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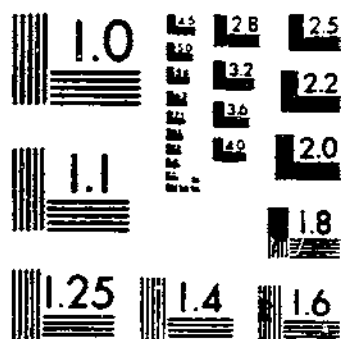
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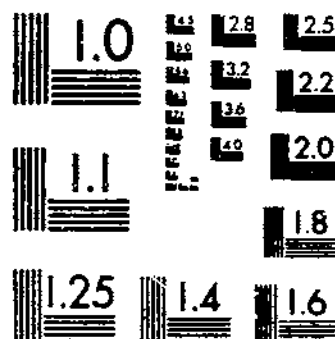
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FARMER-TO-CONSUMER DIRECT MARKETING SELECTED STATES 1979-80
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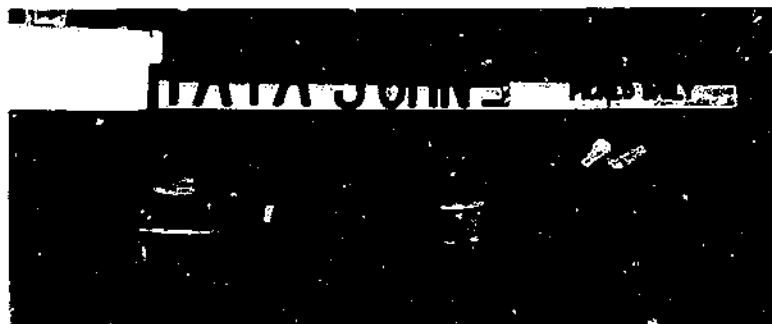
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Farmer-to-Consumer Direct Marketing

Selected States, 1979-80

Peter L. Henderson
Harold R. Linstrom



FARMER-TO-CONSUMER DIRECT MARKETING, Selected States, 1979-80,
by Peter L. Henderson and Harold R. Linstrom. National
Economics Division, Economic Research Service, U.S. Department
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ABSTRACT

About 21,000 farmers surveyed in seven States in March 1980 reported selling \$126 million worth of farm products directly to consumers. About 44,000 farmers in nine States surveyed in December 1979 reported \$260 million worth of direct sales. The States surveyed in 1980 were California, Illinois, Missouri, Maine, New Hampshire, Vermont, and Texas. Those surveyed in 1979 were Colorado, Connecticut, Delaware, Maryland, Massachusetts, New York, Rhode Island, Tennessee, and Wisconsin. The chief products sold in both years were floral and nursery products, apples, peaches, strawberries, sweet corn, and tomatoes. The chief selling methods were pick-your-own operations, farmers' markets, and roadside stands.

Keywords: Direct sales, Roadside stands, Pick-your-own, Farmers' markets, Fruits, Vegetables, Floral and nursery, 1976 Direct-Marketing Act.

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PREFACE

The increased interest by consumers and farmers in the midseventies for direct buying and selling of farm products resulted in the passage of the Farmer-to-Consumer Direct-Marketing Act of 1976 (P.L. 94-463). The purpose of the law is to appraise the extent of direct marketing and its benefits to consumers and farmers and to promote the development and expansion of direct marketing of agricultural commodities.

The act also directs the Secretary of Agriculture, through the Economic Research Service, to conduct continual surveys to determine the number of farmers marketing directly, the types of direct-marketing methods in existence, the volume of business conducted through each method, and the impact of such marketing methods on financial returns to farmers and on food quality and cost to consumers.

This is the second report of research findings under the 1976 Act. The first (AIB-436, July 1980) reported on direct marketing in Indiana, Michigan, New Jersey, North Carolina, Ohio, and Pennsylvania.

