

Submitter: Suzi Spahr  
On Behalf Of:  
Committee: House Committee On Agriculture, Land Use, Natural Resources, and Water  
Measure, Appointment or Topic: HB4153

To Whom It May Concern,

On behalf of the North American Farmers' Direct Marketing Association (NAFDMA), we appreciate the opportunity to express our support for efforts that strengthen and advance agritourism and direct-to-consumer agriculture.

NAFDMA is the leading international agritourism organization, representing entrepreneurial farm families and industry partners who invite the public onto their farms to experience food, farming, and rural life firsthand. Our membership includes farmers, extension agents, researchers, farmers' market participants, industry suppliers, and government officials. Together, we work to advance agritourism through on-farm retail, pick-your-own operations, community supported agriculture, direct delivery, and farmers' markets.

Agritourism is a vital part of farm viability, rural economic development, and consumer education. Farms that welcome visitors rely on diverse income streams and flexible business models to remain sustainable, particularly as consumer expectations and operational realities evolve.

Across our membership, we consistently see regulatory challenges that limit agritourism's ability to grow responsibly. These include revenue restrictions that narrowly define what qualifies as farm income, limitations on the use of temporary or seasonal structures, constraints on holding events inside existing farm buildings, and barriers to operating kitchens that support on-farm food service and value-added products. Addressing these types of issues through clear, practical, and consistent regulation allows farms to operate safely while better serving the public.

NAFDMA supports thoughtful legislative and regulatory efforts that improve oversight while reducing unnecessary barriers for both new and existing agritourism operations. When regulations reflect how farms actually function, they create a stronger environment for compliance, safety, and long-term sustainability across the industry.

We appreciate the work of policymakers and stakeholders who are engaging with the agritourism community and considering approaches that support responsible growth, operational flexibility, and economic resilience for farm businesses.

Thank you for your consideration and for your continued efforts to strengthen agriculture and agritourism.

Sincerely,

Suzi Spahr  
Executive Director  
North American Farmers' Direct Marketing Association (NAFDMA)