



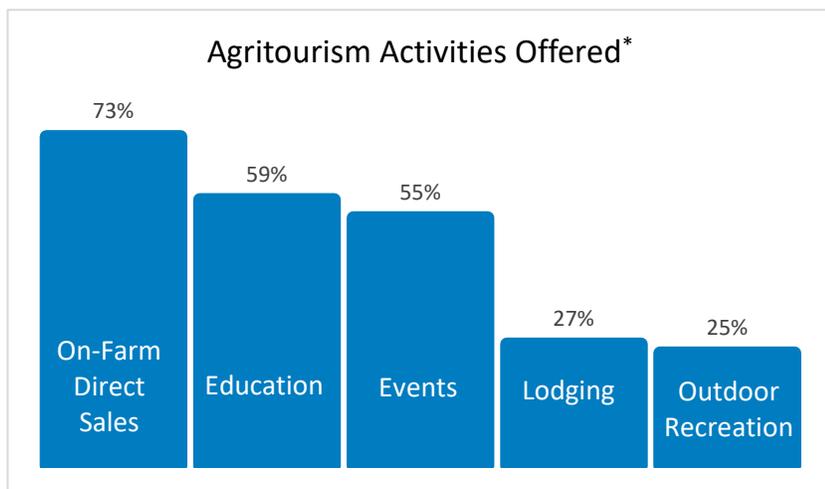
California Agritourism 2025

What is Agritourism

Agritourism is an important component of California agriculture, serving as a viable source of **economic stability and diversification** for California’s farms and ranches, contributing to **rural economic development**, and **connecting the public to the food system**. The University of California defines agritourism as “a commercial enterprise at a working farm or ranch conducted for the enjoyment and education of visitors that generates supplemental income for the owner or operator.” This definition encompasses on-farm direct sales, outdoor recreation, educational activities, entertainment, and lodging.¹

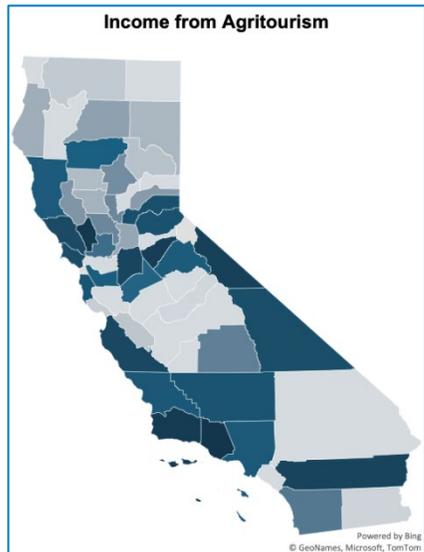
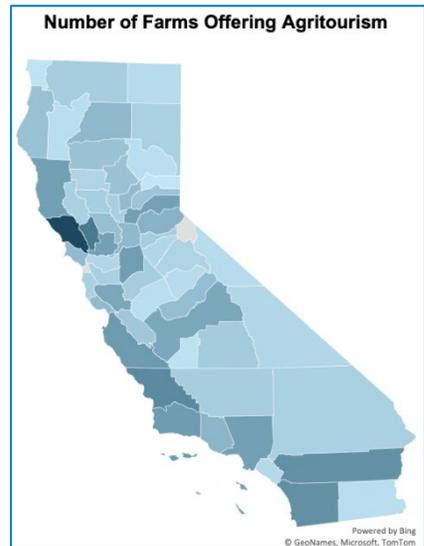
California Agritourism by the Numbers

It is estimated that over 2,000 farms and ranches in California offer agritourism activities. The U.S. Census of Agriculture shows **the number of California farms and ranches offering agritourism grew by 81% from 2007 to 2022 and the revenue grew by 184%.²** Agritourism is now nearly a \$100,000,000 industry in California. There are agritourism operations in nearly every county of California.³



^{*}Results from 2019 survey of California agritourism operators n=139

2022 Census of Agriculture



The census includes a limited definition: “agri-tourism and recreational services such as farm or winery tours, hay rides, hunting, fishing, etc.” On-farm direct sales, such as farm stands and U-picks are not captured, therefore while the census provides insights, the number of agritourism operations and revenue are undercounted.

For county statistics see: [Ag Census 2022](#)

¹ California Overview: 2019 Survey of Agritourism Including On-Farm Direct Sales. <https://ucanr.edu/sites/agritourism/files/382405.pdf>

² Income from Farm-Related Sources: 2022 and 2017, USDA NASS. https://www.nass.usda.gov/Publications/AgCensus/2022/Full_Report/Volume_1_Chapter_1_State_Level/California/st06_1_007_008.pdf

California Agritourism Industry Opportunities

California Jobs First Economic Blueprint

In February 2025, Governor Newsom announced the [California Jobs First Economic Blueprint](#) paired with \$245 million in funding to support implementation.³ Of the 13 regional economic development plans, **five regions specifically identified agritourism as a strategic economic growth sector** and **three regions identified agritourism as an existing economic asset.**⁴

Visit California Strategic Tourism Plans

In March 2025, Visit California released draft strategic tourism plans to shape the state’s travel and tourism industry, including [12 Regional Strategic Tourism Plans](#).⁵ **Investment in agritourism development was identified by seven regions as a key regional strategic opportunity.**

California Agritourism Summit

In May 2025, a diverse set of stakeholders that are critical to successful agritourism development will gather at the [California Agritourism Summit](#) to share current initiatives, industry developments, and create a collective vision for the future of agritourism in California.



California Agritourism Challenges

Leading Challenges Identified by Farmers & Ranchers

Liability

- The cost and availability of insurance to cover agritourism activities is prohibitive
- California is one of only 17 states with NO legal liability protections for agritourism operations

Regulations, Permitting & Zoning

- Agritourism activities not allowed on agriculturally zoned land
- Permitting process is unclear
- Permits are not 'right-sized' for activities proposed, creating a barrier to entry

Marketing

- Marketing support from tourism entities to expand the reach of individual businesses
- Marketing education, tools, and resources to support businesses

Leading Challenges Identified by Agritourism Stakeholders

Sustainable Agritourism Development

- Concerns about traffic, noise, and taking land out of agricultural production

Lack of Cohesive Strategy

- Need to share best practices and models
- Defining and planning for agritourism at county and state level

³ California Jobs First State Economic Blueprint. February 2025. <https://jobsfirst.ca.gov/wp-content/uploads/Economic-Blueprint.pdf>

⁴ California’s 13 Jobs First Regions. <https://jobsfirst.ca.gov/>

⁵ Regional Strategic Tourism Plans Overview. <https://travelmattersca.com/travel-hub/regional-strategic-tourism-plans>