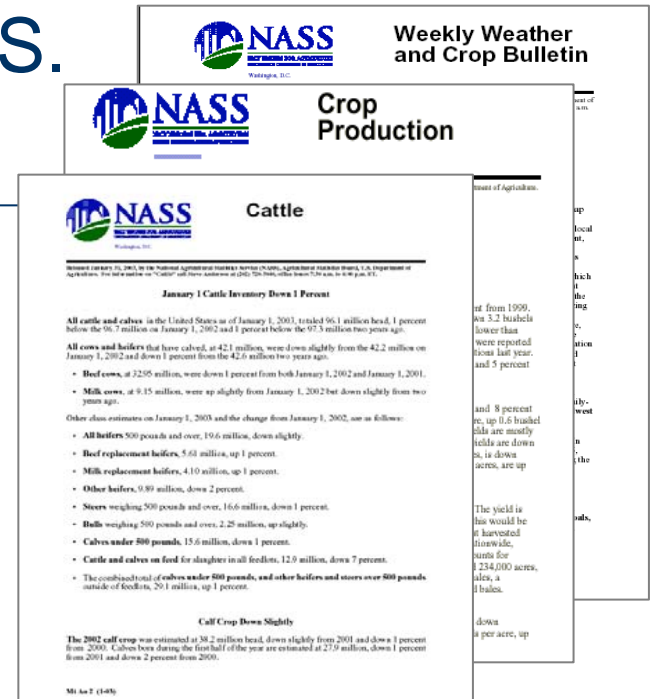
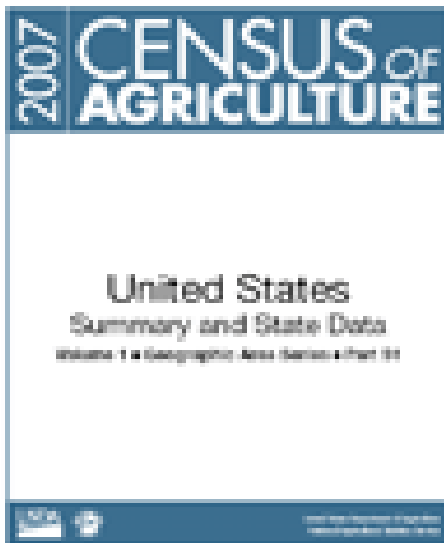




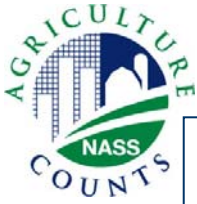
# The NASS Mission

- To provide timely, accurate, and useful statistics in service to U.S. agriculture

NASS issues about 500 statistical reports each year and about 9,000 reports and news releases from its 46 field offices.

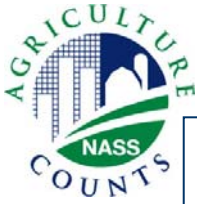


NASS is also responsible for conducting and publishing the Census of Agriculture every 5 years.



# Conducting the Census of Agriculture

- 3.2 million forms mailed in late December 2007
- 85.2 percent response rate
- Statistical adjustments for non-response/coverage
- Results published February 4, 2009
- The Census of Agriculture provides the only source of uniform, comprehensive agricultural data for every county in the nation
  - Farm Numbers
  - Economics
  - Demographics



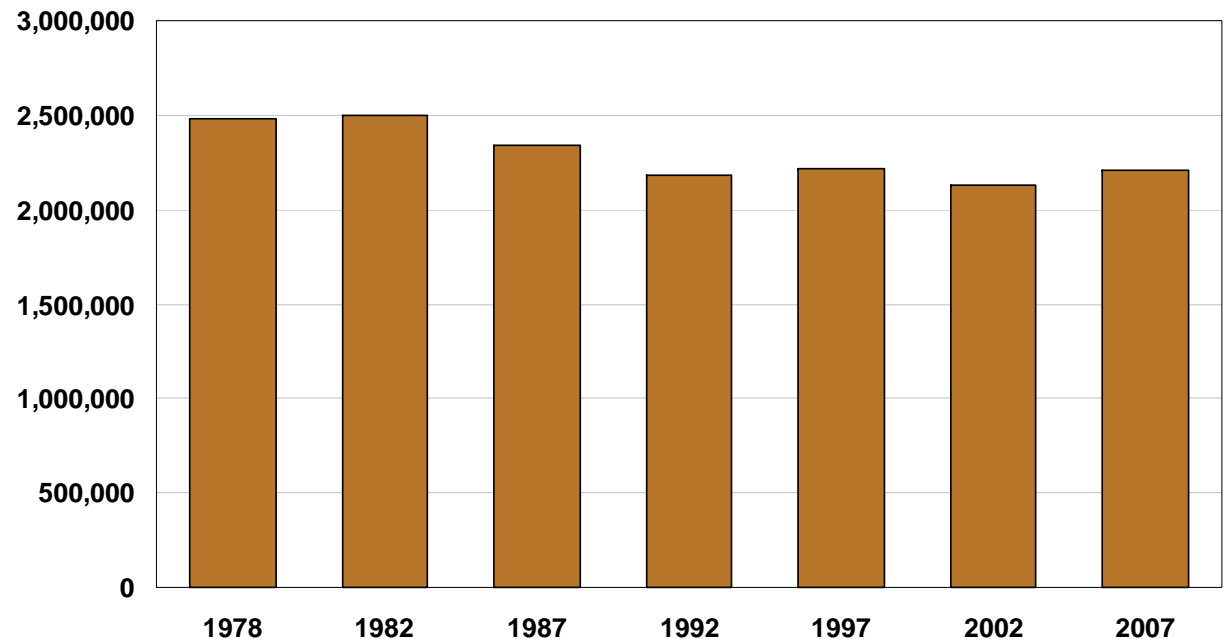
# Conducting the Census of Agriculture

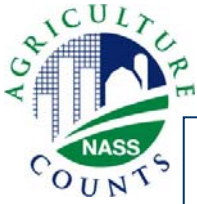
- Counted 2.2 million farms & ranches

## Farm Definition:

Any place from which \$1,000 of agricultural products were produced and sold, or would normally have been sold, during the census year. Government payments are included.

### Farm Numbers, United States





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## What is Agritourism?

- Agritourism is a style of vacation that normally takes place on a farm or ranch. This may include the chance to help with farming and ranching tasks during the visit.

