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

- Secretary
  - Deputy Secretary
    - Under Secretary for Natural Resources and Environment
    - Under Secretary for Farm and Foreign Agricultural Services
    - Under Secretary for Rural Development
    - Under Secretary for Food, Nutrition and Consumer Services
    - Under Secretary for Food Safety
    - Under Secretary for Research, Education and Economics
      - Agricultural Research Service (ARS)
      - Cooperative State Research, Education and Extension Service (CSREES)
      - Economic Research Service (ERS)
      - National Agricultural Library (NAL)
      - National Agricultural Statistics Service (NASS)
    - Under Secretary for Marketing and Regulatory Programs
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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</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>2,500,000</td>
<td>2,500,000</td>
<td>2,400,000</td>
<td>2,200,000</td>
<td>2,400,000</td>
<td>2,200,000</td>
<td>2,400,000</td>
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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?

<table>
<thead>
<tr>
<th>Section 25</th>
<th>Income from Farm-Related Sources</th>
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<tbody>
<tr>
<td>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.</td>
<td>None</td>
</tr>
<tr>
<td>2. Payments received from cash rent or share payments 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.</td>
<td>None</td>
</tr>
<tr>
<td>3. Sales of forest products. Include timber, firewood, etc. Exclude sales of Christmas trees, short rotation woody crops, and maple products.</td>
<td>None</td>
</tr>
<tr>
<td>4. Agri-tourism and recreational services, such as farm or winery tours, hay rides, hunting, fishing, etc.</td>
<td>None</td>
</tr>
<tr>
<td>5. Patronage dividends and refunds from cooperatives.</td>
<td>None</td>
</tr>
<tr>
<td>6. Crop and livestock insurance payments received. Exclude payments received from casualty insurance, vehicle liability, blanket policies, and operator dwelling insurance.</td>
<td>None</td>
</tr>
<tr>
<td>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.</td>
<td>None</td>
</tr>
</tbody>
</table>
23,350 farms w/ Agri-tourism income
“I” states at or above 2002

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

USDA, National Agricultural Statistical Service, 2007 Census of Agriculture
Small percentage of farms have agri-tourism income

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

USDA, National Agricultural Statistical Service, 2007 Census of Agriculture
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

USDA, National Agricultural Statistical Service, 2007 Census of Agriculture
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

Number of Farms with Direct Sales

USDA, National Agricultural Statistical Service, 2007 Census of Agriculture
Organic Farms Increasing

Numer of Farms with Organic Production

*Certified Organic Production Only

USDA, National Agricultural Statistical Service, 2007 Census of Agriculture
Fruit Farms Increasing?

Number of Farms with Sales of Fruit & Tree Nuts

USDA, National Agricultural Statistical Service, 2007 Census of Agriculture
Vegetable Farms Rebounding

Number of Farms with Vegetable Acres Harvested

- Illinois
- Indiana
- Iowa
- Minnesota
- Missouri
- Wisconsin


USDA, National Agricultural Statistical Service, 2007 Census of Agriculture
Census of Agriculture is available at www.agcensus.usda.gov
NASS Contact Information

- www.nass.usda.gov
- Greg Thessen
greg_thessen@nass.usda.gov
- NASS Iowa Field Office
  (515) 284-4340
  (800) 772-0825
  nass-ia@nass.usda.gov
- Customer Service:
  (800) 727-9540