

Farm Like a Women in Agritourism: Joining Efforts to Succeed!



Photo credit: Carolina Farm
Stewardship Alliance (CFSA)

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Presentation Outline

- **Overview**
 - About agritourism
 - Women in agritourism
- **Project Specifics**
- **Research Highlights**
 - Procedures
 - Results
- **Extension Implications**
- **Moving Forward**



Overview – About Agritourism

Any type of education or recreational activity offered on working farms



Overview – About Agritourism



Main contributions:

- Connects farmers to local communities
- Increases the economic viability of family farms
- Preserves farmlands
- Revitalizes rural areas

Overview - Women in Agritourism

- **Women operators in agriculture have increased substantially in last 30 yrs.** (Hoppe & Korb, 2014).



- **More women involved in:**
 - Alternative agriculture
 - Agritourism

(Ikerd, 2017; Johnson, Schnakenberg, & Perdue, 2016)
- **Historically, women are the innovators on the farm...**
 - Repurposing farm resources
 - Creating economic activities

(Alston, 2002; Anthoplou, 2010; Ball, 2014; Jones, 2002; Wright & Annes, 2016)

Overview - Women in Agritourism

- **Women earn less profits than men!** (Average ~\$35,000 less)
(Barbieri & Mshenga, 2008)

But why?

- **Different motivations** (e.g., quality of products over quantity)
- **Unique constraints as:**
 - Women (e.g., masculine ideologies)
 - Entrepreneurs (e.g., liability, regulations)
 - Farmers (e.g., family business dynamic)

(Anthopolou, 2010; Brandth, 2002; Halim, 2016; McGehee, Kim, & Jennings, 2007)



Project Specifics

Aim: Maximize women's agritourism benefits



Objectives: To identify...

- Indicators of agripreneurial success
- Challenges to that success
- Opportunities to overcome challenges

Multi-facet project:

- Research → 2 phases (Qualitative & Quantitative)
- Extension → 5 outputs (fact sheets, webinars, online curriculum, educational videos, educational-networking workshop)

Research Highlights - Procedures

Qualitative Phase:

- Combination of methods (Interviews, focus groups)
- 33 participants (3 regions of the state, varied profiles)



Survey Phase:

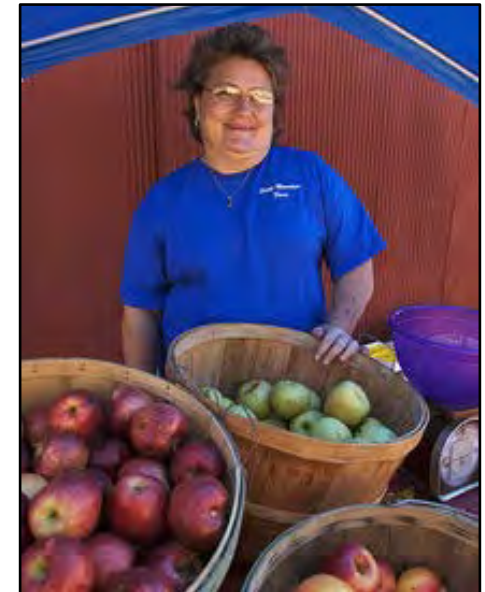
- Mail & web-based data collection (Jan. – May 2017)
- 180 participants (59% response rate)

Survey Instrument:

- Agripreneural Success (20 items, 5-point Likert-type scales)
- Challenges affecting success (32 items total, 4-point scales)
- Opportunities (18 items, 5&4 points Likert scales)
- Socio-demographics

Results – Demographic Profile

- **Age:** 49 years old (average)
- **Highly educated:**
 - 68% completed at least a 4-year college degree
 - 32% held post-graduate degrees
- **Household Income:** 51% reported \$50,000-\$150,000
- **Household composition:**
 - 91% live with a spouse
 - 43% live with at least one child (varying ages)



Results – Agricultural Profile

➤ Family Farm:

- 74% live on the farm
- 37% multi-generational farmers
- 89% farm owner/co-owner



➤ Agritourism:

- 69% currently offer agritourism
- 51% received less than 500 visitors (2016)
- 77% forecasted a visitors increase (2017)

➤ Agritourism Offerings:

