



# Missouri Economy Indicators

## Agritourism

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Agritourism can take many forms, including farm tours, hayrides, hunting, fishing and other recreational services. According to the Census of Agriculture, the number of agritourism operations in the United States remained stable over the past five years, while agritourism revenue grew 33%, from \$949 million in 2017 to \$1.25 billion in 2022.

In 2022, Missouri’s agritourism industry had 803 farms with \$19 million in sales. These figures both increased approximately 22% between 2017 and 2022. This held the average agritourism receipts per operation steady at \$23,658. Agritourism sales were reported across farms of all sizes—notably, 35% of U.S. farms and 23% of Missouri farms were 50 acres or smaller. The most common size for Missouri agritourism farms fell between 260 and 499 acres. Fewer of the state’s smallest farms, with less than 10 acres, reported agritourism sales.

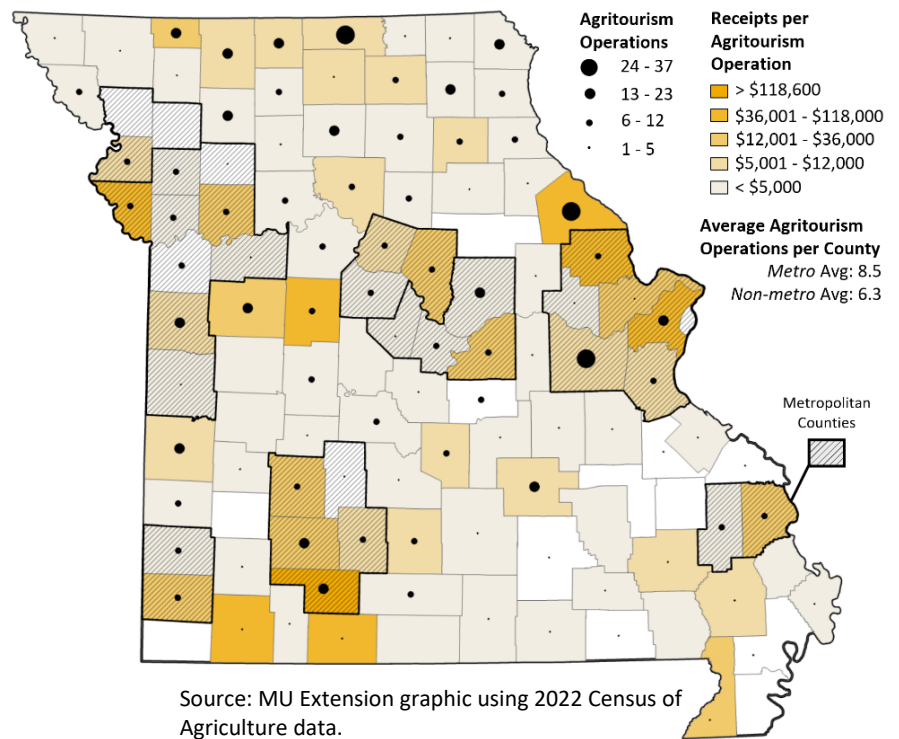
### Agritourism Adoption in 2022

More than a quarter (27%) of Missouri’s 803 agritourism operations were in the state’s four largest metropolitan areas: St. Louis (70), Kansas City (67), Springfield (52) and Columbia (30).

Overall, 37% of agritourism operations were in metro counties, compared to 63% in non-metro counties. Despite having fewer agritourism operations, metro counties accounted for a larger share of the state’s total receipts (64%) compared to non-metro counties (36%).

On average, operations in metro areas of Missouri reported annual sales of \$35,903, compared to \$11,802 for operations in non-metro areas.

### Missouri Agritourism by County, 2022



Since the Census of Agriculture first started reporting agritourism operations and receipts 20 years ago, the number of participating Missouri farms has ranged from a low of 588 in 2007 to a high of 844 in 2012. During this time, total sales have increased nearly sixfold from an initial \$3.2 million in 2002. Missouri ranks 11<sup>th</sup> nationally in the total number of farms with agritourism receipts, with Texas, California, North Carolina and New York leading in this category. Missouri’s total agritourism receipts are ranked 23<sup>rd</sup> in the country.

## Agritourism Diversifies Farm Revenue

In the 2022 Census of Agriculture, nearly half of the nation's agritourism operations reported less than \$5,000 in agritourism receipts. Missouri accounted for 3% of all agritourism farms and 2% of total receipts.

