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AGRITOURISM IN NEVADA

A STUDY OF OPPORTUNITIES AND BARRIERS





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STUDY BACKGROUND

Defining Agritourism

For the purposes of this study, we used the following definition of agritourism from the National Agricultural Law Center, while also being deliberately open about the avenues in which agricultural operators may enter into revenue-generating activities with visitors:

Agritourism is a form of commercial enterprise that links agricultural production and/or processing with tourism to attract visitors onto a farm, ranch, or other agricultural business for the purposes of entertaining or educating the visitors while generating income for the farm, ranch, or business owner.

The Case for Growing Agritourism in Nevada

Nevada sits at an unusual intersection: one of the most tourism-dependent economies in the nation, yet one where agritourism remains largely undeveloped. The state welcomes tens of millions of visitors each year, yet the farms and ranches that define its rural landscape have gone largely unnoticed as tourism assets. That gap represents a significant missed opportunity.

Nationally, the agritourism sector has demonstrated remarkable momentum. U.S. farms reported \$1.8 billion in income from agritourism and recreational services in the 2022 Census of Agriculture—nearly double the \$949 million

reported a decade earlier. Research shows that farms with agritourism activities earn 25–40% more in gross cash farm income than comparable operations without them, with the benefit most pronounced for smaller operations. For Nevada’s agricultural producers, who face the same commodity price volatility, income instability, and rural isolation that pressure farm families across the country, agritourism offers a meaningful path toward financial resilience.

Yet Nevada’s agritourism sector remains, in the words of our own comparative analysis, effectively pre-measurement. No statewide economic impact data exists. No liability protection statute is in place. No Extension specialist is dedicated to the sector. Peer states—Utah, Colorado, Oregon—have built coordinated programs, staffed positions, and documented results while Nevada has not.

The Genesis of This Study

This study began with a request from the Nevada Commission on Tourism, and grew to be a partnership between Travel Nevada, the Nevada Department of Agriculture, and the Office of the Lieutenant Governor, all of whom provided members of a core team who steered the project (See Acknowledgments in Appendix F)

The study is rooted in the belief that agritourism in Nevada is beneficial in many ways: For farmers and ranchers, it creates additional revenue streams, allows retention of family farms, and builds public



understanding of—and interest in—agricultural production. For the tourism industry, agritourism presents opportunities to attract new visitors, expand activities that can extend length of stay, and reinforces Nevada’s brand. For Nevadans at large, agritourism provides family-friendly activities, connects them to where their food comes from, drives economic vitality, and maintains Nevada’s unique culture and heritage.

The study team set out to identify, catalog, and synthesize data across these first two categories below, with the intention to inform the third:

1. Identify opportunities for growth of agritourism as a tourism asset, visitation driver, and economic development tool in rural Nevada
2. Identify practical, economic, and legal barriers that currently constrain the development of agritourism in Nevada
3. Set the stage for partnerships with private and public entities who may be able to accelerate the growth of agritourism in Nevada

Next Steps for Agritourism in Nevada

While this document identifies many gaps and catalogs many opportunities, it is not a plan to increase agritourism in Nevada. Rather, it is a resource that can be used to inform decision-makers, build excitement and energy around the potential of agritourism as an economic driver in Nevada, and provide context for planning projects that may be taken on in the future.

It is our hope that this report will spur vigorous conversations about how to accelerate the agritourism sector in Nevada; that the facts, opinions, and suggestions within will help advocates secure support and action towards a stronger agritourism sector; that an inter-agency group will continue to work together; and that the voices of the many experts and stakeholders throughout the state who contributed to this report will continue to be engaged.



METHODOLOGY & OVERVIEW

Process Elements and Outputs

The study took place over several months in late 2025 and early 2026, with an interim report to the Nevada Commission on Tourism in March 2026, and a panel presentation at the Travel Nevada Rural Roundup in April 2026. The following categories of research were undertaken by the consultant assigned to the study:

- ▶ INDUSTRY & STAKEHOLDER ENGAGEMENT
 - ▶ Interviews with 20 individuals, including farmers, ranchers, academics, government agency employees, and legislators
 - ▶ Industry survey (see Appendix A)
- ▶ DATA & DOCUMENT REVIEW
 - ▶ Existing Nevada programs and reports
 - ▶ Academic studies and reports
 - ▶ Past agritourism surveys
 - ▶ National and international resources
- ▶ ASSET INVENTORY & BENCHMARKING
 - ▶ Asset inventory (see Appendix B)
 - ▶ Benchmarking against competitor states (see Appendix C)
 - ▶ Estimation of market potential (see Appendix D)

Opportunities and Challenges

This report doesn't go so far as to tell Nevada exactly how to develop agritourism, but it does highlight five critical opportunity/gap areas, each with an overview, several data points, and quotes from stakeholder interviews to support the theme:

1. Barriers Related to Risk and Regulation
2. Opportunities for Technical Assistance and Capacity Building
3. Building Marketing, Storytelling, and Consumer Awareness
4. Enabling Financing and Access to Capital
5. Connecting a Network of Farms

Agritourism Framework for Nevada

The Framework section of the report imagines an interrelated set of seven supportive programming opportunities that would foster the development of a more robust and sustainable agritourism sector in Nevada. This scaffolding would support producers economically and would enrich the quality of experience for visitors to and within the state:

1. Enabling Legislation
2. Regulatory Technical Assistance
3. Risk Assessment & Mitigation
4. Educational Resources
5. Product Development
6. Marketing Support
7. Operator Networks



OPPORTUNITIES & CHALLENGES



OPPORTUNITIES & CHALLENGES

1 Barriers Related to Risk and Regulation Nevada's agritourism operators face an overlapping set of barriers around liability, insurance, and regulatory clarity that collectively suppress sector growth. Unlike most Western states, Nevada lacks a dedicated agritourism liability statute, though an attempt to institute one was attempted last year. While operators remain exposed from a legal standpoint, standard farm insurance policies frequently do not cover agritourism activities, and the carriers that do offer coverage often do so at costs that can erase the economic benefit of hosting guests—particularly for small operations just entering the space. Layered on top of this is a fragmented regulatory environment in which multiple state and county agencies have overlapping or unclear jurisdiction over permitting, food safety, land use, and building requirements. Until Nevada establishes clear statutory protections, accessible insurance pathways, and coordinated inter-agency guidance, the risk of opening a farm or ranch to the public will remain disproportionately high relative to the potential reward—and many operators who might otherwise participate will not.

Data Points

- ▶ Survey respondents cited permitting, insurance, safety concerns, and land use constraints as four of the top six barriers to starting or expanding agritourism operations. (see chart below)
- ▶ Nevada currently lacks a statutory definition of agritourism and a dedicated liability protection

statute. SB 55 (2025), which would have established liability protections, special-use permits, and grant mechanisms for agritourism operators, failed to pass. Nevada's existing recreational liability protection (NRS 41.510) applies only when land is used for recreation without charge, making it largely inapplicable to commercial agritourism. (Visit Carson Valley Workshop)

- ▶ Civil liability is the single most challenging regulatory issue nationally: 53.1% of operators (n=1,412) rated it moderately challenging or greater. Among Western U.S. respondents, civil liability, land use zoning, and building codes ranked as the top three pain points, and Western operators rated their overall regulatory landscape as significantly harder than the national average. (Entsminger Session 1)
- ▶ In a survey fielded after an agritourism workshop by University of Nevada Reno, none of the respondents rated themselves "very confident" in managing liability and safety, while 8 of 10 rated themselves as only "somewhat confident."
- ▶ Standard farm insurance policies often do not cover agritourism activities, and operators in Western states report particular difficulty accessing liability products that cover the range of activities they wish to offer. One Tennessee operator reported that insurance costs consumed all profit from farm tours over three years; a Washington operator described having to re-explain their operation to a new carrier re-



peatedly. (Entsminger Session 1)

- Multiple Nevada agencies—Washoe County planners, the Nevada Department of Agriculture, UNR Extension, the SBDC, and the Lt. Governor’s office—are engaged in early, uncoordinated discussions about agritourism with no lead agency, no unified framework, and no clear pathway for operators seeking guidance.

Stakeholder Perspectives

“And the thing with that is you can’t just sort of want to do a little bit of this, and have to pay this huge insurance policy. So it makes it sort of hard to just sort of have a little guest business along with your ranch, right? That’s... something that’s really changed since we started this thing.”

“Insurance is a big one and it’s very expensive, and we still carry all of our insurance. And actually, [we] were just talking the other day, going, ‘Man, do we do enough business to warrant \$18,000 worth of insurance?’”

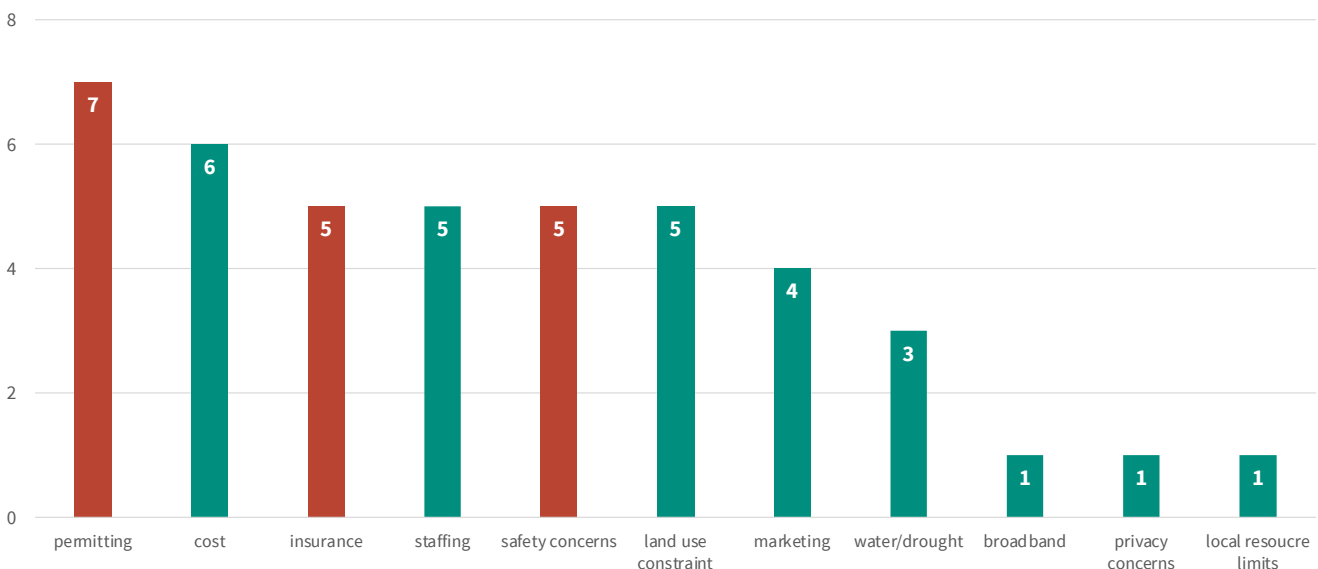
“Insurance is extremely onerous, very expensive, and a lot of the insurance industry does not understand or does not want to participate in Agritourism.”

“We were last year, dropped by our insurance company that we’ve had for a number of years, simply because we were getting into having people on our ranch and tourism on there. So they dropped us. We had to go through and really look and look for a company that said, Oh yeah, we’ll take agritourism too. And so we were extremely limited in terms of availability.”

“I think some type of legal avenue for liability, you know, that’s a tough one, but I something like that. You know, where the farmer rancher could understand what it actually means to have people out to their farm to show them their land and what they’re producing, right?”

“The insurance and the liability is very stressful because it’s scary. You don’t want to lose your farm [if] someone trips and falls, right?”

WHAT ARE THE TOP BARRIERS PREVENTING YOU FROM STARTING OR EXPANDING AGRITOURISM?



“One thing that I think we really need is we need laws to protect farmers. For Agritourism, I think we’re one of six states that does not have that, and our liability insurance is really high. And we... did have an incident once... we could have lost our whole farm over it.”

“There has to be some kind of protection to bring people onto their ranches. I think that is going to be the biggest fear from a location is the fact that they do not have the proper legal coverage, should something happen on their property.”

“Everyone should start working together. It makes

it easier when the Department of Ag and the Department of Health are talking to each other.”

“We went to the Department of Health. We’re like, ‘Hey, we want to open our own butcher shop. How do we do that?’ [And they were] like, ‘Oh, that’s a Department of Ag problem.’ So we’re like, ‘Okay.’ So we go to [get] the permit [and they’re] like, ‘That’s a Department of Environmental Protection problem. We don’t really know what that is.’ And so we just didn’t open one because no one knew what to do or how to do it.”



2 Opportunities for Technical Assistance and Capacity Building Nevada’s agritourism operators are, by and large, skilled farmers and ranchers who have spent their lives mastering the land, but agritourism asks something fundamentally different of them. Welcoming paying guests requires competency in hospitality, customer service, marketing, pricing, safety planning, regulatory navigation, and digital communications, none of which are often learned in the course of an agricultural career. This skills gap is not a reflection of operators’ capability; it is a structural feature of a sector that sits at the intersection of two industries with very different knowledge bases. The gap is compounded by the fact that most Nevada operators are working without access to peers who have navigated this transition, without a centralized resource to turn to for guidance, and without the time to seek out and synthesize the information they need while also running an active agricultural operation. A dedicated technical assistance infrastructure—whether housed within an existing agency, extension service, or purpose-built program—could dramatically accelerate the development of new agritourism assets across the state by meeting operators where they are and walking them through what they need to know.

Data Points

- ▶ When asked what supports or assistance would be most helpful, survey respondents chose several issues that would lend themselves to technical assistance. (see chart below)
- ▶ Nationally, the top forms of support requested by agritourism operators include marketing assistance (65.8%), technical assistance (62.1%), policy advocacy (61.7%), and legal issues assistance (60.3%), a profile that maps directly onto the gaps Nevada operators have identified. (Entsminger Session 2)
- ▶ In 2013, Dean Runyan Associates explicitly recommended developing a Nevada-specific “how to start an agritourism business” resource, in cooperation with a small business development entity and the Nevada

Commission on Tourism. More than a decade later, this recommendation is apparently unrealized. (Runyan Recommendations)

- ▶ The competition is pulling ahead: in May 2026, Travel Oregon launched its Culinary & Agritourism Consultation program that provides technical assistance and strategic guidance for culinary and agritourism operations in Oregon, offering “practical, plain-language support to help you understand applicable rules, identify opportunities, and navigate questions that come up as your operation grows—whether you’re hosting food experiences, selling local products, or exploring agritourism uses on working land.” (Travel Oregon)
- ▶ Nevada’s existing technical assistance activity appears to be ad hoc and under-resourced. The Nevada SBDC is functioning as an informal hub by convening stakeholders, sharing resources, and connecting to best-practice models, but without dedicated funding or a formal mandate. UNRExtension is identified as a potential partner for visitor-facing programming but currently has no dedicated agritourism educator or specialist. Travel Nevada has programming to assist with destination development, new tourism product development, and sales and marketing, although not specific to the needs of agritourism, nor the staffing levels to have a dedicated educator/specialist.

Stakeholder Perspectives

“If I was... a couple that owned a ranch or a farm, and I wanted to have people come, boy, I would want to have somebody I could talk to about all the about regulation and just to make sure, because you do want to do it right, so you don’t get in trouble, so you don’t get in the weeds, so to speak.”

“I think finances and regulations are the big thing. And I think they need the money and the education... a big thing is training, opening this up to them.”

“I think somebody to [navigate] through the logistics like licensing and certificates and things like



that that you get—we found that a lot of folks don’t know how to navigate through.”

“Once I figured out the rules and the how tos and how to even, like, ship beef to people, I wrote a guide: how to sell beef direct to consumer in Nevada. And then I just started selling that to people. And people buy it all the time.”

“What they’re really lacking is marketing capacity internal to the farm. And so they say they want marketing education, but what they really want is, like, someone, please, just create a marketing strategy for me, so that I can just like, click, go. Because what I really want to do is I really want to be out on the farm, and I really want to be talking to people, and I really don’t want to be sitting behind the computer making social media posts.”