- 81% Educational activities
- 54% Festivals
- 50% Farm based recreation activities

Results – Agripreneurial Success Indicators

<p>Self-fulfillment (4.6)</p>	<ul style="list-style-type: none"> ○ Pursuing happiness (4.7) ○ Remaining mentally creative (4.7) ○ Having a good work-life balance (4.6) ○ Having flexibility in work hours (4.5)
<p>Business factors (4.5)</p>	<ul style="list-style-type: none"> ○ Building long-lasting relationships with customers (4.7) ○ Earning a good income (4.4)
<p>Family contributions (4.1)</p>	<ul style="list-style-type: none"> ○ Family supporting my farming career (4.4) ○ Passing the farm on to the next generation (3.9)
<p>Personal growth (4.1)</p>	<ul style="list-style-type: none"> ○ Educating the public about farming (4.5) ○ Having an active lifestyle (4.5) ○ Being an expert in some aspect of farming (4.0) ○ Being an “agritourism” expert (3.4)
<p>Belonging & recognition(4.0)</p>	<ul style="list-style-type: none"> ○ Setting an example for other women farmers (4.3) ○ Being part of the local farming community (4.2) ○ Gaining respect from other farmers (3.9) ○ Receiving similar recognition as male farmers (3.8)

5-point Likert-type scale from “Very unimportant” to “Very important”.

Results – Main Challenges

As a Women Farmer:

- Not sharing the household chores fairly with my spouse/partner (2.5)
- Not dividing farm chores equitably with other family members (2.3)

As an Agritourism Farmer:

- Managing the number of visitors at a desirable level (3.4)
- Keeping the quality of farm products with the growth of visitors (3.2)
- Minimal revenues agritourism generates (3.1)
- Being uncertain about regulations related to agritourism (3.1)
- Agritourism is not perceived as “real” agriculture (2.6)

(4-point scale: “1 = Not at all”; “2 = Very little”; “3 = Some”; “4 = Very much”)

Results – Extent of gendered challenges

	Female	Male	<i>p</i> value
Personal			
○ Managing off-farm & on-farm work	3.5	3.0	***
○ Physical demand of farm-work	3.3	2.5	***
Farm Family Household			
○ Balancing farm & household tasks	3.6	2.4	***
○ Expectations as a caregiver	3.5	2.1	***
○ Cooperation from spouse/ partner	3.4	2.7	***
○ Demand of childcare	3.3	2.0	***
○ Falling short on caring for the family	3.3	2.3	***
○ Ability to inherit farmland	3.1	2.8	***
○ Knowledge sharing from parents	2.7	2.6	**
Society			
○ Availability of farmers networks	3.1	2.7	***
○ Access to grants	3.1	2.8	***
○ Falling short on others' expectations	2.9	2.3	***
○ Number of farmers of the same gender	2.6	1.7	***
○ Lack of respect towards farmers	2.9	2.2	***

*** $p < 0.001$; ** $p < 0.05$; * $p < 0.10$

(4-point scale: "1 = Not at all"; "2 = Very little"; "3 = Some"; "4 = Very much")

Results – Challenges by type of farm

	Agritourism Farm	Non-Agritourism Farm	<i>p</i> value
Internal Factors			
○ Managing liability	3.7	3.1	***
○ Reaching markets	3.6	3.5	**
○ Handling administrative work	3.5	3.2	***
○ Controlling business growth	3.4	3.1	***
○ Managing tasks by farmers themselves	3.4	3.2	*
External Factors			
○ Dealing with business seasonality	3.7	3.3	***
○ Finding reliable staff	3.7	3.5	**
○ Managing risks associated with agriculture	3.5	3.2	--
○ Receiving institutional support	3.1	2.9	**

*** $p < 0.001$; ** $p < 0.05$; * $p < 0.10$
 (4-point scale: "1 = Not at all"; "2 = Very little"; "3 = Some"; "4 = Very much")

Results - Opportunities

➤ Top 3 Strategies for Success:

- Growing without getting in debt (4.6)
- Managing desirable number of visitors (4.3)
- Seeking advice from other agritourism farmers (4.1)

5-point Likert-type scale from "1 = Not at all useful" to "5 = Extreme useful".

