



National Agricultural Statistics
Hawaii Field Office
Hawaii Department of Agriculture

In Cooperation with:



Agricultural Development Division

Hawaii Ag-Tourism

Mark Hudson, Director

January 28, 2008

Hawaii's ag-tourism valued at \$38.8 million in 2006

The value of Hawaii's ag-tourism related activities (see definition below) is pegged at \$38.8 million for 2006, up 14 percent from the \$33.9 million generated in 2003. There were 112 farms statewide that had ag-tourism related income during 2006, a 40 percent decrease from 2003 as fewer agricultural producers in Hawaii have opened-up their operations to visitors to the farm experience through ag-tourism activities. Interest in ag-tourism continues to be strong as 84 farms either are involved in ag-tourism activities in 2006, or planned to be in the future.

The distribution of ag-tourism throughout Hawaii has become more concentrated during the past three years as Hawaii County now accounts for half of the farms with ag-tourism and 34 percent of the total value. Honolulu County had 12 percent of the farms and 37 percent of the total value. Kauai County accounted for 13 percent of the farms and the value was 16 percent of the total. Maui County accounted for 25 percent of the farms and was the only county showing a decline from 2003 with 13 percent of the total value.

Continued on page 2...

**Ag-tourism: Number of farms, value, and future intentions by county,
State of Hawaii, 2000, 2003, and 2006**

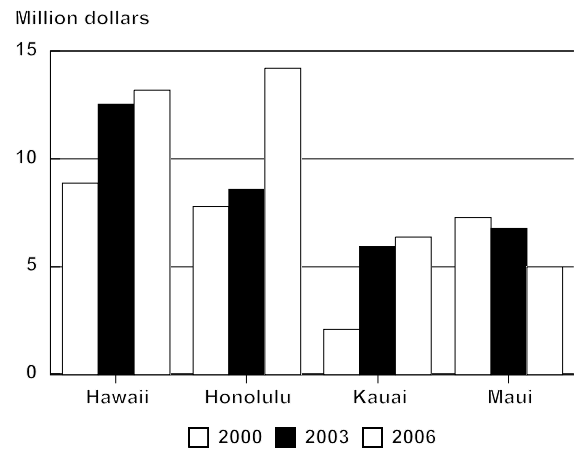
County	Total farms			Farms with ag-tourism activity			Value of ag-tourism			Farms intending to conduct ag-tourism activities in the future		
	2000	2003	2006	2000	2003	2006	2000	2003	2006	2000	2003	2006
	----- \$1,000 -----											
Hawaii	3,300	3,300	3,300	60	89	56	8,875	12,562	13,206	47	65	50
Honolulu	900	900	900	19	31	13	7,777	8,586	14,201	15	23	10
Kauai	500	500	500	16	24	15	2,103	5,949	6,365	6	20	10
Maui	800	800	800	31	43	28	7,288	6,772	4,994	16	37	14
State	5,500	5,500	5,500	126	187	112	26,043	33,869	38,766	84	145	84

Ag-tourism is a commercial enterprise on a working farm conducted for the enjoyment, education, and/or active involvement of the visitor, generating supplemental income for the farm. Activities such as producing and selling products directly from the farm, operating a bed and breakfast, conducting educational farm tours, offering horseback riding, festivals, concerts, and many other on-farm activities qualify as ag-tourism.

Honolulu County shows largest gain

Compared to three years ago, Hawaii County increased the value of ag-tourism by 5 percent. Honolulu County saw a 58 percent decrease in farms with ag-tourism but the largest gain among all counties with an increase in value of 65 percent. Kauai County ag-tourism rose by \$416,000 or 7 percent compared to 2003. Maui County registered the only decline in the State during this 3-year period as receipts from ag-tourism decreased from \$6.8 million in 2003 to \$5.0 million in 2006, a 26 percent decline.

Ag-tourism: Value by county, State of Hawaii, 2000, 2003, and 2006



Large operations generate most of ag-tourism's value

Farms of all sizes conducted ag-tourism activities during 2006. These ag-tourism farms ranged from those with total farm sales of less than \$2,500 a year to those well over \$1 million per year. Large operations (\$250,000 or more in total annual farm sales), however, accounted for most of the dollar value of ag-tourism. The top 20 percent of all farms with ag-tourism generated 90 percent of the total revenue.

Only approximately 2 percent of all Hawaii's farms engaged in ag-tourism during 2006. The 40 percent decline in the number of ag-tourism operations between 2003 and 2006 is evidence that many previously involved in ag-tourism decided this venue did not fit into their business plans.

