

# New Jersey Agritourism Survey: Highlands Region

This survey is being conducted by the Sussex County Office of Conservation and Farmland Preservation, Sussex County Division of Planning through a grant by the New Jersey Highlands Council to determine consumer trends and acceptance of agritourism, and on-farm purchases of locally produced agricultural products. This study is for research purposes only. Personal information will be kept confidential and will not be shared with any other party or organization

*Definition:* Agritourism is the business of making farms a travel destination for educational and recreational purposes.<sup>1</sup> Visitors can view events, participate in activities and purchase products and/or services at farms. Examples would be winery tours, u-pick, horseback riding, on farm purchases, festivals, learning how to milk a cow or how to grow crops.

1. Please indicate if you had ever heard of the following terms before completing this survey.

Yes      No

Agritourism

Ecotourism

Green Tourism

Community Supported Agriculture (CSA)

2. Please indicate if you have been to or participated in any of the following agritourism activities.

## Accommodations

Yes

No

Bed and Breakfast

On-Farm Camping

Nature Retreat

## Recreation

Yes

No

Hay Rides

Corn Maze

Nature Walk

Horseback Riding

Hiking

Pick-your-own

4-wheeling/motorcycle

Hunting

Fishing

Game Reserve

Bicycling

Cross-country skiing

Choose and cut trees

Wildlife viewing/bird walk

**Entertainment/Education**

Yes      No

- On-farm concerts
- Wine tasting
- Farm produce tasting
- Farm tour
- School field trip
- Cooperative extension event
- Petting zoo
- Wedding (on-farm)
- Halloween activities
- Farmers market

3. Please indicate any purchases you have made during an agritourism activity.

*Note: If you answered NO to all questions in #2, please skip to question #6.*

Yes      No

- Fresh fruits and vegetables
- Processed or canned foods
- Agricultural decorations/crafts
- Locally produced wine
- Honey products
- Fresh-cut flowers
- Firewood
- Garden transplants (ornamental)
- Vegetable transplants
- Seasonal decorations
- Pumpkins/corn stalks
- Christmas trees
- Locally made value added products

**Farmers Market**

Please indicate any purchases you made while visiting a local farmers market

Yes      No

- Fresh fruits or vegetables
- Garden transplants
- Dairy product (milk, cheese, butter, etc.)
- Meat or poultry
- Agricultural crafts
- Value-added products (jellies etc.)

**Reason for shopping on-farm or at a local farm market.**

Why did you purchase these items at a farm instead of another source? (please check all that apply)

- Products are fresher on-farm
- Better Quality
- Better Price
- Better selection
- Convenience
- Family atmosphere
- Activities available on-farm (petting zoo, hay-rides, tours, etc.)
- Other

**Agritourism Visits**

Please answer the following questions if you *have* visited an agritourism site or farm in the past year.

4. Please indicate how many visits you made in the past year to the following types of agritourism locations.

	1	2	3	4	5+
Agricultural entertainment					
Agricultural education program					
Retail farmers market					
Pick-your-own operation					

5. Please list below the *different* sites/farms you visited in the past year

- a
- b
- c
- d
- e
- f

6. Please indicate the season in which you are most likely to visit a farm or agritourism site (please check the most appropriate *single* answer)

- Spring (March-May)
- Summer (June-August)
- Fall (September-November)
- Winter (December-February)

How far in advance do you typically plan an activity?

- That day
- One day before
- That week
- One week or longer

7. Please indicate with whom you would participate in agritourism activities or farm visits.  
(check all that apply)

alone

with partner

with children

with relatives

school groups

with friends

8. Please rank the following reason why you have or would visit an agritourism site or farm.  
(1 = most important, 7= least important)

To purchase fresh products

To support local farmers

To enjoy the rural scenery/nature

To spend time with family and friends

To learn or be taught how food is produced

To know where my food is produced/grown

Because it is convenient

Please rank what is important when choosing to make purchases from a local farm  
(1 = most important, 7= least important)

Freshness

Quality

Price

Locally grown or raised

Certified organic

Naturally raised or grown (not organic)

Support local agriculture

Support local economy

Other:

9. On average how many miles would you be willing to travel to reach an agritourism site or farm?  
(enter 0 if you would not visit)                      miles (one-way)

10. At the present time, how close is the nearest agritourism site or farm to your home?  
(enter 0 if you would not visit)                      miles (one-way)

**Purchases at Agritourism Sites or Farm Visits:**

11. If you have visited an agritourism site/farm in the past year, how much do you typically spend each trip?

12. Please check the statement which best represents your willingness to pay a premium price for agritourism events or locally produced products, compared to other retail outlets.

I am willing to pay up to a 5% premium over retail costs.