➤ Top Trends Facilitating Success:

- Demand of local products (3.7)
- Access to social media (3.7)   
- Public interest in local agriculture (3.7)
- Entrepreneurial mindset among new farmers (3.6)
- Women's leadership in agritourism (3.5)
- Women's involvement in farming (3.5)

(4-point scale: "1 = Not at all"; "2 = Very little"; "3 = Some"; "4 = Very much")



Extension – From Research to the Field

Fact Sheets:

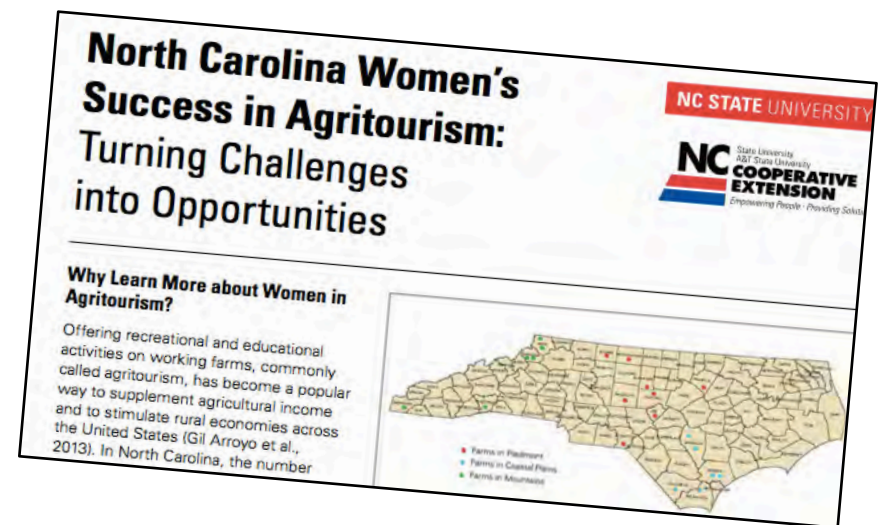
- Success in Agritourism – Turning Challenges into Opportunities
(<http://www4.ncsu.edu/~cebarbie/reports/Agritourism-2016-Women.pdf>)
- Female Farmers are doing it for themselves! *
- Women’s Ch-Ch-Challenges in Agritourism: Time to make a change *

Webinar:

- Understanding Women in Agritourism

Educational videos:

- Promotional video (10-minutes)
- Farmer Profiles (4, 2-minutes)



* forthcoming in 2018

Extension – From Research to the Field

2-day Educational Network Workshop (March 2017, Asheboro, NC)

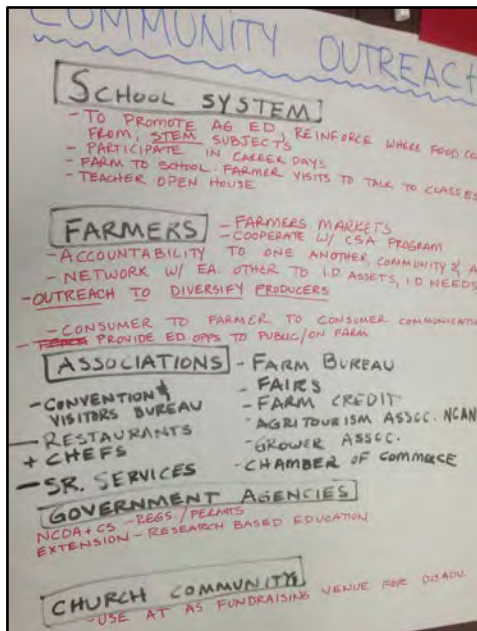
- **50 women from across NC** (farmers, managers & extension agents)

➤ **Activities:**

- Network development & expansion
- Idea sharing (focusing on challenges & solutions)
- Educational sessions (e.g., income sales & taxation)

➤ **Impact (post-workshop follow ups):**

- Connections maintained via Facebook & farm visits
- Unsolicited positive feedback (e.g., “empowering workshop,” “useful information,” “meaningful connections”)



Moving Forward

- **Continue data analysis**
 - Regression analysis
- **Outreach:**
 - Development of fact sheets
 - Preparation of online curriculum
- **Scholarship:**
 - Creation of scholarly outputs



Thank You! Questions?



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