*...From Wikipedia*

## What makes an Agritourism farm?

- An Agritourism farm is any land based farm or business that is open to the public. These specialized agritourism destinations generally offer things to see, things to do, and produce or gifts to buy, and are open to the public at least some parts of the year.

*...from <http://iowaagritourism.com>*



**What did we ask on the 2007 Census form about agri-tourism?**

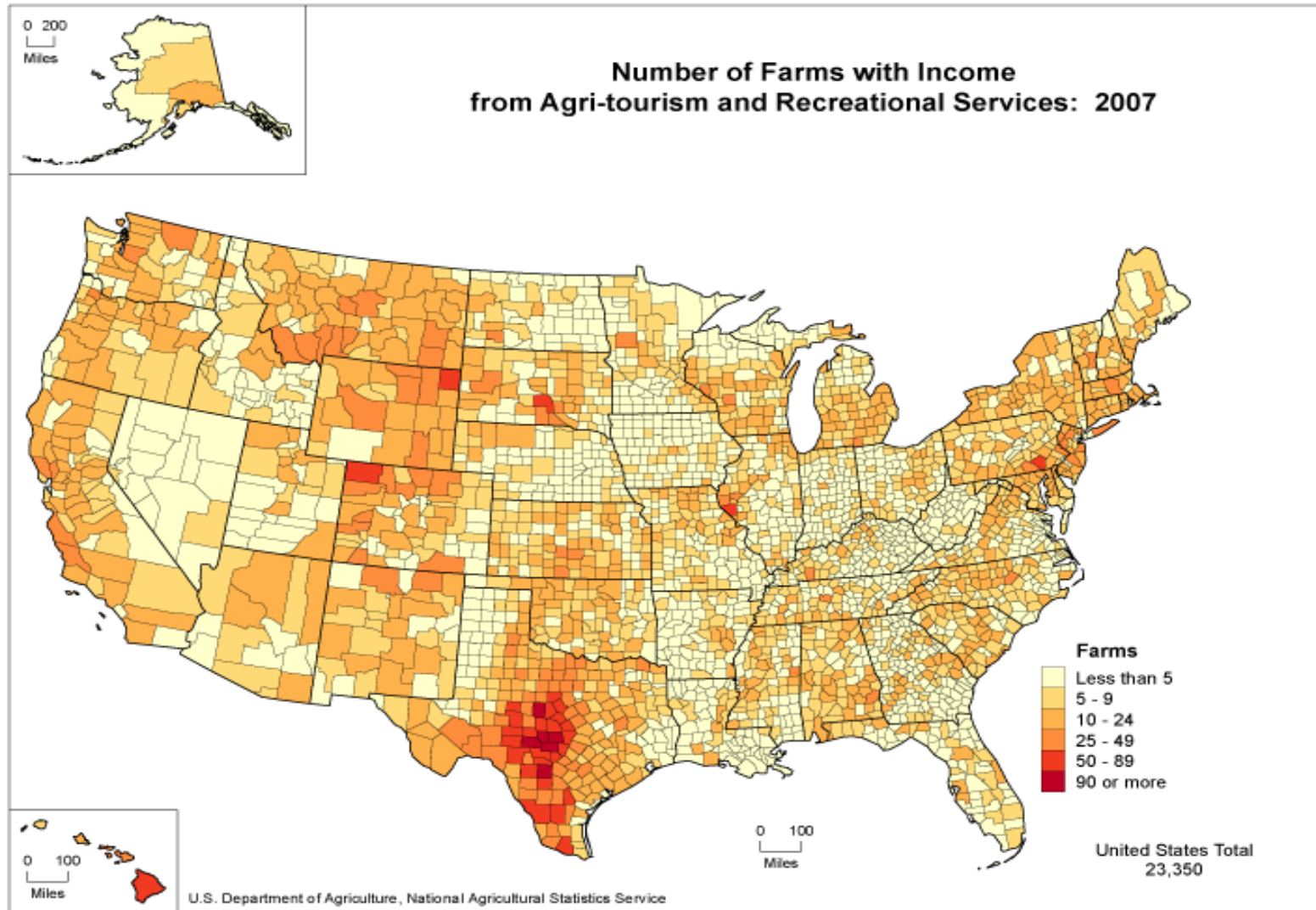
**SECTION 25 INCOME FROM FARM-RELATED SOURCES**

Report amount received before taxes and expenses in 2007.

	None	Dollars
1. Customwork and other agricultural services provided for farmers and others, such as plowing, planting, spraying, harvesting, preparation of products for market, etc. Exclude if customwork was an entirely separate business from your agricultural operation. . . . . 0992	<input type="checkbox"/>	\$ .00
2. Payments received from <b>cash rent</b> or <b>share payments</b> from renting out farmland or payments from lease of allotments. Include payments for livestock pastured on a per-head basis, per-month basis, AUM basis, etc. . . . . 0993	<input type="checkbox"/>	\$ .00
3. Sales of forest products. Include timber, firewood, etc. Exclude sales of Christmas trees, short rotation woody crops, and maple products. . . . 0994	<input type="checkbox"/>	\$ .00
4. Agri-tourism and recreational services, such as farm or winery tours, hay rides, hunting, fishing, etc. . . . . 1401	<input type="checkbox"/>	\$ .00
5. Patronage dividends and refunds from cooperatives. . . . . 1402	<input type="checkbox"/>	\$ .00
6. Crop and livestock insurance payments received. Exclude payments received from casualty insurance, vehicle liability, blanket policies, and operator dwelling insurance. . . . . 1404	<input type="checkbox"/>	\$ .00
7. Other income which is closely related to the agricultural operation. Include renting and leasing farm machinery and trucks, renting and leasing of livestock, animal boarding, tobacco quota buyouts and settlements, state fuel tax refunds, farm-generated energy, etc. Specify below. 7		
<input type="text"/> . . . . 1403	<input type="checkbox"/>	\$ .00



