

- Percent of respondents who rated goal as very important or important
- Percent of respondents who feel they are successful in achieving goal

How Successfure Agritourism Operators in Meeting Their Goals?

Most agritourism operators are successful in achieving their goals. However, the most important goal \mathbf{v} increasing farm/ranch revenue \mathbf{v} is the least successful. Operators are finding great success with important community goals, such as enjoying social interaction with the public, educating public about agriculture, and building goodwill in the community.

Financial Goals

Financial goals vary widely among agritourism operators. For some, agritourism is a main source of income. Most at least want their enterprises to pay for themselves, but some are willing to sacrifice income for other non-economic benefits.

- livestock farmerWestVirginia

Conclusions

Our results suggest that agritourism provides a level of transparency that allows operators to better control narratives regarding their businesses and allows community members to participate in the agricultural process. Agritourism also aids in building community culture around food, the natural environment, and cultural heritage.

Support for agritourism operators should be focused on goals that are the most difficult

This work is supported by Critical Agriculture Research and Extension (CARE) grant no. VTN32556 from the USDA National Institute of Food and Agriculture and Agriculture Marketing Resource Center (AgMRC), located at lowa State University, www.agmrc.org. AgMRC is a national website dedicated to providing information to producers and service providers on value-added agriculture businesses. Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the authors and do not necessarily reflect the view of the U.S. Department of Agriculture. UVM Extension helps individuals and communities put research-based knowledge to work. Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the United States Department of Agriculture. University of Vermont Extension, Burlington, Vermont. University of Vermont Extension, and U.S. Department of Agriculture, cooperating, offer education and employment to everyone without regard to race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital or familial status. Any reference to commercial products, trade names, or brand names is for information only, and no endorsement or approval is intended.