



**Steve Troxler**  
Commissioner

North Carolina Department of Agriculture  
and Consumer Services  
*Agritourism Office*

**Martha Glass**  
Manager

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Dear Agritourism Farmers and Supporters:

Thank you for your participation in the 2005 Agritourism Survey. The brochure could not reflect all of the information received; therefore, some of the more interesting findings are summarized below.

There were twenty-six agritourism farms in North Carolina that began operating between 1940 and 1974. Between 1975 and 1984, sixty-one agritourism farms started up; between 1985 and 1994, ninety began operating; and from 1995-2005, 196 began operation. More than 50% of the agritourism operations started up in the past ten years, showing that agritourism is an increasingly popular option for farmers. Additional data showed that more than 50% of agritourism farms are on forty acres of land or less, implying that many small farms may find agritourism to be a good source of supplemental farm income.

Only seventy-seven of the agritourism farms responding charged admission. Of the two largest categories, you-pick and farm tour operations, only 20% charged admission. Those offering recreational trails/camping/hiking, fee fishing, and pony rides were among the highest percentage of farms charging a fee for admission.

Farmers reported that the most popular way visitors heard about their farm was "word of mouth," followed in order by newspapers, highway signs, flyers, web sites and the NCDA&CS General Store. The least effective method reported was television.

Of the 381 respondents, 284 replied that they had liability insurance coverage for their agritourism activities; 88 responded that they did not have liability coverage; and nine did not answer.

This survey is helpful to the agritourism community as it shows positive results for the decision to try agritourism options. NCDA&CS will continue to support new and established agritourism farmers with professional resources, on-site consultation, new contacts, strong networking, education and training. Also, the General Store is a free online marketing program to help agritourism farmers publicize their farms.

If you have questions about the survey results or advertising on the General Store, please contact Martha Glass, manager of the Agritourism Office, at 919-733-7887, or by email at [martha.glass@ncmail.net](mailto:martha.glass@ncmail.net).

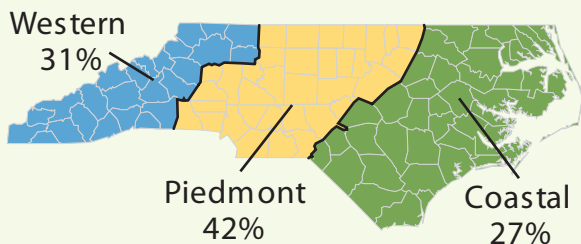
Sincerely yours,

Martha Glass

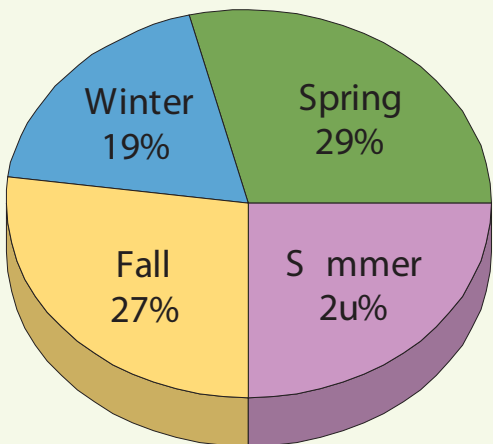
The Agritourism Survey was conducted between July 15-August 18, 2005. The survey was mailed to nearly 850 farmers who were believed to offer agritourism activities. There were 739 usable reports with 381 responding that they were an agritourism operation.

The 5 counties with the most agritourism operations were Wake, Guilford, Henderson, Randolph, and Johnston.

### Agritourism by Region



### Seasons when Agritourism Operations Are Open



About 3% of the operations only opened for special occasions and approximately 10% of the operations were open year-round.

**Ag•ri•tour•ism** - (ag'ri toor'iz'm) - A value-added agricultural activity that provides recreational and entertaining experiences to educate people about North Carolina agriculture.