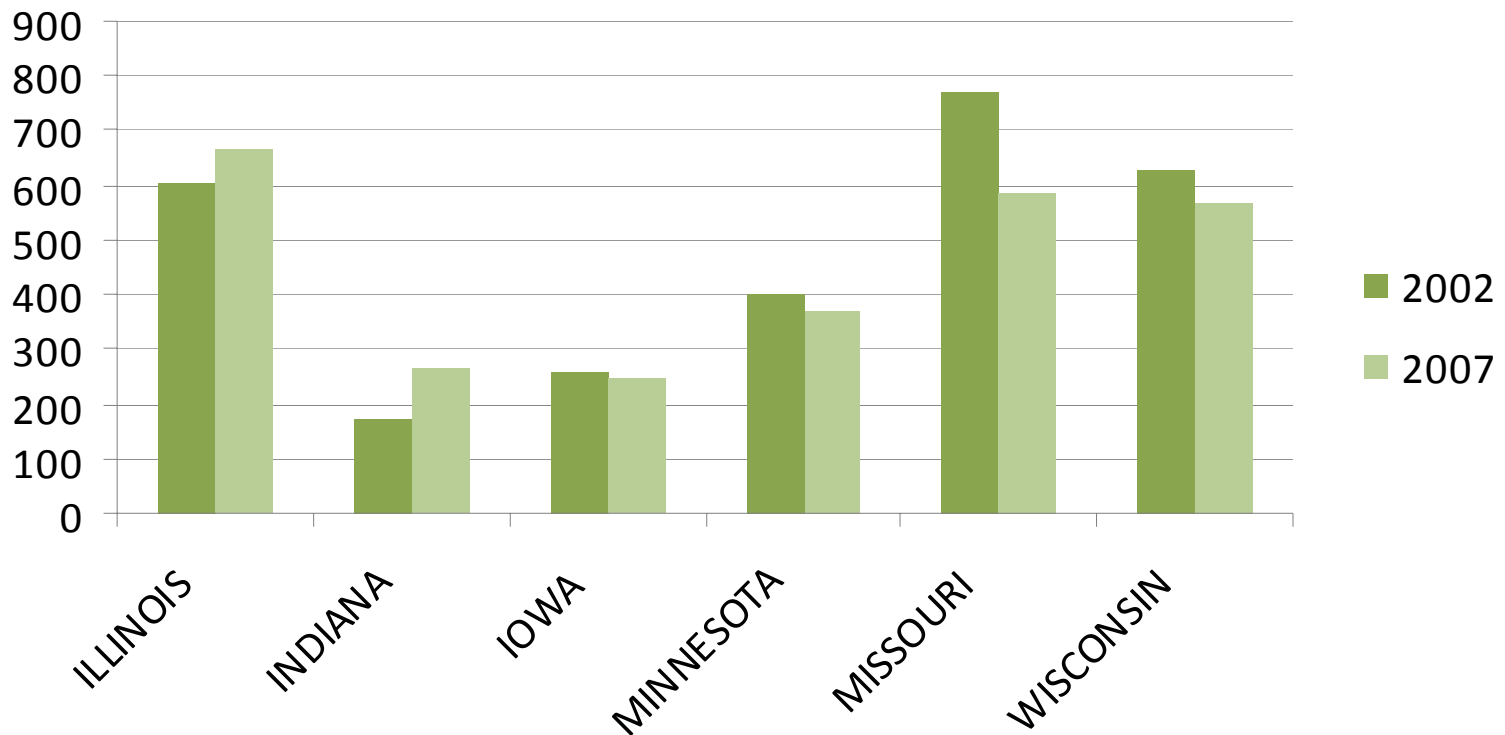
# 23,350 farms w/ Agri-tourism income





## “I” states at or above 2002

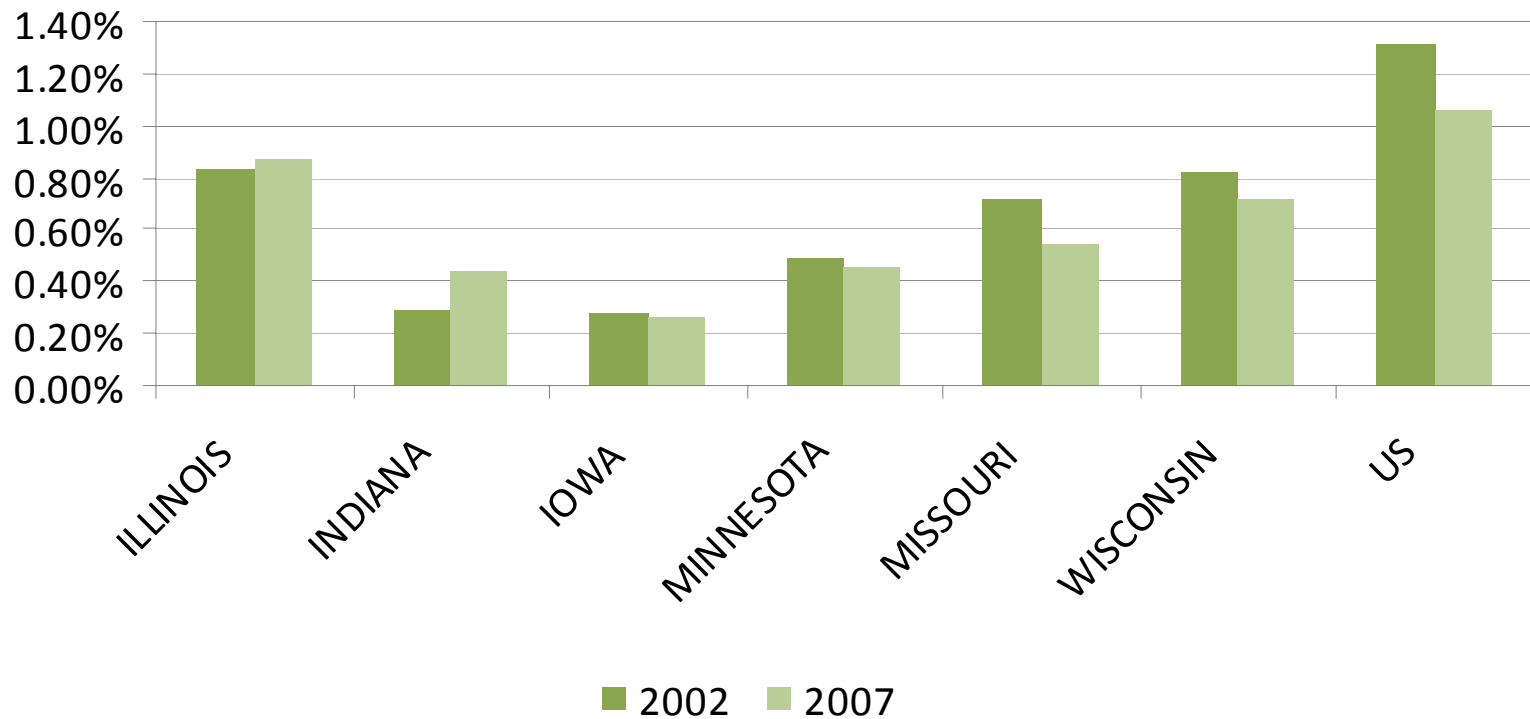
### Number of Farms with Income from Agri-tourism & Recreational Services