“Are there ways to create collective capacity like, say, by having a dedicated marketing and social media manager in a DMO who has a portion of their focus on helping these rural enterprises build out their own assets so that they’re able to sort of

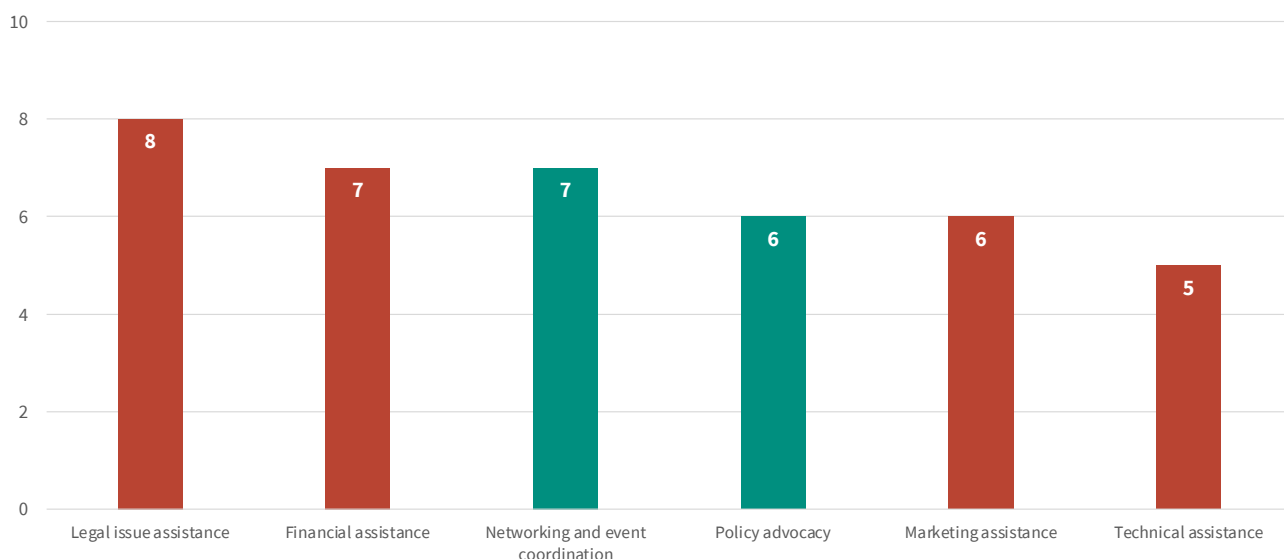
outsource that to a collective but it’s still building their own personal brand for their organization?”

“Technical assistance and capacity building... you know, Cooperative Extension in Nevada lacks a dedicated educator or specialist on Agritourism... Nevada Department of Agriculture wants to do some things, but do they have that capacity?”

“If we were smaller and first getting started, I would love for them to have a program where it was like, you want a PR specialist, you want a digital specialist, you want a creative specialist. It’s a discounted rate if you’re Agritourism.”

“Some kind of mentorship would be helpful for someone getting started. I mean, there’s a lot to learn. You can start simply. We paid for someone, which was super helpful. But, you know, if there were some kind of group, they could, you know, with people who had time, they could mentor other farms... that would be useful.”

WHAT SUPPORT(S) OR ASSISTIVE PROGRAMMING WOULD BE MOST VALUABLE IN ENABLING YOUR PARTICIPATION IN AGRITOURISM?



3 Building Marketing, Storytelling, and Consumer Awareness

Nevada has a compelling agritourism story to tell, but most of it remains untold. The state's ranching heritage, vast open landscapes, working cattle operations, specialty crop producers, and craft beverage makers represent a portfolio of authentic rural experiences that travelers are actively seeking, yet Nevada has not yet assembled these assets into a coherent, marketed destination narrative. This gap operates at two levels simultaneously: At the state level, there is no coordinated agritourism marketing presence, no centralized directory of farm and ranch experiences, and no campaign positioning Nevada as a rural travel destination in the way that Oregon, Utah, and California have done. And at the operator level, most farms and ranches lack the time, training, budget, and digital infrastructure to market themselves effectively, meaning that even operations with genuinely distinctive experiences remain largely invisible to the travelers who would most value them. Closing this gap requires action on both fronts: state-level investment in a coordinated agritourism marketing identity, and operator-level support that builds individual marketing capacity through training, tools, and technical assistance.

Data Points

- ▶ One third of survey respondents cited marketing as a barrier to starting or expanding agritourism operations (see chart below)
- ▶ Gen Z and Millennials accounted for 61% of new outdoor experience seekers in 2024, with Gen Z spending an average of \$266 per day—nearly double that of baby boomers. These travelers are authenticity-seeking, digitally native, and heavily reliant on social media for discovery, making individual operator digital presence as strategically important as state-level campaigns. (Agritecture, Simos, 2026)
- ▶ The guest experience journey begins well outside the farm gate—operators must invest in virtual interfaces, messaging, and online presence at every stage from Dream through

Evaluate. Most Nevada operators currently lack professional mobile-ready websites, active social media, Google Business Profiles, and year-round content calendars aligned to visitor decision timelines. (Entsminger Session 1; Visit Carson Valley Workshop)

- ▶ Travel Oregon's Hood River Fruit Loop (30+ stops), the Visit NC Farms App (a mobile marketplace supported by NC Cooperative Extension), and Sonoma County Tourism's farm experience integration are cited as proven state-level marketing models that Nevada has not yet replicated. Individual Carson Valley ranches and venues currently promote themselves independently, with no single always-current directory or map bundling tours, tastings, farm stays, and classes. (Visit Carson Valley Workshop)
- ▶ Mason Valley's Italian heritage and "Onion Capital of the West" identity are identified as distinctive cultural storytelling assets largely untapped for agritourism marketing—an example of the kind of place-based narrative Nevada could develop in multiple regions. (Runyan Recommendations)
- ▶ USDA Value-Added Producer Grants explicitly cover marketing and advertising expenses as eligible working capital uses, providing a federal funding mechanism for individual operator marketing that remains underutilized in Nevada due to limited technical assistance infrastructure to help operators apply. (USDA RD VAPG Fact Sheet)

Stakeholder Perspectives

"The best thing that paid off for us was... early on to have some right people come out and write an article on the place. Oh, yeah, that really... started our business."

"One of the biggest bugaboos for us is, without a doubt, marketing. We're not marketers. We don't really... get totally successful."



“A lot of farmers don’t understand marketing because they’re so caught up in the process and then the growing that they don’t have that creative aspect to their brain. And so I think... helping with the marketing side of it.”

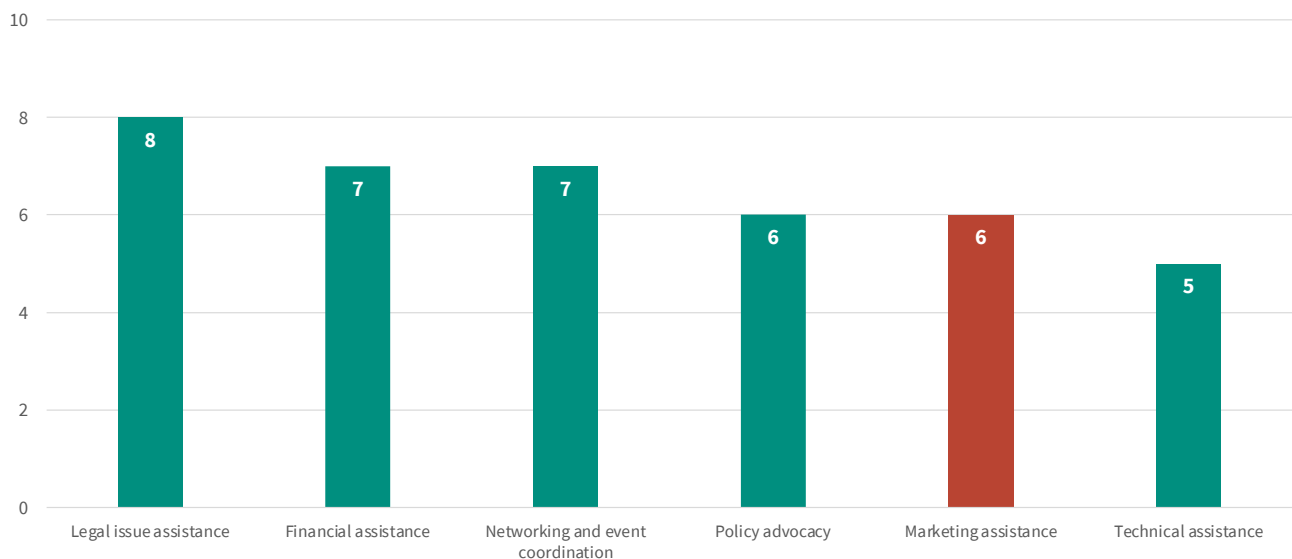
“It’s going to be the marketing [that would be helpful]... the Value Added Producer Grant, really it allowed [it] because it was the 50/50, so we would pay for half. Let’s say we wanted a photo shoot, we would pay for half, and then the grant would pay for half, and... it helped us get our messaging [and] our brand universe down, because the creative side is very expensive.”

“I think advertising or getting the word out like that, would be huge for us to have some help with that marketing, even teaching us how to market. I don’t know. A lot of farmers and ranchers aren’t experienced in that, and it costs a lot to pay someone to do that, so it’s just sort of what we figure out.”

“Farmers and ranchers know how to grow stuff, know how to go and make our cattle grow and things like that. What we don’t know is how to go and market it.”

“I think our biggest hurdle is getting it out there and getting people to learn about it a little more.”

WHAT SUPPORT(S) OR ASSISTIVE PROGRAMMING WOULD BE MOST VALUABLE IN ENABLING YOUR PARTICIPATION IN AGRITOURISM?



4 Enabling Financing and Access to Capital

For many Nevada farmers and ranchers, agritourism may represent a financial necessity. Agricultural commodity markets are volatile, input costs have risen steadily, and the economics of small and mid-sized farm operations increasingly require diversified income streams to remain viable. Agritourism offers a pathway to that diversification: by converting the farm itself into a destination, operators can capture a greater share of the food dollar, generate revenue outside of harvest cycles, and build the kind of direct consumer relationships that insulate a business from the worst swings of commodity pricing. The economic case is well-established and growing stronger. Nationally, combined agritourism and direct marketing income doubled between 2002 and 2012, and the sector has continued to outpace broader agricultural income growth in the years since. Yet despite this opportunity, most Nevada operators are attempting to build agritourism enterprises without access to the capital they need. Two-thirds of operators nationally received no financial support of any kind in 2023, and Nevada's 2022 agritourism income data shows most counties reporting zero or no data, a gap that reflects not a lack of potential but a lack of investment. Unlocking that potential requires targeted capital access: grants for early-stage operators, low-interest loan programs for infrastructure development, and technical assistance that helps farmers find and navigate the funding mechanisms that already exist.

Data Points

- ▶ In our survey, 50% of respondents indicated that cost constraints were a limiting factor in their ability to start or expand agritourism offerings. (see chart below)
- ▶ 32.1% of agritourism operators nationally (n=1,107) reported no profit or an agritourism loss in 2023, and 66.4% received none of the listed financial supports—grants, loans, in-kind assistance, or donations—in that year. Only 12.8% received grants and 5.4% received loans. (Entsminger Session 2)

- ▶ Nationally, 31.6% of operators were unaware of grants or loans available to support their agritourism business—suggesting that access barriers are as much about information and navigation as they are about program availability. (Entsminger Session 1; Entsminger Session 2)
- ▶ Small farms (those with under \$250,000 in farm income) constitute 80% of all farms involved in agritourism nationally. This means the sector is structurally dependent on capital-constrained operators for whom even modest infrastructure investments can be out of reach without grant or loan support. (Mason/Smith Valleys Assessment)
- ▶ Growth in agritourism and recreational services income was 180% nationally between 2002 and 2012, significantly outpacing growth in direct marketing sales—suggesting that the experiential and visitor-facing components of agritourism represent the highest-growth opportunity within the broader sector and the strongest case for targeted capital deployment. (Chase et al., 2018, JAFSCD)
- ▶ Available but underutilized federal programs include USDA Value-Added Producer Grants (which require 100% matching funds but cover feasibility studies, business plans, and marketing), the Intermediary Relending Program (1% interest loans up to \$400,000 through nonprofit intermediaries, covering building improvements, equipment, and working capital), and the Business & Industry Loan Guarantee Program (supporting agritourism infrastructure including tasting rooms, lodging, and event facilities, with terms up to 40 years). SB 55's failure in 2025 removed a proposed state-level grant mechanism that would have complemented these federal programs. (USDA RD VAPG, IRP, and B&I Fact Sheets; Visit Carson Valley Workshop)

Stakeholder Perspectives

"It was a really hard time. Interest rates [were] really high. Commodity prices, cattle prices were not



very good. So there's a lot of ranching and farming operations that were struggling and looking for something different. So it became, well, why don't you just bring guests into your operation?"

"I'm big on Agritourism. I mean, that's where the money's to be made for farms."

"For a lot of these ranchers and farmers, you know, it's not an easy living. And so to be able to turn a profit, they've got to be able to invite folks onto their properties."

"The future of farming is Agritourism. Because people come down here, people love Nevada. They want to keep these green, verdant valleys."

"The farming itself, for us, has not made any money, and Agritourism can [mitigate] that. I don't know how many others you've looked at, but [for us] it has always been supported by someone working outside of the farm."

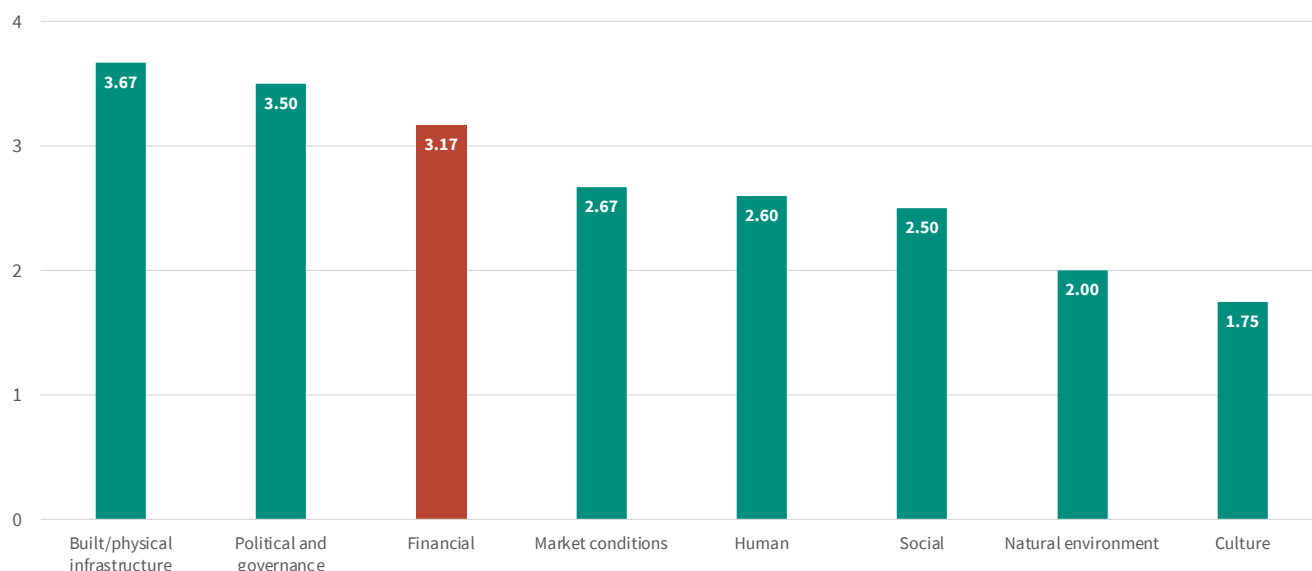
"The lack of education... I think that most of our growers and farmers and ranchers do not know that this could even be a possibility for them to tap into, to preserve and secure their finances, for their farms and ranches. They are struggling hard."