# North Carolina Agritourism Survey Results 2005

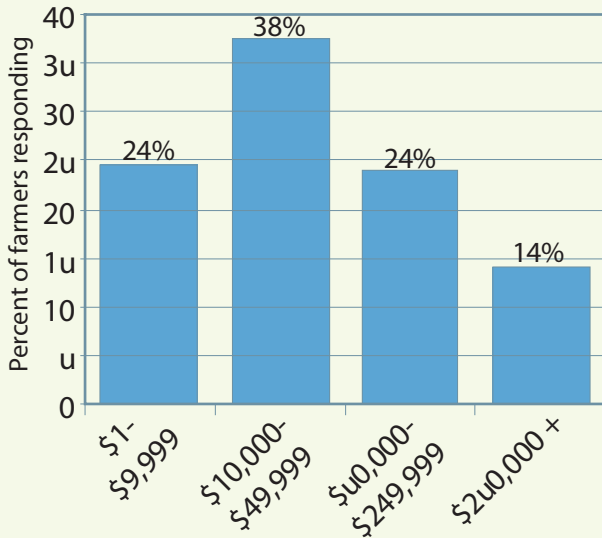


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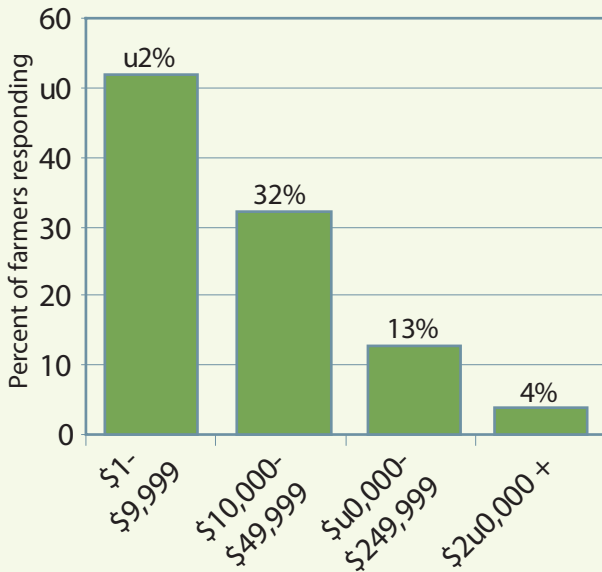


## Annual Gross Farm Income in 2004



Sixty-two percent of the farms reporting agritourism income had less than \$50,000 in annual gross farm income.

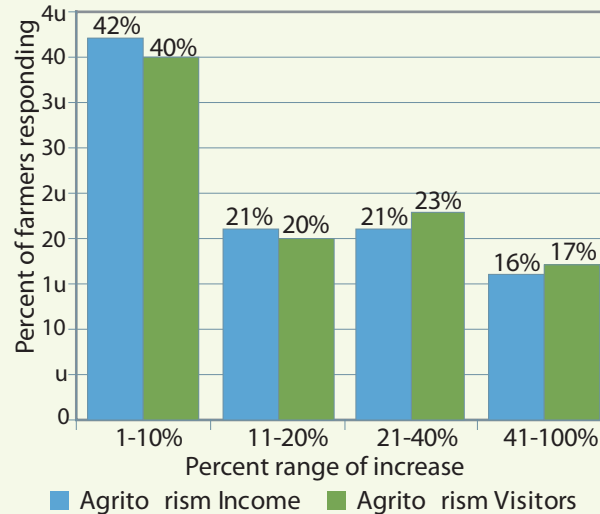
## Annual Gross Agritourism Income in 2004



Just over half of the operations reported annual gross agritourism income below \$10,000 and only four percent had agritourism income over \$250,000.

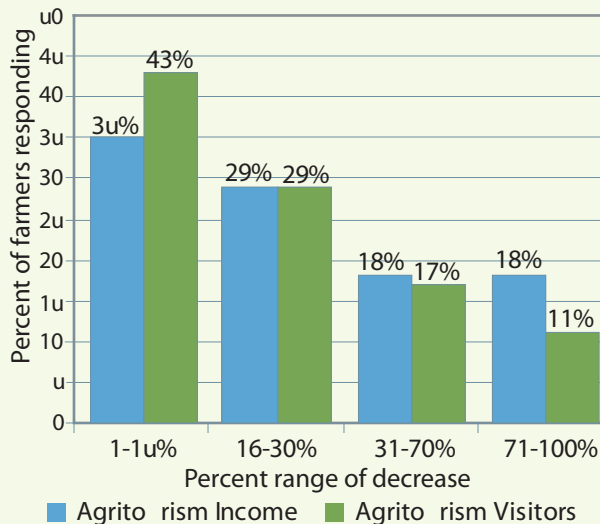
Forty-six percent of the agritourism operations reported an increase of income between 2003 and 2004 and fifty-four percent saw an increase in the number of visitors. Thirty percent of operations had no change in agritourism income and nine percent did not know. Twenty-four percent saw no change in the number of visitors and ten percent did not know.

## Increase of Agritourism Income & Visitors

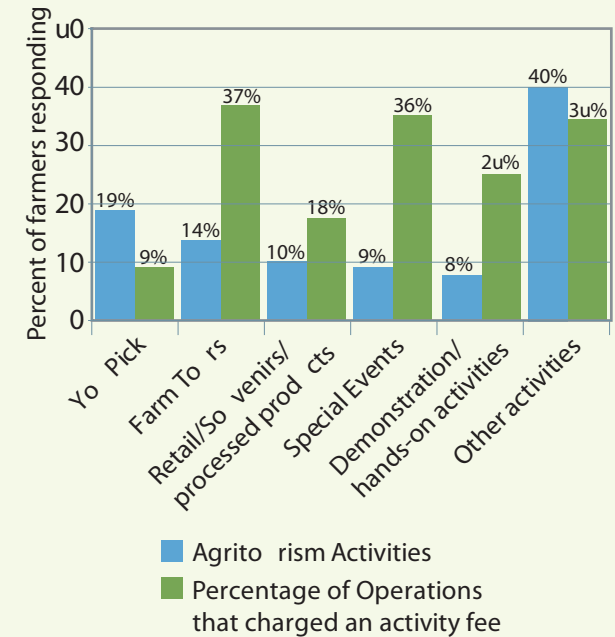


Fifteen percent of the agritourism operations reported a decrease of income between 2003 and 2004 and twelve percent had a decrease in the number of visitors.

## Decrease of Agritourism Income & Visitors



## Agritourism Activities



Other agritourism activities reported were choose & cut Christmas trees, food production/tasting rooms, workshops, barnyard animals/petting, and other.

## Year Agritourism Operation Began