SUMMARY

Farmers in 16 States sold about \$386 million worth of farm products directly to consumers in 1979. Although that represents a little less than 1 percent of total farm sales in those States, most of the direct-marketing farmers planned to expand or keep their present level of direct sales in the next few years; only about 14 percent planned to reduce their direct sales activities.

Fifteen percent of the farmers in nine States surveyed during December 1979 (Colorado, Connecticut, Delaware, Maryland, Massachusetts, New York, Rhode Island, Tennessee, and Wisconsin) sold \$260 million worth of farm products directly to consumers. About 5 percent of the farmers in seven States surveyed in March 1980 (California, Illinois, Maine, Missouri, New Hampshire, Texas, and Vermont) sold almost \$126 million worth of farm products directly to consumers. Direct farmer-to-consumer sales represented about 2 percent of total cash farm receipts for the nine States surveyed in December 1979, but only 0.4 percent for the seven States surveyed in March 1980. The difference in total direct sales volume and the percentage of total cash receipts represented by direct sales is most likely related to the dominant types of farming, the presence or absence of conventional wholesale buyers, and number and nearness of urban population centers to farming areas in the two groups of States.

The leading products sold directly (by dollar value) were similar for the two groups of States: floral and nursery products (including bedding plants), apples, peaches, strawberries, sweet corn, tomatoes, green beans, melons, and livestock and poultry products.

The most popular method of direct selling was also the same for the two groups of States: Selling from a farm building (salesroom of nurseries and greenhouses, packinghouse, shed, or farmhouse). Following in order were roadside stands, public farmers' markets, and pick-your-own.

Most of the direct-market farmers surveyed were small farmers (total farm sales under \$20,000 annually). In addition, about 65 percent of the direct-marketing farmers were part-time farmers with off-farm sources of income.

About 85 percent of the direct-marketing farmers in both groups of States were located less than 20 miles from an urban population center. Distance to a nearby city appeared to be less critical for farmers selling through public farmers' markets and pick-your-own than other direct methods of selling.

The leading reasons farmers gave for selling directly to consumers were higher income, access to market (able to sell directly to consumers but not to conventional buyers), labor concerns (family labor and hired labor not available), and social considerations. The primary reason given by farmers who did not sell any of their products directly to consumers was that their products were not suitable for direct selling. Other reasons for not selling direct to consumers included "too much trouble" and "volume too large."

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Farmer-to-Consumer Direct Marketing, Selected States, 1979-80

Peter L. Henderson
Harold R. Linstrom

INTRODUCTION

Direct farmer-to-consumer marketing includes any method by which farmers sell their products directly to consumers. This study covers the extent of direct farmer-to-consumer marketing of farm products in selected States during 1979 and 1980. Results contained in this report are based on surveys of approximately 350 direct-marketing farmers per State (or per sampling unit). ^{1/} The surveys were conducted under provisions of the Farmer-to-Consumer Direct-Marketing Act of 1976 during December 1979 and March 1980 and primarily covered the 1979 marketing season. This is the second report based on systematic surveys conducted by the Economic Research Service to monitor the extent of direct marketing as required by the act.

There are both economic advantages and disadvantages in farmer-to-consumer direct marketing. Farmers can increase their incomes by obtaining higher prices, reducing costs, or putting underemployed resources to better use. Consumers benefit from lower per-unit prices and higher quality products.

A prime disadvantage to farmers is that the total volume of product in a given area that can be sold during a specified time period is limited by the number of consumers in the area. Since many agricultural products are highly perishable and must be consumed quickly, the local demand may be insufficient to absorb local supplies. With pick-your-own methods, there is risk from adverse weather and insufficient number of customers, especially during critical periods of maturity. There is also risk associated with consumer injuries while on farmers' property, as well as possible damage to crops and property by consumers while on the farmers' land.

^{1/} Some States were grouped with others to arrive at valid estimates for areas with small numbers of farmers. Specifically, Maryland and Delaware were treated as one State, as were Connecticut, Massachusetts, and Rhode Island (hereafter called the southern New England States), and Maine, New Hampshire, and Vermont (hereafter called the northern New England States) for estimating the total value of direct sales and similar tabulations.