"Agritourism is what funds that, right? So it's really key for us to keep farming."

"So grants, of course, are always available. But is there one just for agricultural tourism or ecotourism? What about if you're combining both, like you're working your tail off to make sure that you're having the lowest impact and the highest [use] on the footprint of land?"

"Access to capital, especially low interest or no interest grants, [or] whatever can be super helpful. We're fortunate to have a bit of money. But, you know, we have to contribute our own savings to build it up."

HOW CHALLENGING HAVE EACH OF THE FOLLOWING BEEN TO YOU IN DEVELOPING YOUR AGRITOURISM OFFERINGS?



5 Connecting a Network of Farms Nevada's agricultural operations are spread across one of the largest and most geographically diverse states in the country, from the lush valleys of the Carson and Walker Rivers to the high desert rangelands of Elko County to the agricultural edges of the Las Vegas Basin. This geography is both Nevada's greatest agritourism asset and its most significant coordination challenge. No single farm or ranch can deliver the kind of multi-stop, immersive rural experience that today's agritourism traveler is seeking, but a connected network of operations, linked by a trail, a passport, a shared festival calendar, or a regional identity, can. The evidence from comparable regions is consistent: when dispersed agricultural operations are brought together into a coherent visitor journey, the whole becomes substantially more than the sum of its parts. Individual farms gain visibility they could not generate alone, visitors stay longer and spend more, and the regional agricultural identity that gives the experience its meaning becomes a durable, marketable asset. Additionally, operators working together in such a network can form a mutually supportive cohort, sharing knowledge on topics like financing, marketing, and risk mitigation. The opportunity is not to create something from nothing, but to connect what already exists into a network that works for operators and visitors alike.

Data Points

- ▶ In our survey, 58% of respondents indicated that networking and event coordination would be a useful support program. (see chart below)
- ▶ While producers generally know each other, fewer agree they communicate regularly, are active in local organizations, or have a strong regional cultural identity. The inter-producer ties needed for collective action are weak, and 55.9% of operators nationally explicitly want networking and event coordination support. (Entsminger Sessions 1 & 2)
- ▶ Visit Carson Valley explicitly proposes a "Carson Valley Farm Loop" modeled on Travel Oregon's Hood River Fruit Loop, with specific bundled

itineraries: "Harvest & Heritage" (Corley Ranch + Dangberg + farm stands) and "Raptors & Ranching" (Eagles & Ag add-ons). Carson Valley offerings currently cluster in fall and winter with few bookable year-round experiences visible online—shoulder season programming is an unmet need that a coordinated network could address. (Visit Carson Valley Workshop)

- ▶ Dean Runyan (2013) recommended a Scenic Road Farm Trails Program along the Alternate 95/Highway 208 corridor, a joint agritourism sub-committee across Nevada's three NCOT tourism territories, and a single regional website aggregating harvest fairs, demonstration farms, farmers markets, and nature-based tourism. More than a decade later, neither recommendation has been implemented, pointing to an implementation gap rather than a lack of viable ideas. (Runyan Recommendations)
- ▶ Nevada's existing Beverage Passport—developed by the Nevada Department of Agriculture, featuring 72 breweries, distilleries, and tap houses statewide—demonstrates that a low-barrier, passport-style network model can achieve statewide reach, drive new customer traffic, and generate genuine consumer enthusiasm, with at least one participant completing the full state passport by April each year. (Bradford Scribner, Visit Carson Valley Workshop)

Stakeholder Perspectives

"I just think that there's a lot going on out there that people don't know about. I just think some sort of way to communicate... somehow to bring it into a collective that we really can promote it across the state."

"Ultimately what we would like to do is create a map... I think our ultimate goal would be to, you know, have a couple weekends a year where everyone agrees to be open, and we really promote those weekends."



“I think a large promotion from the state would be super helpful... where we all collaborate and help each other promote each other’s events.”

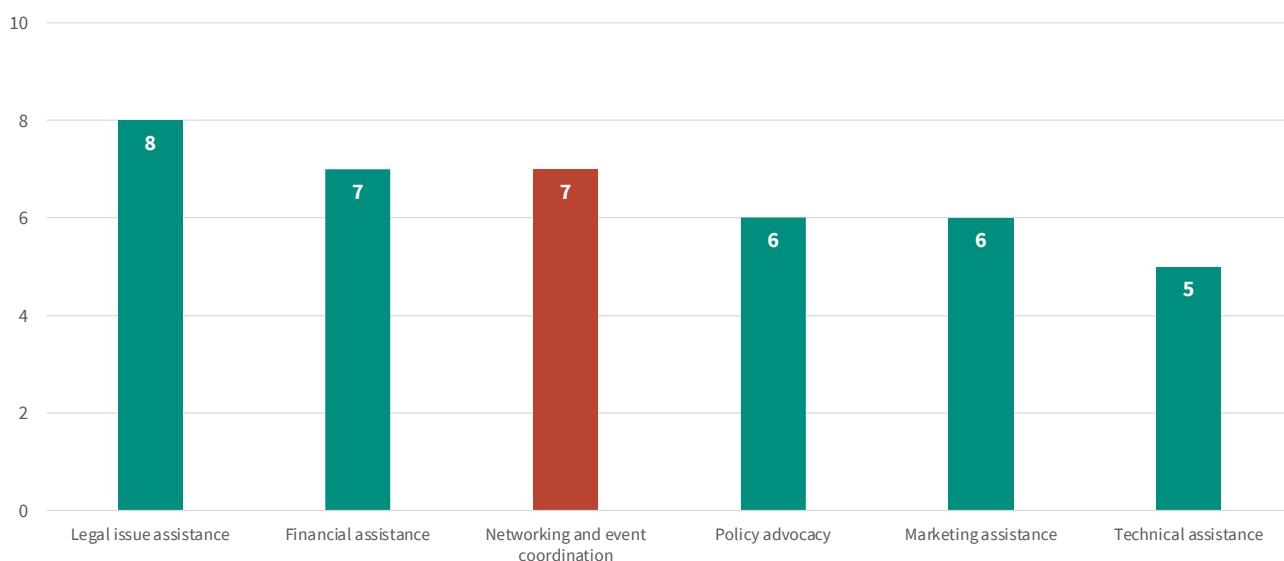
“The beverage passport that the Nevada Department of Agriculture put together is really cool, allows people to understand that agriculture doesn’t stop just at their with their food, but it carries on to their drinks too. But besides that, it is tough because Nevada is so spread out, and all the farms aren’t near each other, where people can come out and visit them easily, right?”

“That takes a lot of dedication to consistently have those trails function, right? And to have them function well, in creating a regional identity that brings all of the ventures in the region together and helps them coordinate for what we call ‘optimal distinctiveness.’”

“Hey, you want to do a pumpkin patch, there’s someone else in your area who wants to do a corn maze. Let me connect you. Let me help you.”

“We’ve partnered with the Department of Agriculture to create this fun little passport. It’s got some 72 breweries, distilleries, tap houses, all throughout the state. So you can kind of see the map. And then every establishment gets its stamp. Every year, by April, we get somebody turning in the whole state, which just blows my mind. Every year. That’s a lot of miles, and we have them in every corner of the state.”

WHAT SUPPORT(S) OR ASSISTIVE PROGRAMMING WOULD BE MOST VALUABLE IN ENABLING YOUR PARTICIPATION IN AGRITOURISM?



AGRITOURISM FRAMEWORK FOR NEVADA



AN AGRITOURISM FRAMEWORK FOR NEVADA

Framework Overview

Nevada's agritourism sector will not reach its potential through individual operator effort alone. What's needed is a coordinated, statewide framework that aligns the resources of state agencies, university extension services, tourism organizations, and local partners around a shared goal: making it easier for Nevada's farmers and ranchers to open their operations or bring their products to the public and build sustainable economic value in doing so. The framework described in this section identifies seven interconnected elements that together form a supportive infrastructure for agritourism development:

1. Enabling Legislation
2. Regulatory Technical Assistance
3. Risk Assessment & Mitigation
4. Educational Resources
5. Product Development
6. Marketing Support
7. Operator Networks

No single element is sufficient on its own. Enabling legislation without marketing support leaves capable operators invisible to the market. Marketing without product development promotes experiences that aren't yet ready to receive guests. Education without risk guidance leaves operators exposed. Each element of the framework

reinforces the others, and progress across all seven areas compounds over time to build a sector that is resilient, distinctive, and rooted in Nevada's authentic agricultural identity.

1 Enabling Legislation A supportive legal environment is foundational to agritourism growth. In many states, dedicated agritourism statutes have unlocked significant sector development by clarifying what activities are permissible on agricultural land, streamlining permitting processes, and providing liability protections that give operators the confidence to open their operations to the public. More than half of U.S. states have enacted some form of agritourism statute.



Nevada has an opportunity to examine and strengthen its legislative framework to remove ambiguity, reduce regulatory friction, and signal to agricultural operators that the state is a willing partner in their economic diversification. Existing statutes vary considerably in scope and character, with some focusing narrowly on liability protection, while others address tax credits, zoning flexibility, and permitted land uses. Many require specific signage compliance as a condition of ac-



tivating statutory protections, a procedural detail that operators must understand in order to benefit.

Well-crafted enabling legislation does more than protect individual operators; it creates a stable platform on which investment, planning, and sector-wide growth can occur with greater certainty. When farmers and ranchers know they can welcome the public without undue legal exposure, when local planners have clear guidance on what agritourism activities are permissible and how, and when the relationship between tourism activity and agricultural land use is codified rather than contested, the entire ecosystem benefits. Clarifying Nevada's current statutory posture and identifying priority areas for legislative action is among the most consequential near-term steps Nevada can take.

2 Regulatory Technical Assistance

Even when a clear regulatory pathway exists, navigating it can be daunting for farmers and ranchers who lack experience with permitting, zoning, health codes, or building requirements. The journey from concept to open-for-business frequently involves multiple agencies, overlapping jurisdictions, and requirements that vary county by county. In Oregon, survey respondents identified laws and zoning as among the most surprising and burdensome aspects of launching an agritourism enterprise. In Tasmania, the government's response was to create a dedicated regulatory toolkit and a companion guide for regulators, acknowledging that navigating the system requires support on both sides of the counter.

Regulatory technical assistance bridges this gap by connecting operators with knowledgeable guides at state agencies, university extension services, or dedicated agritourism support programs who can walk them through the compliance process step-by-step. This kind of hands-on support reduces the

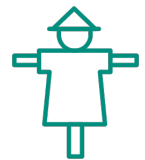


time, cost, and frustration associated with getting an operation off the ground, and can meaningfully shorten the three-to-five year timeline that operators in other states have reported from concept to launch.

For Nevada, this might take the form of a centralized navigator function or ombuds: a person or office that can field operator questions, map the applicable regulatory requirements for a given county and activity type, and make warm referrals to the appropriate agencies. Making the regulatory process more accessible and navigable is one of the highest-leverage investments Nevada can make in lowering the barrier to entry for new or expanding agritourism operators.

3 Risk Assessment & Mitigation

Opening an agricultural operation to the public introduces a category of risk that most farm and ranch owners have never had to manage. Paying visitors are owed the highest duty of care under common law, which creates meaningful liability exposure for operators who have not taken deliberate steps to protect themselves and their guests. Standard farm insurance policies frequently do not cover agritourism activities, or may be exceedingly expensive, especially in companies where the underwriters are not deeply educated about agritourism. This can leave operators exposed even when they believe they are adequately insured, or paying prohibitively large sums to operate with proper coverage. State agritourism statutes, where they exist and are properly followed, provide an affirmative defense against liability claims, but compliance with signage requirements and other procedural conditions is essential to activating those protections.



Beyond liability, agritourism introduces operational risks around visitor safety, seasonal revenue volatility, neighbor relations, and the physical demands of managing a hospitality function along-



side an active agricultural operation. Many operators who have successfully launched agritourism enterprises report that they underestimated these risks at the outset and that early, structured guidance would have helped them plan more effectively.

Addressing risk mitigation as a core element of Nevada's framework means ensuring that operators have access to appropriate insurance products, legal guidance, and sound operational practices before they welcome their first guests. It means educating operators about waivers, safety protocols, emergency planning, and the importance of zoning compliance. And it means connecting operators to resources such as the National Agricultural Law Center's free legal guidance and state-by-state statutory compilations that can help them understand their rights and obligations clearly.

4 Educational Resources Agritourism success requires a skill set that extends well beyond farming. Operators must understand hospitality, customer service, marketing, pricing, event management, visitor safety, and digital communications. These are competencies that most agricultural producers have never had the need or desire to develop. This gap is not a reflection of operators' capability; it is simply a function of the fact that farming and tourism are fundamentally different disciplines. The good news is that these skills are learnable, and the most effective agritourism programs in comparable states and regions have made education a cornerstone of their support infrastructure.



A robust education component provides training, workshops, peer learning opportunities, and access to best practices from successful agritourism operations in Nevada and beyond. It might include hands-on workshops on guest experience design, digital marketing clinics, farm safety and liability training, and peer cohort programs that

allow operators to learn from one another across regions, perhaps even tied to regional "farm trails" or the like. The value of peer learning in particular is well-documented, and operators consistently report that hearing from other farmers who have navigated the transition to agritourism is among the most valuable and credible forms of support they receive.

Education also plays a role in shaping visitor expectations, building community support for agritourism development, and helping operators understand which regulatory category their activities fall into and what protections and programs apply to them. Investing in bolstering the knowledge and capabilities of Nevada's agricultural operators can enable sustainable growth of the sector.

5 Product Development Nevada's agritourism potential is largely untapped, and deliberate product development is essential to converting that potential into viable visitor experiences. This means helping farm and ranch operators identify, design, and refine tourism offerings that authentically reflect their operations, from u-pick produce and working ranch stays to farm-to-table dinners and harvest festivals.



Effective product development begins with assessment: What does this operation have to offer? Who is the likely visitor? What infrastructure exists, and what gaps need to be filled before guests can be welcomed safely and memorably? These questions require both self-knowledge and market awareness, and most agricultural operators need structured support to work through them. A working ranch that has never considered hosting guests may not immediately recognize the tourism value of a cattle drive, a branding day, or a predawn horseback ride, but these are precisely the kinds of authentic, place-rooted experiences that today's agritourism traveler is seeking and willing to pay a



premium for.

Product development may work best when operators approach it incrementally. Many successful agritourism operations began with a single offering such as a farm stand, a seasonal festival, a weekend farm stay, then layered in additional experiences over time as capacity and confidence grew. Nevada's framework should encourage this incremental approach, helping operators start with what they have and build intentionally rather than overextending at the outset. Investing in the quality and diversity of agritourism products across the state will ultimately build a portfolio of rural experiences capable of attracting new visitors, extending stays, and generating meaningful, diversified income for agricultural operators across Nevada's varied regions.

6 Marketing Support Even the most compelling agritourism experience will fail to reach its audience without effective marketing. Many farm and ranch operators lack the time, budget, or expertise to promote their offerings through digital channels, travel platforms, or regional tourism networks. Even the best, most authentic agritourism experience won't make any income for the operator if nobody knows about it.



Marketing support at the individual operator level means helping farms and ranches build visibility through social media guidance, photography and content support, listing on regional and state tourism platforms, and connection to travel trade partners who can put agritourism experiences in front of motivated travelers. At the state level, it means telling Nevada's broader agritourism story in a way that positions the state as a distinct and compelling rural travel destination defined by the authenticity of its agricultural heritage, the vastness of its rangelands, and the character of the people who work them.

Trail-based tourism infrastructure including self-drive itineraries, farm passports, and regional food and beverage trails is among the most documented and effective mechanisms for cross-promoting dispersed agricultural operations, a strategy well-suited to portions of Nevada's geography. Place-based identity strategies, modeled on approaches used successfully in wine country, cheese regions, and culinary tourism corridors worldwide, offer another pathway to differentiated, durable marketing positioning. Strategic, coordinated marketing amplifies individual operator efforts, drives visitor traffic, makes agritourism economically viable at scale, and turns a collection of individual farm experiences into a coherent destination story.

