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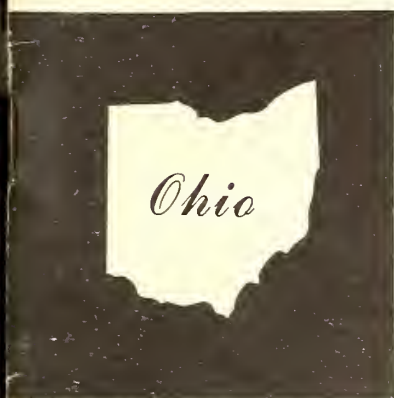
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Farm Vacation Enterprises in OHIO

RESOURCE DEVELOPMENT ECONOMICS DIVISION
ECONOMIC RESEARCH SERVICE
U. S. DEPARTMENT OF AGRICULTURE

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SUMMARY

Fifty-three farm families in 13 Ohio counties are members of an unusual cooperative--the Ohio Farm Vacation Association. Ohio apparently is the only State where farm families have organized associations to help themselves establish and promote the farm vacation business, although farmers in many States are engaged in this enterprise. The first local farm vacation association in Ohio, formed in 1959 in Monroe and Belmont Counties, had 14 members. Similar associations were organized in three neighboring counties in 1961. The Ohio Farm Vacation Association was organized in December 1961 to help members publicize the farm vacation opportunities available on their farms.

Capital expenditures for establishing a farm vacation enterprise vary. Some successful enterprises have been started with no additional capital investment in the farm and with space available for as few as two guests. Investments have ranged up to several thousand dollars where extensive remodeling was done.

Space available for vacation guests at the farms included in this study ranged from one or two spare bedrooms in the farmhouse to several spare rooms and a separate farmhouse, cottage, or trailer.

Most members of the Ohio Farm Vacation Association provide rooms in their own homes. Rates for room and meals range from \$35 to \$50 per week for adults and from \$25 to \$30 per week for children.

During the first year of business, farm families usually had a small number of guests. At some places, the number of guests increased markedly the second year of business and continued to increase during the third and fourth years. At others, the number of guests fluctuated from year to year.

In 1963, estimates of gross income from this seasonal enterprise ranged from zero to over \$2,000.

Most of the guests visiting members of the Ohio Farm Vacation Association in 1963 belonged to families whose heads were members of professions, were in management, were salesmen, or did office work. A few guests were skilled laborers or retirees. Most guests were family groups; although some were couples without children, and a few were teen-aged, middle-aged, and elderly people traveling alone.

The friendliness, warmth, and hospitality of farm operators appeared to be important factors to guests. Peace, quiet, and a place for real relaxation at a reasonable cost also were very important to those interviewed. Good food; clean and neat surroundings; and the opportunity to enjoy outdoor life, watch farm animals, see country scenes, and participate in farm chores impressed farm visitors. Those interviewed were very interested in the farm as a different and educational experience for both adults and children.

Most guests usually spend their time sitting under a shady tree, watching or helping with the farm chores, and chatting with farm hosts. However, they want other recreation facilities on the farm, such as those for scenic walks, fishing, swimming, and horseback riding. Nearby scenic drives, places to sightsee and shop, and access to churches of their faith also interested guests.

A survey of potential guests showed that reasonable rates, quiet and relaxation, hospitality, scenery, clean accommodations, swimming, good food, farm activities for children to watch and participate in, and the availability of cribs and baby sitters for young children are the factors that would influence them to take a farm vacation.

The farm vacation business, like all others, is both advantageous and disadvantageous to the proprietor. Farm families interviewed liked this type of enterprise because it is one of the few ways in which a farmer's wife can help earn additional income while remaining at home. Other advantages mentioned were those of meeting people with different ideas and interests, giving farm children the extra educational advantages of learning about other ways of living, and deriving a great sense of satisfaction from watching tense guests relax. Disadvantages include the extra cleaning, cooking, and dishwashing that must be done; the loss of privacy; the loss of time when guests help with chores; the difficulty of getting along with some guests; the irregularity of reservation requests; and the relatively low net income received.

Most farm families interviewed hoped to have more guests. Many reported plans for improving the facilities they offer. Several families plan to discontinue their farm vacation business because of an insufficient water supply, an illness in the family, an expected sale of the farm, or for other reasons. Although some members of the Ohio Farm Vacation Association had no guests in 1963 and others had only a few, no members reported plans to discontinue the business for this reason. They hoped that increased publicity would bring more guests to the area and, therefore, to their farms in 1964.

FARM VACATION ENTERPRISES IN OHIO

By

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PURPOSE OF THE REPORT

Providing vacation facilities for paying guests is a relatively new farm enterprise. The Economic Research Service has made two studies of farm vacation enterprises operated by Ohio farm families. The first study, made in 1962, 1/ traced the development of farm vacation associations in east central Ohio and related the experiences of the farm owners who provided vacation facilities. Continued strong interest in farm vacations and exhaustion of the report supply made a reissue desirable. The present study includes information gained after the first study was published. It also makes use of two surveys made by local farm vacation associations.

This study incorporates data on the Ohio Farm Vacation Association, the 10 local associations comprising the State organization, and 53 enterprises (among the 65 listed in the 1963 State association brochure) considered to be farms. A farm vacation enterprise has discernible characteristics of typical farming operations and provides services for paying guests. Individual enterprises described in the 1963 brochure of the Ohio Farm Vacation Association that do not mention such characteristics but whose facility name carries the word "farm" are assumed to be farms and are included in this study.

Information about the experiences of Ohio farm families providing vacation facilities should prove useful to farmers in Ohio and other areas who find it necessary to make more profitable uses of their farm resources.

The problem of low farm incomes is particularly critical in areas where terrain is rough or not well suited for growing crops. Many of these areas are suitable for outdoor recreation. For farm families seeking additional sources of income, for elderly or handicapped farm operators who no longer can do heavy farmwork, and for many others, the need for supplemental income often is acute. Even where nonfarm work is available, many farm people who wish to supplement their incomes may not welcome off-farm employment.

By developing vacation facilities, some farm families have increased their incomes and at the same time provided additional recreation opportunities for city people. In counties where several farm families have established successful farm vacation enterprises, the economy of the entire area has benefited.

1/ Davis, Jeanne M. Farm Vacations in East Central Ohio. U. S. Dept. Agr., ERS-113, 16 pp., illus., May 1963. Superseded by ERS-164.

THE GROWING DEMAND FOR OUTDOOR RECREATION

Demand for outdoor recreation facilities is growing rapidly. Population, leisure time, personal mobility, and per capita disposable income (spending money) are increasing. More people are going more places and spending more time and more money on recreation than ever before. The types of outdoor recreation activities most popular in 1960-61 were driving and walking for pleasure, playing outdoor games or sports, swimming, sightseeing, bicycling, fishing, attending sports events, picnicking, taking nature walks, boating (other than canoeing and sailing), hunting, and horseback riding. 2/

In 1962, the Outdoor Recreation Resources Review Commission made the following prediction: "Between the years 1960 and 2000, when the Nation's population is expected to double, participation in outdoor pursuits will nearly triple....What people do depends greatly on what is available for them to do. The opportunity to try an activity is a necessary stimulus, but once experienced, it can set off a powerful spiral. To a degree that is hard for anyone to foresee, the sheer existence of new recreation facilities can stimulate people to use them, to try new activities, and this in turn leads them to seek still more." (See footnote 2.)

GENERAL CHARACTERISTICS OF THE STUDY AREA

Ten of the 13 counties in which the Ohio Farm Vacation Association has members are located in the area along the eastern and southern borders of Ohio, where terrain ranges from rolling to rough. This area varies in width from approximately 40 to 90 miles. It extends southwestward from Canton, just east of Mount Vernon, Newark, Lancaster, and Chillicothe, and meets the Ohio River along the Ohio-Kentucky boundary about 25 miles west of Portsmouth. Two counties, Brown and Highland, are adjacent to the western end of this area. Seneca County is in north central Ohio.

The majority of these counties are predominantly rural and agricultural despite the high percentage of urban population in Belmont, Jefferson, and Seneca Counties (appendix table 1); the large increase in urban population in Lawrence and Washington Counties; and the fact that 3 of the 13 counties (Belmont, Jefferson, and Lawrence) are within standard metropolitan statistical areas. 3/ In 1960, the majority of the people in 9 of the 13 counties lived in rural areas, and rural population in 10 counties increased slightly.

2/ Outdoor Recreation Resources Review Commission. Outdoor Recreation for America. U. S. Govt. Printing Off., 246 pp., illus. (p. 34), 1962.

3/ "The definition of an individual standard metropolitan statistical area involves two considerations: first, a city or cities of specified population to constitute the central city and to identify the county in which it is located as the central county; and, second, economic and social relationships with contiguous counties which are metropolitan in character, so that the periphery of the specific metropolitan area may be determined. Standard metropolitan statistical areas (SMSA) may cross State lines." From 1960 Census of Population, Vol. I, Pt. A, p. XXIV.

Jefferson County is in the Steubenville-Weirton SMSA, which also includes Brooke and Hancock Counties, W. Va. Belmont County is in the Wheeling SMSA, which includes Marshall and Ohio Counties, W. Va. Lawrence County, Ohio; Boyd County, Ky.; and Cabell and Wayne Counties, W. Va., are in the Huntington-Ashland SMSA.

In 1959, more than 50 percent of the total land area in 9 of the 13 counties was in farms (appendix table 2). The proportion of total land area in farms in the remaining four counties (Hocking, Jefferson, Lawrence, and Pike) was less than 50 percent in 1959, due to a marked decrease in the number of farms (appendix table 3). The trend toward fewer farms is somewhat less marked in the other nine counties.

Most (78 percent) of the farms in the 13 counties sold less than \$5,000 worth of farm products, according to statistics in the 1959 Census of Agriculture (appendix table 5). In only two counties, Highland and Seneca, were 25 percent or more of the farms in economic classes I-IV (at least \$5,000 worth of farm products sold).

In 10 of the 13 counties (all except Brown, Highland, and Seneca), more than half the total number of farms in 1959 were classed as part-time or part-retirement farms (appendix table 5). In the same 10 counties, operators of at least 39 percent of the estimated number of farms reported working off the farm 100 days or more during 1959 (appendix table 4).

Many farm operators in these 13 counties reported that other family income exceeded the value of farm products sold in 1959 (appendix table 4). The number of those so reporting varied from 29 percent of the estimated number of farms in Seneca County and 36 percent of the estimated number in Brown County to 67 percent of the estimated number of farms in Hocking and Jefferson Counties.

FARM VACATION ASSOCIATIONS

Farm families in Ohio have formed associations to help themselves establish and promote farm vacation enterprises. Although farms providing vacation facilities are found in other parts of Ohio and in many other States, probably the first local association of farm families providing such facilities was formed in 1960 in Monroe and Belmont Counties, Ohio. It is called the Switzerland of Ohio Farm Vacation Association. Similar associations were formed in 1961 in Carroll, Guernsey, and Noble Counties.

