Farm to Stay Grant

DRAFT 11.13.2026

Note to applicants: This preview of the Farm to Stay Grant application is for informational and preparation purposes only. The final application is subject to change. Before you submit, read each question carefully, as minor changes may have been made.

Eligibility & Application

Program Overview

The Farm to Stay Grant program is a new national partnership between Airbnb and American Farmland Trust's Brighter Future Fund to help for-profit small and mid-sized production agriculture operations start or expand farm stays and experiences as an additional income stream, while bringing visitors and spending into rural communities. A total of $250,000 will be available, with grants of **up to $10,000 (minimum request: $5,000)**.

Applications open 8 a.m. ET on Nov. 30, 2026

Application deadline: 11:59 p.m. ET Dec. 4, 2026

Due to the extremely competitive nature of this grant:

- **AFT will not accept any application materials via email at any time.**
- Approximately 350 submissions will be reviewed.

Farm to Stay Grant Quick Look:

- Eligible farm and ranch operations may receive up to $10,000 (min. $5,000) to develop or expand a farm stay or experience that creates an additional income stream connected to their working farm or ranch.
- Funding may help prepare or improve a property for overnight guests, or support an on-farm experience that helps visitors experience and learn about agriculture.
- Examples include farm stays, pick-your-own, farm-to-table meals, tastings, tours, or hands-on educational experiences.
- If selected, grant funds will be disbursed directly to the farmer/rancher via direct deposit in Spring 2027.
- If selected for a grant, the recipient must demonstrate that the funds were used to **fully implement and complete an agritourism project by the end of the grant period**. **Documentation of project completion will be required.**
- **The grant period will begin at the time of award notification and end 365 days after award notification.**
- Grantees must be willing to share their projects with the media, including host stories, photography/videos, and completion and success metrics.

- Grantees must follow applicable federal, state, and local laws and regulations regarding short-term rentals, experiences, and agritourism.

Eligibility Requirements

Applicants must meet all of the following criteria to be eligible:

For the purposes of this application, the applicant should be the owner, operator, or primary decision-maker responsible for the farm's operations and financial decisions.

- The applicant is a **for-profit farmer or rancher** located in any of the 50 United States and the District of Columbia, spending the majority of their time farming/ranching.
- The applicant is intentionally engaged in **terrestrial, soil-based agricultural production**, such as crop or livestock operations (including agroforestry and silvopasture).
- The operation produced **more than $1,000** in agricultural products (sold, bartered, or exchanged) in the most recent growing year.
- The applicant is:
    - operating an existing farm stay or agritourism experience connected to their working farm/ranch operation.
    - **or** in the process of developing a farm stay or agritourism experience connected to their working farm/ranch operation.
- The applicant is **not**:
    - American Farmland Trust (AFT) staff or board member
    - A substantial contributor to AFT (defined as having contributed $5,000 or more)
    - An immediate family member of any of the above (sibling, spouse, parent, grandparent, child, grandchild, or great-grandchild)
- The applicant has not received grant award funds from American Farmland Trust on or after Jan. 1, 2026.
- To be considered for funding, proposed projects must clearly describe:
    - how the proposed agritourism activity connects to the working farm or ranch
    - how it would create or strengthen farm income
    - how the project will be undertaken safely and realistically
    - how the entire proposed project will be marketable and ready for immediate use by the end of the grant period, even if the grant funds only a portion of the project

Eligibility Questionnaire

1. Are you a for-profit farmer or rancher operating in any of the 50 United States?
2. Do you dedicate 50% or more of your time to farming/ranching?
3. Did your operation produce more than $1,000 in terrestrial, soil-based agricultural products (sold, bartered, or exchanged) in the most recent growing year?

4. Do you or an immediate family member fall into any ineligible categories listed above (AFT staff or board member, substantial contributor, or family member of any of the above)?
5. Did you receive grant award funds from American Farmland Trust on or after Jan. 1, 2026?
6. If selected for award, will you agree to share your project progress and impact with Airbnb and American Farmland Trust, and with our audiences such as through social media posts, interviews, etc.?
7. Applicants must describe how the grant funds will help to fully complete a new or in-process agritourism project for their farm/ranch operation. If selected for award, will the grant funds lead to full completion of the proposed project within the grant period?
8. To be considered for funding, proposed projects must clearly describe:
    - how the proposed agritourism activity connects to the working farm or ranch,
    - how it would create or strengthen farm income
    - how the project will be undertaken safely and realistically
    - how the entire proposed project will be marketable and ready for immediate use by the end of the grant period, even if the grant funds only a portion of the project

Does your proposed project meet all of the above criteria?

