

Agritourism in Minnesota

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Explore Minnesota fall continuing education series





Empowers, prepares and supports the tourism industry and communities engaging in tourism for success and sustainability

tourism.umn.edu



How we work



Education
and training



Applied
research



Community
engagement &
coaching



Support
undergraduate &
graduate students



Priority Areas

Community tourism
development

Outdoor recreation

Agritourism



What is agritourism?

Agritourism Activities Fit Within Five Main Categories:

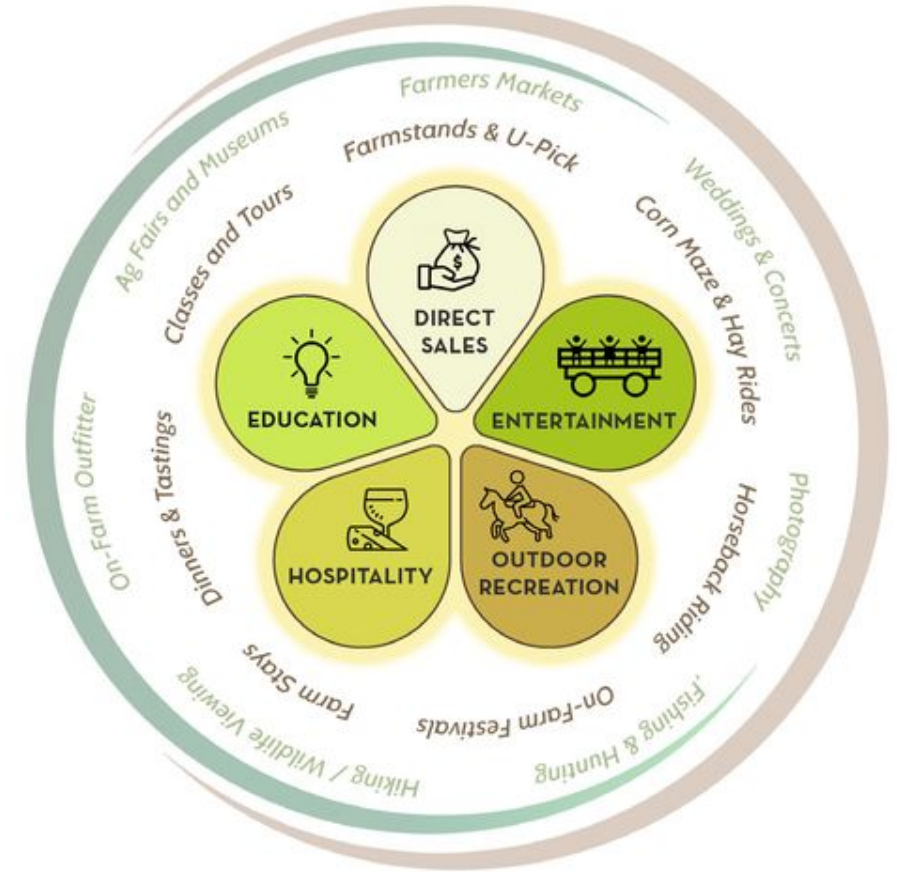
Direct sales: farm stands and u-pick

Education: school tours, workshops, on farm classes

Hospitality: farm stays, on-farm dinners, weddings

Outdoor recreation: hunting, fishing, trails, races

Entertainment: pumpkin patches, corn mazes, festivals, etc.



What value does agritourism offer?

For Farmers

- Supplementary (or majority) income
- Connection with consumers and community
- Fills the social cup
- Generational farm transitions

For all of Us

- Economic development for rural communities
- Increased literacy in and support for agriculture

For Consumers

- New and unique
- Authentic experiences
- Connection with nature



Agritourism growth



Need for
income
diversification



Supportive
policy and
programs



Growing
interest in
local foods



Interest in
authentic rural
experiences



Agritourism in Minnesota: By the numbers

- **2022 Census of Agriculture:**
 - 509 farm operations with income from agritourism
 - 8% increase in the number of farm operations with income from agritourism
 - \$13.6 million: Total value of farm receipts from agritourism
 - \$26,748: **Average** value of farm receipts from agritourism –
large variations!

Note: Direct sales NOT included in these numbers.



Agritourism in Minnesota: Trends



Diversified & creative farm experiences



Varying regulations



Not all farms are suited for agritourism



Uneven online presence



Agritourism in Minnesota: Key considerations

Concentration (with differentiation)

Seasonality

Infrastructure

Investment cost

Labor

Agritourism in Minnesota: Challenges



Zoning and
regulations



Insurance &
liability



Safety & risk
management



Agritourism in Minnesota

Insights from the
statewide Agritourism
Exchange, 2024 and
2025



Working together

- ***42% needed information on marketing and promotions***
(2023 producer survey)
- Listings & social media posts
- Co-op program opportunities
- Photos & videos
- Sharing resources
- Visitor insights if available
- Take a “package-deal” approach
- Support signage & wayfinding

Is there agritourism in my area?



Agritourism work in Extension

❖ Engagement & outreach:

- Statewide working group
- Annual [Agritourism Exchange](#) professional event

❖ Direct support via calls, emails & one-on-one consults

❖ Resource creation & sharing:

- Dedicated [webpage](#)
- A quarterly newsletter – [sign up here!](#)
- [Resource folder](#) (a work in progress)
- [Business plan template](#) for agritourism operations
- On-farm experience [case studies](#)

❖ Future potentials





Questions & Ideas?

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