



2022 Georgia Agricultural Census: Agritourism & Direct Marketing

Jared Daniel, Angie Im, and Daniel Remar

	2017		2022		% Change
	\$	%	\$	%	
	Average Per Farm	\$17,403	-	\$21,299	-
\$1-\$499	\$168,343	0.4%	\$116,000	0.2%	-31%
\$500-\$999	\$303,257	0.7%	\$215,000	0.5%	-29%
\$1,000-\$4,999	\$2,303,082	5.3%	\$1,494,000	3.2%	-35%
\$5,000-\$9,999	\$2,211,150	5.1%	\$1,621,000	3.5%	-27%
\$10,000-\$24,999	\$2,571,715	5.9%	\$2,620,000	5.6%	2%
\$25,000-\$49,999	\$3,087,491	7.1%	\$2,525,000	5.4%	-18%
\$50,000+	\$32,932,045	75.6%	\$37,814,000	81.4%	15%

- The average value of food sold directly to consumers per farm saw an increase of 22% from 2017 to 2022.
- Operations with values of sales greater than \$50,000 make up most of the value in both 2017 and 2022.
- Operations with value of sales greater than \$50,000 of sales also saw the most growth in value from 2017 to 2022 with a 15% increase.

- The value of food sold directly to retail markets, institutions, and food hubs for local or regionally branded products increased across the board from 2017 to 2022.
- The least growth occurred in the values of sales greater than \$50,000, defying the consolidation trend, with only a 1% increase.
- The average per farm sales of this marketing option saw a decrease of 54%, suggesting a surge of smaller operations taking advantage of these opportunities.

	2017		2022		% Change
	\$	%	\$	%	
	Average Per Farm	\$554,195	-	\$257,448	-
\$1-\$499	\$13,133	0.01%	\$33,000	0.0%	151%
\$500-\$999	\$42,981	0.02%	\$66,000	0.0%	54%
\$1,000-\$4,999	\$441,752	0.17%	\$678,000	0.3%	53%
\$5,000-\$9,999	\$336,687	0.13%	\$752,000	0.3%	123%
\$10,000-\$24,999	\$930,068	0.36%	\$1,952,000	0.7%	110%
\$25,000-\$49,999	\$888,281	0.34%	\$1,936,000	0.7%	118%
\$50,000+	\$258,927,801	98.99%	\$261,040,000	98.0%	1%

Sources: U.S. Department of Agriculture National Agricultural Statistics Service, 2017 Census of Agriculture and 2022 Census of Agriculture, calculations made by authors, adjusted to 2022 dollars



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Agritourism and Recreational Services			
	2017	2022	% Change
Farms	736	742	0.8%
Average Per Farm	\$38,122	\$41,849	9.8%
Total Value	\$33,499,160	\$31,052,000	-7.3%

- The number of farms reporting agritourism and recreational services has slightly increased from 736 to 742 between 2017 and 2022, representing a 0.8% increase.
- The average income per farm also saw a slight rise to \$41,849 compared to that of 2017, yet it remains slightly below the national average of \$44,004.

- Out of 11,307 farms generating incomes from farm-related sources, 742 (or 6.56%) offered agritourism activities, marking a slight increase from the 5.57% composition in 2017.
- Among the farms providing agritourism and recreational services, approximately 16.04% reported receipts between \$10,000 and \$24,999, showing about a 1.64% increase compared to 2017. Around 51% of farms in Georgia received receipts between \$1 and \$5,000, which is a slightly greater portion compared to the U.S. average of 47.68%.

Agritourism and Recreational Services, by receipts					
	2017		2022		% Change
	#	%	#	%	
\$1-\$999	144	20%	152	21%	5.6%
\$1,000-\$4,999	266	36%	230	31%	-13.5%
\$5,000-\$9,999	102	14%	115	16%	12.7%
\$10,000-\$24,999	106	14%	119	16%	12.3%
\$25,000+	118	16%	126	17%	6.8%

Sources: U.S. Department of Agriculture National Agricultural Statistics Service, 2017 Census of Agriculture and 2022 Census of Agriculture, calculations made by authors, adjusted to 2022 dollars