7 Operator Networks Agriculture has always been sustained by neighbors who share knowledge, equipment, labor, and advice across fence lines and across generations. Agritourism, as an emerging sector, benefits from the same kind of connection, but the communities of practice that support it are still forming in most states, including Nevada. Building a deliberate network of agritourism operators is not simply a social good, but a structural investment in the sector's long-term resilience and coherence.



Operator networks create the conditions for peer learning, cross-promotion, collective marketing, and shared problem-solving. When a rancher in Elko can connect with a farm stay operator in Churchill County or a u-pick grower in the Mason Valley, they gain access to hard-won knowledge about what works, what doesn't, and what the regulatory landscape looks like in different parts of the state. Networks also create the critical mass necessary to approach state agencies, tourism organizations, and capital providers with a unified voice, which is something that individual operators, scattered across Nevada's vast geography, are rarely able to do on their own.



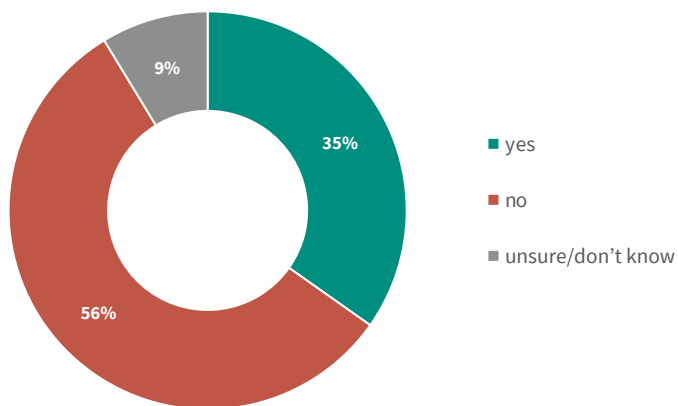
One of the most powerful expressions of an operator network is a coordinated visitor experience: a regional food trail, farm passport, or self-drive itinerary that links individual operations into a shared story visitors can follow across a landscape. These mechanisms—well-documented in places like Tasmania’s Tasting Trail, Oregon’s Hood River Fruit Loop, and California’s expanding cheese and beer trail networks—transform a collection of independent farm businesses into a coherent destination. They give visitors a reason to travel farther, stay longer, and spend more; and they give operators a marketing platform that none of them could sustain individually. For Nevada, building this network through regional convenings, a shared digital platform, trail and passport programs, and connection to the state’s existing agricultural and tourism organizations is foundational work that will multiply the impact of every other element of the framework.



APPENDIX A: SURVEY RESULTS



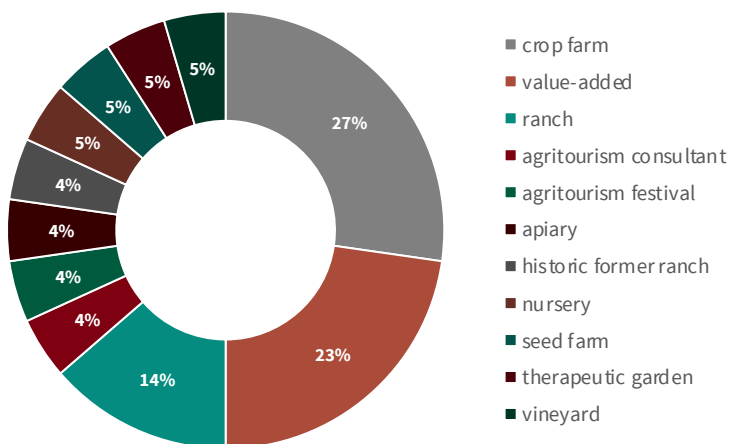
DO YOU CURRENTLY HAVE AGRITOURISM OFFERINGS AT YOUR AGRICULTURAL OPERATION?



 WHEREABOUT

N=23

WHAT TYPE OF OPERATION DO YOU RUN?

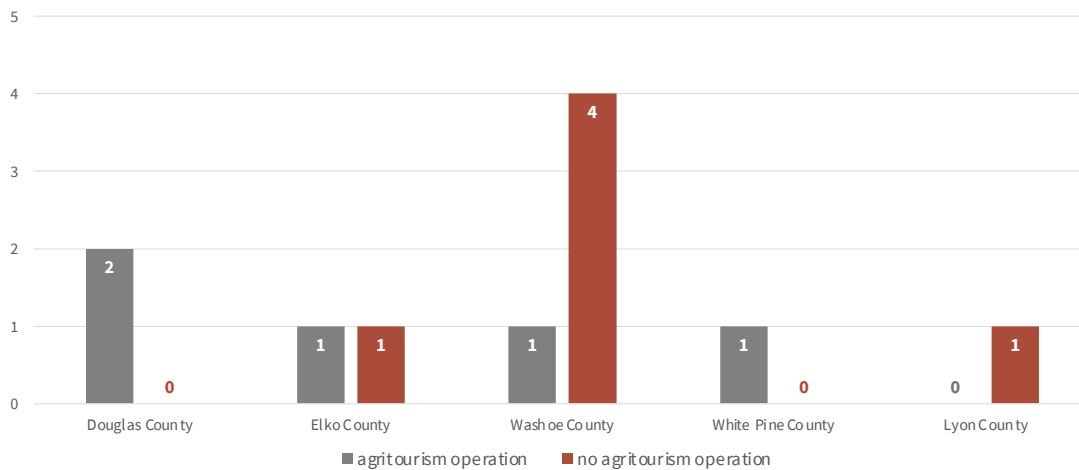


 WHEREABOUT

N=13

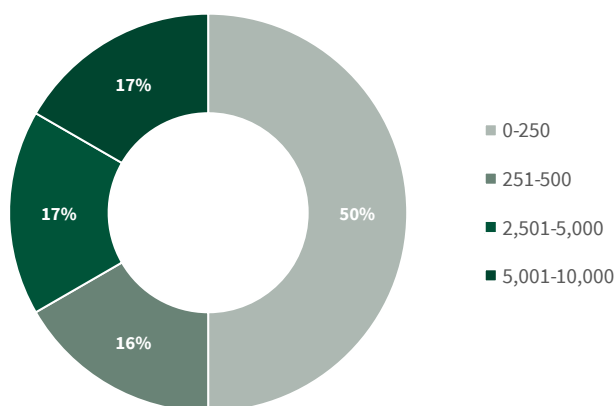


DO YOU CURRENTLY HAVE AGRITOURISM OFFERINGS AT YOUR AGRICULTURAL OPERATION?



N=11

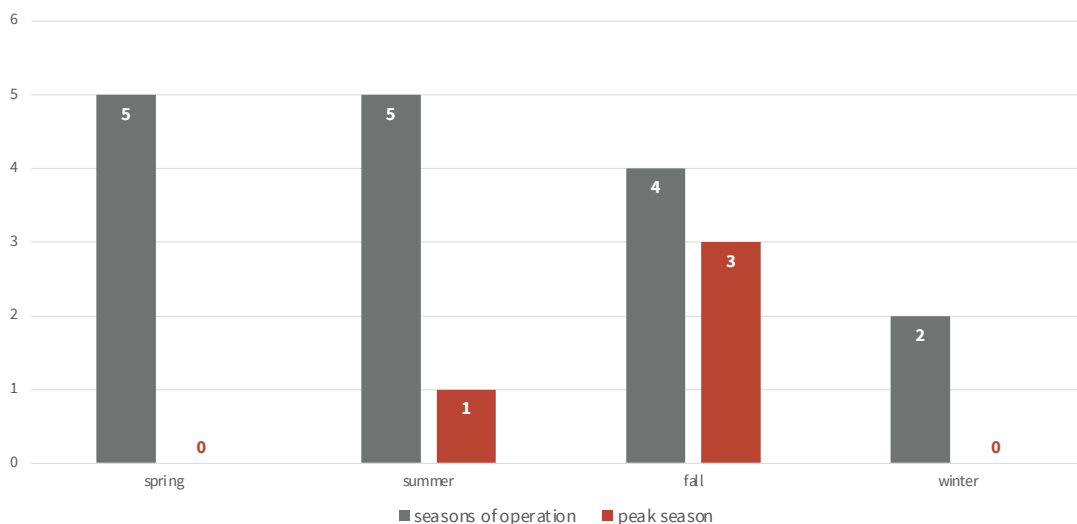
APPROXIMATELY HOW MANY VISITORS DOES YOUR AGRITOURISM OPERATION RECEIVE EVERY YEAR?



N=6

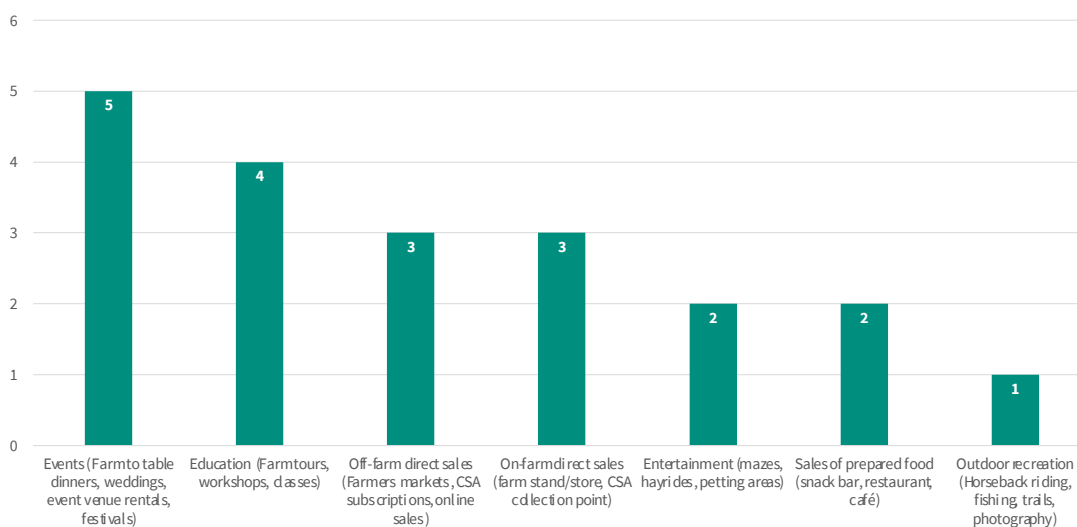


SEASONS OF OPERATION AND PEAK SEASONS



N=5, 4

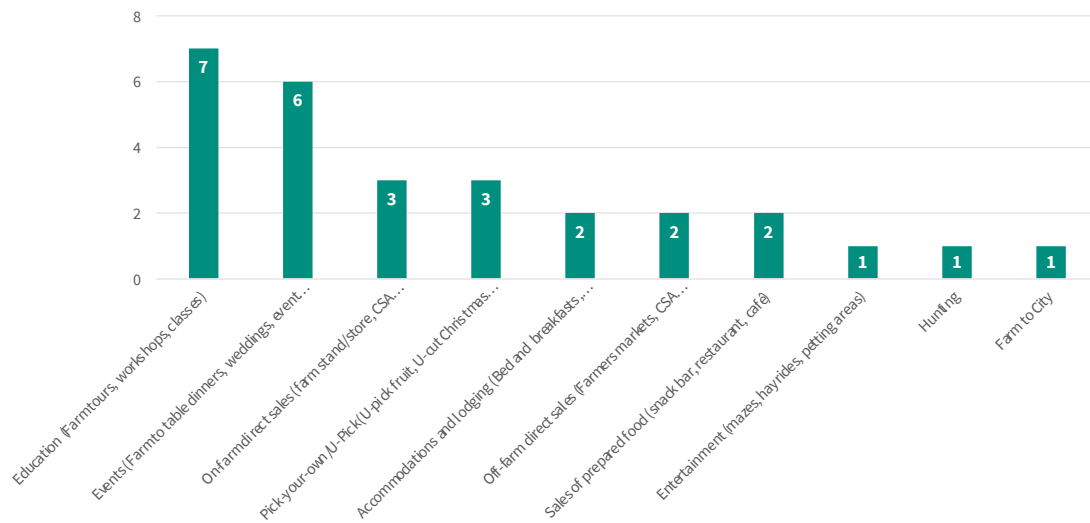
WHAT AGRITOURISM ACTIVITIES DO YOU CURRENTLY OFFER?



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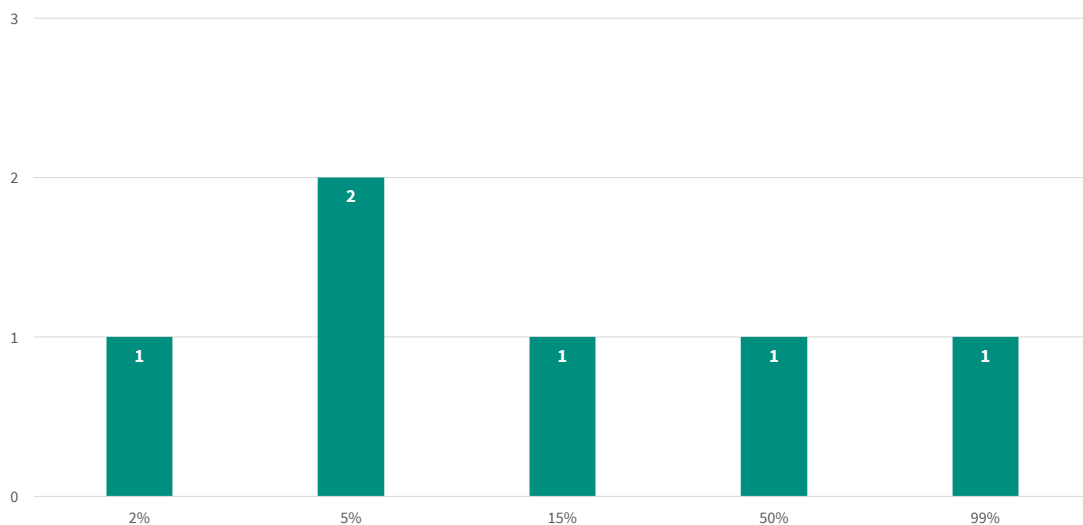


WHAT AGRITOURISM ACTIVITIES, IF ANY, ARE YOU CONSIDERING ADDING?



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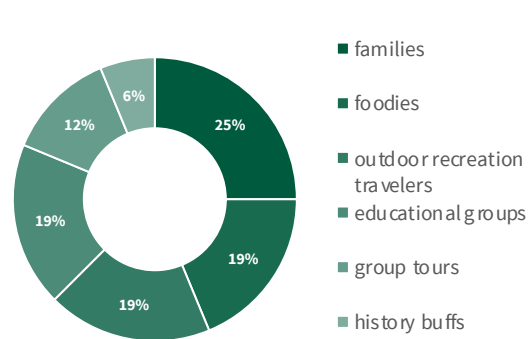
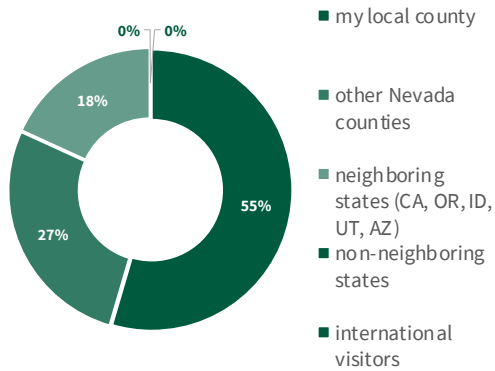
WHAT PERCENTAGE OF YOUR ANNUAL REVENUE COMES FROM AGRITOURISM?