Ag-tourism: Number of farms, value, and average value by size of farm, State of Hawaii, 2006

Total value of all farm sales	Total number of farms ^{1/}	Number of farms with ag-tourism	Value of ag-tourism	Average value of ag-tourism per farm
			<i>\$1,000</i>	<i>Dollars</i>
Less than \$2,500	1,407	24	63	2,609
\$2,500 to \$4,999	714	6	13	2,083
\$5,000 to \$9,999	916	6	40	6,712
\$10,000 to \$24,999	1,056	12	438	36,524
\$25,000 to \$49,999	506	5	164	32,794
\$50,000 to \$249,999	563	24	3,242	135,086
\$250,000 to \$499,999	103	12	2,585	215,408
\$500,000 to \$999,999	62	6	2,090	348,351
\$1,000,000 or more	71	17	30,131	1,772,248
State Total	5,398	112	38,776	346,125

^{1/} 2002 Census of Agriculture.

Sale of farm products leading source of ag-tourism income

Revenues from ag-tourism, which includes many various activities, was broken down into several categories. On-farm sales direct to farm visitors was the leading category, with \$12.1 million, followed by retail sales (products from other farms or souvenir items), outdoor recreation, educational, and others.

Ag-tourism: Number of farms and value by type of activity, State of Hawaii, 2000, 2003, and 2006

Item	Type of ag-tourism activity							Totals ^{3/}
	Outdoor recreation	Educational tourism	On-farm sales	Retail sales ^{1/}	Accommodations ^{2/}	Entertainment	Other	
Farms:								
2000	28	30	83	29	27	8	8	126
2003	34	30	103	38	33	8	6	187
2006	26	25	69	30	24	7	4	112
Value (\$1,000):								
2000	5,875	353	8,444	6,700	2,252	775	1,644	26,043
2003	5,019	1,177	13,479	9,083	2,490	1,061 ^{4/}	1,560	33,869
2006	9,305	2,255	12,054	11,963	^{4/}		3,189	38,766

^{1/} Products from other farms or souvenir items. ^{2/} Bed and breakfast, meeting rooms, etc. ^{3/} Unduplicated total number of farms. ^{4/} For 2006, Accommodations and Entertainment were combined with Other to avoid disclosure of individual operations.

Most ag-tourism operations plan to maintain or expand activities in the future

Eighty-one percent of all ag-tourism operations in 2006 were planning to maintain or expand their operations in the future. Only 4 percent, or 5 farms, of the total indicated that they will discontinue or reduce their ag-tourism activities in the future. The 2006 Ag-tourism survey also showed that flower and/or nursery operations remained the most popular type of ag-tourism operation. Livestock and fruit farms were tied for second.

Ag-tourism: Distribution of farms by future intentions, State of Hawaii, 2000, 2003, and 2006

Year	Future ag-tourism plans				Total
	Expand ag-tourism activities	Remain at current level	Discontinue or reduce ag-tourism activities	Uncertain	
<i>Number of ag-tourism farms</i>					
2000	60	41	7	18	126
2003	61	86	8	32	187
2006	48	43	5	16	112

Ag-tourism: Distribution of farms by type of farm, State of Hawaii, 2000, 2003, and 2006

Year	Type of farm ^{1/}							Total
	Fruit	Vegetable	Coffee	Macadamia nut	Flower/Nursery	Livestock	Other	
<i>Number of ag-tourism farms</i>								
2000	12	8	25	5	35	30	11	126
2003	30	18	30	14	38	26	31	187
2006	21	8	20	8	25	21	9	112

^{1/} A predominate commodity was designated for farms reporting more than one commodity.

Additional features of Hawaii's 2006 ag-tourism industry

- Busiest time of the year. . .54 percent of the operations that reported ag-tourism activity in 2006 said that business was the same year round. Of the remaining responses, winter and summer were identified as the most significant peak periods, at 22 percent and 13 percent, respectively. Spring came in at 7 percent and fall at 4 percent.
- Where do ag-tourism visitors come from? . . .mainland visitors constituted the highest percentage of ag-tourism visitors, at 62 percent, followed by Hawaii residents at 20 percent, and international visitors at 18 percent.
- Problems faced by ag-tourism operators. . .farmers were asked to rank problems or obstacles they faced in start-up or operation of ag-tourism activities. Zoning restrictions was ranked as the number one problem, followed by funding. Building permits was the third most common problem, and liability issues and insurance was ranked fourth. Other problems ranking in order were conflicts and interferences with on-going farm activities, signage restrictions, labor, interaction with public, marketing, maintenance of state-owned properties, and community/cultural oppositions.
- Point of sale...many operations received orders for products related to ag-tourism after the visitors returned home. Out of these, 74 percent of operations reported 0-25 percent of their sales from off-site orders, 25 percent of operations reported 26 to 50 percent, and 1 percent said that over 50 percent of their ag-tourism related sales came from off-site orders.

The Hawaii Field Office of USDA, NASS conducted a special survey of Hawaii's farmers to obtain the results used in this report. We appreciate the cooperation of Hawaii's agricultural producers who completed the survey questionnaire. A special note of thanks goes to the Agricultural Development Division of the Hawaii Department of Agriculture.