

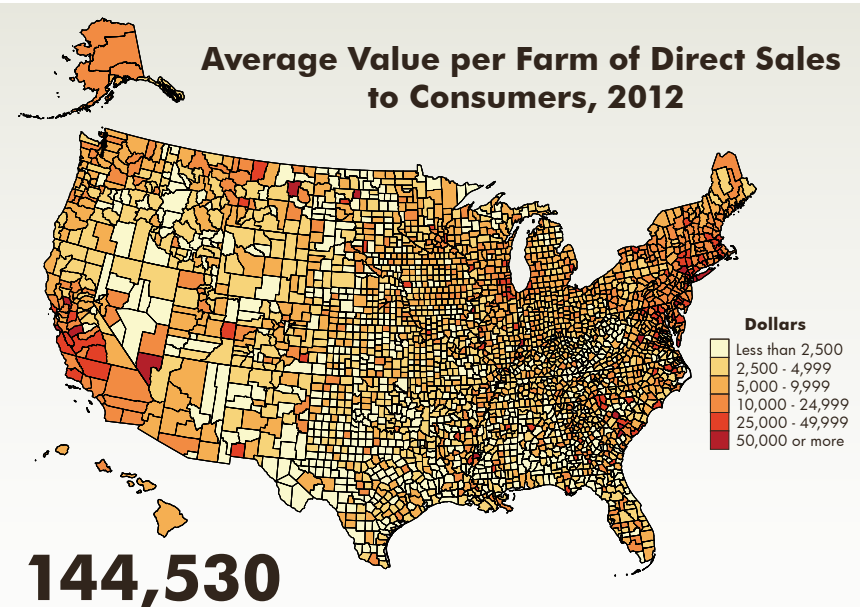


U.S. Farmers Marketing

The 2012 Census of Agriculture lets us know how farmers market their farms and products in their local communities – selling directly to consumers, to retailers, or through agritourism. Census data provide information about the location and prevalence of these practices in the dynamic and changing agricultural market.

1 in 5

The proportion of principal operators selling directly to consumers in 2012 who were female.



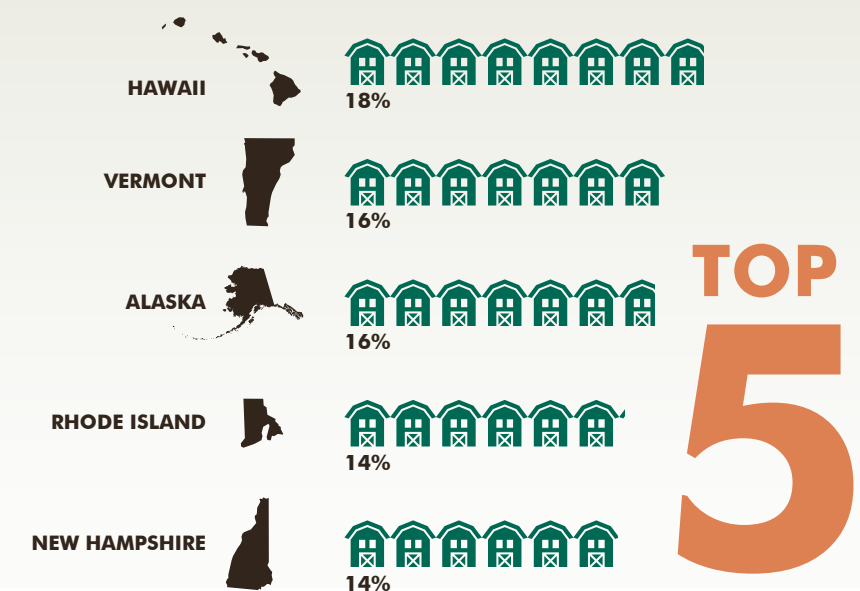
The number of U.S. farms that sold fresh edible agricultural products directly to consumers in 2012. The value of these sales was **\$1.3 billion**.

7 OUT OF 10

The share of counties in 2012 with 50 or more CSAs (community supported agriculture arrangements) that are in northeastern states.



Top 5 States by Percent of Farms Selling Directly to Retailers, 2012



4,432

The number of California farms that sold their products directly to restaurants, grocery stores, schools, hospitals, and other retail outlets in 2012, the highest in the nation.



94,799

The number of U.S. farms in 2012 that sold value-added products including beef jerky, fruit jams, jelly, floral arrangements, cider, and wine.



29 PERCENT

The share of farms selling directly to consumers in 2012 that were primarily vegetable, fruit, and nut farms.



\$704 MILLION

The value of agritourism and on-farm recreational services such as hunting, fishing, hay rides, and farm and winery tours in 2012.



Up 24% since 2007.



www.agcensus.usda.gov

U.S. Department of Agriculture
National Agricultural Statistics Service



2012 CENSUS OF AGRICULTURE