N=6



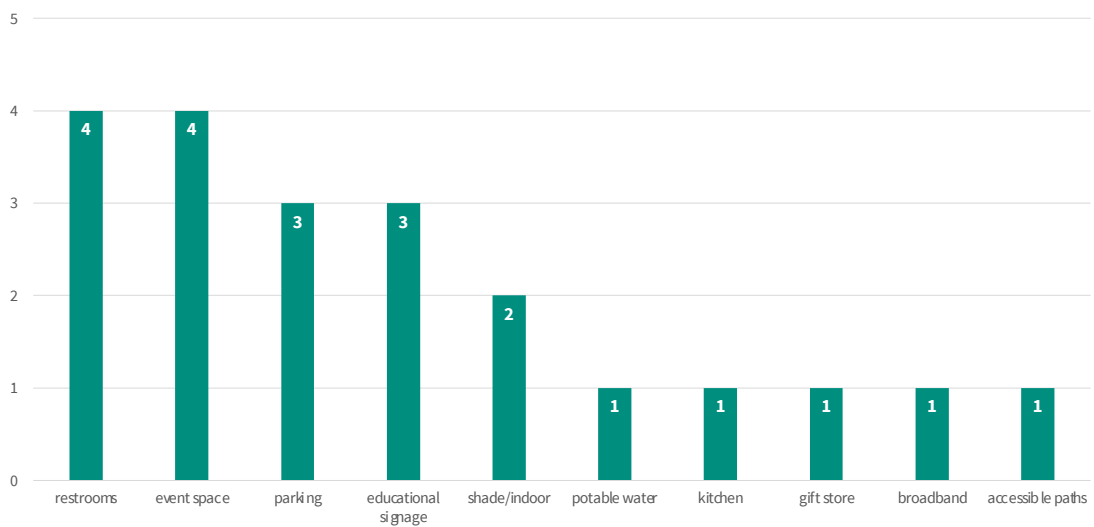
VISITOR GEOGRAPHY AND VISITOR TARGETS



N=6

N=6

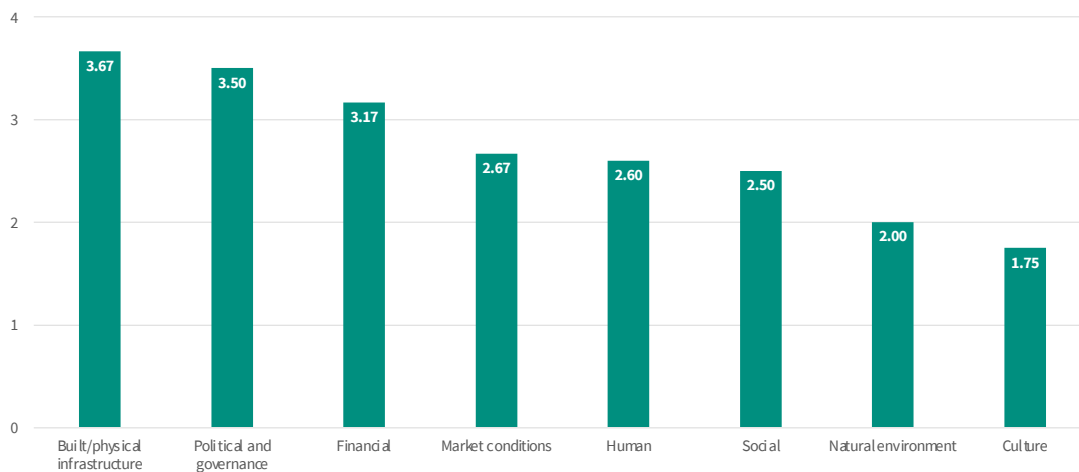
WHAT VISITOR INFRASTRUCTURE DO YOU CURRENTLY HAVE?



N=5

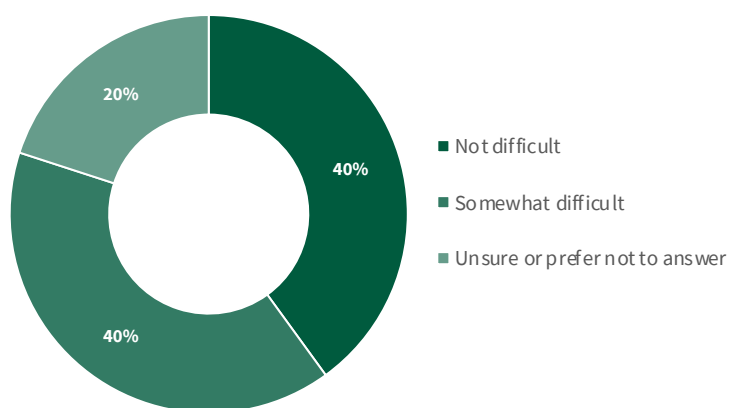


HOW CHALLENGING HAVE EACH OF THE FOLLOWING BEEN TO YOU IN DEVELOPING YOUR AGRITOURISM OFFERINGS?



N=6

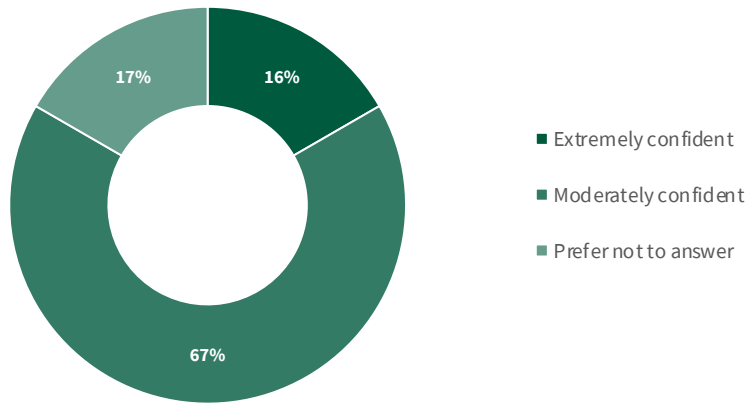
HOW DIFFICULT IS IT FOR YOUR AGRITOURISM OPERATION TO COMPLY WITH ZONING REGULATIONS?



N=5



HOW CONFIDENT ARE YOU THAT YOU ARE IN COMPLIANCE WITH AGRITOURISM REGULATIONS?



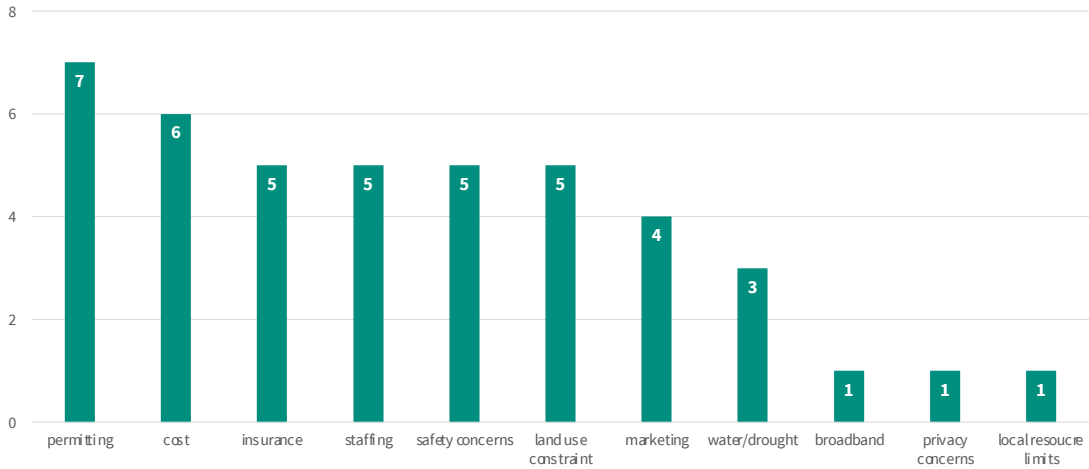
N=6

WHAT, IF ANY, LIABILITY INSURANCE COVERAGE DO YOU CARRY?

- We are covered under Douglas County's general liability insurance.
- We do
- We have visitor liability, and product liability

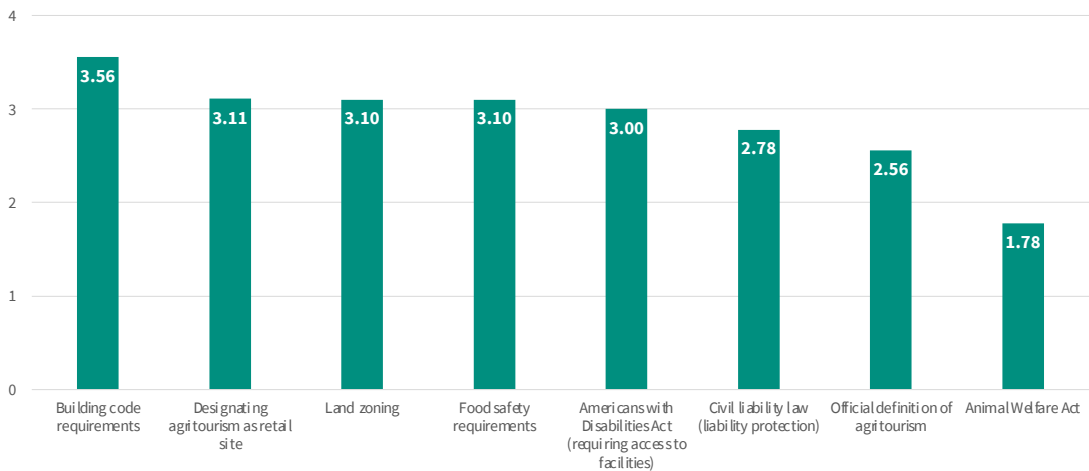


WHAT ARE THE TOP BARRIERS PREVENTING YOU FROM STARTING OR EXPANDING AGRITOURISM?



N=12

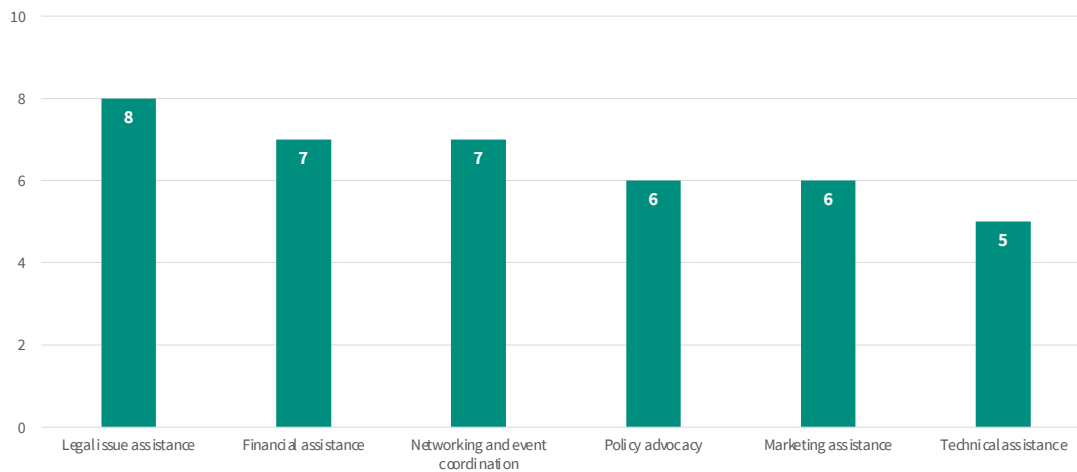
HOW CHALLENGING ARE EACH OF THE FOLLOWING ATTRIBUTES OF THE REGULATORY LANDSCAPE IN RELATION TO DEVELOPING AGRITOURISM?



N=12



WHAT SUPPORT(S) OR ASSISTIVE PROGRAMMING WOULD BE MOST VALUABLE IN ENABLING YOUR PARTICIPATION IN AGRITOURISM?



N=12



APPENDIX B: AGRITOURISM ASSET INVENTORY



NEVADA AGRITOURISM ASSET INVENTORY

Nevada's agritourism landscape is as varied as the state itself, stretching from urban farms in the heart of Las Vegas to remote guest ranches in the shadow of the Jarbidge Wilderness, and from fifth-generation family orchards to first-generation immigrant operations redefining what Nevada agriculture can look like. The entries that follow offer a representational overview of that diversity, organized across six categories that reflect the breadth of visitor-facing agricultural experiences currently available across the Silver State.

The list begins with Agritourism Educational Experiences including farms, nonprofits, and urban growing programs that center learning, whether through school field trips, workforce training, or hands-on winemaking instruction. Agritourism Events & Entertainment captures the seasonal and recurring gatherings that draw visitors to working agricultural settings, from harvest festivals and haunted barn attractions to ranch-to-table dinners and buckaroo competitions. Agritourism Recreation highlights farms where the visitor experience is built around active participation: picking pump-

kins, navigating corn mazes, attending seasonal festivals, and connecting with animals on working land. Craft Beverage Operations documents Nevada's growing constellation of estate wineries, farm distilleries, and urban production facilities, many of which grow their own ingredients and offer meaningful behind-the-scenes access to the production process. Farm & Ranch Stays features overnight lodging options that place guests directly on working agricultural properties, from lavender farms and desert guest ranches to remote wilderness lodges. Finally, Farm Stores & U-Pick Operations profiles the farms and urban growing enterprises where visitors can purchase directly from the source or pick it themselves.

This is not a comprehensive directory. Nevada's agritourism sector is growing, and all operations are not represented here. However, these listings illustrate the range of experiences currently available, with particular attention to operations that actively welcome visitors and contribute to the state's broader agricultural identity.



AGRITOURISM EDUCATIONAL EXPERIENCES

Andelin Family Farm (Spanish Springs/Sparks)

Also listed: Agritourism Events & Entertainment; Agritourism Recreation

A working farm in the Spanish Springs community for over 100 years, Andelin Family Farm launched its first pumpkin patch in 2010 and has since grown into a year-round agritourism destination beloved by Northern Nevada families. The 150-acre farm grows pumpkins, tulips, sunflowers, sweet corn, and vegetables, and raises a wide variety of animals including goats, sheep, llamas, alpacas, cows, and horses. Seasonal festivals, summer farm camp, goat yoga, educational field trips, and birthday parties round out an experience designed for visitors of all ages.

Gilcrease Orchard (Las Vegas)

Also listed: Farm Stores & U-Pick Operations

The Gilcrease family purchased over 900 acres in the Las Vegas Valley in 1920, and their sons Ted and Bill later established the Gilcrease Orchard Foundation to preserve the land and provide recreational and educational experiences that teach children where their food comes from. School field trip programs include wagon rides, hands-on produce picking, and guided visits to the chicken coop and visual beehive. Now a 60-acre nonprofit and the only remaining large farm in the Las Vegas Valley, it operates primarily as a pick-your-own farm offering seasonal u-pick produce including apples, pears, peaches, pumpkins, and vegetables.

Lattin Farms (Fallon)

Also listed: Agritourism Events & Entertainment; Agritourism Recreation; Farm Stores & U-Pick Operations

A certified organic, fifth-generation family farm in Fallon's Lahontan Valley, Lattin Farms has deliberately opened its farm gate with a stated mission of helping visitors reconnect with the earth and learn about how their food is grown. Offerings include a roadside produce stand, bakery, pick-your-own produce, educational farm tours, farmers markets, and an annual Fall Festival with corn maze, pumpkin patch, hayrides, and petting zoo. The farm is

also a participant in the Fallon Food Hub Community Supported Agriculture program, bringing its organic harvest to families across Northern Nevada.

Nevada Sunset Winery (Reno)

Also listed: Craft Beverage Operations

Reno's only urban production winery, Nevada Sunset Winery offers hosted winery tours led by winemaker Kate Boyle MacDonald, allowing visitors to observe the full production process and learn about viticulture firsthand. Visitors regularly note that the owners generously share their winemaking knowledge during tastings, making it an educational as well as social experience. The winery also serves as a community education venue—most recently hosting the Nevada Historical Society's Artown Talks lecture series, bringing free public programming on Nevada history to audiences of all ages throughout the summer.

Rose Creek Farm / Lighthouse Charities (Las Vegas)

Rose Creek Farm is a two-acre urban farm in North Las Vegas operated by Lighthouse Charities, a nonprofit founded in 2014 by first-generation immigrant Cindy Trussel to support legally resettled refugees and underserved individuals. The farm provides workforce training in agriculture, hydroponics, and vermicomposting, while also welcoming schools and homeschool groups for guided field trips covering sustainability, pollinator gardens, and greenhouse growing. A twice-monthly farmers market sells farm-fresh produce and handmade goods crafted by refugee artisans, with all proceeds supporting the broader Lighthouse Charities mission.



