## Direct Farm Sales of Food

Results from the 2015 Local Food Marketing Practices Survey

### Direct Marketing:

Minnesota farms produced and sold $139.4 million of edible food commodities directly to consumers, retailers, institutions and a variety of local food intermediaries such as distributors and wholesalers that market and sell locally branded products. Of that total, $115.5 million or 83 percent were value added commodities.

### Sales by Direct Marketing Channels — Select States and U.S.: 2015

<table>
<thead>
<tr>
<th>Select states</th>
<th>Commodity sales ($1,000)</th>
<th>Value added commodity sales ($1,000)</th>
<th>Total sales ($1,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>1,863,287</td>
<td>1,005,905</td>
<td>2,869,193</td>
</tr>
<tr>
<td>Florida</td>
<td>105,657</td>
<td>25,182</td>
<td>130,839</td>
</tr>
<tr>
<td>Iowa</td>
<td>124,047</td>
<td>70,023</td>
<td>194,071</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>154,125</td>
<td>74,677</td>
<td>228,802</td>
</tr>
<tr>
<td>Michigan</td>
<td>295,924</td>
<td>162,785</td>
<td>458,709</td>
</tr>
<tr>
<td>Minnesota</td>
<td>23,823</td>
<td>115,531</td>
<td>139,354</td>
</tr>
<tr>
<td>New York</td>
<td>210,480</td>
<td>230,129</td>
<td>440,609</td>
</tr>
<tr>
<td>North Carolina</td>
<td>111,594</td>
<td>76,086</td>
<td>187,680</td>
</tr>
<tr>
<td>Oregon</td>
<td>70,981</td>
<td>43,483</td>
<td>114,463</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>272,346</td>
<td>166,306</td>
<td>438,652</td>
</tr>
<tr>
<td>Texas</td>
<td>234,859</td>
<td>121,806</td>
<td>356,666</td>
</tr>
<tr>
<td>Washington</td>
<td>84,603</td>
<td>65,270</td>
<td>149,873</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>95,156</td>
<td>336,176</td>
<td>431,333</td>
</tr>
<tr>
<td>U.S. total</td>
<td>4,831,673</td>
<td>3,915,549</td>
<td>8,747,222</td>
</tr>
</tbody>
</table>

1 Total sales may not add due to rounding.
Source: USDA, NASS, 2015 Local Food Marketing Survey

### About the Survey:

The 2015 Local Food Marketing Practices Survey was designed to collect data related to the marketing of foods directly from farm producers to consumers or retailers who then sell directly to consumers. The primary purpose of the survey was to produce benchmark statistics on the number of farms that market food directly, the value of these direct sales, and the marketing practices used in conjunction with direct sales. The survey was conducted in all 50 states. The full report can be found at www.agcensus.usda.gov.
U.S. and Regional Statistics:

<table>
<thead>
<tr>
<th>Region</th>
<th>Farmers market</th>
<th>On-site farm store/stand</th>
<th>Off-site farm store/stand</th>
<th>Community supported agriculture</th>
<th>Online marketplaces</th>
<th>Other marketplaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region 1</td>
<td>($1,000)</td>
<td>($1,000)</td>
<td>($1,000)</td>
<td>($1,000)</td>
<td>($1,000)</td>
<td>($1,000)</td>
</tr>
<tr>
<td>Region 2</td>
<td>159,872</td>
<td>276,557</td>
<td>10,317</td>
<td>24,547</td>
<td>62,123</td>
<td>21,037</td>
</tr>
<tr>
<td>Region 3</td>
<td>207,621</td>
<td>432,935</td>
<td>84,867</td>
<td>100,461</td>
<td>40,021</td>
<td>149,872</td>
</tr>
<tr>
<td>Region 5</td>
<td>28,541</td>
<td>60,146</td>
<td>19,928</td>
<td>13,334</td>
<td>9,685</td>
<td>25,737</td>
</tr>
<tr>
<td>Region 6</td>
<td>61,978</td>
<td>96,917</td>
<td>15,442</td>
<td>10,326</td>
<td>9,196</td>
<td>50,271</td>
</tr>
<tr>
<td>Region 7</td>
<td>45,656</td>
<td>36,764</td>
<td>11,867</td>
<td>4,192</td>
<td>17,505</td>
<td>6,106</td>
</tr>
<tr>
<td>Region 8</td>
<td>119,799</td>
<td>233,660</td>
<td>49,033</td>
<td>27,297</td>
<td>11,851</td>
<td>38,893</td>
</tr>
<tr>
<td>Region 9</td>
<td>87,272</td>
<td>184,945</td>
<td>44,520</td>
<td>45,841</td>
<td>21,346</td>
<td>68,397</td>
</tr>
<tr>
<td>U.S. total</td>
<td>710,738</td>
<td>1,321,924</td>
<td>235,974</td>
<td>255,999</td>
<td>171,728</td>
<td>360,313</td>
</tr>
</tbody>
</table>

How was local food marketed?