A State association was organized in December 1961 by members of these four local associations. In only 18 months (by midsummer 1963), the State association had expanded greatly. It included 10 local associations with members in 13 counties (fig. 1). The State association provides members more extensive advertising at a lower cost per member than the smaller local associations.

Development of the First Local Farm Vacation Association

Early in 1959, State and county extension personnel from Ohio attended a national redevelopment conference in West Virginia. At this conference, several types of recreation developments were discussed. Among them were farm vacation facilities for paying guests. The Ohio representatives returned home and talked over the various possibilities with the chairman of the local rural development committee.

A farm vacation committee, consisting of two persons from the county seat and three from the rural area, was established in Monroe County. This committee developed a questionnaire and a letter of explanation sent to all farm families who were in a position to go into the farm vacation business. The letter told farm families about the possibility of increasing their incomes by providing vacation facilities for city people. It asked recipients to fill in the questionnaire if they were interested in participating in such a program. The questionnaire requested information about the number of adults and children who could be

COUNTIES INCLUDED IN THE OHIO FARM VACATION ASSOCIATION



Figure 1

accommodated, the months when guests would be accepted, and the nearby points of interest. Each recipient also was asked to list names of neighbors who might be interested in this opportunity. In addition, local newspaper notices called the attention of area residents to the possibilities of the farm vacation business.

The committee discussed possible types of organizations with the judge of the Court of Common Pleas. The judge recommended the formation of an association rather than a nonprofit corporation and explained the good and bad features of each.

Next, the committee selected five temporary trustees, all of whom were leaders in Monroe County. The temporary trustees prepared a list of nominees for the association's first election of trustees.

Respondents to the questionnaire were invited to a public meeting. Approximately 100 people were present. The county extension agent showed slides of scenic places in the county that would be of interest to visitors. A State extension agent spoke on recreation from the economic viewpoint--the asset the farm vacation business would be to the entire community. Trustees were elected at this meeting.

Later the trustees met, elected officers, prepared a list of association members, initiated a brochure for advertising, and planned necessary financing.

The first brochure for the Switzerland of Ohio Farm Vacation Association was prepared by association members with the help of the extension agent. Each member wrote a paragraph describing his farm's facilities for vacationists. Restaurant, shop, and service station owners in Monroe County supported the association by advertising in the brochure. Farm and other vacation facility descriptions, the additional advertisements, and a few paragraphs giving data about the association were published as a booklet. The association also constructed signs used to mark local roads of special scenic interest.

From its beginning, the Switzerland of Ohio Farm Vacation Association received voluntary assistance from its members and others interested in improving the economy of the area. For example, a garage mechanic from Monroe County spent more than 100 hours drawing a map of main roads, scenic back roads, and points of historic interest in the county. This tourist map helped publicize the area. Printed as a place mat, it was used in Monroe County restaurants in 1962. It also was given to farm guests as a guide to interesting scenic and historic places.

At the 1959 and 1960 meetings of the association, families were given advice to assist them in preparing their farms for paying guests. The association drew heavily upon the experiences of the one family that has provided farm vacation facilities for 14 years. Representatives of insurance companies were invited to the meetings to explain the provisions and rates of liability insurance.

In 1959, the year of its organization, the Switzerland of Ohio Farm Vacation Association had 13 members in Monroe County and 1 in Belmont County. Membership was not limited to farm families; owners of country cottages, tourist homes, and a small hotel were included.

Since 1959, some members have left the association; others have joined. The number of members has increased and decreased. In 1963 there were again 14 members in this association.

Spread of the Association Idea

Within 2 years after the Switzerland of Ohio Farm Vacation Association was organized, similar farm vacation associations were initiated in three neighboring counties. They were patterned after the Switzerland of Ohio organization.

Farm families in Guernsey and Noble Counties formed the Guernsey Farm Vacation Association and the Noble Hills Vacation Association during May 1961. By July 1961, each family had written an advertisement for their farm, and each association had printed brochures containing these advertisements.

The Carroll Vacationland Association was organized in October 1961. Officers were elected and committee members were appointed to seek the support of local businessmen, to begin work on a brochure, to consider ways of publicizing the association, and so forth. One committee--consisting of one association trustee, one nonvoting member of the association, the county home economics extension agent, and the county sanitarian--inspects the house, the surrounding buildings, and the grounds belonging to each family applying for association membership. The association also requires that the water supply and the sewage disposal facilities be approved by the county health department. The family applying for association membership must have farm liability insurance, which includes additional coverage for guests and a food-poisoning clause.

The county home economics extension agent was especially helpful during the organization of the Carroll County association. The seven families participating in the program received assistance concerning account keeping, home furnishings, meal planning, food buying, and insurance needs. The county extension agents have continued to assist association members.

A State organization, the Ohio Farm Vacation Association, was formed in December 1961 to assist local associations with State and interstate advertising. The original regulations of the State association say that new members must be bona fide farm families and that facilities (presumably for water supply, food preparation, and sanitation) must be inspected and approved by the local health department having jurisdiction over the county in which the farm is located. Actually, the State association leaves inspection to the discretion of the local associations. Inspection details vary widely among associations. The Code of Regulations states that the rules are applicable to those members who join after the original formation of the association. The State association requires members to have liability insurance.

The State of Ohio has no specific regulations pertaining to vacation farms. Farm vacation facilities are not subject to the State hotel and motel regulations. However, the health sanitarian in each county tries to apply the State health code to farms with vacation facilities. No State licenses are required for the operation of a vacation farm, but in one county these farms must have restaurant licenses. No special taxes are required of vacation farm owners.

The number of local farm vacation associations continued to increase. Farm families in Lawrence County, aided by the county and area extension agents, formed the Lawrence Southern Hills Vacation Association in 1961 and began accepting guests in 1962. This was the fifth local association formed. In 1962, farm vacation associations were organized in five other counties. Families in Hocking County formed the Hocking Hills Scenic Vacation Association, which is under the supervision of the Hocking County Agricultural Extension Service. In Jefferson County, the Legend Valley Vacationland Association was organized by several families. Two families in Seneca County set up the Seneca Indian Trails Farm Vacation Association, and families in Brown and Highland Counties formed the Pioneer Land Farm Vacation Association. Aided by their county agricultural extension agents, farm families in Pike County formed the Pike Vacation Hills and Valleys Association in January 1963.

Each of these local groups joined the State association. The 13th county was brought into the State association when one family in Washington County joined the Switzerland of Ohio Farm Vacation Association in 1963. By August 1963, the Ohio Farm Vacation Association included 10 local groups, an increase of 6 in less than 2 years. The total number of members in the State association increased from 37 in 1962, its first full year of operation, to 65 in 1963.

FARM VACATION FACILITIES

A survey was made of farm vacation facilities provided by members of the Ohio Farm Vacation Association. Data were obtained on space available, charges for accommodations, recreation facilities on the farms, and local points of interest. Much of the data came from brochures listing facilities. Additional information was gained from interviews with owners of farm vacation facilities, from representatives of county and State farm vacation associations, and from county and State employees.

Space Available

The sleeping space available determines the number of guests who can be accepted at a farm offering vacation facilities. Four double beds in four rooms would easily accommodate four single guests, four couples, or a family with three to six children. The way in which space for vacationists is provided is important. For example, many guests want more privacy than can be provided by adjoining rooms with a single entrance.

Farm families in the State association generally house guests in their own homes; however, some offer space in a nearby cottage or farmhouse. Several families have a modern trailer available.

In 1960, the 14 vacation farms in Monroe and Belmont Counties could accommodate 94 guests. Nonfarm members of the Switzerland of Ohio Farm Vacation Association provided additional housing in two tourist homes and a hotel.

In 1963, the State association brochure listed 53 members who apparently have farms. On a single day, these farms can comfortably accommodate an estimated 278 people, an average of 5.2 guests per farm. Rollaway beds and cribs for babies are also available at many farms; campsites are available at some of them. In 1963, 12 apparently nonfarm members of the State association provided a variety of housing. ^{4/}

Charges for Accommodations

In 1962, rates for accommodations varied widely. Adults who lived in the farmhouse and took all three meals with the farm family--the most usual type of farm vacation accommodation--paid from \$35 to \$60 per week. Rates for children accompanying their parents ranged from \$20 to \$30. One farm family was willing to accept children under 14 years of age without their parents. The charge for them was \$35 per week--only \$10 more than their usual charge for children accompanied by parents.

Less variation occurred in charges at farms where houses, cottages, or apartments were offered for rent, and meals were provided. The rates per person for use of a separate house, with meals provided by the farm family, were comparable to most rates for rooms in the farmhouse. Adults were charged \$35 per week at two farms and \$40 per week at two others. All four charged \$25 per week for each child under 12 years of age.

Charges for apartments, cottages, or separate houses rented without meals varied from \$35 (at two farms) to \$75 (at three farms). These charges were for one dwelling unit rented to a family for 1 week.

In 1963, charges for room and board were less varied. The \$60 adult rate and the \$20 children's rate were eliminated. The 1963 edition of the catalog published by the Ohio Farm Vacation Association states that charges per adult range from \$35 to \$50 a week for room and meals, and that charges for children run from \$25 to \$30. The brochure also states that special daily rates can be arranged.

^{4/} The variety of housing offered by nonfarm members of the State association includes the following: rooms in a nonfarm rural residence; three cottages in rural areas; rooms, apartments, and campsites at a recreation area with fishing and swimming lakes; a cottage and campsites at another recreation area having fishing and swimming lakes; campsites and three shelter houses at a campground; cabins, campsites, and trailer parking at a recreation area; three tourist homes; and a hotel in a small town.

Fewer than one-third of the farm families listed charges in the 1963 edition of the State folder. Of those showing rates for adults living in the farm home and eating with the farm family, one charged \$35, three charged \$40, three charged \$45, and two charged \$50 per week. Rates for children accompanying their parents were \$25 at seven farms. (At one farm this rate applied to children under 10, at another to those under 12.) Two other farm families charged \$35 per week for children 10 years of age or under.

At another farm, breakfast was the only meal provided. For adults the total weekly charge was \$25. The charge for children under 14 years of age was \$18.

Two farm families who were willing to accept children unaccompanied by their parents indicated charges for room, board, and supervision. One charge was listed as \$25 for children; apparently only those between the ages of 8 and 11 were accepted. The other farm charged \$40 per week for any youth.