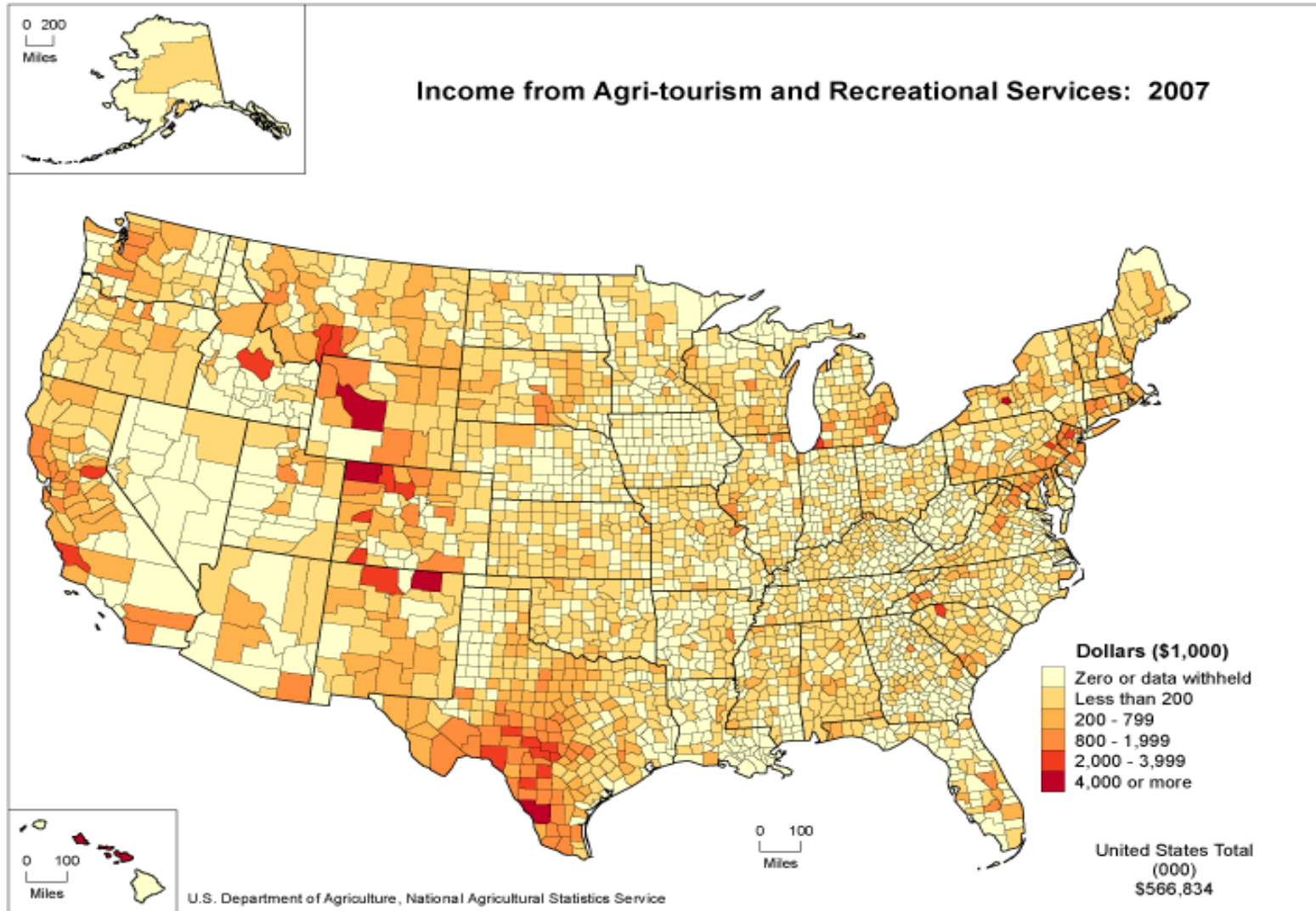
# Small percentage of farms have agri-tourism income

