



Advancing Agritourism

Northeast Regional Center for Rural Development

Overview

Agritourism is an opportunity for rural communities and farm operators to benefit from the growing consumer interest in on-farm experiences. NERCRD engages in several research and outreach efforts aimed at making this opportunity more accessible.



Selected Impacts

- A study led by NERCRD researchers found that the availability and adoption of high-speed broadband boosts the number of farms offering agritourism activities. They found that, on average, U.S. counties that adopted broadband speeds one megabit per second above the national average in 2012 had about 5% more agritourism operations in 2017 than counties that stayed at or below the national average speed. <https://bit.ly/4715r56>
- The researchers also found that agritourism and direct farm sales complement one another when they occur within the same community. These findings could help farmers and the local organizations that support them plan more strategically for farm resilience and growth. Learn more at: <https://bit.ly/3yHXNUp>

Additional Resources

- **Agritourism in the United States: State and National fact sheets**, available at: <https://bit.ly/agritourism-factsheets>
- **NERCRD data briefs on agritourism and direct sales**, available at: <https://bit.ly/4c66LJe>
- Hollas, C., C. Schmidt, Z. Tian, S.J. Goetz, and L. Chase. 2024. “**Insights and Oversights: Behind the Data on Agritourism and Direct Sales in the United States.**” *Journal of Agriculture, Food Systems, and Community Development*, August, 1–11. <https://doi.org/10.5304/jafscd.2024.134.005>.
- Schmidt, C., L. Chase, C. Barbieri, E. Rilla, D. Singh Knights, D. Thilmany, S. Tomas, et al. 2022. “**Linking Research and Practice: The Role of Extension on Agritourism Development in the United States.**” *Applied Economics Teaching Resources* 4 (3). <https://doi.org/10.22004/AG.ECON.323987>.
- Schmidt, C., L. Han, A. Moghadam, and S.J. Goetz. 2024. “**Broadband Access and Agritourism Operations in the United States.**” *Journal of the Agricultural and Applied Economics Association*, June, jaa2.128. <https://doi.org/10.1002/jaa2.128>.
- Schmidt, C., Z. Tian, S.J. Goetz, C. Hollas, and L. Chase. 2023. “**Agritourism and Direct Sales Clusters in the United States.**” *Agricultural and Resource Economics Review* 52 (1): 168–88. <https://doi.org/10.1017/age.2023.1>.
- **International Workshop on Agritourism 2022 Conference Proceedings:** Twenty-seven papers from the 2022 International Workshop on Agritourism. Papers on policy, success factors, case studies, and education for farmers. Available at: <https://bit.ly/44o532p>

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