In the US, 35 percent of local food sales were direct to consumers while 27 percent of sales were direct to retail and 39 percent were direct to institutions or intermediaries.

Minnesota is included in Region 4. Within Region 4, 40 percent of sales direct to consumers was sold through an on-site farm store or stand, 25 percent was sold at farmers markets and 4 percent was sold through a community supported agriculture (CSA).

Direct to Consumer Total Sales by Marketing Practice — Regions and U.S.: 2015

1 Total sales value includes value added commodities.
Source: USDA, NASS, 2015 Local Food Marketing Survey

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U.S. and Regional Statistics Continued -

In Region 4, there were 5,509 farms marketing edible food products directly to consumers from an on-site farm store or stand in 2015. Farmers marketing at farmers markets totaled 4,411 and the number of farms marketing through a CSA was 350. There were 893 farms marketing directly to a supermarket or supercenter and 742 farms were marketing directly to restaurants and caterers. Farms marketing direct to institutions or intermediaries 7,740 for a total sales of $335 million. This marketing channel accounted for the largest value of sales.

Number of Operations by Marketing Practice, Direct to Consumer — Regions and U.S.: 2015¹ ²

<table>
<thead>
<tr>
<th></th>
<th>Farmers market</th>
<th>On-site farm store/stand</th>
<th>Off-site farm store/stand</th>
<th>Community supported agriculture</th>
<th>Online marketplaces</th>
<th>Other marketplaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region 1</td>
<td>4,838</td>
<td>5,161</td>
<td>793</td>
<td>613</td>
<td>1,194</td>
<td>2,848</td>
</tr>
<tr>
<td>Region 2</td>
<td>9,914</td>
<td>15,202</td>
<td>3,942</td>
<td>2,166</td>
<td>2,511</td>
<td>7,061</td>
</tr>
<tr>
<td>Region 3</td>
<td>1,841</td>
<td>3,813</td>
<td>1,011</td>
<td>620</td>
<td>615</td>
<td>5,948</td>
</tr>
<tr>
<td><strong>Region 4</strong></td>
<td><strong>4,411</strong></td>
<td><strong>5,509</strong></td>
<td><strong>1,806</strong></td>
<td><strong>350</strong></td>
<td><strong>660</strong></td>
<td><strong>6,504</strong></td>
</tr>
<tr>
<td>Region 5</td>
<td>4,246</td>
<td>4,559</td>
<td>1,151</td>
<td>130</td>
<td>996</td>
<td>1,396</td>
</tr>
<tr>
<td>Region 6</td>
<td>9,966</td>
<td>7,987</td>
<td>3,171</td>
<td>2,050</td>
<td>2,062</td>
<td>6,450</td>
</tr>
<tr>
<td>Region 7</td>
<td>5,940</td>
<td>9,191</td>
<td>3,085</td>
<td>1,469</td>
<td>1,422</td>
<td>9,558</td>
</tr>
<tr>
<td>U.S. total</td>
<td>41,156</td>
<td>51,422</td>
<td>14,959</td>
<td>7,398</td>
<td>9,460</td>
<td>39,765</td>
</tr>
</tbody>
</table>

¹ Total sales value includes value added commodities.
² Operations will not sum to a total as many farms market through multiple marketing channels.