STEP 2 — Application Form (Reviewers will see this)

After clicking SUBMIT, you will no longer be able to make changes to your application.

A. Farm Information

- Farm or Business Name (if applicable)
- Farm website or social media (optional)
- Total acres operated (cropland, pasture, woodland, other)
- Land tenure (check all that apply). *If your proposed use of funds is for construction or other long-term improvements, you will be asked to provide a more detailed description of your tenure and/or provide proof of landowner approval in the proposal description section.*
    - Own
    - Lease
    - Operate family land (do not own)
    - Other (explain)
- If leasing land, briefly describe your lease arrangement (50 words or less)

How many years have you been operating this farm/ranch? (enter years/months)

Primary Farm Product (choose one)

Crops & Commodities

- *Grains & Feeds:* Corn, wheat, rice, barley, oats, and hay. *Includes grains grown for human consumption, animal feed, or both.*
- *Oilseeds:* Soybeans, soybean meal, sunflower seeds, and rapeseed. *Includes crops grown primarily for oil extraction or protein meal.*
- *Fiber:* Cotton and Hemp. *Includes crops grown for textile, rope, or industrial fiber use. Does not include hemp grown for CBD or other medicinal uses — select Specialty Crops.*
- *Specialty Crops:* Fruits and tree nuts, vegetables, floriculture, culinary and medicinal herbs, and hops. *Includes fresh and dried products. Select this category if your primary product is hemp for medicinal or culinary use.*
- *Agroforestry & Forest Products:* Timber, Christmas trees, and other forest products from agroforestry or silvopasture systems. *Includes products from intentional tree integration on working farms and ranches. Does not include conventional logging operations.*
- *Other Crops:* Sugar, tobacco, coffee, tea, spices, and nursery crops. *Includes raw, unprocessed forms of these products. If you process them — roasting coffee, blending teas — select Processed Foods.*

Live Animals

Select this section if your primary product is living animals. If your primary products are products derived from animals — meat, milk, eggs, honey — select Animal Products below.

- *Livestock:* Cattle, hogs, sheep, goats, and horses. *Includes animals sold for breeding, feeding, work, or slaughter.*
- *Poultry:* Chickens and turkeys. *Includes live birds sold for meat or egg production.*
- *Bees & Other Insects: Includes live colonies, packaged bees, and queens. If your primary product is honey or beeswax, select Apiary & Foraged Products.*

Animal Products

Select this section if your primary products are products derived from animals. If your primary products are the animals themselves, select Live Animals above.

- *Meat:* Beef, pork, lamb, and other edible meat and offal. *Includes whole carcasses, cuts, and organ meats. Does not include further-processed products like sausage or jerky — select Processed Foods.*
- *Poultry & Eggs:* Chicken, turkey, and eggs. *Includes fresh and frozen poultry and shell eggs. Does not include processed poultry products.*
- *Dairy:* Milk, cheese, butter, and yogurt. *Includes fluid milk and minimally processed dairy products. Does not include dairy-based processed goods like ice cream — select Processed Foods.*
- *Animal Fiber Products: wool*
- *Apiary & Foraged Products:* Honey, beeswax, maple syrup, and other raw harvested products. *Includes raw and minimally filtered products harvested directly from hives or trees. Does not include honey-based value-added products like mead — select Processed Foods.*

Processed Foods

Includes foods that have been transformed through cooking, fermentation, curing, or other processing. Examples: baked goods, wine, beer, spirits, chocolate, condiments, sausage, jerky, jams, and processed fruits and vegetables.

Primary product not included in above categories; please specify: (short answer) _____

Select your current primary market channel for your farm products:

- Direct-to-consumer (farm stand, farmers market, on-farm sales)
- CSA/subscription sales
- Online sales/shipping
- Wholesale (distributors, retail stores, co-ops)
- Restaurants/food service
- Institutions (schools, hospitals, etc.)
- Processor/contract buyer
- Other (specify)
- Not currently selling (start-up/pre-revenue)

Briefly describe your primary customer base (150 words max)**.**

B. Proposal Description, Budget, and Timeline

For detailed examples of eligible and ineligible projects and expenses, see the Farm to Stay FAQ at farmland.org/farm-to-stay.