## Percent of All Farms with Income from Agri-tourism & Recreational Services





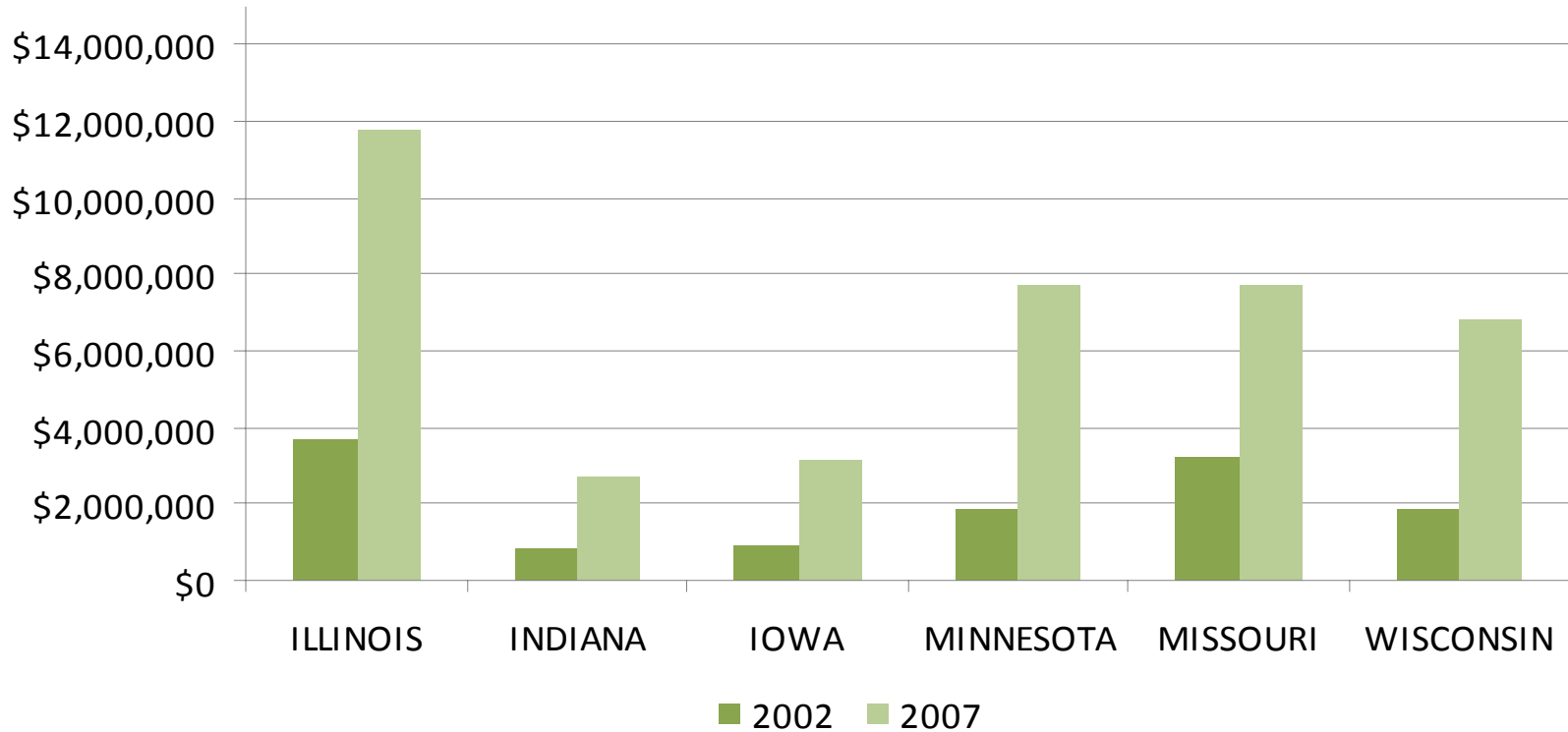
# Over \$566 Million in Income





# Large Increases from 2002

## Total Income from Agri-tourism & Recreational Services

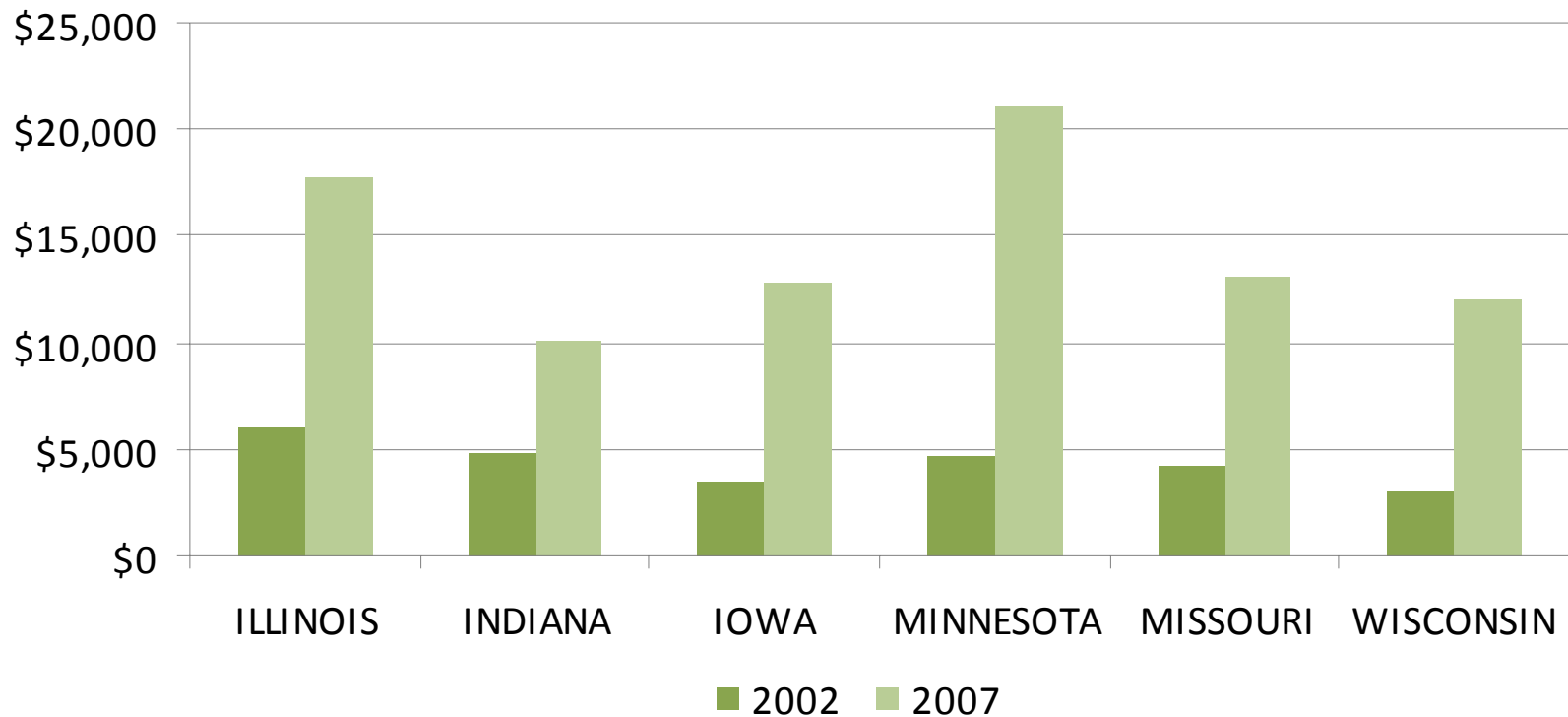


USDA, National Agricultural Statistical Service, 2007 Census of Agriculture



# Income per Farm more than Doubled from 2002

## Agri-tourism & Recreational Services Income per Operation

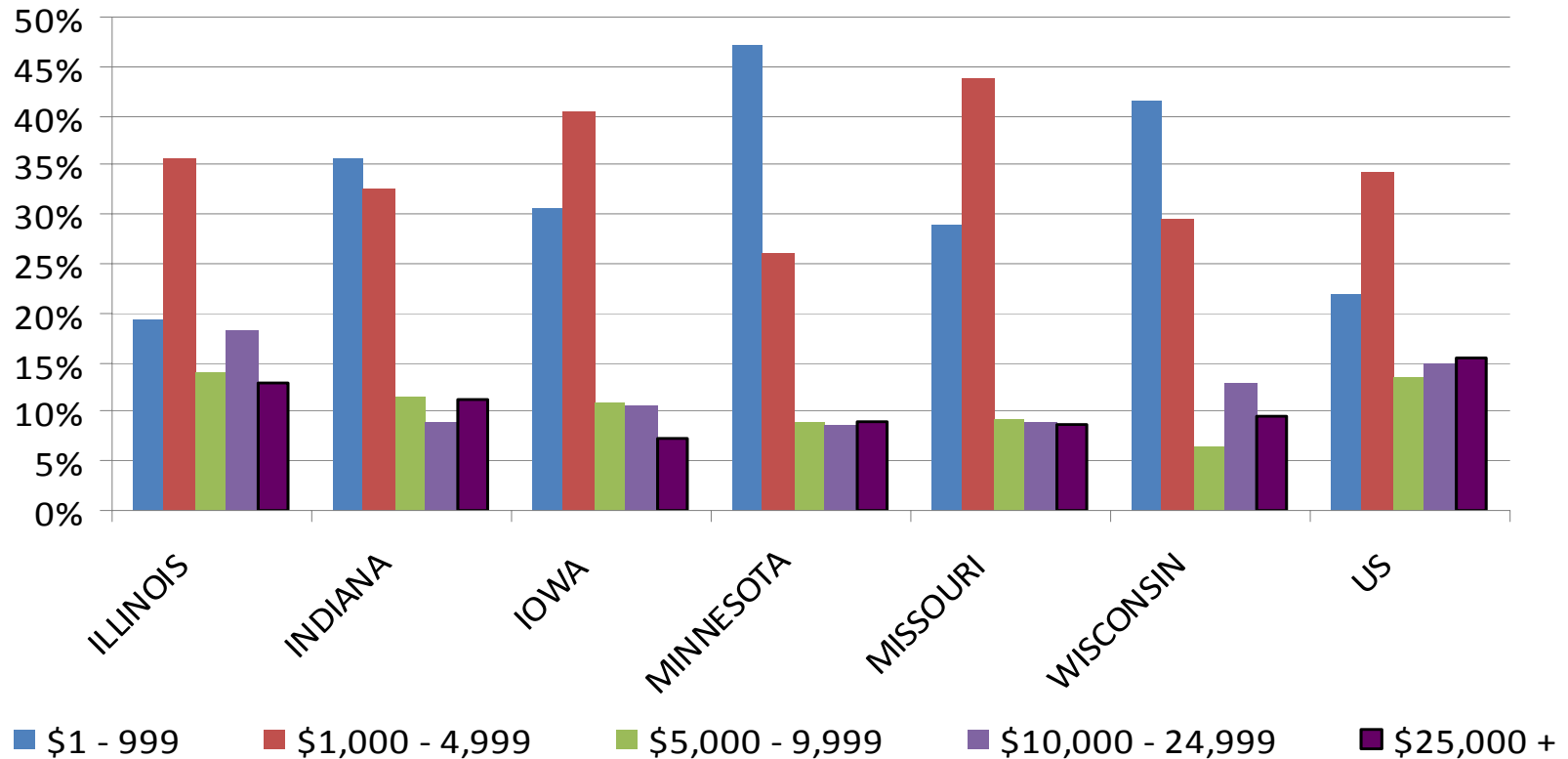


