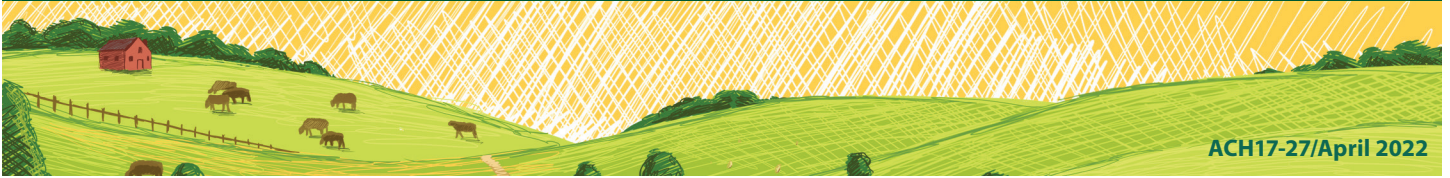


# Direct Farm Sales of Food

Results from the 2020 Local Food Marketing Practices Survey



ACH17-27/April 2022

In 2020, farmers produced and sold \$9 billion of local edible food commodities directly to consumers, retailers, institutions, and intermediaries. Direct farm sales of food increased by 3% from 2015. The number of operations selling locally produced food decreased by 12%. Intermediaries and institutions accounted for 46% percent of direct food sales while direct-to-consumer sales accounted for 33%. Direct farm sales included both fresh foods and processed or value-added products such as bottled milk, cheese, meat, wine, and jams.

147,307 farms



\$9 billion local food sales



\$4.1 billion sold through institutions and intermediate markets



## Number and Location

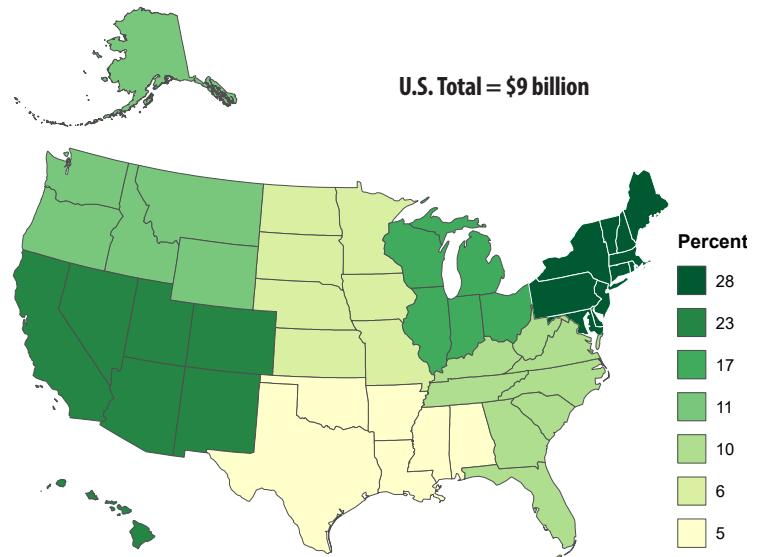
California, with \$1.4 billion in direct farm sales, accounted for 16% of the U.S. total. At the regional level, the 11-state northeastern region had the largest share of direct sales with \$2.5 billion, which accounted for 28% of the U.S. total. Four of the top 10 states are in the northeastern region.

### Top States in Direct Farm Sales (\$ million)

California	1,432
Pennsylvania	600
New York	584
Michigan	555
Maine	342
Washington	323
Texas	273
Oregon	255
Massachusetts	254
Florida	247

California also led the country in the number of farms selling food directly with 14,308 farms, which accounted for 10% of the U.S. total. Texas was the only other state with more than 10,000 farms selling directly. Regionally, the southwest and northeast had the most farms engaged in direct sales of food (25,644 and 26,707 farms, respectively).

## Direct Farm Sales of Food by Regional Share, 2020



## What is local?

A locally or regionally produced agricultural food product that is transported less than 400 miles or within the state it is produced.

Farms sell directly to:

**Consumers** - Includes sales through farmers markets, onsite farm stores, roadside stands, Community Supported Agriculture arrangements, online sales, pick-your-own operations, mobile markets, and other means.

**Retailers** - Includes supermarkets, supercenters, restaurants, caterers, independent grocery stores, and food cooperatives.