Rates for accommodations without meals were shown by seven families. At two places a cottage or a house rented for \$25 a week and a room in the farmhouse rented for \$20. At another, a cottage for four persons rented for \$35. A three-bedroom apartment with bath could have been rented by a family for \$40; a house was available at \$50 a week. At each of two farms, a housekeeping cottage could have been rented for \$50 a week, or guests could have stayed in the cottage and had their meals with the farm family at comparably higher rates. For guests who preferred the latter arrangement, the weekly rate for adults was \$35 and that for children was \$25.

Unfortunately, few of the descriptive paragraphs in the State association brochure defined the length of the week. At some places, it was a full 7 days and included 21 meals. At one, the week ran from Saturday afternoon to the following Saturday morning and included 20 meals. At others, the week ran from Sunday afternoon to Saturday morning and included 17 meals. Thus, the cost per week per person at even the few farms listing charges in the 1963 State association folder could not be compared precisely.

Recreation Facilities

The State association's brochure indicates that the number and type of recreation facilities apparently available on these farms vary widely. According to the ads, some farms have woods and scenic fields to walk in, animals to watch and pet, and farm chores to observe or help with. Others also have streams to wade in; ponds to swim and fish in; or facilities for horseback riding, boating, or square dancing.

Seven ads mentioned only 1 recreation facility per farm, 12 listed 2 facilities, 13 included 3, 7 listed 4, and another 7 listed 5 facilities. Four ads each mentioned six recreation facilities on the farm, one listed seven facilities, and still another listed eight. One advertisement failed to mention a single recreation facility.

The 1963 State brochure lists a total of 172 recreation facilities offered by the 53 farm families included in this study.

While few individual descriptive paragraphs err by exaggerating the facilities actually available, most of the ads fail to list many on-site recreation facilities that guests may enjoy. For example, only 40 of the descriptions mentioned that the farms have farm animals, and only 12 of the 53 advertisements mentioned that picnic lunches are available. All of the farm hostesses probably would pack lunches for

guests if they requested them. The fishing and hunting mentioned in the brochure, on the other hand, frequently refers to opportunities nearby rather than on the farm. Failure to specify distinctly can be misleading.

Places of Interest Nearby

Some advertisements in the 1963 State brochure specify recreation facilities and points of scenic or historic interest near the farm. Among the facilities listed are State parks; lakes; places for fishing, swimming, boating, riding, bowling, hunting, and playing golf; churches; historic sites; and facilities for scenic tours, entertainment, and recreation, including shops and theaters.

Each local association's brochure also mentions some of the local recreation facilities and scenic and historic points of interest. Recreation facilities mentioned are those for hunting, fishing, boating, waterskiing, swimming, horseback riding, golf, tennis, bowling, and square dancing. Points of interest listed are Ohio River locks, lakes, waterfalls, cliffs, caves, covered bridges, Indian mounds, museums, antique shops, country stores, coal strip mining operations, dairies, cheese farms, fruit orchards, fish hatcheries, forests, parks, wildlife refuges, and many historic sites.

With this variety, anyone reading the State and local farm vacation brochures should find some recreation facilities and sightseeing places of interest to him. However, some of the listings are incomplete, and it is possible that some places or recreation facilities not mentioned in association brochures would be of interest to prospective guests.

USE OF FARM VACATION FACILITIES

Information on the use of farm vacation facilities was obtained from personal interviews in 1961 and 1962 with farm families in the first five counties in the State association, from a review of letters received by hosts from vacationers, and from 1962 and 1963 interviews or correspondence with extension agents.

Other data were obtained from a survey made by the Switzerland of Ohio Farm Vacation Association in 1960 and from a 1962 survey made by the Lawrence Southern Hills Vacation Association.

The Switzerland of Ohio association survey of vacation guests was made to determine the adequacy of existing facilities operated by members and to develop guidelines for improving them. The questionnaire was developed cooperatively by association leaders and the county extension agent, and was mailed at the end of the 1960 season to all former guests. The 45 completed and returned questionnaires represented experiences of 164 persons. Only 7 of the 45 respondents indicated that they had previously taken farm vacations.

Some of the most pertinent comments of respondents were read and discussed at an association meeting. The questionnaires then were made available to the members for detailed review of comments on the vacation facilities provided.

Names and addresses were not required on the forms, so there was no embarrassment for either the guests or the farm families. Although no one could easily tell which guests had stayed at which farms, a number of the farm families were able to determine which comments were aimed at their particular operations.

The Lawrence Southern Hills Vacation Association mailed 250 questionnaires in 1962 to persons who had requested information about the association's farm vacations but had not spent their vacations on Lawrence County farms. The area extension agent tabulated the 75 questionnaires returned. Analysis of the replies provides useful information for farm vacation association officers and members about distances that prospective guests would be willing to travel for a farm vacation and housing and recreation facilities of interest to them.

Occupations of Farm Vacationists

The information available indicates that the clientele of farm vacation enterprises is likely to be drawn from people engaged in professional, managerial, sales, or office work.

Data from questionnaires distributed by the Switzerland of Ohio Farm Vacation Association showed that 33 percent of the respondents were in professions and management. Included in the professional group were an attorney, two dentists, and several engineers. The managerial group included a bank officer, the manager of an industrial plant, and several brokers.

Salesmen and office workers each accounted for 18 percent of the total. Skilled laborers, accounting for 11 percent of the total, included machinists and a tool and diemaker. Among those engaged in technical services, 9 percent of the heads of households, were a freight claims investigator, a heating inspector, and a barber. The remaining 11 percent of the respondents did not list the occupation of the head of the household.

Data obtained through interviews in five east central Ohio counties in 1961 and 1962 revealed that farm guests were in almost the same occupational groups. The heads of families using these farm vacation facilities were usually in professions, in management, were salesmen, or did office work. A few were skilled laborers; there were no semiskilled or unskilled laborers. Some of the guests were retirees.

Farm vacation guests in these five counties included artists, photographers, newspaper reporters, writers, doctors, engineers, preachers, teachers, professors, research scientists, lawyers, and bank managers. Corporation officials, managers of local offices for national firms, social workers, nurses, stockbrokers, salesmen, machinists, tool and diemakers, accountants, bookkeepers, secretaries, clerks, and other office workers also were included.

The 1963 interviews with officers of State and local farm vacation associations, county extension personnel, and eight vacationing families showed that guests were in essentially the same occupational groups.

Family Status of Farm Guests

The majority of the farm visitors who answered the 1960 questionnaire distributed by the Switzerland of Ohio Farm Vacation Association (27 of the 45 responses) were family groups. Twenty of the 27 were parents vacationing with young children; the other 7 family groups included another relative or two, and several of these groups represented three generations. Eleven couples, whose ages ranged from the midthirties to the midsixties had no children with them. Two women (55 and 65) traveled together. Only 6 of the 45 respondents (4 women in the 55-65 age group and 2 teenage boys) traveled alone.

Of the 164 persons in these groups, 56 percent were adults, 34 percent were children under 13 years of age in 1960, and 10 percent were between the ages of 13 and 21 in 1960. Among the adults, there were more female than male guests; among the younger guests, there were a few more boys than girls.

The 1961, 1962, and 1963 interviews showed a similar pattern. Most farm vacation guests were family groups. There were a few middle-aged couples, and a few teen-aged, middle-aged, and elderly people who were traveling alone.

Distances Ohio Farm Vacation Guests Travel

Most guests at vacation farms in the east central Ohio counties during 1962 and 1963 were from cities and suburban areas. A few were from neighboring small towns. The majority were from Ohio, Pennsylvania, New York, West Virginia, Indiana, Illinois, and Michigan. Some came from states as far away as Florida and California. In 1962, a few guests came from Japan, India, and Germany.

The Lawrence County association's 1962 survey of people who had not visited its members' farms included a question about the distances the respondents would be willing to travel for a farm vacation (fig. 2). Respondents were given the opportunity to check one of six boxes indicating distances of 50, 100, 150, 200, 300, and over 300 miles. Thirty-two percent of the families responding were willing to travel 200 miles for a farm vacation; 24 percent, 100 miles; 23 percent, 150 miles; 13 percent, 300 miles; 4 percent, 50 miles; and 4 percent were willing to travel over 300 miles. Viewed another way, 96 percent were willing to travel 100 miles or more.

Reasons for Visiting Farms

Most people who visited farms owned by members of the Switzerland of Ohio Farm Vacation Association in 1960 did so for one or more of the following reasons: (1) to experience peace, quiet, and restfulness, and to get away from the city's noise, crowds, rush, and traffic; (2) to enjoy outdoor life, to see country scenes, and to watch farm life, especially farm animals; and (3) to obtain a new vacation experience.

Typical of the reasons why families take farm vacations was this comment on a questionnaire: "Mainly for a quiet rest away from the city and the duties and responsibilities of everyday life. Also for a safe place for the children to play." An example of comments given by couples and single people was: "We wanted the peace and quiet of farm living which gave us the opportunity to acquire the rest that we needed. Also . . . to get away from the rush of a tension-filled, work-a-day life."

Many respondents mentioned their children's interest in farm life or a desire to have children enjoy and study farm life. Others indicated that both they and their children enjoyed the farm. Still others said their children wanted a farm vacation because they had always lived in the city.

Surprisingly enough, the low cost of a farm vacation was mentioned by only six people, 13 percent of those replying. Even then, economy was given as only one of several reasons for choosing this type of vacation.