Source: USDA, NASS, 2015 Local Food Marketing Survey

Operations and Sales, Direct to Retail and Institution or Intermediary — Regions and U.S.: 2015¹ ²

<table>
<thead>
<tr>
<th></th>
<th>Sales direct to retail</th>
<th>Sales direct to institutions or intermediaries</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Supermarkets or</td>
<td>Restaurants or caterers</td>
</tr>
<tr>
<td></td>
<td>supercenters (operations)</td>
<td>(operations)</td>
</tr>
<tr>
<td>Region 1</td>
<td>2,157</td>
<td>1,871</td>
</tr>
<tr>
<td>Region 2</td>
<td>2,630</td>
<td>3,691</td>
</tr>
<tr>
<td>Region 3</td>
<td>606</td>
<td>779</td>
</tr>
<tr>
<td><strong>Region 4</strong></td>
<td><strong>893</strong></td>
<td><strong>742</strong></td>
</tr>
<tr>
<td>Region 5</td>
<td>522</td>
<td>254</td>
</tr>
<tr>
<td>Region 6</td>
<td>685</td>
<td>2,298</td>
</tr>
<tr>
<td>Region 7</td>
<td>986</td>
<td>1,353</td>
</tr>
<tr>
<td>U.S. total</td>
<td>8,479</td>
<td>10,988</td>
</tr>
</tbody>
</table>

¹ Total sales value includes value added commodities.
² Operations will not sum to a total as many farms market through multiple marketing channels.
³ Sum will not add to U.S. total due to rounding.

Source: USDA, NASS, 2015 Local Food Marketing Survey

USDA is an equal opportunity provider and employer.
Types of Products Sold:

There were 52,766 U.S. farms that sold cattle products directly to consumers in 2015, 46,130 farms sold fruit or tree nuts, 46,029 farms sold vegetables and 32,332 farms sold poultry.

Locality of Direct Sales to Consumers:

Farms in metro counties across the U.S. reported the largest value of direct sales, totaling $5.82 billion. There were 88,926 farms selling edible food directly to consumers located in metro counties. That is a calculated average sales of $65,430 per farm.

Farms in counties that were adjacent to metro areas accounted for the next largest sales value at $1.78 billion and included 52,961 farms, an average of $33,672 per farm.

Farms in other non-metro counties accounted for $1.15 billion in sales and included 25,122 farms, an average of $45,596 per farm.

Operations with Sales of Various Ag Products — U.S.: 2015

<table>
<thead>
<tr>
<th>Type of Product Sold</th>
<th>Operations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aquaculture</td>
<td>2,258</td>
</tr>
<tr>
<td>Cattle</td>
<td>52,766</td>
</tr>
<tr>
<td>Dairy products</td>
<td>8,750</td>
</tr>
<tr>
<td>Other field crops</td>
<td>14,805</td>
</tr>
<tr>
<td>Food crops</td>
<td>8,058</td>
</tr>
<tr>
<td>Fruit and tree nuts</td>
<td>46,130</td>
</tr>
<tr>
<td>Grains</td>
<td>7,923</td>
</tr>
<tr>
<td>Hogs</td>
<td>9,692</td>
</tr>
<tr>
<td>Poultry, including eggs</td>
<td>32,332</td>
</tr>
<tr>
<td>Sheep and goats</td>
<td>15,078</td>
</tr>
<tr>
<td>Specialty animals</td>
<td>12,295</td>
</tr>
<tr>
<td>Vegetables</td>
<td>46,029</td>
</tr>
</tbody>
</table>

Operations will not sum to a total as many farms market multiple type of products.
Source: USDA, NASS, 2015 Local Food Marketing Survey


<table>
<thead>
<tr>
<th>Locality</th>
<th>Operations</th>
<th>Sales ($1,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metro counties</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt; 250,000 population</td>
<td>20,723</td>
<td>1,175,543</td>
</tr>
<tr>
<td>250,000-1,000,000</td>
<td>32,501</td>
<td>2,607,831</td>
</tr>
<tr>
<td>+1,000,000</td>
<td>35,702</td>
<td>2,035,082</td>
</tr>
<tr>
<td>Non-metro counties adjacent to metro area</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt; 2,500 population</td>
<td>5,122</td>
<td>110,250</td>
</tr>
<tr>
<td>2,500-19,999</td>
<td>32,308</td>
<td>1,177,938</td>
</tr>
<tr>
<td>+20,000</td>
<td>15,531</td>
<td>495,123</td>
</tr>
<tr>
<td>Other non-metro counties</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt; 2,500 population</td>
<td>5,473</td>
<td>173,340</td>
</tr>
<tr>
<td>2,500-19,999</td>
<td>11,892</td>
<td>604,264</td>
</tr>
<tr>
<td>+20,000</td>
<td>7,757</td>
<td>367,852</td>
</tr>
</tbody>
</table>

Total sales value includes value added commodities.
Source: USDA, NASS, 2015 Local Food Marketing Survey

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