Urban Roots (Reno)

Founded in 2009, Urban Roots began using gardening as a vehicle for STEAM education, environmental stewardship, and nutrition, quickly partnering with Washoe County School District teachers to extend garden-based learning into classrooms and school gardens. The nonprofit

operates an Urban Teaching Farm at 1700 E. 2nd Street in Reno, offering seasonal day camps, farm field trips, homeschool enrichment programs, and continuing education for K-12 teachers. The farm features gardens, bees, pigs, and chickens, with a modular teaching kitchen expanding seed-to-table programming for all ages.

AGRITOURISM EVENTS & ENTERTAINMENT

2A Ranch / Farm 2 Fork Dinner Events (Gardnerville)

2A Ranch is operated by Jessica and Spencer Anderson, first-generation Nevada ranchers running a certified natural Angus cattle operation in the Carson Valley. Their ranch-direct beef program embodies a true farm-to-fork experience—raised, processed, and sold locally—and the Andersons are passionate advocates for connecting consumers to the story behind their food. The operation's Pocket Ranch venue hosts intimate farm dinner events alongside their Valley Merc retail storefront (1420 Hwy 395 N, Gardnerville), offering guests a hands-on connection to working ranch life.

Best in the West Nugget Rib Cook Off (Sparks)

Often called the “Super Bowl of rib competitions,” the Best in the West Nugget Rib Cook Off is a free, six-day Labor Day weekend event in downtown Sparks featuring more than two dozen BBQ teams competing for prize money and bragging rights. Attracting an estimated 350,000-400,000 visitors annually and serving over 250,000 pounds of ribs, the festival also features two entertainment stages with nationally known performers, an arts and crafts vendor show, a kids' area, and a beer garden.

Buckaroo Traditions Gathering / Om Namo (Winnemucca)

The Buckaroo Traditions Gathering is a three-day annual event in Winnemucca, organized by the nonprofit Om Namo, that brings more than 20 teams of working Great Basin buckaroos off remote ranches to compete and connect. Events showcase traditional ranch skills including big-

loop roping, low-stress cattle handling, stock horse competitions, and bridle horse demonstrations, alongside artisan vendors featuring bit and spur makers, rawhide braiders, and Native American craftspeople. Admission is \$5 for adults and free for kids, with the gathering also serving as a community mental health and rural resource hub.

Lattin Farms Fall Festival (Fallon)

Also listed: Agritourism Educational Organizations; Agritourism Recreation; Farm Stores & U-Pick Operations

Lattin Farms' annual Fall Festival transforms this certified organic, fifth-generation farm into a full-scale harvest celebration each October, featuring a corn maze, pumpkin patch, hayrides, a scarecrow factory, and a petting zoo, with opportunities to pick your own raspberries. Owners Rick and B. Ann Lattin have operated the festival alongside their working farm as a way to reconnect visitors with the earth and share the importance of agriculture—while having fun with the ones they love. The farm's on-site bakery and produce stand are open throughout the season.

Lavender Ridge (Reno)

Lavender Ridge is a family-owned lavender farm on the remnants of a 1920s farmstead along the Truckee River corridor in Reno, combining a working lavender operation with a year-round event and wedding venue. Throughout the season the farm hosts community events including a Lavender Ridge Festival and pick-your-own lavender days, and operates a gift shop featuring handcrafted lavender lotions, seasonings, bath products, and teas made from the farm's harvest. The venue



accommodates up to 150 guests and is open to visitors Tuesday through Sunday.

Lazy P Farm—Farm of Terror (Winnemucca)

Lazy P Adventure Farm is a small farm in rural Winnemucca with a mission of connecting children and families to agriculture through memorable, sensory-rich experiences. Each October on select weekends, the farm transforms after dark into the Farm of Terror—a haunted attraction open from 6:30 to 11pm, offering a haunted barn experience, nighttime corn maze, and a range of fright-level options including standard admission and a VIP fast-pass. The five-acre corn maze and pumpkin patch round out the fall season's family-friendly daytime offerings.

Perigo Ranch / JT's Steakhouse (Ely)

Perigo Hay & Cattle is a first-generation, CARE-certified Black Angus operation in Lund, White Pine County, producing ranch-direct beef with full transparency from raise to table. Jess Trask manages the family's ranch while her husband Terrill cooks the beef at JT's Steakhouse in Ely—a true ranch-to-table operation where the same family raises and serves its own cattle. Located in the Copper Queen Casino Hotel in Ely, JT's features an ever-changing menu built around ethically raised, locally grown beef and has become a must-visit dining stop on the Loneliest Road.

River School Farm / Interpretive Gardens (Reno)

Situated along the banks of the Truckee River at the confluence with Hunter Creek, River School Farm operates as a year-round farm, event venue, and outdoor learning center, hosting weddings, birthday parties, nature walks, summer camps, full moon drum and dance circles, and an outdoor classroom amid vegetable gardens, a rose and iris collection, chickens, and goats. Operated by Interpretive Gardens Inc., the organization's mission is to bring wildness back to the Truckee Meadows while celebrating life and improving the environment. The venue is open seven days a week and available for private event rental.

Sierra Honey & Lavender Festival (Reno)

Organized by Sierra Shadows Farm, the annual Sierra Nevada Lavender and Honey Festival celebrates the region's lavender and beekeeping traditions alongside workshops, vendors, and community programming. The festival is part of Sierra Shadows' broader mission to support native pollinators and promote small-acreage specialty crop farming as a viable model across Northern Nevada.

Sierra Shadows Lavender Farm (Gardnerville)

Established in 2018, Sierra Shadows Farm is a boutique lavender farm nestled below the Sierra Nevada mountains in the Carson Valley, growing over 700 lavender plants that serve as an oasis for domestic bees, butterflies, and native pollinators. The farm hosts workshops using products grown on-site, serves as a resource and demonstration model for small-acreage specialty crop farms, and operates a renovated barn as a year-round gathering space for events, private meetings, and creative programs. The farm store and u-cut lavender are available during the growing season on Fridays and Sundays.

WBC Under a Nevada Sky Celebration (Genoa)

Under a Nevada Sky is an annual farm-to-table dinner celebrating the natural and ranching heritage of Northern Nevada, presented by the Walker Basin Conservancy and held at the historic Mormon Station in Genoa. The event draws 250-300 guests including business and community leaders, features locally sourced food, a keynote speaker, and live and silent auctions, with all proceeds supporting the Conservancy's mission to restore Walker Lake and protect agricultural, environmental, and recreational interests throughout the Walker Basin.



AGRITOURISM RECREATION

Andelin Family Farm (Spanish Springs)

Also listed: Agritourism Educational Organizations; Agritourism Events & Entertainment

Andelin Family Farm offers three main seasonal festivals—a spring Baby Animal Days and Tulip Festival, a summer Sunflower Festival with u-pick blooms, and a fall Harvest Festival featuring a pumpkin patch and corn maze. Year-round recreational offerings include summer farm camp for kids, goat yoga classes, painting classes, educational field trips, and birthday parties, all on a working 150-acre farm that raises cattle, horses, pigs, chickens, llamas, alpacas, cows, emus, and rabbits. The farm has become a cornerstone Northern Nevada destination, drawing families back as an annual tradition.

Corley Ranch (Gardnerville)

Nestled in the Carson Valley against a backdrop of the Sierra Nevada Mountains, the historic Corley Ranch spreads across nearly 300 acres and is a recipient of the Nevada Commission on Tourism's Excellence in Agri-Tourism award. Each October the ranch hosts a month-long Harvest Festival featuring a corn maze, pumpkin patch, farm animals, 9-hole miniature golf, a straw maze, a roping area, and hay wagon rides, with weekend additions including pig races, a giant slingshot, food vendors, and craft sellers. Year-round the ranch also operates an indoor arena for horse-related activities and other events.

Ferrari Farms (Reno)

One of the oldest family-owned farms in Reno, Ferrari Farms has been on the same Truckee River land since 1912 and launched its first pumpkin patch in 1997—now celebrating over 28 years as a community tradition. Seasonal offerings include a free-admission pumpkin patch with over 40 varieties, a five-acre corn maze, hayrides, u-pick sunflower fields, u-pick garden produce, outdoor movie nights, barn dances, and baby goat yoga. The farm also hosts school field trips, birthday par-

ties, and private group events in its historic farm buildings year-round.

Lattin Farms (Fallon)

Also listed: Agritourism Educational Organizations; Agritourism Events & Entertainment; Farm Stores & U-Pick Operations

Lattin Farms' recreational offerings include pick-your-own raspberries, pumpkins, and seasonal produce direct from the fields, alongside an annual Fall Festival each October featuring a corn maze, hayrides, a scarecrow factory, and a petting zoo. The Lattin family's goal in opening their farm gates is to help visitors reconnect with the earth and learn about agriculture while having fun—all on a certified organic, fifth-generation operation in the heart of Fallon's lush Lahontan Valley.

Lotspeich Family Farm (Deeth)

A fifth-generation family farm nestled between the Ruby Mountains in northeastern Nevada, Lotspeich Family Farm grows healthy food, cut flowers, and what they describe as unforgettable memories, hosting seasonal festivals and farm-fresh dining events alongside its CSA and farmers market programs. The fall pumpkin patch—open Fridays through Sundays in October—features a giant hillside slide, two hay bale mazes with games including ring toss and extreme croquet, on-site food including fresh-pressed cider, and a wide variety of pumpkins and organic vegetables for purchase. The farm was the winner of Travel Nevada's inaugural Rural Entrepreneurial Tourism Pitch Day challenge in 2024.



CRAFT BEVERAGE OPERATIONS

Charleston Peak Winery (Pahrump)

Formerly known as Pahrump Valley Vineyards, the recently reopened Charleston Peak Winery is bringing fresh energy to Nevada's winemaking scene under new ownership. Set against panoramic mountain views, the winery offers an immersive tasting experience of locally grown wines, with offerings ranging from a crisp Symphony white to a bold Amargosa red blend. Notably the first Nevada winery to produce a sparkling white from Nevada-grown grapes, the estate also has a full-service restaurant and outdoor concert stage in development.

Frey Ranch (Fallon)

Born from over 165 years of Nevada farming tradition, Frey Ranch is one of the few distilleries in the world to sustainably grow 100% of its whiskey grains onsite. Co-founders Colby and Ashley Frey farm roughly 2,500 acres in western Nevada, growing wheat, barley, corn, and rye—and then distilling, maturing, and bottling entirely on the property. The tasting room offers complimentary tours and tastings every Saturday from noon to 4pm.

High Mark Distillery (Reno)

Also listed: Agritourism Educational Organizations

Founded by Felicia Keith-Jones after studying distilling in Ireland, High Mark Distillery relocated from Alaska to Reno in 2018, using Nevada-grown grains and fresh-pressed orchard fruits. The small-batch distillery offers a Private Barrel Club where guests can distill a spirit of their own choice. Their lineup includes a Single Barrel Bourbon, Bourbon Barrel Aged Golden Rum, Blueberry Cobbler Moonshine, and their signature Apple Jack, with spirits now shipping to 46 states.

Kruze Road Winery (Lovelock)

Kruze Road Winery was born from former teachers Val and Dave's dream, inspired by a 2016 anniversary trip to Italy. Their outdoor tasting room, set on a two-acre vineyard minutes north of Lovelock,

offers a rustic, unpretentious experience complete with sagebrush, sunshine, and local farm sounds. Guests can choose from the "Hay Ride" or "Country Slam" tasting flights, with the operation open most weekends April through October and by appointment November through March.

Las Vegas Valley Winery / Grape Expectations (Las Vegas)

Grape Expectations is a Nevada School of Winemaking and private client winery in Las Vegas, offering participants a hands-on winemaking journey across four sessions over nine months. Participants crush 756 pounds of hand-picked grapes, ferment them, press, rack, and ultimately bottle their own 53-gallon barrel—yielding 20 cases per barrel. Options include Private Barrels, Social Barrels, and Team Barrels, the latter popular for corporate team building and branded gifting.

Minden Mill Distillery (Minden)

Housed in century-old creamery and flour mill buildings listed on the National Register of Historic Places, Minden Mill Distilling produces bourbon, rye, American single malt, and white spirits from locally sourced, sustainable Nevada high desert grains. Surrounded by the Sierra Nevada mountains, the LEED-certified estate distillery is open for tours, tastings, and craft cocktails. The tasting room is open Thursday through Sunday from 2:00-8:00 PM, with reservations encouraged.

Sanders Family Winery (Pahrump)

Founded by Jack Sanders in 1988 as Nevada's very first state-licensed winery, Sanders Family Winery has been growing grapes and handcrafting wines in Pahrump for over three decades. Set against panoramic views of the Spring Mountains and the Nopah Range, the stunning Renaissance Tuscan Villa-style estate welcomes visitors with complimentary wine tastings, vineyard tours, and wine bottling participation. The property also includes a performing arts amphitheater hosting live con-



certs and events throughout the year.

Artesian Cellars (Pahrump)

Artesian Cellars opened in September 2020 in Pahrump under the direction of winemaker Tim Burke, who grew up on a rural Nevada farm and has spent years cultivating his own vineyards. The winery harvests over eight tons of Nevada grapes annually from four of its own vineyards across the state, producing varietals including Cabernet Sauvignon, Zinfandel, Syrah, Chardonnay, and Viognier. Beyond tastings, the operation offers sensory workshops, paint-and-sip classes, a full restaurant, and a monthly First Friday community event.

Churchill Vineyards (Fallon)

Churchill Vineyards was established in 2001 on the historic Frey Ranch in Fallon, with ten varieties of fine wine grapes planted seven miles south of town—Nevada’s first estate vineyard in Churchill County. The operation is one of the only wineries in Nevada where visitors can observe the entire

grape-to-glass process, specializing in white wines including their aromatic Symphony varietal. Co-located with Frey Ranch Distillery, guests can experience both wine and spirits in the same visit on Saturdays.

Nevada Sunset Winery (Reno)

Also listed: Agritourism Educational Organizations

Nevada Sunset Winery is Reno’s only urban production winery, situated in the Downtown Brewery District and offering a seven-wine hosted tasting led by winemaker Kate Boyle MacDonald, who shares her knowledge of the grape-to-glass process throughout each visit. MacDonald brings over 25 years of vineyard farming and winemaking experience, with roots in Murphys, California and a personally planted family estate vineyard in Napa Valley. Wines are produced using both California and Nevada-grown grapes, including 100% Nevada varietal offerings, and the winery hosts tours, private events, and community education programs throughout the year.

FARM & RANCH STAYS

Cottonwood Guest Ranch (Wells)

A working horse and cattle ranch in the remote northeastern corner of Nevada, Cottonwood has been owned and operated by the Smith family for over 60 years, offering guests horseback riding, cattle drives, mountain pack trips, hunting, fishing, and wildlife viewing amid rolling sage hills and alpine mountains. Accessed by a 30-mile dirt road roughly 70 miles from the nearest town, the seven-bedroom lodge features private baths, ranch chef-prepared meals, a great room with a stone fireplace, hot tub, and RV camping with full hook-ups. The ranch is available for exclusive group buy-outs and is recognized for its award-winning holistic land stewardship practices.

Hidden Canyon Retreat (Baker)

Tucked into a lush canyon in eastern Nevada’s foothills, Hidden Canyon Retreat rolls out across nearly 375 acres of juniper, pinon, and sage just

outside the eastern boundary of Great Basin National Park. Established by Ron and Robin Crouch in 1992, the property evolved from camping to a full retreat offering comfortable rooms with kitchenettes, a pool, hot tub, game room, and an on-site mini market, set amid orchards frequented by mule deer and wild turkeys. The area is recognized as one of the best dark-sky stargazing destinations in the contiguous United States.

