



Direct Sales Overview

The direct sales sector of agritourism in Utah includes U-Pick operations, farm stores, farm stands, and even on-farm farmers markets. These types of agritourism ventures, on a small scale, typically have a low barrier to entry, requiring little capital or infrastructure investment. Depending on the scale and type of activities, investments in facilities like restrooms, parking areas, and sheltered spaces might be necessary. It is also important to have an understanding of any potential tax reporting and employment changes to the business and the additional noise and traffic the visitors will bring to your farm.

LICENSING AND REGULATORY CONSIDERATIONS

Municipalities

- ✓ Your local city or county may require business license
- ✓ Your local health department can inform on permitting and regulations for food service establishments like a cafe
- ✓ Your local planning and zoning department will have information on information on applicable building codes and parking requirements in your municipality

Federal

- ✓ The FDA regulates and provides information on manufacturing, processing, packing, or storing food, beverages, or dietary supplements
- ✓ Seek information from the IRS and your tax professional to report taxes on goods sold
- ✓ The USDA regulates most meat harvesting, processing, and labeling of meat and poultry products

State

- ✓ The Utah Department of Commerce will accept your business registration and inform on applicable easements
- ✓ The Utah Department of Agriculture and Food regulates selling packaged foods, home made foods, dairy, or eggs
- ✓ The Department of Environmental Quality Wastewater Division regulates septic / wastewater requirements
- ✓ The Utah Labor Commission provides information on health and safety plans for employers

Other

- ✓ Review your insurance coverage to ensure it adequately covers public liability, property damage, and potential accidents
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Additional Resources

- [Agritourism Resource Hive](#)

Health and Safety Considerations

Before inviting other vendors or community members onto your property, it is important to clearly post directional signs, parking and traffic signs, hours of operation, emergency contact information, and any specific rules for each area. It is also critical to create and enforce specific safety protocols and safety protocols for your farm's activities and provide staff training so your team understands how to maintain a safe environment

- ✓ Contact Terry Camp from Utah Farm Bureau at terry.camp@fbfs.com for warning signs
- ✓ Consult organizations like OSHA for valuable guidance on agricultural safety standards



Petals and Pines Farm | Tremonton, UT

Petals and Pines farm in Tremonton, Utah, is a strong example of how agritourism can grow with clear vision, adaptability, and community engagement. Purchased in March 2022, the original goal was to create a Christmas tree farm. However, after realizing they had more land than needed for trees, the owners expanded into cut flower production.

They began by planting available tree seedlings in May 2022 and tested a small flower patch that same summer. In 2023, they launched their u-pick flower operation and sold pre-cut Christmas trees while waiting for their own

to mature. Today, the farm has over an acre of flowers and 11 acres dedicated to future u-cut Christmas trees. Early challenges included learning irrigation and soil health from scratch. Despite that, they opened to the public in 2023 and saw over 40% of customers return in their second season, some traveling hours to visit.

Looking ahead, the farm plans to introduce a peony u-pick operation with nearly 3,000 peonies, aiming to offer something not currently available in Utah. Long-term, their goal remains harvesting their own Christmas trees and expanding their flower offerings, all while keeping open space truly open.

Key Takeaway: Start with a clear vision, adapt as you grow, and focus on creating a memorable, unique experience.