Distance 75 families would be willing to travel
for a farm vacation

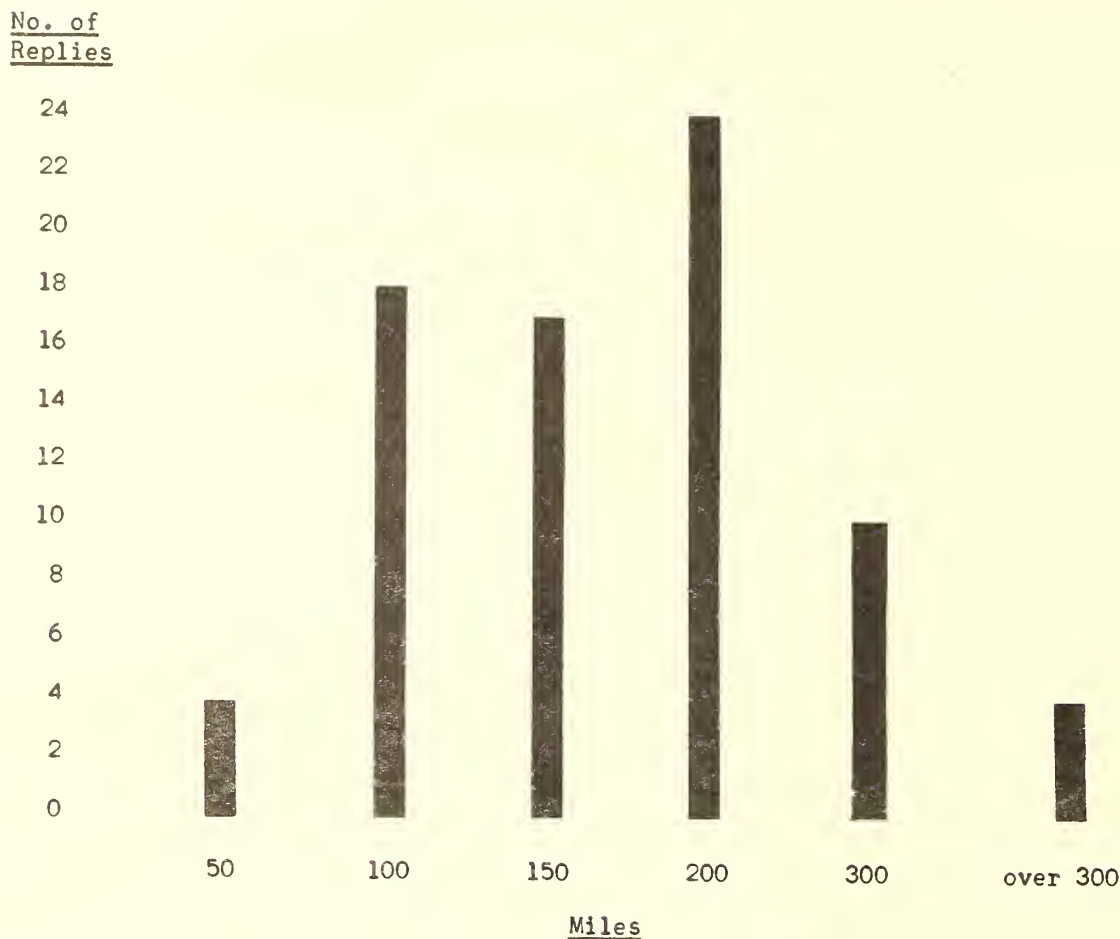


Figure 2

Guests' Experience with Farm Vacations

Farm families interviewed in 1962 often mentioned their guests' delight in country life. They frequently reported that visitors were very much interested in the beauty of the hill country and in the simple, ordinary things of everyday life on a farm. Children were especially interested in farm animals, the farm work, and daily farm chores. Parents enjoyed watching their children, accustomed to the restrictions of city and suburban small play areas, run and play on the big lawns around farmhouses, romp in the pastures, and wade or swim in farm ponds.

Replies from persons queried in the 1960 Switzerland of Ohio survey brought out several points that hosts may have been too modest to mention. Most people mentioned the hospitality, warmth, and friendliness of their hosts. Others commented on the excellence of the food and the peace and quiet they found. Still others mentioned the relaxing atmosphere, the pleasure found in being away from crowds, and the cleanliness and neatness of the farmhouses they visited. A few were pleasantly surprised to find modern conveniences in the country.

Approximately two out of three guests especially liked the scenery--the beauty of the countryside. One person wrote that she had never realized Ohio was so beautiful.

Visitors in 1962 as in 1960 were interested in fishing and swimming, historical sites of interest to adults and children, low-cost accommodations, and clean quarters equipped as advertised. They also enjoyed the variety of farm animals and farm chores.

In letters to farm hosts, guests express their satisfaction with the farm vacation experience, and mention the high value they place on it. One guest wrote: "I am ready for this merry-go-round--thanks to the wonderful rest in your home." Another said, ". . . had we realized how much fun we would have or how many outside interests are available, we would have arranged to stay longer." From another letter, ". . . we have such pleasant memories of the peace and beauty of your place and . . . the hospitality."

Many guests have expressed their appreciation for the hospitality extended by their hosts. One person said, "You worked so hard to make our week one to remember; we certainly appreciated it." Another wrote, "Thanks again for everything. We had a very nice time--only it didn't last long enough."

Guests frequently write that they want to return to "their" farm: "I wish that we lived a little closer. I am planning on spending my vacation with you next year. . . ." Another wrote, "We hope to spend another vacation with you sometime. Thanks, once more, for all your kindness." A child wrote, "Thank you for my best vacation. Hope to see you this winter."

Other guests mentioned that they enjoyed a clean place with good facilities, safe drinking water, and good beds.

Of course, individual letters to hosts probably are more favorable than the opinions of all the guests. Yet, in personal interviews in July 1963 with vacation guests on Ohio farms, very similar comments were made.

Interviews with Farm Guests

Interviews with guests provide families already in or considering the establishment of a farm vacation business with valuable insights they could otherwise gain only from their own experience over a long period of time. The types of information gained varied from interview to interview, yet there were significant overlaps. Information included ways in which guests learned about farm vacations and why they chose one.

A family of five chose a vacation place that provides complete privacy in a comfortable old farmhouse. Using food supplied by the farm family, guests prepare their own breakfasts. Dinner and supper are eaten with the farm family in their home.

Members of this family include a husband, age 36; a wife, age 32; and three small children, ages 8, 5, and 2. The wife made the following statements:

"With small children you have to choose a vacation carefully. We haven't gone on very many vacations since we've had children. To travel from motel to motel and take them into different restaurants each day is difficult. The kids don't enjoy themselves. And we can't really sightsee; we can take only a quick look at

something that interests us, because the children's span of attention is so short. So we might as well go someplace where the kids will have a good time. That way, we parents can enjoy the vacation because the children do.

"On the farm the kids can be themselves, and also can develop their personalities. They can get out and watch cows being milked and oats being harvested. They can play with the cats and the dog, and they can dig in the dirt for potatoes and carrots. Anything to keep their hands busy!

"Even coming down here was interesting for them, and educational. Early in the trip we saw an area where there was strip farming. My husband explained it. And the rest of the way, the 8-year-old girl kept calling attention to the green and gold strips.

"It is good for the kids to be exposed to this. In kindergarten and first grade they hear about farms, but they don't really understand what a farm is. It is easier for them to learn about farms by being on one.

"We wrote for brochures from Ohio and from Pennsylvania. We first wrote in March 1962 for information, but then couldn't come. This year we wrote in April. But the family we wrote to had no space available for the time we wanted it. They sent us a letter recommending other farm families; we phoned our hosts immediately to make reservations.

"This is our first farm vacation, and we are staying a week.

"I think farm vacations are helpful to both city and country people. But there needs to be more advertising, so more people in the city can have the advantage of a farm vacation."

One person interviewed mentioned the difficulty his family had in trying to find a farm willing to accept guests. The head of the household, a military pilot, and his wife were both 27. They have a girl $5\frac{1}{2}$ years of age and a boy 4 years old. They were staying in a cottage near a farm home. The cottage has a bedroom, living room, kitchen, and bath. These were their comments:

"We tried for three years to find a farm vacation place. Finally, and luckily, we phoned the local Chambers of Commerce in the Columbus area, asking if there were any such places.

"From a local association brochure we chose this farm, because we thought it would suit ourselves and the children. My wife and I would have been out some years ago if we had known about farm vacations.

"I was a Boy Scout, and also was in the Army. I got a taste of outdoor living then, and liked it. I'd like our kids to grow up feeling that it is natural to see all these farm sights and sounds. They will learn about the country environment without any difficulty or mental block.

"For myself, I love to shoot and hunt. We have to live in a confined subdivision, and it is gratifying to get out and shoot once in a while. Here, I've been shooting at crows.

"We would like at least a weekend on a farm every year. And each two or three years we would like to spend a whole week on a farm.

"Nothing is missing here at this farm. I can't think of anything I'd like changed.

"All the people I've talked with at home are very interested in this farm vacation idea. Associations might consider advertising on military posts."

A spry, retired department-store worker from New York City was staying in a farm home where there were other farm vacation guests, including several lively children. She spent much of her time petting the cats and kittens, the family dog, the pet sheep, and the calves. She had this to say:

"This is my first trip to visit on a farm. It's a grand change. I love animals. And I love the home cooking. Home cooking means an awful lot--especially if you've been eating out in restaurants.

"I learned of the Ohio Farm Vacation Association from the Columbus Chamber of Commerce. I was looking for a place in Ohio to stay for 9 to 10 days while a friend drives out west and returns for me.

"Would I take another farm vacation? Yes, and I'd like to come back here often again if it were closer to New York. Hotels are lonesome. I live in one. The farm people here are wonderful. I would come here almost every weekend if this were within 3 hours' driving time of New York--because they make me feel at home."

A young family was attracted to a farm vacation for reasons quite different from that of the elderly lady. The wife was interviewed. The husband is a skilled worker at a large manufacturing plant. Both parents were in their late 20's. They have four very young children.

"This is our first vacation in seven years--since our honeymoon. We felt we needed to get away from home, and that the fresh air and lots of space would be good for the kids. The country is better for them than the city, and they're too active for motels. Also, we couldn't stay in a hotel or motel for a week for what we're paying here.

"We saw a column in the Youngstown Vindicator about farm vacations. Also, an uncle gave us a column from the Pittsburgh Press which gave the address of where to send for the (Switzerland of Ohio) farm vacation brochure.

"We picked this place because with four kids--busy ones and at the noisy age--we thought a separate cottage would be better than staying in a farm home. And we liked the name of this place, too.

"Our first impression is that it's very beautiful. The cottage is lovely--so clean and nice. We didn't know what we were going to find. We don't mind roughing it--but don't want it too rough. This is a pleasant surprise. The kitchen and bath are modern, and everything is comfortable. I'm surprised to find everything furnished. It's nice not to have to carry dishes and linens.

"People at home are waiting to find out how this works out. A lot of people are interested."

A completely different example was that of a 19-year-old girl who works in an office in New Jersey. She was vacationing with a friend, age 20, who is a typist for an insurance company. This was their first vacation without their parents. They were staying in the home of their farm host and eating with the family:

"We received the State association brochure from the Columbus Chamber of Commerce. The ad for this farm listed activities right here on the farm--so we wouldn't have to leave to find things to do. The ad also mentions the farm family has 5 kids. I figured there would be some our age, and opportunities to meet more people."

The wife of an office manager of an Ohio manufacturing firm commented that her family can travel only on weekends. Because their travel is restricted to short trips, they maintain an extensive collection of travel information about Ohio. They had seen an advertisement in a city newspaper for the Ohio State Farm Vacation brochure and wrote for a copy.

They wanted their two small children to have the experience of living on a farm, even for a short time. Because their plans must be flexible, they had made no reservations. Instead, when they knew they could get away for a weekend, they phoned families listed in the State brochure until they found a farm that interested them and had space available.

As this guest said, "This is our first farm vacation. We like it because we have made new friends and learned new ways. It is an education for us as well as for the children.

"For example, my husband spent all day Sunday talking with the son of the owner of our farm vacation place. They talked about the life of a young farm boy, and the plight of the farmer. And my husband answered this young man's questions about his own work, about city colleges, and many other things.

"The cost of a farm vacation is very reasonable. The food is excellent. Our hostess made a great effort to make us feel at home. They took us to church with them, and at church we were introduced to their friends, and felt that we belonged."