USDA, National Agricultural Statistical Service, 2007 Census of Agriculture



# 50% or more of Farms have less than \$5,000 of agri-tourism income

## Percent of Farms with Agri-tourism Income, by Income Category



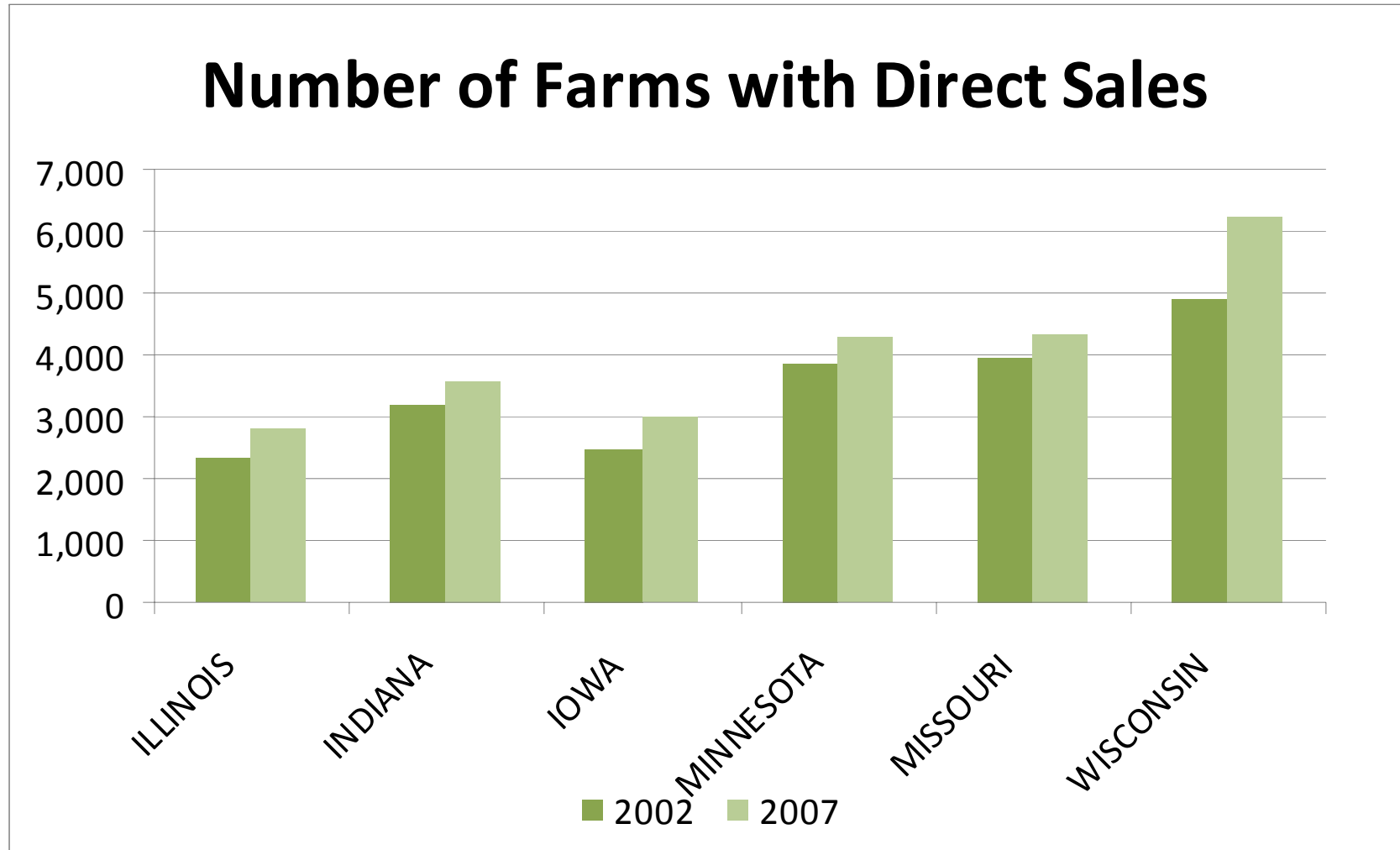


## What is the future Agritourism?

- Other data from the 2007 Census of Agriculture can give an indication of what the trend may be
- The 2012 Census of Agriculture will take a new measurement and show the actual trend