**Institutions** - Includes schools, colleges, universities, and hospitals.

**Intermediate markets** - Includes intermediary businesses such as wholesalers, distributors, processors and more.

## SNAPSHOT

# Producers with Direct Sales of Food, 2020

Number=299,238\*

	Direct Sales	All U.S. (Census 2017)
	(percent)	
<b>Sex</b>		
Male	57	64
Female	43	36
<b>Age</b>		
<35	11	8
35-64	56	58
65+	33	34
<b>Primary Occupation</b>		
Farming	49	42
Other	51	58
<b>With military service</b>	9	11
<b>Hispanic</b>	4	3
<b>Race</b>		
American Indian/Alaska Native	1.3	2.3
Asian	1.9	0.7
Black/African American	1.2	1.4
Native Hawaiian/Pacific Isl	0.6	0.2
White	96.2	96.2

\*Data collected for up to four producers per farm, may report more than one race per producer.

About 300,000 individuals were involved in making decisions for the farms that sold food directly in 2020. Producers of farms that sold local food directly were more likely than all U.S. farms to be female and age 34 or younger.

## About the Survey

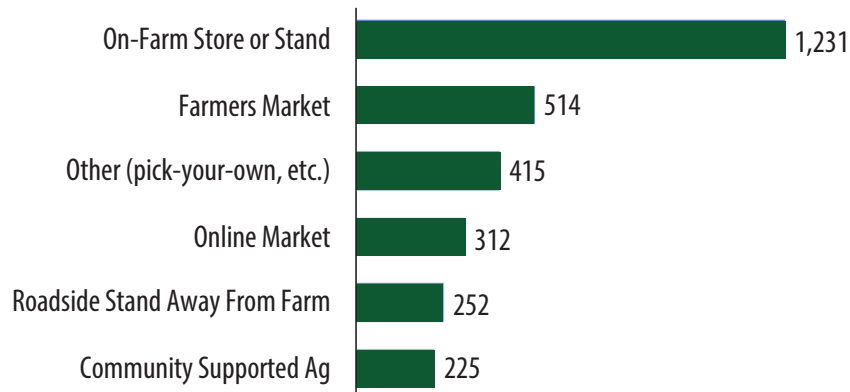
The 2020 Local Food Marketing Practices Survey was designed to collect data related to the marketing of foods directly from farm producers to consumers or retailers who then sell directly to consumers. The primary purpose of the Local Food Marketing Practices Survey was to produce statistics on the number 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 administered in all 50 states.

The 2020 data as well as results of previous NASS Local Food surveys are available in the NASS Quick Stats database at [www.quickstats.nass.usda.gov](http://www.quickstats.nass.usda.gov), or at [www.nass.usda.gov/go/local-food](http://www.nass.usda.gov/go/local-food).

## Direct-to-Consumer Sales

Seventy-seven percent of farms with direct sales sold directly to consumers. Of the \$2.9 billion in direct-to-consumer sales, on-farm stores and farmers markets accounted for \$1.7 billion (59%).

### Direct-to-Consumer Sales by Marketing Practice, 2020 (\$ million)



Among farms selling directly to consumers, 42% sold fresh food products while 75% sold processed or value-added products.

**52%** The share of direct-to-consumer sales that were fresh food products.

## Other Direct Sales

There were 40,675 farms selling food to institutions and intermediary businesses with \$4.1 billion in direct sales. Fresh commodities accounted for 56% of the total sales. Of the 40,675 farms, 19,655 (48%) sold fresh commodities, while 22,533 (55%) sold processed or value-added commodities. Fewer farms (24,137) sold directly to retailers than to individual consumers, institutions, or intermediaries. Sixty-two percent of sales to retailers such as grocery stores and restaurants were fresh foods.

The majority (57%) of farms marketing food directly were located in metropolitan counties. These farms accounted for 62% of all direct food sales. Approximately 78% of farms selling food directly sold all of their directly-marketed food within a 100-mile radius of the farm.

### Direct Farm Sales of Food by Type of Buyer, 2020 and 2015

	2020 Sales* (\$ billion)	2015 Sales (\$ billion)
Consumer	2.9	3.0
Retailer	1.9	2.3
Institutions and Local Intermediary Businesses	4.1	3.4
<b>Total Direct Farm Sales</b>	<b>9.0</b>	<b>8.7</b>

\*May not add to total due to rounding.