

119TH CONGRESS
1ST SESSION

S. 3392

To direct the Secretary of Agriculture to designate an Agritourism Advisor,
and for other purposes.

IN THE SENATE OF THE UNITED STATES

DECEMBER 9, 2025

Mr. WYDEN (for himself, Mr. BUDD, Mr. MERKLEY, Mr. TILLIS, Mr. WELCH, Mr. BENNET, Ms. BALDWIN, Mrs. GILLIBRAND, Mr. HEINRICH, Mrs. MURRAY, Ms. ROSEN, Mr. BLUMENTHAL, Ms. LUMMIS, and Mrs. CAPITO) introduced the following bill; which was read twice and referred to the Committee on Agriculture, Nutrition, and Forestry

A BILL

To direct the Secretary of Agriculture to designate an
Agritourism Advisor, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Accelerating the
5 Growth of Rural Innovation and Tourism Opportunities
6 to Uphold Rural Industries and Sustainable Marketplaces
7 Act” or the “AGRITOURISM Act”.

8 **SEC. 2. FINDINGS; SENSE OF CONGRESS.**

9 (a) FINDINGS.—Congress finds that—

(1) agritourism provides a range of unique experiences to the public, including—

(A) education, such as school tours, garden and nursery tours, winery tours, historical agricultural exhibits, hops and microbrewery tours, and distillery tours;

(B) outdoor recreation, such as river activities, mountain biking, horseback riding, wildlife viewing and photography, fee fishing and hunting, wagon and sleigh rides, cross-country skiing, game preserves, and clay bird shooting;

(C) entertainment, such as concerts and special events, culinary experiences, festivals, fairs, interaction with farm animals, and weddings;

(D) direct sales, such as on-farm sales, farm stands, agriculture-related crafts and gifts, u-pick operations, u-cut tree farms, wineries, breweries, cideries, distilleries, and cut flowers;

(E) accommodations, such as bed-and-breakfast inns, farm and ranch vacations, yurts, sheep wagons, and guest ranches; and

(F) dining on a farm;

1 (2) agritourism has financial, educational, and
2 social benefits to communities; and

3 (3) agritourism continues—

4 (A) to offer educational opportunities for
5 children and families;

6 (B) to generate supplemental income for
7 owners of agricultural enterprises, which are
8 often small or family-run businesses;

9 (C) to spur economic development in rural
10 communities;

11 (D) to preserve agricultural heritage;

12 (E) to help farms diversify; and

13 (F) to provide alternative revenue opportu-
14 nities to keep working farms in production.

15 (b) SENSE OF CONGRESS.—It is the sense of Con-
16 gress that, to further realize the benefits of agritourism
17 to communities, the Secretary of Agriculture should incor-
18 porate agritourism into the Department of Agriculture
19 comprehensively.

20 **SEC. 3. AGRITOURISM ADVISOR.**

21 (a) IN GENERAL.—Subtitle C of the Department of
22 Agriculture Reorganization Act of 1994 (7 U.S.C. 6941
23 et seq.) is amended by adding at the end the following:

24 **“SEC. 237. AGRITOURISM ADVISOR.**

25 “(a) DEFINITIONS.—In this section:

1 “(1) ADVISOR.—The term ‘Advisor’ means the
2 Agritourism Advisor described in subsection (b).

3 “(2) STATE.—The term ‘State’ means—

4 “(A) each of the several States of the
5 United States;

6 “(B) the District of Columbia; and

7 “(C) any territory of the United States.

8 “(b) ADVISOR.—The Secretary shall designate a sen-
9 ior official in the Office of the Under Secretary for Rural
10 Development to serve as the Agritourism Advisor.

11 “(c) DUTIES.—The Advisor shall encourage and pro-
12 mote, in each State and on land under the jurisdiction
13 of Indian Tribes (as defined in section 4 of the Indian
14 Self-Determination and Education Assistance Act (25
15 U.S.C. 5304)), agritourism activities and agritourism
16 businesses, including—

17 “(1) educational experiences;

18 “(2) outdoor recreation;

19 “(3) entertainment and special events;

20 “(4) direct sales;

21 “(5) accommodations; and

22 “(6) any other activity or business relating to
23 agritourism, as determined by the Secretary.

24 “(d) MEANS OF ACHIEVING.—In carrying out sub-
25 section (c), the Advisor shall—

1 “(1) coordinate with the agencies and officials
2 of the Department;

3 “(2) advise the Secretary on issues relating to
4 agritourism;

5 “(3) ensure that the programs of the Depart-
6 ment are updated to address best agritourism prac-
7 tices;

8 “(4) conduct outreach to stakeholders and co-
9 ordinate external partnerships to share best prac-
10 tices, provide mentorship, and offer technical assist-
11 ance to agritourism businesses;

12 “(5) facilitate interagency program coordination
13 and develop interagency tools for the promotion of
14 agritourism programs and resources;

15 “(6) review and improve farm enterprise devel-
16 opment programs that provide information about fi-
17 nancial literacy, business planning, and marketing
18 for agritourism;

19 “(7) coordinate networks of agritourism busi-
20 nesses;

21 “(8) consolidate access to Federal resources to
22 help agritourism businesses effectively navigate
23 available programs and assistance; and

24 “(9) collaborate with other Federal agencies, as
25 needed.”.

1 (b) TECHNICAL AMENDMENT.—The Department of
2 Agriculture Reorganization Act of 1994 is amended by re-
3 designating the first section 225 (7 U.S.C. 6925) (relating
4 to the Food Access Liaison) as section 224A.

5 (c) CONFORMING AMENDMENT.—Section 296(b) of
6 the Department of Agriculture Reorganization Act of
7 1994 (7 U.S.C. 7014(b)) is amended by adding at the end
8 the following:

9 “(11) The authority of the Secretary to carry
10 out section 237.”.

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