Missouri data suggest that the state had a larger share of farms (60%) reporting less than \$5,000 in receipts. The figure to the right illustrates that Missouri's border states show similar proportions of operations by receipts. Agritourism's total sales are driven by a small number of successful farms.

In Missouri, 11.4% of agritourism farms that reported sales exceeding \$25,000 drove total agritourism receipts, amounting to \$15.8 million in sales for 2022. With an estimated average agritourism income of nearly \$24,000 per operation, Missouri ranked 5<sup>th</sup> among its border states. The state's average agritourism sales were higher than Kansas, Kentucky, Arkansas and Oklahoma, but lower than Nebraska, Tennessee, Illinois and Iowa, as show in the accompanying figure.

## Additional Notes and Resources

- The Missouri Farm Bureau and Missouri Department of Agriculture maintain lists of farm operations with agritourism activities. Find a nearby agritourism operation: <https://missourigrownusa.com/farm-fun>
- Maple syrup production is another way to diversify farm activity to include agritourism. Two [recent Exceed reports](#) explore the marketing and sales of Missouri maple syrup.
- Discover best practices for agritourism at: <https://agritourism.localfoodeconomics.com/best-practices/>
- View 2017 data on Missouri agritourism operations from [a previous Exceed brief](#).
- **Data note:** *There is no official definition of agritourism. Farmers who complete the Census of Agriculture are asked to report sales of Christmas trees, pumpkins and other products separately. The data provided above offer an incomplete measure of total agritourism activities.*

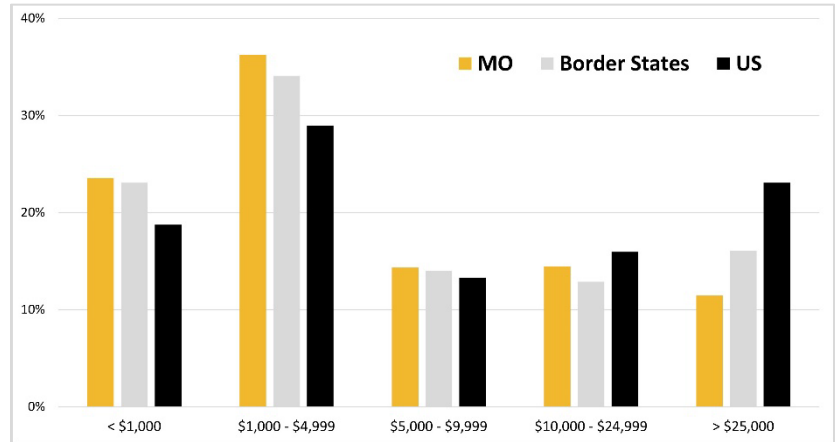
All Missouri Economy Indicators briefs in this series are available at <http://muext.us/MissouriEconomyIndicators>

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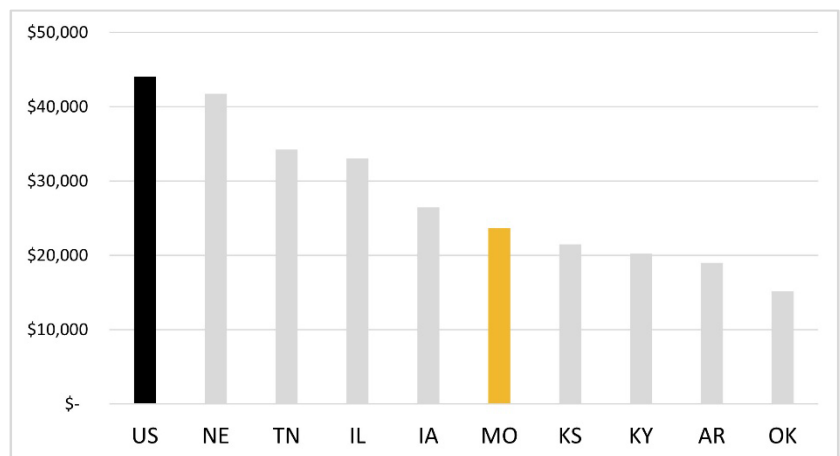
## Agritourism Operations by Receipts, 2022

Missouri had a higher percentage of low sales operations than the U.S.



Source: MU Extension graphic using 2022 Census of Agriculture data.

## Average Agritourism Income per Operation, 2022



Source: MU Extension graphic using 2022 Census of Agriculture data.