The head of another family spending a week in a farm home was a general sales manager in a large Ohio city. He, his wife, and two children, girls ages 16 and 12, had spent a week at this same farm in 1960.

"This is our second farm vacation. We first heard about farm vacations through the man I work for. He had spent a week here, and had been to other farms. We got our host's name and address from him.

"We remember our vacation three years ago as the best we've ever spent. We felt we had had a real vacation and rest. When we go to Florida and Arizona for vacations we come home tired. We appreciate all that is here--it is a very pretty place. It's well cared for, and everything you'd expect a farm to be.

"Yet 10 minutes away there is a golf course we can go to when we want more activity. And nearby there's the town, churches, and a drive-in movie. But my wife and I generally stay right here. We read and make homemade ice cream.

"We were curious as to whether the children's memories of three years ago would remain the same. There is so much to do. They are very interested in animals and in the chores. We feel quite at home. The kids have not been at all disappointed.

"The main attraction is that because our kids are not from a farm-type family, they are excited over farm animals. They milk cows, do other farm chores, and thoroughly enjoy it. They do chores with the host's children, who are 17, 14, and 12. Our kids learn a lot about farm life from the other kids and from actually working with them.

"For myself and my wife the main attraction is getting away from the business and away from the telephone.

"We began coming here on a recommendation. And we were fortunate to find the people here. This is beautiful country, and only six hours from home. But the locality isn't as much influence as the people."

Another family was taking a farm vacation for the third time. The husband, a heating contractor, and his wife are in the 30-40 age group.

"The first time we came here, my wife had chosen a farm vacation. I was against it. But I found our first visit so relaxing I now favor farm vacations. In fact, we came back last fall for a weekend.

"It's very relaxing. We don't do much of anything, yet there is something for everyone to do. Kids, too. Much of the time we just wander around, sit and relax, or 'help' with chores.

"Our boy is 11 and the girl is 9. Our son is out fishing every morning. He caught 24 fish during the week. And our daughter loves the horses. Here at the farm we don't worry about the kids. Sometimes we don't know where they are, but we know they're safe.

"We first heard of farm vacations through seeing a small article in the Cleveland Plain Dealer about the Ohio Farm Vacation Association. We chose this farm by going through the return mail from the six or seven farms we wrote to for information.

"The greatest point in favor of a farm vacation is the relaxation. Getting away from business is important.

"The good cooking is a real attraction. But if it weren't for the wonderful people, we probably wouldn't be back. Our farm hosts are particularly wonderful. Everyone around here tries to make you feel at home. You can come and go as you please.

"We went swimming one day at a park not far away. Another day we drove to a nearby city. But mostly we just settle down and stay.

"We have told all of our friends about our farm vacation, and showed them our slides. Some of them want to come down.

"This is much more reasonable than other types of vacations--motels and eating out 3 times a day. Everyone gets so keyed up. The days aren't long enough to see and do everything you want to, and you go home tired.

"The children look forward to the trip here. They really enjoy themselves. Our kids enjoy their farm vacation from the minute they get here until long after they leave!

"We're planning on a weekend here this fall. We'll come Friday evening and stay through Sunday."

Suggested Improvements in Farm Facilities

Despite the glowing comments of all guests interviewed, guests who wrote thank-you letters to their hosts, and most of the guests who answered the Switzerland of Ohio questionnaire, there is an apparent need for improved or additional facilities. The State and local farm vacation associations and the farm families might give further consideration to the suggested improvements offered by people responding to the Switzerland of Ohio survey. Although 10 of the 45 people who replied had no suggestions to offer (they liked their farm vacations exactly as they were), most guests gave several suggestions for improvement. Comments usually pointed out the need for more recreation facilities, preferably on the farm.

Some guests suggested that opportunities be provided for horseback riding, swimming, and joining planned group activities, such as picnics, bonfires, and square dances. Some parents suggested planned programs for children, and some mothers wanted to be relieved of the task of making beds.

Some people suggested better signs directing guests to individual farms. Others wanted better lists of the restaurants in the area and of points of scenic or historic interest. Still others suggested that children be told when, why, and how farm chores are done. They also suggested that farm hosts make arrangements for children to visit neighboring farms where different and interesting tasks are underway, and that children be given a chance to help with the gardening and other safe chores.

Several other respondents commented that the farm vacation places should not be commercialized. They feared that if commercialization and its attendant noise and bustle were to enter, most of the charm of the area would vanish.

Perhaps more important than any suggested improvements were the implications that there was a need for clean kitchens and living rooms, better beds, better accommodations, more private rooms for parents, additional modern bathrooms, and for more accurate descriptions of the accommodations available.

Some of the improvements suggested are expensive projects, and some would detract from the farm atmosphere. However, others that would increase guests' enjoyment of their farm vacations could be adopted by farm operators with little or no additional expense.

Facilities of Interest to Potential Guests

In 1962, the Lawrence County association made a survey of persons who had requested brochures but did not take a farm vacation in Lawrence County that year. The survey included questions on housing, food, recreation, and other factors that would influence one to take a farm vacation.

More than three-fourths of the 75 people answering the questionnaire indicated that, should they take a farm vacation, they would prefer to have meals provided by the farm family rather than to prepare their own.

Privacy is of great importance to many of these potential guests. They were asked to check one or more types of preferred accommodations. "A separate cottage on the farm" received 49 of the 84 checks made, "accommodations in the farm house" received 29, and "camping on the farm grounds" received 6.

A check list of 19 points followed a question on factors that would influence a family's decision to choose a farm home for a vacation. The number of checks for the 12 leading factors ranged from 31 to 56 (of a total of 666 checks). Friendly personal treatment was the point most frequently checked. Swimming was second in importance; hiking, third; and fishing and farm activities tied for the fourth most influential factors. Horseback riding and "just plain relaxing" tied as fifth most important factors in farm vacation selection, followed by weiner roasts, historical sites and legends, scenic motor routes, access to churches, and square dancing.

Of less interest to these people were farm ponds (23 checks were for "farm ponds" in contrast to 2 checks for "no farm pond"), bicycling, winter sports, friendly business treatment (which was checked only 21 times, in contrast to the 56 checks for friendly personal treatment), canoeing, and hunting in season. Respondents listed 20 other factors; these ranged from "privacy" to "hayrides."

Another question in the survey requested the recipient to list the five most important items that would influence him to take a farm vacation. Thirty were listed. The 10 most often mentioned were reasonable rates, quiet and relaxing surroundings, hospitality, scenery, clean accommodations, good fishing and swimming facilities, good food, farm activities for children to watch and participate in, and the availability of a crib and a babysitter.

Horseback riding, experiencing farm life, and the possibility of staying with a large farm family that can provide guest children with playmates were important to a number of people.

Each of the 15 other points listed was mentioned by fewer than 5 people.

EXPERIENCES OF FARM FAMILIES PROVIDING VACATION FACILITIES

Reasons for Offering Vacation Facilities

Of the farm families interviewed, the majority began accepting vacation guests because their income was inadequate. A typical comment was, "We enjoy people and like very much to have guests, but the primary reason we got into the vacation business is because our income needed a boost." Families gave a number of additional reasons why they began this type of enterprise.

Many women said that since they always had guests, they might as well spend time and money in a venture from which they might expect a return.

Others wanted their children to become acquainted with the ideas and interests of people having different ways of life. Still others looked forward to broadening their own interests and to making friends with many different types of people.

One woman commented, "When you live on a farm you don't usually get to meet people of other occupations. Farm vacations are a good way to meet interesting people." Another said, "Providing farm vacations appealed to us because we just want a family or two at a time. That way, we have time to enjoy their company. Many of our relatives and friends have suggested we build cabins out around our lake. But that would spoil the lake for us--we don't want to build a resort and have that many people around."

Still others had extra rooms in their homes because their children had grown up and moved away. A few had extra houses on their farms. They saw in the farm vacation business a way of making profitable use of this unneeded space.

One Negro family started a farm vacation business in order to provide members of their race with much needed, inexpensive, wholesome, recreation facilities. The advertisement in their county's farm vacation association brochure welcomes people of any race. "We are a Negro family. Negro and White are welcome." Children and pets, too, receive a warm welcome in this home. It is interesting that all but a very few of this family's visitors are white people. Several of their first visitors (from the 1961 season) returned in 1962. That year this family entertained the first foreign guest to take a farm vacation in this rural county.

Advantages of Farm Vacation Enterprises

Farm families were asked what they liked about their farm vacation enterprise. Replies varied. Most families enjoyed meeting people with different interests. Farm hosts with young children were delighted with the extra and easy education their children received in this way. Housewives were pleased with new kitchen or laundry appliances bought from additional income. Others were greatly pleased by seeing tense guests relax.

Most families told of additional nonmonetary advantages derived from the enterprise. Frequently mentioned were the enjoyment gained from talking with the guests and the educational benefits that the host and his family received. Many farm families said that guests usually were easy to get along with. They also usually were neat, helpful, and considerate.

Disadvantages of Farm Vacation Enterprises

The farm vacation business has some drawbacks. It takes time and effort, and it leaves the hosts little privacy or time to themselves.

Workdays usually are long. In addition to the usual farm chores and housework, extra cooking, dishwashing, and cleaning must be done. One housewife said that in summertime she seems to be washing dishes all day long. And, as several experienced hostesses mentioned, some visiting with guests is necessary in order for them to feel at home, contented, and eager to tell friends about their wonderful vacation on an Ohio farm.

Guests sometimes cause problems. A few expect resort hotel facilities and services, although a week on an Ohio farm costs less than a weekend at a luxury hotel. Occasionally a guest cannot be pleased or cannot get along with other guests. But, as one farmer's wife said, "Most people are nice, once you get to know them. Only one or two out of a hundred are 'lemons'--and you can always refund their money and ask them to leave."

Thoughtless guests frequently get in the way when chores are being done. Many times, when guests are helping with the farm chores they can do, the work takes more time than it normally would. And there is always the risk of injuries to guests. One farm family believes it has reduced these problems by posting a list of rules and suggestions for guests. This family also carries extra liability insurance.

One family has had some difficulties resulting from renting a well-furnished house to vacation guests. "No matter how nice the people look, they are apt to do some damage to books, kitchen equipment, and sometimes to furniture," said the owner.

Another family that rented a house stated that although most people straighten things up a bit before they go, others leave the house in a mess.

The demand for farm vacations is heaviest when many Ohio farmers are busiest. For some of these families, the requests for reservations during July and August exceed the space available. Yet, increasing the space available is not usually feasible because the present demand for it during the rest of the year is small.

A principal disadvantage in providing farm vacation facilities, at least in disappointments, is that after much preparation a farm family may not have any guests. This may happen because of the farm's location, the way the advertisement

or replies to requests for information were written, or through some quirk of fate. For this reason it may be advisable to start a farm vacation enterprise with little capital expenditure.

