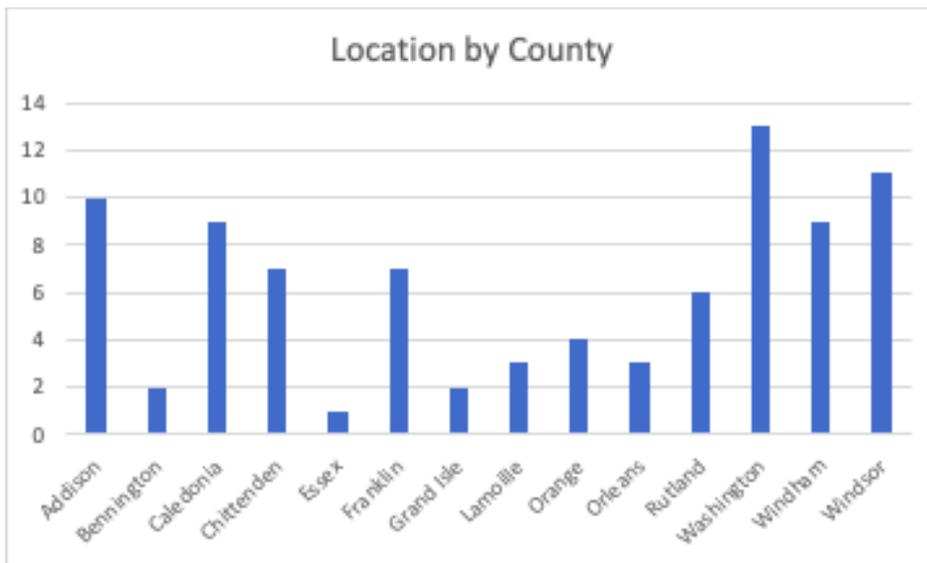


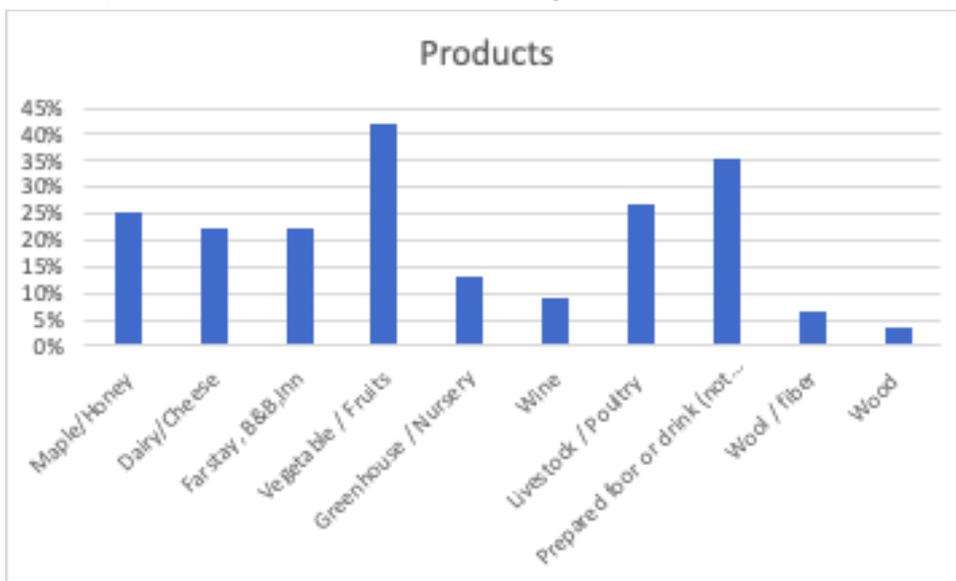
Highlighted conclusions from October, 2018, agritourism survey to Vermont farms.

These results include responses to a survey sent to 215 farm locations listed on DigInVT, 55 responses collected. It did not include locations being contacted by Lisa Chase of UVM Extension as she conducted a similar survey for participants in a 2017-2018 agritourism workshop series. The UVM list included 112 farms, with 35 responding that corresponded to the DigInVT farm criteria (UVM also received responses from prospective farmers and farms that are not yet open to visitors on a regular basis, these were removed from the sample along with farms that answered questions relevant to the UVM workshops but did not answer the questions being tracked by DigInVT).

Respondents came from across the state:



The respondents produced the following on their farms



Agritourism Activities:

The DigInVT survey asked about specific agritourism activities and received the following answers from 47 respondents (respondents selected as many as were relevant):

Most Commonly Offered Activities on the Farm

- Farm Tours (40%)
- Mail Order Products (40%)
- Participation in Off Site Events - e.g. festivals (40%)
- Farm stands / stores and Tasting Rooms came in second at 36%

Least Common Activities

- Hayride / Sleigh Ride (4%)
- Opportunity to Interact with Animals (eg petting zoo, feeding, horse riding) (6%)
- Pick Your Own (6%)

Other Listed Activities:

- Workshops / Classes (23%)
- Meals on the Farm (21%)
- Bus Tour Visits (21%)
- Site for Other Groups to Hold Events (17%)
- CSA (15%)
- Farm Stay (15%)

Only 16% of respondents listed their activities as new within the last year

A survey of 2016 Open Farm Week participants, by comparison, found that the following were offered (because of the format of the 2016 OFW this would include standard activities, not just special events for the week)

- Farm Tour (70%)
- Farmstand (50%)
- CSA (11%)
- Hayride (7%)
- Farmstay (0%)

Visitors:

Both UVM & DigInVT collected estimates of visitors, 74 respondents provided estimates. Eleven listed fewer than 50, while ten tallied more than 10,000. The most common response was 1,000 to 10,000 (mostly on the 1,000 side) - 32% of respondents reported in this range.