I am willing to pay up to a 10% premium over retail costs.

I am willing to pay up to a 20% premium over retail costs.

I am *not* willing to pay a premium over retail costs.

13. Would you be interested in purchasing agricultural products via the Internet?

Yes            No

13. Do you in general return to the same agritourism/farm site to purchase products repeatedly during the year?

Yes            No

13. Please list any agritourism activities which you would be willing to participate in, but which are unavailable in your area.

16. Please indicate any reasons why you *have not* participated in agritourism activities/farm visits. (please check all that apply)

Did not know about them

Too far away/inconvenient

Too expensive

Other

17. Please select the best answer which indicates how often you purchase products from the following sources:

Supermarket

Convenience Store

Big Box/ Super Store

Farm Stand

Community Farm Market

Direct from Farm

Discount Store

CSA (Community Supported Agriculture)

Fast Food Restaurant

18. Please rate the following factors which influence your decision to participate in an event or to make a purchase:

Event should be family oriented

Event should support the community

Event should be educational

Products should be of high quality

Products should be a good value

I want to know where my food is grown

Products should be certified organic

Products should be locally grown

19. Please answer the following true or false questions:

Organic food is healthier than conventionally grown food.

True

False

Don't Know

Agricultural operations (farms) make the community more scenic.

True

False

Don't Know

I am willing to pay a higher price for products and events if it helps to preserve farmland and local agricultural producers.

True

False

Don't Know

I would rather purchase locally raised foods than organically grown foods produced by farmers in other states.

True

False

Don't Know

20. If you have or would consider visiting an agricultural tourism destination, how important are the following factors:

Facilities, (rest rooms, picnic tables, changing tables, etc.)

Shops/markets

Educational activities

Scenery

Animals or petting zoo

Convenience

Events (demonstrations, concerts, etc.)

Activities (hay rides, farm tours, demonstrations, etc.)

21. Please select the statement which best represents your understanding of farming and how your food is produced:

I have no understanding of how my food is produced

I have some understanding of how my food is produced

I have extensive understanding of how my food is produced

22. Are you familiar with the Jersey Fresh program?

Yes

No



23. Have you ever visited the *Jersey Fresh* Website, [www.nj.gov/jerseyfresh](http://www.nj.gov/jerseyfresh)?

Yes

No

24. What does *Jersey Fresh* mean to you? (please check all that apply)

The product is grown in New Jersey

Fresher produce

Healthier produce

Better Tasting

Higher Quality

25. Have you ever visited any website specifically to learn about agritourism events or to find a local farm?

Yes

No

If yes, please list websites:

26. The next time you are considering visiting an agritourism site or farm, where would you look for specific information? (please select all that apply)

Magazine

Yellow pages

Local newspaper

Internet search

Other:

27. If you have visited an agritourism site or farm, how did you learn about it? (please check all that apply)

Friends/word of mouth

School activity

Farm sign

Farm advertisement

Billboard

Tourism/guide book

Agritourism map

Website:

*(please list)*

Internet search

Magazine

Newspaper

Radio

Television

Promotional flyer

Other:

*(please list)*

28. Please Indicate how often you read the following:

Daily Newspaper

Travel Magazine

Gardening/Horticultural Magazine

Agricultural Trade Magazine

Cooking/Food Magazine

Travel/Leisure Magazine



29. Please indicate how often you view the following television channels/programs:

Major networks (NBC, ABC, CBS, FOX)

Cable/local access channels

Gardening/horticultural programs

Agricultural programs

Cooking Programs

Travel/tourism programs

## Demographics

*Note:* The information obtained from this section is for research purposes only and will be kept confidential.

30. Please select the best description of the community you live in:

31. How many years have you been living in New Jersey?                      years

32. Do you believe it is necessary to maintain open space/greenery/ in New Jersey?

Yes                      No

33. Do you believe that agriculture will help maintain open space/greenery in New Jersey?

Yes                      No

34. Do you have a garden at your home?

Yes                      No

35. Number of persons (including yourself) in your household

36. Number of persons below age 17 in your household

37. Please indicate your gender

Male                      Female

38. Please indicate your age category:

39. Please indicate the highest level of education you have completed

No Formal Schooling

Elementary School

High School

2 Year College (Associates degree)

4 Year College (Bachelors degree)

Graduate Degree

40. Which of the following best describes your current occupation?

41. Please indicate your ethnicity

42. Please indicate your annual household income before taxes

43. Please select your county of residence

Please check box and provide your mailing information if you would like to receive additional information regarding agritourism in the Highlands region.

Yes, I would like to receive additional information

Name

Address

City

State

Zip

Phone

Email

Please click this button to submit your survey via email

***Thank you for completing this survey!***