Disadvantages to consumers include the time and expenses involved in going to the farmer's place of business and lack of experience in harvesting or judging the quality and maturity of produce.

The States surveyed were selected because of the availability of sampling lists, the importance of direct marketing to their economies, and their geographical distribution. A sample of 500 to 1,500 farmers was selected in each State from lists of farmers with direct-marketing potential, for example, nurseries and fruit and vegetable growers. The names on the initial sample were screened by telephone to identify those who sold directly to consumers. This procedure identified approximately 350 direct-marketing farmers per State, or per sampling unit. Those identified as direct-marketing farmers were personally interviewed about their direct-marketing activities. Those who did not participate in direct sales were contacted and asked why they did not sell direct to consumers. All the responses are summarized in the tables.

In addition to those contacted from the above lists, an area sampling frame was used in each State to identify direct-marketing farmers not on the lists. ^{2/} Area samples consisted of an average of 230 farmers per State, or sampling unit, selected from economic area frames. These segments were screened to locate all resident farm operators. Those who marketed directly (and were not included on the sample lists previously described) were then interviewed to obtain data to estimate direct-marketing activities for farmers not included on the lists of potential direct marketers.

The variability in estimates for individual products is largely associated with the sampling procedure. The lists were largely composed of farmers producing fruits, vegetables, and floral and nursery products. The area sample frames were mainly relied on to obtain direct sales of other products such as livestock and livestock products, poultry and poultry products, dairy products, forest products, and farmers selling fruits and vegetables that were not included in the list sample frames. Thus, overestimates and underestimates of the value of direct sales are likely to be greatest for those specific products which are summarized in the other product category, table 1 (1979 survey) and table 33 (1980 survey). Sales data for specific products in those tables (1 and 33) are not comparable to those reported for the six States surveyed in 1978. Sales data for the products that were questioned (because of the relatively small number of farmers that reported sales of these products from the area sampling frames) were included in the sales of the other product category so that sales of the individual products would not be overstated in 1978 tables.

^{2/} The area sampling frame represents all land in States in which surveys are conducted. The frame is stratified into land-use strata and expansion factors are derived by dividing the sample size (acres) in each stratum by total land (acres) in the stratum.

However, evidence from case studies of direct farmer-to-consumer marketing and conversations with research workers in some of the States surveyed in 1979 and 1980 indicate that estimates derived from the statewide surveys of farmers are more likely to underestimate than overestimate sales for such products. For example, case studies of nine farmer-owned integrated livestock operations in Texas (integrated from production through retailing) revealed that those operations sold 30 percent more livestock products directly to consumers in 1979 than was found in the statewide survey for all livestock, poultry, and livestock and poultry products in that State. ^{3/} A University of Maine researcher also informed the authors that he had records showing that one Maine dairy farmer had greater direct sales of milk than our data showed for the entire State. Therefore, the 1979 and 1980 sales data for individual products were unadjusted expanded totals from the sample farmers interviewed.

In addition to the direct sales to consumers, the nine farmer-owned integrated firms did custom slaughtering and processing for farmers and consumers. The estimated value of custom slaughter and processed cattle and hogs was \$3.3 million. It is not known how much of this amount represented direct farmer-to-consumer sales. ^{4/} The Texas study also analyzed the operation of eight nonfarm firms (integrated from slaughter through retail) that provided custom slaughter and processing services for farmers and consumers. The estimated value of custom slaughter and processed cattle and hogs was \$4.7 million for the eight firms, but it is not known what percentage represented direct farmer-to-consumer sales of live animals.

Since data furnished by most farmers in the surveys was from memory of the previous year's operation, it is more likely that the sales estimates of individual products are understated rather than overstated. This is because minor and small sales are not too important to the total farming operation and are readily forgotten, the direct-marketing enterprise is only "pin money" to the farm family and not considered part of the farming operations, and farmers tend to be conservative when reporting sales and income data.