- 60% of respondents had the majority of their visitors from out of state
- 20% of respondents had less than 20% visitors from out of state
- 33% of respondents had more than 80% visitors from out of state
- 55% of respondents reported an increase in visitors over last year

Business Improvement Activities

Both DigInVT and UVM asked about business improvement activities. UVM was offering workshops related to these activities and conducting follow up surveys, while DigInVT surveyed businesses that had *not* attended those workshops. Results are both combined and compared.

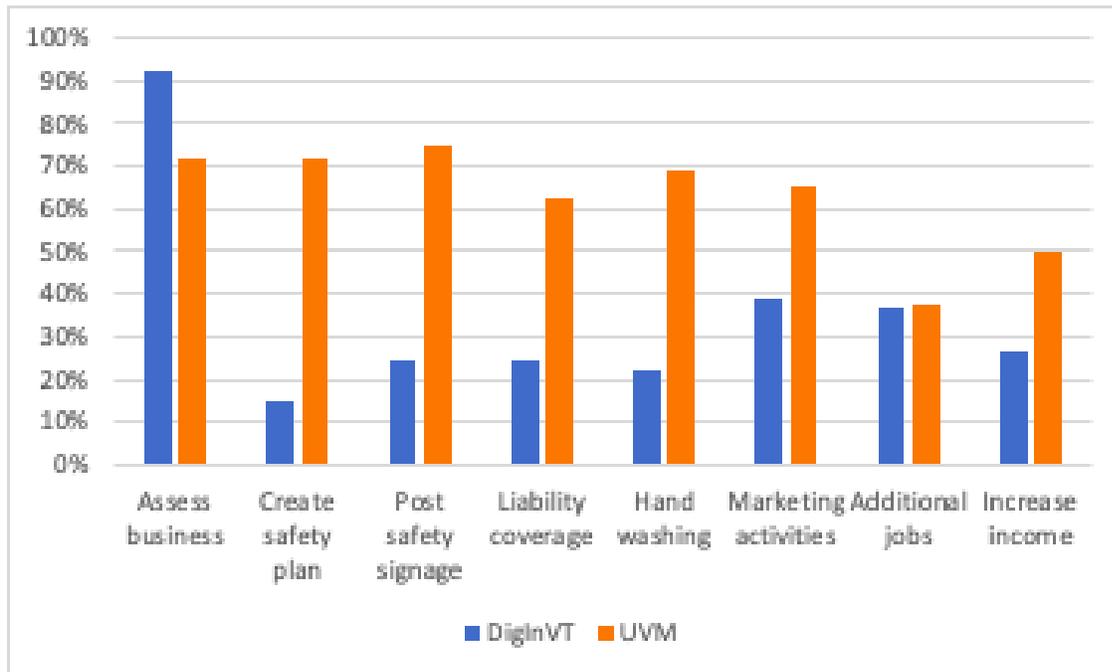
Note: The income question from DigInVT specified an increase in agritourism income while the UVM survey asked if farm income had increased as a result of agritourism participation. This discrepancy might have skewed the response. For example, customers that visit a farm and later purchase through a store or farmers market might not have been counted in DigInVT because the income wasn't collected at the farm visit. The fact that 43% of respondents to the DigInVT survey reported increased visitors while only 26% reported increased agritourism income suggests this type of disconnect. 68% of DigInVT respondents said agritourism work over the last year had "strengthened connection with local customers / customer loyalty", which may also lead to purchases that aren't experience *during* a visit but later in other venues. The results reinforce the difficulty in measuring agritourism's full impact on farm income.

Combined results*:

| | | |
|--|----|-----|
| Assess business to determine where improvements or new ventures are needed | 61 | 84% |
| Increase marketing activities related to agritourism | 37 | 51% |
| Post safety signage | 34 | 47% |
| Establish or improve handwashing stations | 31 | 42% |
| Obtain, change or improve liability coverage | 30 | 41% |
| Create farm safety plan related to visitors | 29 | 40% |
| Create additional jobs | 27 | 37% |
| Experience an increase in agritourism related income | 25 | 36% |

*We considered both "accomplished" and "partially accomplished" to be positives responses.

Compared results:



Additional Jobs: The total number of additional jobs reported was 35, with two reporting project based jobs that are occasional.

Interest in Future Activities:

The UVM Extension survey found that 76% of total respondents were interested in marketing as a topic for future assistance, 70% of farmers indicated an interest. The DigInVT survey asked more detailed questions about current participation in marketing activities and interest in participation in the future. The results were as follows:

Tourism Activities Participation:

- Activities with highest rate of current participation:
 - Trails organized by product or activity type: 40%
 - Hosting events as part of statewide coordinated promotion: 32%

- Activities with lowest rate of current participation:
 - Collaborative agritourism project involving other states / regions: 1 person
 - Advertising campaign focused on Vermonters: 2 people
 - Professional development on agritourism topics: 2 people

- Activities with highest amount of interest:
 - Being listed on a trail - either by activity type or region
 - Region had the highest interest: 49% were very interested, 26% interested, with only one person not interested / neutral
 - Promotions involving restaurants 51% very interested, 19% interested
 - Advertising campaigns - either in-state or out of state: 48% very interested, 34% interested (in state and out of state were equal in interest)

- Activities with least amount of interest:
 - Collaborative agritourism project involving other states / regions: This had the lowest rate of current participation (1) in addition to the highest rate of disinterest (30% were not interested / neutral). Which isn't to say there was no interest - 25% were interested, 27% very interested.
 - Hosting events as part of statewide coordinated promotion. 23% were not interested / neutral, while very interested and interested both had 20%. However, this also had a high rate of existing participation 32%, so the most interested people may already be participating.