Investment in Facilities

Successful farm vacation enterprises have been started with no additional capital investment and with space available for as few as two guests. However, most farm families spend some money in preparation for guests. Changes made in farm homes run the gamut--from purchasing a few new towels and sheets to buying, refinishing, or building a new house.

Many families have made large investments in facilities. One hostess, for example, had two bedrooms completely renovated and planned still other repairs. Another installed a new bathroom, replastered ceilings, and rearranged furniture so the house would be more comfortable for guests. Still another family added a wing to their home so they would have an additional bedroom and bath for the use of guests.

One family completely remodeled their home in 1961. On the first floor, a partition between the living room and the dining room was removed to make one large area, and a picture window was installed to frame a view of the farm pond. The second floor also was remodeled to provide more convenient facilities for both the family and its guests.

At another farm, the owners built a cottage with two rooms and bath. They have enough bunk beds and bedding to accommodate a family with as many as 10 children.

Several families have invested heavily in developing on-site recreation facilities. The emphasis on nonfarm-type recreation became so great that places with such facilities were not considered farms for the purposes of this study.

The following examples are included to show that in some special instances, and with foresight, hard work, and additional capital investment, it is possible to greatly expand farm-based recreation facilities. For example, one family constructed a $7\frac{1}{2}$ -acre fishing lake and a 2-acre swimming lake. The barn is now used as a bathhouse and recreation center. Picnic tables with charcoal grills conveniently near them, a play area for small children, go-carts for teenagers, and a miniature golf course are available. Campsites were constructed nearby, a cottage was available, and motel-type housing was planned.

One family did a remarkable job of preparing for vacationers. In less than a year they constructed a fishing lake, a large swimming lake, and completely redecorated a large old farmhouse for guests. The family lives in a house recently built by the lakes. The remodeled farmhouse is high on a hill overlooking the swimming and fishing lakes. The family papered all rooms; washed, waxed, and painted woodwork; installed a new kitchen and bathroom; refinished old bedframes and chests; and bought new springs, mattresses, and linens. The furniture was comfortable and spotlessly clean. After the 1962 vacation season, this family decided it could utilize the guesthouse better and converted it into two large apartments, each with modern kitchen and bath. This was ready for the 1963 vacation season. A cabin and campsites also are available. The swimming and fishing facilities are open to the public for a fee. Swimming is free to their vacation guests.

Number of Guests

The number of paying guests accommodated in one season by farm families varies widely, and the number of guests at one farm changes from year to year.

In general, the number of guests is small the first year a family is in the farm vacation business. Interviews made in 1962 revealed that some families just beginning a farm vacation business had few or no guests their first year. Others had as many as 15 or 20 guests. Some stayed overnight, some spent a weekend, and others stayed for a week or more. A marked increase in the number of guests frequently occurred the second year. For several farms, the number of guests during the second year was more than double that of the first year. Limited data on visitors during the third and fourth years of operation showed that, in general, the number continued to grow.

During their first year of business, one farm family had 15 vacation guests (9 adults and 6 children in 6 family units). Each family stayed a week. They also had several guests who came only for a day or for a day and a night. In 1962, this farm family had 20 vacation guests in 5 family units. All stayed a week or longer. During the summer of 1963, 55 guests (28 adults and 27 children in 16 family units) visited this farm. The family could have had more guests, but took 2 weeks off during July to get the farmwork done.

A family who started a vacation business in 1960 had only two overnight guests that year. In 1961, they had 11 guests; a family of 6 stayed overnight and a family of 5 stayed for 5 days. During the 1962 vacation season 63 people, in 12 family groups, visited them. In 1963, their fourth year in the farm vacation business, this farm family had reservations for eight families, each requesting accommodations for 1 week. There were 40 people (16 adults and 24 children) in these 8 family units. As these farm hosts said, "Business could have been larger, even though the house was empty for three weeks at the beginning of the season. But we wanted to cut down a little. We book just one family at a time, unless friends make reservations together. We could have had a family here for the last week in August, but we need that to recuperate and get ready for the school year. In September we may take some guests for weekends--friends of people who have stayed here."

The farm vacation business can grow still larger. One family had a total of 101 guests in 28 different family units during the summer of 1962, their 13th year in business. Including guests who visited during fall and winter weekends, this family entertained 130 guests during 1962. In 1963, this farm vacation home, as usual, was booked to capacity for the entire summer. A total of 162 guests visited during the year. The family refers the many guests they cannot accommodate to other members of the State association.

On the other hand, the farm vacation business has been less successful for others. Some farm families had no guests the first year and few the second year. For others, a chart showing the number of guests yearly would show wide variations. Like other enterprises serving the public, the farm vacation business is unpredictable. For example, another family had three groups as guests during their first year in business. The number of guests gradually increased each year until 1963, their ninth year in the enterprise. But during the first 2 weeks of July 1963, they had no guests and by mid-July had no reservations for the last 2 weeks in August. It is impossible to determine the reason for this lack of reservations. The weather was good, the economic situation in the nation was favorable, and some families were getting more reservations for guests than they could accommodate.

Guests enjoy visiting this farm; for of the 16 guests this family had by mid-July 1963, 7 had visited their farm previously.

State association members had approximately 1,100 visitors in 1963.

Gross Income to Owner-Operators from Farm Vacations

Exact data concerning the gross income received by owner-operators of farms listed in the 1963 brochure of the Ohio Farm Vacation Association are not available. Some had no guests and, therefore, had no income from this source. Gross income from some farm vacation enterprises was \$300 to \$600. Incomes from others were somewhat higher, and a few families grossed more than \$2,000 in 1963.

The gross income varies according to the rates charged, the number of guests accommodated, and the age distribution of the guests. Estimates of gross income can be made from the average of the nine weekly rates for room and board listed in the 1963 Ohio brochure. (See p. 7 for details.) The average rate per week for an adult is \$43.33. Rates per week for a child averaged \$27.22. If a host were to charge these average rates and if eight families, each consisting of two adults and three children, visited his farm for 1 week, his gross income would be \$1,346.56. If four additional families visited him, his total gross income would amount to \$2,019.84.

Under the same rate assumption, if a farm family were host to two couples, one adult traveling alone, and six families consisting of two adults and three children, and each person stayed on the farm for 1 week, the total gross income would be \$1,226.57. By accepting one family of two adults and three children for 2 days on a weekend, and one couple for a 3-day holiday, the family could add \$107 gross income, if the daily charge were \$7 per adult and \$6 per child.

Net cash income to families can vary widely, depending upon the nature of the facility, how labor and management are provided, and whether food is grown or bought. For example, some families produce their own meat, eggs, and poultry, as well as fruits and vegetables. Although there are additional costs involved, these families realize a greater net return from the vacation enterprise than do other families who buy needed foods. Teenage children in some families help with the cooking, dishwashing, bedmaking, cleaning, and laundry. Another family with no children pays a neighbor's daughter to help with the work; still another family hires helpers from a nearby town. In other families the farm wife does all the work.

Few of the families interviewed consider the expense of additional equipment, repairs, accelerated depreciation of equipment, or the cost of their own labor when determining their net profits from the farm vacation business.

Some families keep detailed records of expenses for items such as food, glassware, linen, repairs, and hired labor; time spent in farm vacation work; and resulting net profits. However, in general, records are not kept in sufficient detail to provide a basis for estimating net returns.

The main source of income for some families in the Ohio Farm Vacation Association is their farms. Farm vacation income accounts for only a small percentage of the total income. Work off the farm is the primary source of income for other families. For some of these, farming is of secondary economic importance, and the farm vacation enterprise is of less importance. For others whose major

source of income is off-farm work, the farm vacation enterprise is an important secondary source of income. For these families, the farm's greatest value is as a residence and necessary background for the farm vacation business. The farm vacation enterprise is the major source of income for a few other families. For them, most of the farm's produce is for use by guests, and sale of farm products is a small, but important, source of income.

Farm vacations are profitable enterprises for some families; for others, they are not. The economic feasibility is dependent on alternative opportunities for the capital invested in the farm and for the labor employed on or off the farm. Judgment of the relative advantages and disadvantages of these alternative uses can be made only by the farm family considering a farm vacation enterprise.

Extra Benefits from Farm Vacation Enterprises

Farm vacation enterprises bring additional money into the areas where they are located. Most of this money is paid to the farm family for guests' room and board. A number of other businesses also benefit from direct expenditures by farm vacation guests. Gasoline station operators probably benefit most, since many visitors go sightseeing in these scenic areas and need gasoline, oil, and automobile accessories. Antique shops, drugstores, and restaurants also receive a large percentage of the money vacationists spend.

The redecoration, modernization, or expansion of farm homes has provided some additional work for carpenters, painters, and plumbers. Although the new demand is not large, it has increased the business of local building materials suppliers. The purchase of new bedding, linens, other household items, and food has increased business for other local merchants.

PLANS FOR THE FUTURE

Most farm families interviewed hoped to have more guests. The few who do not want additional guests are either (1) those who already have many guests coming back a second and third time or sending their friends or (2) those who prefer to keep their business small so that they can better enjoy entertaining their guests.

Several families listed in the 1963 State association brochure plan to discontinue their farm vacation business because of an insufficient water supply, illness in the family, anticipated sale of the farm, or for other reasons. Although some members had no guests and others had only a few, no members reported plans to discontinue the business for this reason. They hoped that increased publicity might bring additional guests to the area and to them in 1964.

Improving Facilities

Many farm families interviewed reported plans for improving the facilities they offer guests. Plans to paint or paper guestrooms were most frequently mentioned. Other plans included buying washing machines, dishwashers, mattresses, linens, china, and glassware. A few families planned to increase the number of available sleeping spaces by remodeling their own homes or by renovating extra apartments or cottages.

Farm families who now have vacation enterprises, families considering beginning such a business, farm vacation association officers, and county and State personnel

assisting people with development of farm vacation enterprises might consider the needs and desires of former and prospective guests. (See pp. 9-19.)

Other Farm Vacation Facilities

Additional local farm vacation associations are being formed. In 1963, farmers in Holmes County formed an association, and farmers in Muskingum County were planning to join the association in Guernsey County. By September 1963, people in nine other counties, where there were no organizations, had requested information from the State association secretary on the State association and ways to form a county association. The president of the State association received additional, similar inquiries. All inquirers were referred to their county extension agents, and were told that the county agents have information on how to form a local farm vacation association. If the county agent did not have this information, he was expected to get in touch with the State agricultural extension office.

Farm vacation places in Ohio are still more widespread than the number of local associations indicates (fig. 3). The 1963 farm vacation directory of facilities in the United States and Canada 5/ lists and describes one farm in Logan, Morgan, Van Wert, and Wood Counties and two in Williams County that are not in the State association. The directory includes a farm in Seneca County that is listed in the State folder, and carries a $\frac{1}{4}$ -page advertisement for the State association.