Hunewill Ranch (Bridgeport, CA—winter range in Smith Valley)

Founded in 1861 and recognized as California’s oldest working guest ranch, Hunewill Guest Ranch in Bridgeport sits on the eastern slope of the Sierra Nevada bordering Yosemite, offering horseback riding through 26,000 acres of meadows, cozy cabin stays, and ranching activities led by seven generations of the Hunewill family. A highlight of the season is the annual Big Fall Cattle Drive,



in which guests act as drovers moving 600 cattle from Bridgeport to the winter range in Smith Valley, Nevada—a tradition now in its second century. Three-, four-, and seven-day packages are available from May through November.

Rough Hills Ranch (Elko)

Located 80 miles north of Elko against the backdrop of the Jarbidge Wilderness, Rough Hills Ranch sits in the heart of Nevada’s cowboy country amid some of the best hunting and fishing in the world. Guests can rent the entire ranch, bringing horses, ATVs, hunting and fishing gear for a full outdoor experience, with comfortable accommodations in the Ranch House and Bunkhouse—approximately 4,000 square feet of interior space with two fully stocked kitchens—and dedicated facilities for visiting horses. Full-service packages including meals, experiences, and excursions are available on request.

Ruby 360 Lodge (Lamoille)

Built in 2017 as a base for Ruby Mountain Heli Experience, Ruby 360 Lodge is a 10,000-square-foot luxury facility at 7,000 feet elevation in the Ruby Mountains near Lamoille—the only venue of its kind in northeastern Nevada. The lodge offers prix fixe dinners with live music Thursday through Saturday, nightly accommodations in lodge rooms or off-grid yurts, and all-inclusive packages featuring

guided hiking, fly fishing, side-by-side tours, trap shooting, and wake surfing on a private lake.

Sandy Valley Ranch (Sandy Valley)

Sandy Valley Ranch is a 160-acre guest ranch in the Mojave Desert about 45 minutes from Las Vegas, preserving charreada (Mexican rodeo) tradition and hosting the largest charreadas in the state. Accommodations include tiny houses featured on Tiny House Nation, tipis, and covered wagons, with activities including guided trail rides, cattle drives, campfire cookouts, bull riding instruction, surrey rides, and cowboy games. The ranch is open year-round to day visitors and overnight guests alike.

Yellow Petal Flower Farm (Fallon)

Yellow Petal Flower Farm received the 2024 Nevada Agriculture, Food and Beverage Small Business of the Year Award, and offers unique and hard-to-find farm stay opportunities designed to help guests reconnect with the simplicities of life. Two rental options sit on the 33-acre property: the renovated 1900s Sweetest Little Farmhouse, which sleeps four and includes a fenced yard and patio, and the Farm Apartment, ideal for solo travelers or couples with wide-open views of the production fields and surrounding mountain ranges. Yoga in the flower field, pick-your-own flowers, and hands-on workshops are also available by appointment.

FARM STORES & U-PICK OPERATIONS

Blue Lizard Farm (Caliente)

Founded in 2005, Blue Lizard Farm grows vegetables, herbs, and microgreens in 13 steel-frame hoop houses in the high desert, roughly 150 miles north of Las Vegas. Named after the Nevada fence lizard found on the property, the farm sells direct to consumers via an online store, supplies produce to food banks through the Home Feeds Nevada program, and in 2023 was named Nevada Agriculture, Food and Beverage Small Business of the Year.

Gilcrease Orchard (Las Vegas)

Also listed: Agritourism Educational Organizations

The Gilcrease Foundation was established to preserve the last remaining large farm in the Las Vegas Valley—a 60-acre nonprofit orchard on land the family has farmed since 1920—with a mission of providing recreational and educational experiences that teach visitors where their food comes from. The u-pick orchard grows apples, peaches, pears, apricots, plums, figs, melons, tomatoes, squash, peppers, and pumpkins, and is open Tuesdays, Thursdays, and Saturdays from 7am through the



growing season. On-site apple cider and freshly made cider donuts are a signature fall draw.

Ika Greens (Mesquite)

Ika Greens started as a small family farm in Moapa, growing vegetables in the desert using water-smart techniques including aquaponics, hydroponics, vertical farming, and microgreens alongside select soil-grown crops. Owner Alex Pope, originally from New Zealand, named the company after the Maori word for fish—a nod to the farm’s early aquaponics roots—and after losing the original greenhouse to fire, rebuilt the operation into a thriving farm stand and food truck now based at Baja Imports in Mesquite. Operating Thursday through Saturday at 410 W. Mesquite Blvd., the stand offers seasonal produce alongside ready-made meals prepared from the same fresh, local ingredients.

Jacobs Berry Farm (Gardnerville)

Located on the historic Lampe Homestead near Gardnerville, Jacobs Berry Farm grows raspberries, blackberries, and honey in the Carson Valley, just minutes from Lake Tahoe and Carson City. The farm’s blackberries and raspberries typically ripen mid-August, with fresh berries and honey available directly from the farm and served at local eateries. The beautifully restored property—recognized as one of the Best of Carson Valley 2023 for best event venue—includes a century-old barn and farmhouse listed on the Nevada Register of Historic Places.

Lattin Farms (Fallon)

Also listed: Agritourism Educational Organizations; Agritourism Events & Entertainment; Agritourism Recreation

Lattin Farms is a certified organic, fifth-generation family operation on Fallon’s McLean Road with a farm stand that has been in continuous operation since 1989. The roadside stand and on-site bakery offer fresh-pressed cider, breads, jams, salsas, and seasonal produce, while u-pick options throughout the harvest season include raspberries, pumpkins, and other vegetables at half the stand price. The farm also participates in multiple Northern Nevada farmers markets and the Fallon Food Hub’s Community Supported Agriculture program.

Obodo Collective Urban Farm & Greengrocer (Las Vegas)

The Obodo Collective’s half-acre urban farm in Las Vegas’ Historic Westside grows fresh produce, medicinal herbs, and native desert plants, with a stated mission of tackling not only food insecurity but also urban heat islands and the loss of biodiversity. The farm operates pay-what-you-can u-pick farmers markets and is known in the community for its seeded sugar baby watermelons, collard greens, bok choy, and red and green okra—crops intentionally chosen to reflect the cultural food traditions of the surrounding neighborhood. The adjacent Obodo Greengrocer, open Wednesday through Saturday, stocks fresh produce sourced largely direct from local farms and accepts SNAP/EBT with Double Up Food Bucks matching.

ONLINE GUIDE

Grown in Nevada

(madeinnevada.org/grown-in-nevada)

This statewide agricultural branding and directory program is the result of a merger between Made in Nevada and the longstanding Nevada Grown nonprofit, whose mission centered on promoting sustainable agriculture and healthy eating across the state. Agricultural businesses operating under the program carry the “Grown in Nevada” label. The platform serves as a consumer-facing discov-

ery tool, offering searchable directories of member farms, farm-specific products, restaurants serving locally grown food, and farmers markets statewide. Specialty categories—including certified organic operations, farm stands, and on-farm event centers—are featured separately, giving the site relevance as an early-stage agritourism directory. A Nevada Grown Cookbook rounds out the program’s consumer engagement efforts.



APPENDIX C: COMPETITOR BENCHMARKING



COMPETITOR BENCHMARKING: NEVADA VS. PEER STATES

Note About Methodology

Scores reflect the state of each jurisdiction as of early 2025, based on documented programs, statutes, and publicly available materials, supplemented by stakeholder interviews where noted.

Tier Definitions

Leading	Active	Emerging	Nascent
Robust, well-funded program or policy; considered a national model. Multiple integrated components working in concert.	Meaningful program or policy in place with demonstrable activity and measurable impact. Room for deepening or broadening.	Foundational elements present but incomplete, inconsistent, or recently initiated. Potential is visible; outcomes not yet sustained.	Little or no formal program, policy, or infrastructure. Activity may exist organically but without institutional support.



1. Statutory & Regulatory Framework		
Scoring Criteria	Dedicated agritourism statute; liability protections for farm operators; streamlined permitting; clarity between state agencies.	
State	Tier	Assessment
Nevada	Nascent	No dedicated agritourism statute. Liability bill attempted in the 2025 session but did not pass. Agency coordination gaps (Agriculture/Health) widely reported by operators.
Oregon	Active	ORS Ch. 215 allows agritourism as a permitted farm use. Statewide land use framework governs farm operations. A 2024 proposed rule change drew significant operator pushback but was reversed.
New Mexico	Emerging	Limited dedicated statute. Some farm use provisions in county zoning but no statewide agritourism liability law identified.
Arizona	Emerging	ARS §3-113 provides some agritourism liability protections, though scope is narrow. No comprehensive agritourism permitting framework.
Utah	Active	Utah Code 78B-4-202 provides agritourism liability protection. State has a dedicated agritourism coordinator. Permitting considered relatively streamlined.
Colorado	Active	CRS 13-21-122 provides agritourism liability protections. County-level permitting varies but state framework is supportive.
Sources: NV: NRS search 'agritourism'; LCB 2025 session bills. OR: ORS 215.283; DLCD farm use rules. NM: NMSA zoning provisions. AZ: ARS §3-113. UT: Utah Code 78B-4-202; UDAF agritourism page. CO: CRS 13-21-122; CDA agritourism page.		



2. State Agency Roles & Coordination

Scoring Criteria	Designated agritourism program or coordinator at state level; collaboration between Agriculture, Tourism, and Economic Development agencies; rural tourism infrastructure.	
State	Tier	Assessment
Nevada	Emerging	Travel Nevada has a rural tourism focus rare among state agencies. NDA administers the Beverage Passport program. No dedicated agritourism coordinator. Interagency coordination described as inconsistent by operators.
Oregon	Active	Oregon Dept. of Agriculture has agritourism program staff. Travel Oregon integrates farm experiences into marketing. Formal interagency collaboration through Oregon Food & Farm Coalition.
New Mexico	Emerging	NMDA and New Mexico Tourism Dept. have limited formal agritourism collaboration. Some county-level activity. No statewide coordinator identified.
Arizona	Emerging	Arizona Dept. of Agriculture has limited agritourism programming. AZ Office of Tourism has promoted farm/ranch experiences informally. No dedicated coordinator identified.
Utah	Leading	UDAF has a dedicated agritourism coordinator. Utah Office of Tourism integrates agritourism into rural marketing. Strong, documented interagency collaboration.
Colorado	Active	Colorado Dept. of Agriculture has an agritourism program. OEDIT and Colorado Tourism Office collaborate on rural product development. Certified Colorado program connects producers to tourism channels.
Sources: NV: TravelNevada.com; NDA.nv.gov. OR: Oregon Dept. of Ag agritourism page; traveloregon.com/farms. UT: UDAF agritourism coordinator; visitutah.com. CO: Colorado Dept. of Ag 'Certified Colorado'; OEDIT rural tourism. NM: nmda.nmsu.edu. AZ: azda.gov.		



3. Insurance Availability & Accessibility

Scoring Criteria	Accessible, affordable insurance for agritourism operators; state-facilitated carrier lists or endorsements; model waivers or risk management tools.	
State	Tier	Assessment
Nevada	Nascent	No state-facilitated insurance resource. Operators report difficulty finding willing carriers; those found are expensive. Specialist carriers (e.g., American Family agritourism endorsements) are accessible but not systematically connected to NV operators.
Oregon	Active	Oregon Farm Bureau offers agritourism-specific endorsements. State agritourism conferences include insurance education. American Family actively writing farm policies with agritourism riders in-state.
New Mexico	Emerging	No documented state-facilitated insurance resource. Operator-dependent.
Arizona	Emerging	No documented state-facilitated insurance resource. Some Farm Bureau coverage available.
Utah	Active	Utah Farm Bureau and UDAF provide guidance on agritourism insurance. Statutory liability protections likely reduce underwriter risk, improving access.
Colorado	Active	Colorado Dept. of Agriculture publishes risk management resources. Farm Bureau active. Statutory liability protections reduce underwriting risk.
Sources: General: American Family Insurance agritourism endorsements (licensed in 19 states). OR: Oregon Farm Bureau; Oregon Agritourism Connections (Chemeketa CC). UT: UDAF risk management resources. CO: CDA agritourism resources page. NM/AZ: Verify via state Farm Bureau offices.		



4. Technical Assistance & Capacity Building

Scoring Criteria	Business planning, visitor experience design, and operational support for operators; land-grant extension agritourism specialists; formal training programs.	
State	Tier	Assessment
Nevada	Emerging	UNR Extension has conducted agritourism workshops (2024) but has no dedicated specialist or FTE. SBDC provides some food systems advising. No statewide training program.
Oregon	Active	OSU Extension has agritourism specialists in multiple counties. Oregon Small Farms program offers tailored technical assistance. Oregon Agritourism Connections conference runs annually. Travel Oregon launched Culinary & Agritourism Consultation Program in May 2026, offering technical assistance and strategic guidance for culinary and agritourism operations in Oregon.
New Mexico	Emerging	NMSU Extension provides some farm business training but no identified agritourism-specific program.
Arizona	Emerging	UA Cooperative Extension offers farm business resources. No dedicated agritourism technical assistance program identified.
Utah	Leading	USU Extension has a well-documented agritourism program with statewide workshops, online resources, and business planning tools. UDAF agritourism coordinator provides direct technical assistance. Considered a national model. The Utah Office of Tourism includes agritourism as a key topic in Tourism Business Development Workshops for rural destinations.
Colorado	Active	CSU Extension offers agritourism business planning resources. Colorado Dept. of Agriculture provides operator guides. Certified Colorado program provides marketing technical assistance.
Sources: NV: UNR Extension (unr.edu/extension); SBDC Nevada. OR: OSU Small Farms (smallfarms.oregonstate.edu); Oregon Agritourism Connections. UT: USU Extension agritourism (extension.usu.edu); UDAF. CO: CSU Extension (extension.colostate.edu); CDA. NM: NMSU Extension. AZ: UA Extension (extension.arizona.edu).		



5. Marketing & Promotion Infrastructure

Scoring Criteria	State tourism office actively promotes agritourism as a category; statewide guides, trails, maps, or passports; integration into destination brand.	
State	Tier	Assessment
Nevada	Emerging	Travel Nevada promotes rural Nevada broadly and has placed some farm/ranch content. Nevada Beverage Passport is an active multi-location trail product. No dedicated agritourism guide or trail. Agritourism not prominently featured in state destination brand.
Oregon	Active	Travel Oregon features farms and agritourism in campaigns. Hood River Fruit Loop is flagship regional trail. Oregon Dept. of Ag 'Oregon Grown' directory. Strong farm-to-table narrative integrated into state brand.
New Mexico	Emerging	NM Tourism Dept. includes some farm/ranch content. Chile Trail and wine trails include agritourism elements. No comprehensive agritourism trail or guide identified.
Arizona	Emerging	AZ Office of Tourism promotes wine country and farm stays in limited fashion. No statewide agritourism trail or guide. Some county-level activity (Willcox wine country).
Utah	Active	Utah Office of Tourism promotes agritourism actively. UDAF maintains Utah Agritourism directory. Annual Utah Farm Tour. Integration into rural and outdoor tourism brand.
Colorado	Leading	Colorado Tourism Office features agritourism prominently. Certified Colorado brand connects producers to tourism channels. Multiple regional farm trails. Strong integration with culinary tourism brand.
Sources: NV: TravelNevada.com; NDA Beverage Passport. OR: TravelOregon.com/farms; Hood River Fruit Loop (hoodriverfruitloop.com); Oregon Dept. of Ag 'Oregon Grown'. UT: VisitUtah.com; UDAF directory. CO: Colorado.com; Certified Colorado (coloradoagriculture.com). NM: NewMexico.org. AZ: VisitArizona.com.		