Proposed Use of Funds

- *Before proceeding with this section of the application, we strongly encourage applicants to review the Frequently Asked Questions document, which provides examples of eligible and ineligible uses of funds under this grant program.*
- *We value responses that reflect your farm's real experience and context. Applications are not evaluated on grammar or writing style. We encourage applicants to share their goals, challenges, and plans **in their own words**. While AI assistance (for example, ChatGPT) is allowed, we strongly encourage applicants to answer questions in their own words.*

Select the category that best describes your request:

A. Expanding or enhancing an existing farm stay or experience
B. Creating and launching a new farm stay or experience

Then a further selection:

- *Infrastructure or renovation for overnight stays*

- *Experiences (tours, workshops, farm-to-table dinners)*
- *Both (If the stay and experience are part of the same project, explain how the pieces work together and present a realistic budget and timeline.)*

1. *What is the primary goal of your project:*
    - Improvements that prepare an eligible space for overnight guests or visitor activities.
    - Safety, accessibility, sanitation, wayfinding, fencing, pathways, or guest-area improvements tied to the project.
    - Equipment, furnishings, or materials needed to deliver the approved stay or experience.
    - Professional services, photography, website development, or other launch costs directly tied to the project—eligibility is awaiting confirmation from Airbnb.
    - Permitting, design, insurance consultation, or other readiness costs—eligibility is awaiting confirmation from Airbnb and will be addressed in the final guidelines.

2. Select a secondary goal if applicable:
    - Improvements that prepare an eligible space for overnight guests or visitor activities.
    - Safety, accessibility, sanitation, wayfinding, fencing, pathways, or guest-area improvements tied to the project.
    - Equipment, furnishings, or materials needed to deliver the approved stay or experience.
    - Professional services, photography, website development, or other launch costs directly tied to the project—eligibility is awaiting confirmation from Airbnb.
    - Permitting, design, insurance consultation, or other readiness costs—eligibility is awaiting confirmation from Airbnb and will be addressed in the final guidelines.

Give Your Proposed Project a Title: _____

Grant Amount Requested (min $5,000 / max $10,000) $_____

In 50 words or less, provide a brief summary of the proposed use of funds:

Please provide a detailed description of your proposed use of funds. (Suggested response length: 250-350 words)

Your response should include:

- How the grant funds will create, expand, or improve a stay or visitor experience connected to your agricultural operation.
- What equipment, infrastructure, services, or professional support will be funded.
- Demonstration of sufficient control of the property and permission to complete the proposed project. If your proposal involves construction or long-term improvements, please explain your land tenure or provide documentation of landowner approval.
- How the funds will lead to your proposed project being marketable and ready for immediate use by the end of the grant period, even if the grant funds only a portion of the project.

How would this investment strengthen your farm's viability, resilience, and long-term sustainability? (Suggested response length: 250-350 words)

In your response, please:

- Describe the projected farm income to be generated by the agritourism operation over time and how the grant funds would strengthen your farm or ranch's long-term financial stability.
- Describe how your agritourism operation will benefit your community. Include local partners engaged, your community reach, and a description of economic impact felt beyond the farm.

Safety, Insurance, and Local Requirements

What research or other preparation have you done to ensure that your proposed agritourism project has a likelihood of success? Please address any permitting processes, insurance, legal requirements, or other permissions that may apply to your situation, including any that have already been resolved/secured and any that are outstanding. Depending on your situation and your grant request, additional documentation may help strengthen your application. You may upload supporting documents below (optional). (Suggested response length: 250-350 words)

Optional Supporting Document Upload (2 files max)

Recent Disruptions or Challenges

Briefly describe any recent challenges your operation has faced and why this funding matters now. You may upload supporting documents below (optional). (150 words max)

Optional Supporting Document Upload (2 files max)

Budget

- Estimated project budget (brief outline): Briefly list the major costs for your project and your best estimate for each (e.g., equipment/supplies and any contractor or service costs). If available, you may upload quotes or estimates below.

- If total project costs exceed the grant request, list additional funding sources (if applicable). You may upload supporting documents below (optional).

Optional Supporting Document Upload (2 files max)

Timeline: Project Completion Requirement

If funded, the farm stay or visitor experience must be marketable and ready to receive guests by the end of the grant period (One year, 365 days, from award notification). Completion of the grant-funded portion alone does not satisfy this requirement.

- What is the anticipated project completion date? (month/year) _____
- Please provide a detailed project timeline, including relevant milestones. (Suggested response: 200-350 words)

- Award payment timing: Grant funds are expected to be disbursed via direct deposit approximately **90 days** after the award agreement is signed. (We anticipate award notifications to be sent no later than March 1, 2027.) Briefly describe how this timeline fits your project's cash flow and schedule, including how you will cover any costs before funds are received. (Suggested response: 200 words max)

Optional Supporting Document Upload (2 files max)

Publicity & Storytelling

Grant recipients will be required to share their agritourism stories and impact metrics in an interim/progress reportand a final implementation follow-up report. These stories will be shared across AFT's and Airbnb's national and/or local platforms.