In addition to the farm vacation places listed in the State brochure and in the Farm Vacation and Holidays directory, the publication, Ohio's Private Outdoor and Forest Recreation Enterprises, 6/ includes one vacation farm in Geauga, Holmes, and Perry Counties; a ranch in Lorain County; a vacation farm and a dude ranch in Morrow County; a ranch in Portage County and one in Richland County. (This listing also includes several places in Carroll County, one in Guernsey County, and another in Washington County that are presumed to be farms but are not mentioned in either the State or local farm vacation association folders. The booklet also includes listings of the Ohio Farm Vacation Association that are excluded from the present study because they appear to be nonfarm facilities, such as secluded rural cottages and intensively developed recreation places that once were farms.)

THE VALUE OF PUBLICITY

The main way for farm families to increase the number of paying guests is through advertising. According to the families interviewed, word-of-mouth advertising, the recommendations of contented guests, is very effective.

Other forms of advertising also are valuable. The second most effective form of advertising appears to be newspaper and magazine articles about vacations on the farm. The results of even a very small article are remarkable.

5/ Farm Vacations--1963 Directory of Recommended Farms, Ranches, Inns, Lodges and Country Homes in the United States and Canada. Farm Vacations and Holidays, Inc., New York, 48 pp., illus., plus April and June Supps. 1963.

6/ McCurdy, Dwight R. Ohio's Private Outdoor and Forest Recreation Enterprises. Central States Forest Experiment Station in cooperation with Ohio Soil and Water Conservation Districts. Central States Forest Expt. Sta., U. S. Dept. of Agr., Forest Service, Columbus, Ohio. 49 pp., illus., May 1963.

COUNTIES WITH FARM AND RANCH VACATION FACILITIES, 1963

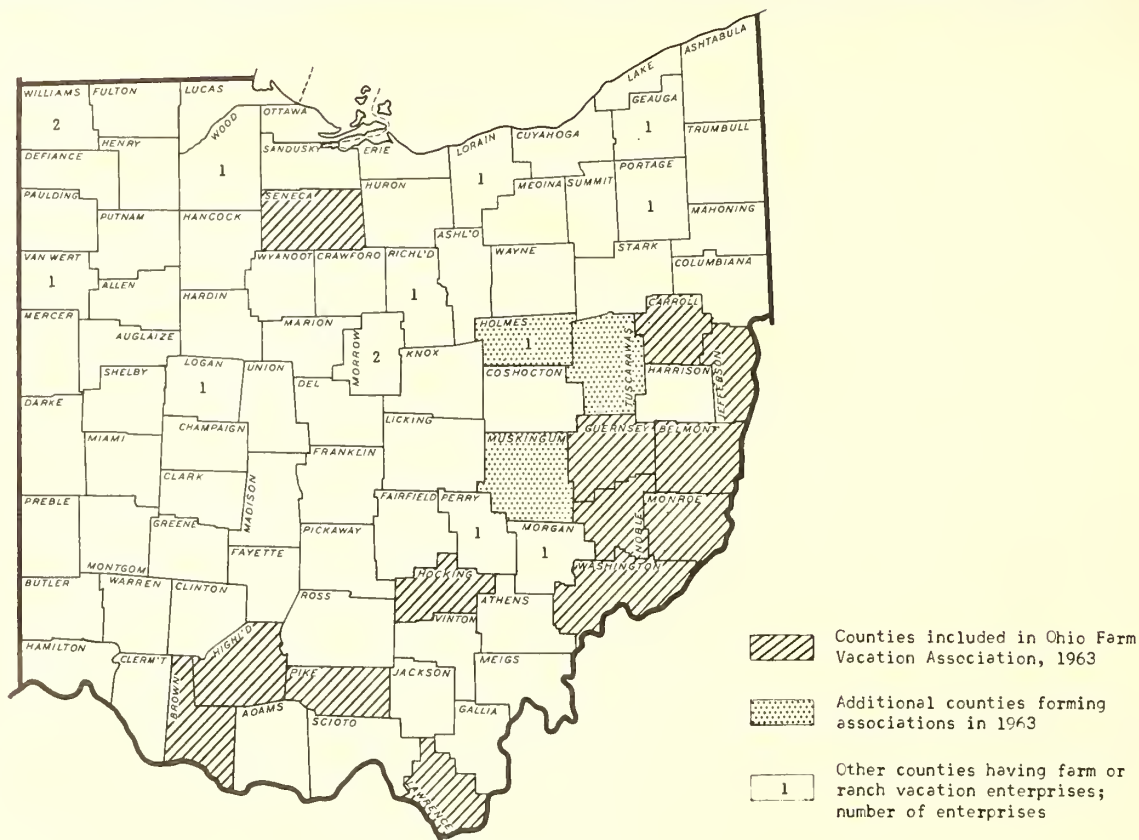


Figure 3

On March 11, 1962, the travel section of the New York Times carried a 2-inch, single-column article about the Carroll Vacationland Association. Within 2 weeks the association's secretary had received 1,300 requests for brochures. By June 11, a total of 3,918 county brochures had been mailed--1,936 within Ohio; 1,719 to New York; and 263 to 34 other States and the District of Columbia. The exceptionally large mailings to Ohio (49 percent of the total) and New York State (44 percent of the total) were in large measure due to requests by companies and automobile clubs for a number of the brochures for distribution. The secretary of the Carroll Vacationland Association believes that the majority of the requests came as a result of the New York Times article.

From 1960 to 1963, larger articles about vacations on Ohio farms were printed in local newspapers and in newspapers published in large Ohio cities. Most articles resulted in requests for information. Many of the farm families interviewed had guests who first learned of Ohio farm vacations through one of these articles.

The State association's brochure is printed by the Ohio Division of Travel and Recreation. The brochures have been distributed by the Division of Travel and Recreation at travel shows in Chicago, New York, and several other cities. The State association sent some of its 1963 brochures to chambers of commerce in several cities. The brochures were mailed with other promotion materials sent to people who requested information about travel and recreation in Ohio. (Brochures mailed by the Columbus Chamber of Commerce brought several families to farms operated by members

of the Ohio Farm Vacation Association.) The secretary of the association also mails brochures to people who request them. All of this has been accomplished on a very limited budget. State association members pay, through the local associations, annual dues of \$1. This fee was to be increased to \$5 in 1964.

One of the principal problems for any recreation enterprise operator is determining where and how to advertise. The Lawrence County 1962 survey indicates that promotion might well be concentrated within a 300-mile radius. (See pp. 11-12.) The association might try to get publicity in Chillicothe, Ohio, and in Charleston, W. Va., which are approximately 50 miles from the center of the county. But, if the replies to these 75 questionnaires are indicative of a trend, advertisements, news releases, and other types of promotion should bring more responses per dollar spent if the association concentrates on news media of cities within a radius of 100 to 300 miles from the center of Lawrence County. In the selection of cities and media in which to advertise, many other factors need to be considered. Among these factors are the characteristics of the people who have taken farm vacations in Ohio (see pp. 10-12); the places they came from; and the accessibility of the farm by automobile, bus, or plane.

In 1962, 25 different news releases prepared by the Lawrence County extension agent and the area agent were mailed to editors of newspapers in the larger cities within approximately 300 miles of the county. A few releases were sent to papers farther away. News releases also were sent to magazines and radio and television stations. The result was seven news stories. All together, there were 300 requests for the local farm vacation brochures.

The Lawrence County survey of people who did not take a farm vacation in this county showed that they learned of the county's program primarily through newspaper stories (73 percent--48 of 66 replying) and secondarily through magazine articles (17 percent). Only 4 percent heard of the program from friends, 3 percent heard of it on a radio program, and another 3 percent found out about the program through other means (a brochure and the public library). None of the 66 learned of Lawrence County's farm vacations through the few television programs on which they were publicized. (Most of these television programs probably were shown early in the morning.)

More than 80 percent of the 75 respondents answered "Yes" to the question, "Was the brochure appealing?" Three-fourths of the 71 answering the question indicated that information in the brochure was adequate.

Forty-seven people stated that they would like to have a copy of the new brochure for 1963, 25 did not answer the question, and 3 did not want a copy.

In 1963, the county agent sent out another seven news releases. As in 1962, the result was a total of seven news items, including one in a Washington, D. C. newspaper. Others were in the Cincinnati Inquirer, the Cleveland Plain Dealer, the Columbus Dispatch, and in local newspapers.

The Lawrence County association's 1963 brochures were mailed to people who had requested the 1962 brochures, as well as to those who wrote for them in 1963. By August 1963, only 40 requests for brochures had been received. The county agent commented that the 1963 newspaper stories had not resulted in as much response as in 1962. He said that perhaps this was due partly to competition from other areas providing farm vacation facilities and partly to the fact that the 1962 Columbus newspaper article, an illustrated one, was more eye-catching than the 1963 unillustrated articles.

Despite the decline in requests for the Lawrence County association brochure, the number of people visiting these farms increased. This may point up the value of word-of-mouth advertising. Twenty-eight guests visited farms in the county in 1962. By August 1963, about 30 people had visited the county farms. In addition, as this agent said, "One family is booked full for August. Another has had to turn away about 20 requests." He added, "Our two popular places to stay are with the families that have horses." He also commented that he thought the increase in number of guests was at least partly due to the inclusion of the local association in the 1963 State association brochure.

The Ohio Farm Vacation Association had a $\frac{1}{4}$ -page advertisement in the 1963 farm vacation directory. (See footnote 5.) The president of the State association reported that more than 2,000 requests for association brochures were received as a result of this advertisement. Requests were received from all States except a few in the South. Many requests were received from Canada, and several came from Europe.

Several families have shown a great deal of ingenuity in getting publicity for their vacation farms. In 1963, one farmer in Pike County described the program of the Pike Vacation Hills and Valleys Association and gave information about his own farm in a letter to a city paper. This resulted in an 18-inch news article in a Sunday paper. Other families have invited editors, reporters, and photographers to visit their farms, and have benefited much from publicity.

A Lawrence County farmer, who received the first grant in the county for conversion of cropland to recreation use under the Cropland Conversion Program of the Agricultural Stabilization and Conservation Service, worked out a remarkable publicity project. ^{7/} He called his own press conference, and got reporters and photographers from a television station in Columbus and from newspapers in Ironton, Ohio; Huntington, W. Va.; and Columbus to visit his horse and pony ranch for the day. Events included a guided tour, by haywagon, of the new 15-acre lake under construction and a visit to the stables, the rodeo track, and the riding trails. The direct result was a number of articles in newspapers, including a full-page, illustrated spread in a local newspaper, and 5 minutes of prime television time on a Columbus station on Sunday, August 25, 1963.