6. Enabling Legislation (Beyond Liability)

Scoring Criteria	Cottage food laws; mobile processing; on-farm sales provisions; direct-to-consumer rules; alcohol production and sale on farm; farm stand flexibility.	
State	Tier	Assessment
Nevada	Emerging	Significant recent progress: cottage food law updated 2025 (SB 352); mobile meat processing passed 2025; retail beef sales law updated 2025. Alcohol sales on farm (distilleries) legalized 2013. Some on-farm food service clarity still lacking.
Oregon	Active	Strong cottage food law. Farm stand provisions under ORS 215 allow broad on-farm sales. Agritourism as permitted use on agricultural land. 2024 DLCD controversy resolved in favor of farm stand flexibility.
New Mexico	Emerging	Cottage food law exists but scope is limited. Limited documented on-farm sales or event provisions.
Arizona	Active	Strong cottage food law (among most permissive in the US). Farm winery/distillery provisions allow on-site sales. On-farm event hosting relatively accessible.
Utah	Active	Cottage food law in place. Farm winery/distillery provisions allow agritourism sales. State has actively worked to reduce permitting friction for farm operations.
Colorado	Active	Strong cottage food law. Agritourism operations can sell farm products, host events, and operate farm breweries/distilleries with accessible licensing.
Sources: NV: NRS Ch. 585 (cottage food); 2025 session SB 352, mobile processing bill. OR: ORS 215.283; DLCD farm use rules. AZ: ARS Title 3; AZ cottage food law. UT: Utah Code agricultural provisions. CO: CRS agricultural provisions; Colorado cottage food law. NM: NMSA cottage food provisions.		



7. Financing & Incentives

Scoring Criteria	State-level grants, tax incentives, or low-interest loans for agritourism operators; connection to USDA programs; rural development incentives reaching agritourism.	
State	Tier	Assessment
Nevada	Nascent	No documented state agritourism grant program, though agritourism operations may apply for Rural Pitch Day Challenge through Travel Nevada—a competition that gives rural entrepreneurs the chance to pitch innovative ideas for a chance to win \$20,000 in seed funding. USDA Value-Added Producer Grant accessible but uptake limited. State economic development incentives not structured for agritourism. No tax incentive program identified.
Oregon	Active	Oregon Dept. of Agriculture has administered agritourism grants. USDA programs actively promoted through OSU Extension. Some counties offer rural development grants accessible to agritourism operators.
New Mexico	Emerging	Limited state-level financing for agritourism specifically. USDA programs available but uptake uncertain.
Arizona	Emerging	Limited documented state financing for agritourism. USDA programs available. Some county-level rural development grants.
Utah	Active	UDAF administers agritourism development grants. Utah Rural Development office actively connects operators to USDA programs. Some tax incentives for agricultural operations include agritourism components.
Colorado	Active	Colorado Dept. of Agriculture administers value-added and agritourism grants. OEDIT rural development programs accessible. Strong USDA program connection through CSU Extension.
Sources: NV: GoNev.nv.gov; NDA grants page; USDA VAPG (ams.usda.gov). OR: Oregon Dept. of Ag grants. UT: UDAF grants; Utah Rural Development (rd.usda.gov/ut). CO: Colorado Dept. of Ag grants; OEDIT rural programs. NM/AZ: State ag department grant pages; local USDA Rural Development offices.		



8. Industry Organization & Network Development

Scoring Criteria	Statewide agritourism association or trade organization; regional trails, loops, or passport programs; DMO engagement with agritourism.	
State	Tier	Assessment
Nevada	Emerging	No statewide agritourism association. Nevada Beverage Passport is active and growing (72 locations). Some DMO activity (Visit Carson Valley, Fallon CVB). Emerging farm network conversations in Northern Nevada.
Oregon	Active	Oregon Agritourism Network active (informal but organized). Hood River Fruit Loop is a flagship regional trail. Multiple regional farm loops statewide. Strong DMO-farm collaboration in wine country and the coast.
New Mexico	Emerging	Some regional agritourism networks (wine country, green chile route). No statewide association identified. Limited DMO integration.
Arizona	Emerging	Arizona Farm Bureau has some agritourism programming. Willcox wine country has a regional network. No statewide agritourism association or trail system identified.
Utah	Active	Utah Farm Bureau active in agritourism. Annual Utah Farm Tour creates a statewide network event. DMOs in rural Utah actively promote farm experiences. Statewide directory maintained by UDAF.
Colorado	Leading	Colorado Agritourism Network active. Multiple regional farm trails (Arkansas Valley, San Luis Valley, etc.). Certified Colorado brand enables cross-promotion. Strong DMO integration statewide.
Sources: NV: NDA Beverage Passport; Visit Carson Valley. OR: Hood River Fruit Loop (hoodriverfruitloop.com); Oregon Agritourism Network; Travel Oregon. UT: Utah Farm Tour; UDAF directory; Utah Farm Bureau. CO: Colorado Agritourism Network; Certified Colorado. NM: nmwine.com ; Green Chile Trail. AZ: Arizona Farm Bureau; Willcox Wine Country.		



9. Scale & Economic Impact

Scoring Criteria	Estimated number of agritourism operations; documented economic impact; visitor participation data; trajectory of growth.	
State	Tier	Assessment
Nevada	Nascent	No statewide agritourism economic impact data identified. USDA Census of Agriculture captures some farm direct sales but not visitor-based income. Handful of documented agritourism operations statewide. Sector is effectively pre-measurement.
Oregon	Active	Oregon Dept. of Agriculture estimates hundreds of agritourism operations. Farm direct sales and agritourism contribute meaningfully to rural economies. OSU Extension has conducted county-level impact studies.
New Mexico	Emerging	Limited statewide data. Wine industry has some economic impact documentation. Broader agritourism impact unmeasured.
Arizona	Emerging	Limited statewide data. Some county-level farm tourism data available (Maricopa, Yavapai). USDA Census data available but agritourism-specific impact not published.
Utah	Active	UDAF has tracked agritourism growth; multiple impact studies available. Sector growing year-over-year. Utah was among the first states to formally measure agritourism as an economic category.
Colorado	Active	Colorado Dept. of Agriculture tracks agritourism operations and economic contribution. Certified Colorado program provides annual data. Multiple CSU Extension impact studies available.
Sources: All states: USDA Census of Agriculture, Table 7 (agritourism and recreational services). NV: NDA; TravelNevada research. OR: Oregon Dept. of Ag economic reports; OSU Small Farms. UT: UDAF annual reports; USU Extension impact studies. CO: Colorado Dept. of Ag annual reports; Certified Colorado data. NM/AZ: USDA NASS state offices.		



Summary Scorecard

Tier values for scoring: Leading = 4, Active = 3, Emerging = 2, Nascent = 1. Averages are illustrative and should be read alongside the narrative detail above. No weighting is applied across categories.

Category	Nevada 1.6/4.0	Oregon 3.0/4.0	New Mexico 2.0/4.0	Arizona 2.1/4.0	Utah 3.2/4.0	Colorado 3.2/4.0
1. Statutory & Regulatory Framework	Nascent	Active	Emerging	Emerging	Active	Active
2. State Agency Roles & Coordination	Emerging	Active	Emerging	Emerging	Leading	Active
3. Insurance Availability & Accessibility	Nascent	Active	Emerging	Emerging	Active	Active
4. Technical Assistance & Capacity Building	Emerging	Active	Emerging	Emerging	Leading	Active
5. Marketing & Promotion Infrastructure	Emerging	Active	Emerging	Emerging	Active	Leading
6. Enabling Legislation (Beyond Liability)	Emerging	Active	Emerging	Active	Active	Active
7. Financing & Incentives	Nascent	Active	Emerging	Emerging	Active	Active
8. Industry Organization & Network Development	Emerging	Active	Emerging	Emerging	Active	Leading
9. Scale & Economic Impact	Nascent	Active	Emerging	Emerging	Active	Active
Overall Average	1.6 / 4.0	3.0 / 4.0	2.0 / 4.0	2.1 / 4.0	3.2 / 4.0	3.2 / 4.0



Nevada: Strengths and Priority Gaps

Strengths Worth Building On

- ▶ Travel Nevada has a rural tourism infrastructure rare among peer state agencies, providing a ready platform for agritourism promotion.
- ▶ The Nevada Beverage Passport is a functioning, multi-location agritourism trail product with growing participation—a proof of concept for broader trail or passport programs.
- ▶ Significant enabling legislation was passed in the 2025 session (cottage food reform, mobile meat processing, retail beef sales), materially improving the legal environment for farm diversification.
- ▶ Travel Nevada's 3D program supports destinations in rural Nevada that are interested in growing into a destination for agritourism, and the Rural Entrepreneurial Program and Rural Pitch Contest is an opportunity for agritourism operations to get seed funding to launch new initiatives.
- ▶ The SBDC-agritourism model being built through the Nevada SBDC/UNR food systems advisor role represents a scalable technical assistance framework if formalized and resourced.

Priority Gaps to Address

- ▶ No dedicated agritourism statute or liability protection. This is the single largest structural gap relative to all five peer states and the barrier most cited by Nevada operators.
- ▶ No designated state agritourism coordinator or agency program. Utah and Colorado both demonstrate the leverage this single role provides across multiple categories.
- ▶ No state-level financing mechanism for agritourism operators; the only state in this comparison with no documented grant or incentive program.
- ▶ Insurance access is largely operator-dependent, with no state-facilitated resource, carrier list, or guidance materials.
- ▶ No statewide agritourism economic impact data, making the case for investment difficult and leaving no baseline against which to measure future progress.





APPENDIX D: ESTIMATION OF MARKET POTENTIAL



ESTIMATION OF MARKET POTENTIAL

Special Note

The estimates presented in this appendix are illustrative in nature and are intended to convey order of magnitude, not precision. They draw on proxy benchmarks from Oregon and national agricultural Census data where Nevada-specific figures are unavailable. The final section of this appendix describes a more rigorous study Nevada should consider commissioning, but which was outside the scope of this study.

Current Baseline and Growth Potential

Nevada's agritourism sector, as currently measured, is small relative to the state's farm base and to neighboring Western states. The 2022 Census of Agriculture counts 3,122 farms in Nevada, with total agricultural sales of approximately \$960 million. Of those, only 202 farms reported direct-to-consumer sales with a total value of \$3,925,000. Nevada's agritourism penetration rate—the share of farms engaged in any form of direct-to-consumer sales—was 6.5% in 2022, similar to the national penetration rate of 6.1%. In the same Census, 32 Nevada farms reported agritourism and recreational services on their farms, generating a total of \$2,320,000 in revenue.

Per-Farm Revenue Benchmark

While these two categories (“direct-to-consumer sales” and “agritourism and recreational services”) don't capture the entirety of agritourism, we can use them as a proxy measure for the scale of agritourism in Nevada compared to other states. There

is probably a significant number of farms who take part in both activities, so for our purposes we will assume half of the “agritourism and recreational services” farms also had “direct-to-consumer sales” so will add 16 farms to the 202, yielding a farm count of 218. Meanwhile, we can add the two revenue numbers together, assuming that those sales and activities were counted separately in the Census—so we will use a 2022 baseline of 218 farms generating \$6,245,000 in revenue from agritourism activities, and a penetration rate of 6.98%.

To estimate what a more developed sector might generate, this analysis applies formulas from the most rigorous regional agritourism study available in the Western United States: the Oregon State University Willamette Valley study (Sorte, Fery & Comerford, 2024).

The OSU study found that agritourism farms in the Willamette Valley earned an average of approximately \$87,484 in agritourism-specific sales annually, with agritourism accounting for roughly 50 percent of both gross and net farm revenues, and that approximately 22% of Willamette Valley farms were engaged in some form of agritourism.

For our 218 baseline Nevada farms, the average agritourism revenue total for our two agritourism categories is only \$28,646 per farm—almost certainly an undercounting of dollars earned, but a useful enough number for our modeling purposes—and representing only 6.98% of all farms.



To model out growth scenarios, we looked at growth in both the penetration rate of farms participating in agritourism and growth in revenue as agritourism operations become more sophisticated and well-promoted. The table below shows three scenarios for growth based on these factors.

Economic Multiplier Effects

The OSU study ran direct agritourism sales through IMPLAN input-output modeling and found a sales multiplier of 2.02—meaning every dollar of direct agritourism revenue generates just above one additional dollar in indirect and induced economic activity across the regional economy. Applying that multiplier to the \$6.2 million baseline estimate produces a total current economic footprint of roughly \$12.6M statewide. This figure likely un-

derstates true activity, as it relies on a definition of agritourism that those familiar with the sector note is too narrow to capture the full range of farm-based consumer relationships occurring in Nevada today. A fully instrumented Nevada study would capture this additional activity and would likely produce higher totals.

What these figures do suggest, conservatively, is that a targeted effort to bring Nevada’s agritourism sector to even half the participation rate and per-farm revenue of comparable Western states could generate tens of millions of dollars in incremental economic activity, support hundreds of rural jobs, and provide meaningful income diversification for farm operations that are currently commodity-price-dependent.

Scenario	Agritourism Penetration Rate	Participating Farms	Avg. Agritourism Revenue/Farm	Total Estimated Direct Sales	Total Economic Impact (2.02X)
2022 Baseline	6.98%	218 farms	\$28,646	\$6.2M	\$12.6M
Conservative	10%	312 farms	\$35,000	\$10.9M	\$22.1M
Moderate	15%	468 farms	\$45,000	\$21.1M	\$42.5M
Aspirational	20%	624 farms	\$60,000	\$37.4M	\$75.6M

Toward More Rigorous Analysis: A Proposed Research Agenda

The estimates above are a reasonable planning tool, but they rest on Oregon benchmarks applied to a Nevada context that differs in important ways—farm size, visitor origin patterns, legal and regulatory environment, and the relative under-development of agritourism infrastructure. The state should consider commissioning a dedicated Nevada agritourism economic impact study, modeled on the OSU methodology, that would replace

proxy assumptions with locally gathered data. The following outlines what such a study would entail.

Producer and Consumer Surveys Conducted in the Field

The most important methodological lesson from the OSU study—confirmed in direct consultation with the research team—is that walk-up, in-person surveys at farm sites and agricultural events out-



perform electronic or mail-based instruments for this population. Farm visitors are receptive to brief, structured surveys administered by University of Nevada Extension students or similar trained enumerators. A well-designed instrument of no more than six questions, administered at 25–50 visitors per site across a sample of Nevada agritourism operations during their active season, would provide statistically meaningful estimates of visitor origin, trip purpose, and spending behavior. Producers at the same sites should be surveyed separately to capture annual attendance figures, revenue composition, and the share of farm income attributable to direct-to-consumer activity.

Separation of Net-New Economic Activity

A critical design requirement is distinguishing visitors whose spending represents genuinely new economic activity—those traveling more than 50 miles or staying overnight—from local visitors whose agritourism expenditure largely substitutes for other local spending. The OSU study found that roughly one-third of agritourism visitors came from more than 50 miles away, and that day visitors from distance spent approximately \$56 per trip while overnight visitors spent \$217. Nevada’s Commission on Tourism and the Dean Runyan Associates regional visitor spending reports provide a Nevada-calibrated alternative to those Oregon benchmarks for the overnight spending figure.

IMPLAN Modeling with Careful Attribution

The study should use IMPLAN economic input-output software, configured with Nevada-specific county-level multipliers, to estimate indirect and induced economic effects. The research team should note that IMPLAN can produce inflated estimates—in some cases 2–3 times actual impact—when NAICS code assignments result in double-counting. The modeling protocol should include an explicit step of auditing NAICS assignments against the raw survey data before finalizing multiplier outputs. The OSU team used a specialist

contractor for this attribution work; Nevada should do the same.

An Inventory of Participating Operations

Prior to fielding surveys, a county-by-county inventory of Nevada agritourism operations—built from USDA Census data, Nevada Department of Agriculture business registrations, Travel Nevada’s operator networks, and systematic searches of Airbnb, TripAdvisor, and Google Maps—would establish the population of operations and provide the denominator for all subsequent estimates. Nevada’s agritourism sector is small enough that a reasonably complete inventory is achievable without a new population survey.

Scope and Cost

Given Nevada’s relatively small number of active agritourism operations—likely fewer than 300 across 17 counties—a well-structured study of this kind is achievable with modest resources, perhaps utilizing university research teams. The primary investment is in field time during the operating season, IMPLAN licensing, and data analysis. The resulting study would provide Nevada with a credible, locally grounded economic baseline that could inform regulatory reform, capital investment decisions, and future grant applications for a decade or more.



APPENDIX E: SOURCES



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APPENDIX F: ACKNOWLEDGMENTS



ACKNOWLEDGMENTS

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