**Review of AMS Agri-tourism Directory**

**OMB NO. 0581 – NEW**

**December 3, 2020**

**Review was conducted by Jeff Bailey – Mathematical Statistician**

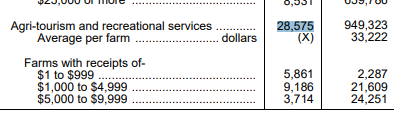
**Summary, Estimation, Disclosure Methodology Branch – Chief**

**And**

**David Hancock – Agricultural Statistician**

**NASS – OMB Clearance Officer**

AMS estimates there are 10,000 farms with agri-tourism.  From the NASS 2017 Census of Agriculture there were 28,575 with agri-tourism and recreational services.  We are not sure if the definitions align, but AMS should define how their population size was determined, since they say that it is a complete enumeration of the target population.



In Supporting Statement A, AMS has included the following text:

Agritourism enterprises on working farms, ranches, aquaculture and agroforestry operations provide education and recreation opportunities, active-involvement experiences (e.g., in farming activities, processing), as well as retailing and hospitality (e.g., accommodations, dining) facilities and services for the enjoyment of visitors that generate supplemental income, create and grow farm product markets (i.e., for local foods), and build understanding of agriculture.

A working farm, ranch, aquaculture or agroforestry operation is defined as an area of land and buildings, or water (ponds, lakes, rivers, oceans), including within and around cities, that is currently being utilized to raise and grow domesticated animals, plants, trees, and freshwater and marine fish and shellfish, for food and beverages, including vegetables, fruits, herbs, meats, dairy products, oils, cereals, fish and shellfish, and products for direct sales to customers, and/or immediate consumption or enjoyment of customers, that are grown or processed there (e.g., Christmas trees, pinyon seeds, ginseng, wool, wine, beer, cheeses, herbs, nursery plants).

The data from this information collection will be used to build a web-based directory and describe the characteristics of agribusiness enterprises in the U.S.

Topic areas in the survey:

- characteristics of agritourism enterprises

- contact information

- types of products sold, including fresh, locally-grown farm products

- location of the business

- special events/activities

- marketing methods

However, the sample questionnaire may need additional questions to provide the information to allow AMS to describe the characteristics of agribusiness enterprises for the topics above.

On the questionnaire, will there be an opening screen or cover that provides the OMB No., Expiration Date, authority to collect information, an explanation for the purpose and need for this data collection, etc.?

There is not much contained in Supporting Statement part B, since there is no sampling or estimation.  Part B does cover the data collection.  Since AMS does not have a good list, they are soliciting responses through other organizations.   AMS is only expecting a 2% response rate.  This is quite low, but may be realistic.  It seems something should be done to get better coverage and response.