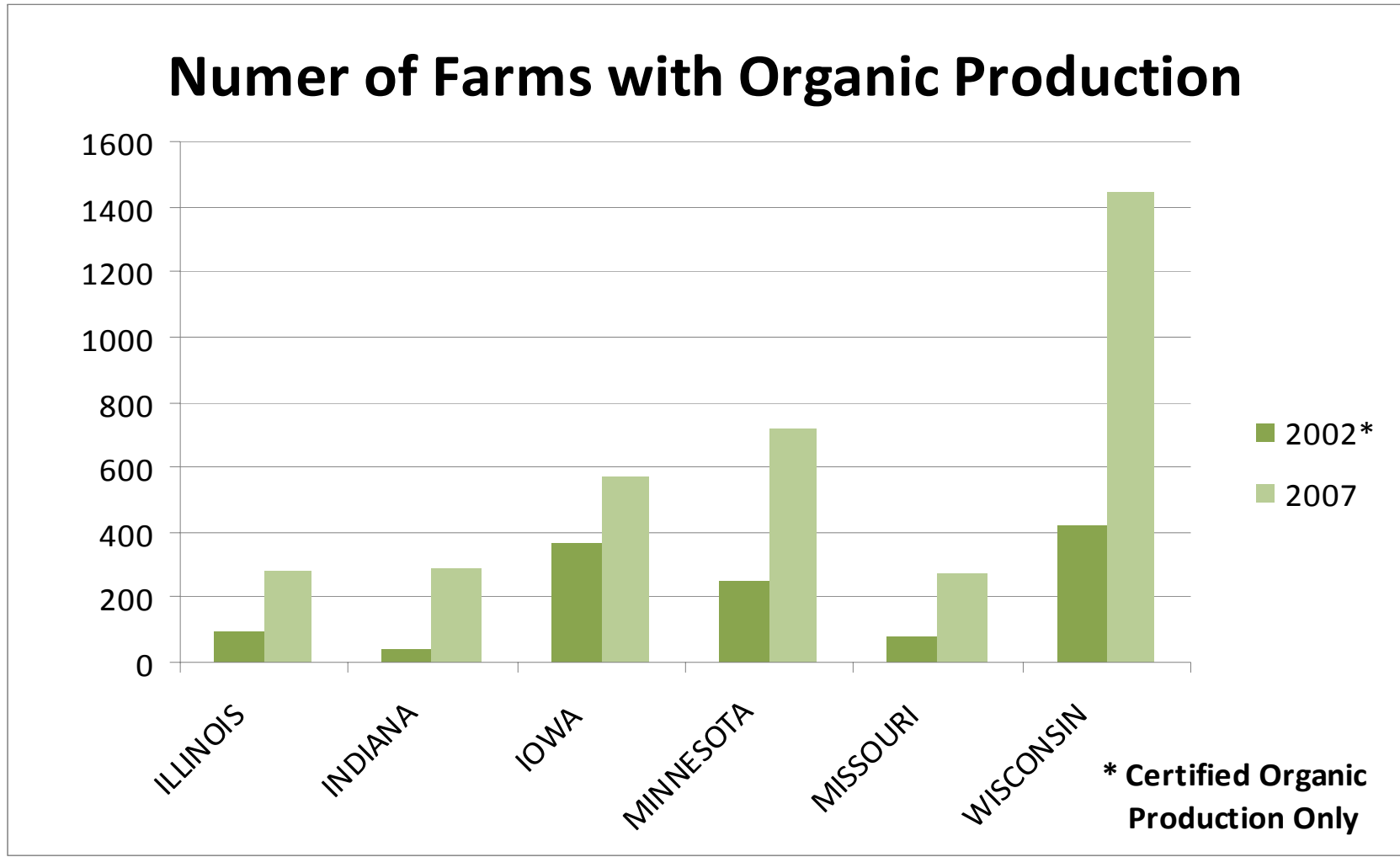
# Farms w/ Direct Sales Increasing



USDA, National Agricultural Statistical Service, 2007 Census of Agriculture



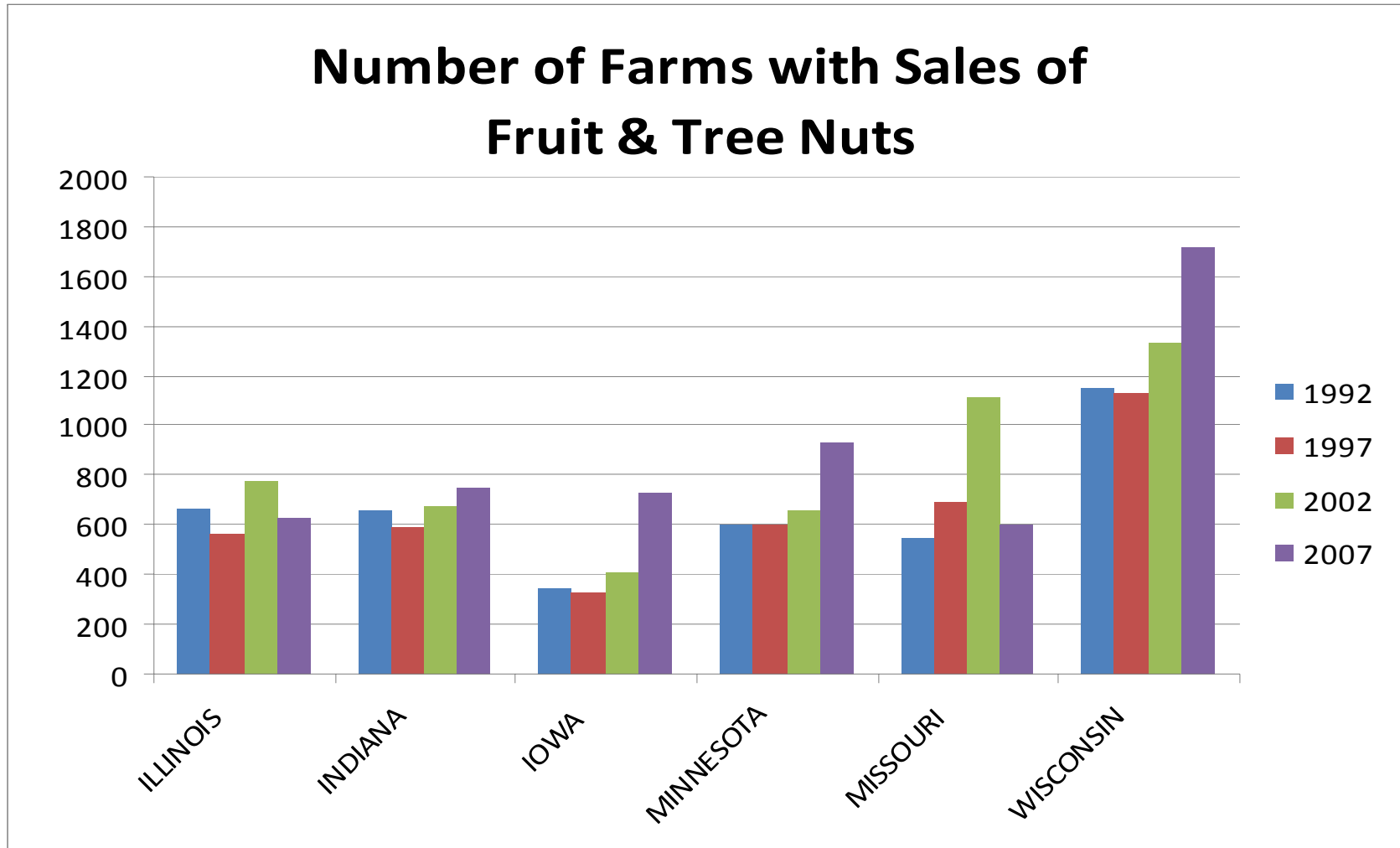
# Organic Farms Increasing



USDA, National Agricultural Statistical Service, 2007 Census of Agriculture



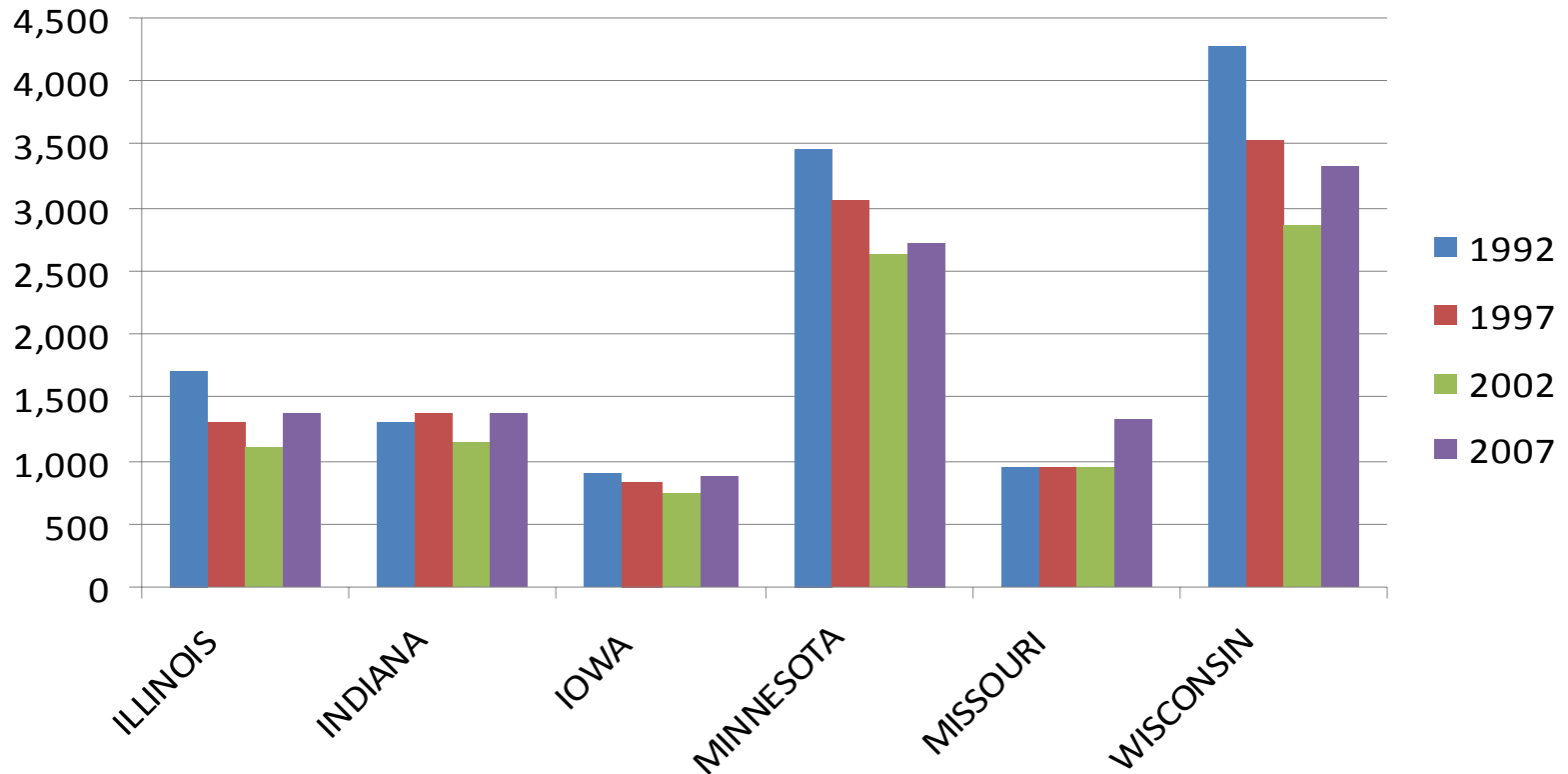
# Fruit Farms Increasing?





# Vegetable Farms Rebounding

## Number of Farms with Vegetable Acres Harvested





# Census of Agriculture is available at [www.agcensus.usda.gov](http://www.agcensus.usda.gov)



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Results of the 2007 Census of Agriculture were released February 4, 2009.

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