WHERE TO GET USEFUL INFORMATION

According to the secretary of the State association, area agents for resource development have been very helpful in promoting the growth of farm vacation associations. Agricultural extension agents and home economics extension agents within the counties have also been very helpful in the development of this program. The association has also received help and guidance from the Ohio Department of Industrial and Economic Development, Division of Travel and Recreation.

^{7/} The Cropland Conversion Program is part of a long-range, land-use adjustment program authorized by Congress. The purpose of the program is to convert land regularly used in the production of row crops and small grains to other economic uses and to improve family farm income through conservation and better economic use of farmland. The designated land covered by the program is devoted to the approved cover or use indicated by agreement with the county Agricultural Stabilization and Conservation committee. Land is used chiefly for the grazing of livestock, the production of forest products, for water storage, wildlife habitat, and for recreational enterprises such as hunting, fishing, boating, swimming, hiking, camping, riding, and picnicking.

Cooperative extension services at the State land-grant colleges print many educational and informational pamphlets that are helpful to persons starting farm vacation businesses. Individuals may call upon county extension agents for these publications and other educational assistance needed for the development of a family farm vacation business. The home economics extension agent can supply information about household management decisions, including meal planning, selection of home furnishings, equipment, and so forth; the agricultural agent can help farmers decide on ways to increase the usefulness of their farms for recreation. He can also put them in touch with services available to them from the Agricultural Stabilization and Conservation Service, the Farmer Cooperative Service, the Forest Service, the Rural Electrification Administration, the Soil Conservation Service, and other agencies of the U. S. Department of Agriculture.

Within the Department of Agriculture, the Soil Conservation Service is responsible for leadership in helping landowners and operators develop income-producing recreation enterprises on private land and for liaison with other Federal, State, and local agencies assisting with recreation development. The Soil Conservation Service has a representative in nearly every county who will have information about Federal assistance available locally. In soil conservation districts that have made studies of the recreation potentials of the area, information about locally adapted enterprises, probable markets, and costs and returns will be available.

The Soil Conservation Service also provides information about the suitability of land for recreation use, and gives technical assistance to those planning and developing recreation enterprises. This includes information on soils and their suitability for growing trees, shrubs, and grasses; for road and trail construction; for building sites for recreation facilities; for septic tank filter fields; and for dams to impound water. The soil conservationist can help appraise the physical suitability of sites for nature, hiking, and riding trails; camping and picnicking; skiing and other winter sports; ponds; wells; wildlife habitat; parking areas; playgrounds; and shooting preserves. He can assist in developing and improving grasslands or woodlands for wildlife habitat and other recreation uses. These services are available mainly through local soil conservation districts.

Local county supervisors of the Farmers Home Administration can provide information about recreational enterprises which may be financed on family farms under the provisions of 1961 and 1962 legislation. Recreation facilities included are camping grounds, swimming pools, riding stables, vacation cottages, lakes and ponds for boating and fishing, nature trails, and other facilities. Loans may be made to construct buildings; to buy land, equipment, livestock, and other related recreational items; and to pay for operating expenses. Under the same legislation, loans also may be made to nonprofit associations to finance shifts in land use. These include development of recreational areas, such as lakes; picnic areas; parks; sports areas; camping facilities; forest trails and natural scenic attractions; fishing waters, together with boats, docks, and other related facilities; and hunting areas and preserves.

Local representatives of insurance companies can provide information concerning additional fire, theft, and liability insurance.

Local officials can provide information about licenses and permits needed, local or State taxes to be paid, health standards to be met, and other regulations that might be applicable to the farm vacation business.

ADDITIONAL SOURCES OF INFORMATION

Single copies of the following publications may be requested free of charge from the Publications Division, Office of Information, U. S. Department of Agriculture, Washington, D. C., 20240. Publication requests should include the series number of the publication as well as the title. Publications in quantities and publications for sale only should be purchased from the Superintendent of Documents, Government Printing Office, Washington, D. C., 20402. The proper amount of payment must be enclosed for such orders. Extension personnel who wish to order these publications should send requests to their State publications distribution officer.

Anderson, Wallace L. Making Land Produce Useful Wildlife. U. S. Dept. Agr., Farmers' Bul. 2035. 29 pp., illus. 1960. 15 cents.

Anderson, Wallace L., and Compton, Lawrence V. More Wildlife Through Soil and Water Conservation. U. S. Dept. Agr., Agr. Inform. Bul. 175. 14 pp., illus. 1963. 15 cents.

Borell, Adrey E., and Scheffer, Paul M. Trout in Farm and Ranch Ponds. U. S. Dept. Agr., Farmers' Bul. 2154, 17 pp., illus. 1961. 10 cents.

Botts, Ralph R. Insurance Facts for Farmers. U. S. Dept. Agr., Farmers' Bul. 2137. 20 pp., illus. 1963. 10 cents.

Botts, Ralph R. Safeguard Your Farm Against Fire. U. S. Dept. Agr., Farmers' Bul. 2150. 12 pp., illus. 1960. 10 cents.

Davison, Verne E. Managing Farm Fishponds for Bass and Bluegills. U. S. Dept. Agr., Farmers' Bul. 2094. 18 pp., illus. 1955. 15 cents.

U. S. Department of Agriculture. Rural Recreation, New Opportunities on Private Land. U. S. Dept. Agr., Miscellaneous Pub. 930. 23 pp., illus. 1963. 20 cents.

U. S. Department of Agriculture. Rural Recreation. Report of Task Force on Income-Producing Recreation Enterprises on Farm Land. U. S. Dept. Agr., 56 pp. 1962. 25 cents.

U. S. Department of Agriculture. Watch Your Step! Avoid Farm Accidents. U. S. Dept. Agr., Farmers' Bul. 2101. 23 pp., illus. 1960. 15 cents.

U. S. Soil Conservation Service. Make Your Farm Pond Safe--Prevent Drownings. U. S. Dept. Agr., Program Aid 396. 2 pp., illus. 1961. Free. (Single copies available from USDA only.)

The following publication is available from the Division of Information, Office of Management Services, U. S. Department of Agriculture, Washington, D. C., 20250.

Rush, John D., and Botts, Ralph R. Liability and Insurance Protection for Farmers Who Have Income-Producing Recreational Facilities. U. S. Dept. Agr., ERS-120. 6 pp. 1963. Free.

The following publication is available only from the Superintendent of Documents, Government Printing Office, Washington, D. C., 20402.

U. S. Agricultural Research Service and Rural Electrification Administration. Planning the Electric Water System and Plumbing for Your Farmstead. U. S. Dept. Agr., Miscellaneous Pub. 674. 12 pp., illus. 1961. 15 cents.

APPENDIX

Table 1.--Urban and rural population changes, Ohio and specified counties within the State, 1950-60

State and county	1960 population		Percentage change, 1950 to 1960		
	Persons per square mile	Urban population as percentage of total ^{1/}	Urban ^{1/}	Rural	Total
	Number	Percent	Percent	Percent	Percent
Ohio	236.9	73.4	27.7	9.1	22.1
Belmont	156.8	49.8	-8.8	0.4	-4.4
Brown	51.3	10.6	<u>3/</u>	1.3	13.3
Carroll	53.8	21.8	7.0	10.3	9.5
Guernsey	74.3	37.7	-1.2	1.3	0.3
Highland	53.9	36.7	9.1	3.4	5.4
Hocking	48.0	31.8	7.5	1.5	3.3
Jefferson	241.4	55.5	15.8	-9.8	2.8
Lawrence	121.6	44.9	21.9	6.5	12.9
Monroe	33.6	19.4	<u>3/</u>	-19.9	-0.6
Noble	27.5	---	---	-6.5	-6.5
Pike	43.7	19.8	<u>3/</u>	6.5	32.7
Seneca	107.7	57.1	9.2	15.9	12.0
Washington ^{2/}	81.1	43.1	39.1	3.6	16.4

^{1/} The urban population comprises all persons living in urbanized areas and in places of 2,500 inhabitants or more outside urbanized areas.

^{2/} Area transferred from Washington County to Morgan County between 1950 and 1960.

^{3/} No urban population in 1950.

U. S. Bureau of the Census, 1960 Census of Population, Vol. I, Pt. A., Ohio, Table 6.

Table 2.--Percentage of total land area in farms, Ohio and specified counties within the State

State and county	Total land area in farms	
	1954	1959
	<u>Percent</u>	<u>Percent</u>
Ohio	76	71
Belmont	65	61
Brown	89	86
Carroll	76	70
Guernsey	77	68
Highland	91	88
Hocking	53	40
Jefferson	54	44
Lawrence	50	36
Monroe	71	56
Noble	74	67
Pike	60	47
Seneca	92	92
Washington	68	56

U. S. Bureau of the Census, 1959 Census of Agriculture, Vol. I, Pt. 10, Ohio, County Table 1.

Table 3.--Decrease in number of farms, Ohio and specified counties within the State,
1954-59

State and county	Farms		Decrease in farms, 1954-59	
	1954	1959		
	<u>Number</u>	<u>Number</u>	<u>Number</u>	<u>Percent</u>
Ohio	177,074	140,353	36,721	21
Belmont	1,997	1,658	339	17
Brown	2,828	2,483	345	12
Carroll	1,557	1,343	214	14
Guernsey	2,032	1,624	408	20
Highland	2,555	2,170	385	15
Hocking	1,089	723	366	34
Jefferson	1,273	871	402	32
Lawrence	1,883	1,090	793	42
Monroe	1,709	1,255	454	27
Noble	1,457	1,177	280	19
Pike	1,308	919	389	30
Seneca	2,288	2,115	173	8
Washington	2,576	1,862	714	28

U. S. Bureau of the Census, 1959 Census of Agriculture, Vol. I, Pt. 10, Ohio,
County Table 1.

Table 4.--Farm operators reporting off-farm work and other income, Ohio and selected counties within the State, 1959

State and county	Estimated	Operators reporting off-farm		Operators reporting other	
	total	work of 100 days or more		family income exceeding the	
	number of farms	Number	As percentage of total	Number	As percentage of total
Ohio	140,366	53,272	38	59,819	43
Belmont	1,658	701	42	870	52
Brown	2,469	718	29	878	36
Carroll	1,306	696	53	823	63
Guernsey	1,612	738	46	957	59
Highland	2,211	535	24	697	32
Hocking	756	367	49	503	67
Jefferson	867	443	51	577	67
Lawrence	1,088	552	51	657	60
Monroe	1,226	480	39	647	53
Noble	1,190	461	39	659	55
Pike	972	397	41	569	59
Seneca	2,126	634	30	619	29
Washington ...	1,901	865	46	1,146	60

U. S. Bureau of the Census, 1959 Census of Agriculture, Vol. I, Pt. 10, Ohio, County Table 5.

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