Please share your operation's readiness to engage in storytelling and sharing impact. You may upload supporting documents below (optional). (Suggested response length: 150-350 words)

Optional Supporting Document Upload (2 files max)

Optional 30-second Applicant Video

You have the option to upload a short video in which you tell us in your own words why your farm/ranch and proposed project are a strong fit for this funding opportunity. While this is not required, uploading a short video may strengthen your application.

Requirements:

- 30 seconds maximum
- Must be a video (not just an audio recording) with applicant face(s) clearly visible
- Minimize background noise where possible.
- Begin the video by stating your first and last name(s), farm/ranch name (if applicable), and your location (town/county and state).

Video submissions will be viewed solely by designated reviewers for the purpose of evaluating applications and will not be disclosed or distributed beyond the application review process. If an applicant is selected for an award, AFT and/or Airbnb may use, reproduce, or otherwise share the applicant's video only with the applicant's express permission.

STEP 3: Applicant Information

The following is for informational or administrative purposes only and will not have a bearing on funding decisions. All information will be hidden from reviewers.

Contact Information

- Applicant First and Last Name
- Email (enter twice to confirm)
- Phone Number
- Personal Mailing Address (Line 1, Line 2, City, State, Zip)
- Farm Address

Farm Employment & Farmer Support

- Including yourself, how many farmers or farm workers does your operation currently support? Please include family members, employees, and/or business partners who rely on the farm for income or livelihood. Provide a number and, if helpful, brief context. (150 words max) *Please provide your best estimate. This information is used for reporting and learning purposes only.*

Beginning Farmer Status

- Beginning farmer (Fewer than 5 years operating a farm or ranch)
- Beginning farmer (5-10 years operating a farm or ranch
- Not a beginning farmer (more than 10 years)
- Prefer not to answer

What year did you begin farming? _____

Veteran or Military Service Status

- Veteran (not currently serving)
- Currently serving in the U.S. Armed Forces (Active Duty, National Guard, or Reserves)
- Not a veteran and not currently serving
- Prefer not to answer

Limited Resource Farmer or Rancher Status

(click here for the self-determination tool)

- Yes
- No
- Prefer not to answer

E. Additional Questions – Optional

The following questions are optional. These questions are for informational or administrative purposes only and will not have a bearing on funding decisions. Responses are **optional**, kept confidential, not visible to reviewers, and **do not affect funding decisions**.

1. Are you employed off farm? (Y/N)
   If Yes… .
   a. Part-Time
   b. Full-Time
2. How did you hear about this grant? (open-ended) (word limit)
3. Is this your first time applying for an AFT grant? Y/N
   a. If no, please share the name of the grant, if you received funding, and how much?
4. What types of support would be most helpful if you receive funding? (open-ended)
5. Do you operate as a sole proprietor/LLC/corporation/partnership, etc.? (drop-down menu)
6. Do you currently carry crop/livestock insurance? (Y/N)
7. How long did this application take you to complete? (open ended) (word limit)

8. What would make this program more accessible to you? (open-ended)

F. Demographics – Optional

To help us understand who this program is reaching and how we can continue improving accessfor producers most in need of support, applicants may voluntarily provide demographic information. Responses are **optional**, kept confidential, not visible to reviewers, and **do not affect funding decisions**.

Applicants may choose to answer any, all, or none of the following questions. For each question, you may select **one or more options** or choose **"Prefer not to answer."**

Race and Ethnicity (Select all that apply)

- American Indian or Alaska Native
- Asian
- Black or African American
- Hispanic or Latino/a/x
- Native Hawaiian or Other Pacific Islander
- White
- Another race or ethnicity not listed (please specify)
- Prefer not to answer

Gender Identity (Select all that apply)

- Woman
- Man
- Non-binary/gender non-conforming
- Prefer to self-describe (optional text field)
- Prefer not to answer

Age Range

- Under 25
- 25–34
- 35–44
- 45–54
- 55–64
- 65 or older
- Prefer not to answer

Disability Status

- Yes
- No
- Prefer not to answer

This information is used **only in aggregate** for learning, evaluation, and reporting purposes.

STEP 4 — Review & Submit

Before submitting, please confirm:

- All required fields are completed
- Your responses are accurate to the best of your knowledge
- You have reviewed the grant guidelines

Applications are **not received** until you click **Submit**. Applications cannot be changed or edited after submission.

What Happens Next

- You will receive an email confirmation after submitting your application.
- All award decisions and communications will be sent via email. To help ensure delivery, applicants should add brighterfuture@farmland.org and the SurveyMonkey Apply notification address to their contacts or safe senders list. Applicants can check the status of their application on the SurveyMonkey Apply portal at any time.
- We aim to notify applicants of their selection status by Feb. 1, 2027.