As illustrated in the preceding discussions, together with normal sampling errors, the estimated sales volume in dollars for individual products are subject to error. Even so, the estimates do reflect the relative importance of specific products in contribution to the total direct sales of agricultural products to consumers.

^{3/} David Paul Crawford, "Economics of Vertically Integrated Livestock and Meat Operations," M.S. thesis, Texas A&M University, College Station, Texas, May 1980.

^{4/} Custom services for farmers for their own consumption do not involve farmer-to-consumer sales. But custom slaughter and processing for consumers do, since consumers purchase live animals that are custom slaughtered from farmers.

DIRECT-MARKETING METHODS

Farmers sell their products directly to consumers by several means. The commonly used methods in the States surveyed were sales from the farmhouse or another farm building (referred to in this report as "farm building"), pick-your-own (sometimes called PYO or U-pick), roadside stands or markets, public farmers' markets located in or near urban centers (commonly called "farmers' markets" or "curb markets"), house-to-house delivery, and sales from a truck or other vehicle parked along roadsides, in parking lots, and in similar places with potential consumer traffic (this method is sometimes referred to as "tailgating"). House-to-house delivery and selling from trucks or other vehicles were summarized in the tables under "other" because of the relatively low volume of sales through these methods (see tables at the back of this report).

Sales by farmer-owned cooperative marketing associations directly to consumers are also defined by the 1976 Direct-Marketing Act to be direct farmer-to-consumer marketings. ^{5/} These organizations usually assemble, grade, pack or process, ship, and sell in wholesale lots to wholesale buyers and distributors. However, there are some exceptions to the general operating practices for farmer-owned cooperative associations. For example, some cooperative dairy marketing associations still sell milk through house-to-house delivery routes. ^{6/}

There are also consumer cooperatives that buy and distribute food to their members. Some are formally organized and operate similarly to conventional foodstores, except that any profits are refunded to their patrons in proportion to their purchases. Other consumer purchasing organizations are less formally organized, sometimes operating out of a member's home. Such organizations assemble orders in wholesale units and buy directly from a wholesaler, distributor, or farmer and then divide the purchase among their members. In this survey of direct-marketing activities, it was not possible to determine the volume and value of sales made by farmers to such cooperative buying organizations.

The pick-your-own method offers the greatest potential savings to both farmers and consumers, despite some disadvantages. Since the consumer harvests the product, much of the cost associated with harvesting and marketing is borne directly by the consumer. However, most consumers are not experienced with harvesting agricultural products and require close supervision for their own protection as well as for the protection of the surrounding crops and property of the farmer and to insure that customers pay for all the produce they harvest. To that end,

^{5/} Direct sales to consumers by cooperative marketing associations are covered in other surveys since individual farmers are not generally aware of what portion of the products they deliver to the cooperative is sold directly to consumers.

^{6/} Harold R. Linstrom and Peter L. Henderson, "Direct Marketing by Farm Cooperatives," National Food Review, Summer 1980, NFR-11, Econ. Stat. Coop. Serv., U.S. Dept. Agr., p. 15.

most farmers establish relatively rigid rules pertaining to minimum volumes, parking of vehicles, inspection of containers, and minimum age for children accompanying adults into the fields. Some farmers have adopted one or more of the following to facilitate supervision and crowd control: check-in stations, designated parking areas, checkout area between field and vehicles, a supervised play area for children, and transportation from check-in or parking areas to fields. Such measures add to farmers' cost of operations and must be recovered through higher product prices. Nevertheless, consumer prices for pick-your-own operations are usually the lowest among all direct-marketing methods. Consumers also benefit in being able to select fruits or vegetables that are, in their judgment, the freshest and best quality in the fields. Consumers do have to consider their added cost in time and transportation, and the inconvenience involved in this method.

Some products do not lend themselves to the pick-your-own method because some experience, skill, or strength are required to determine optimum maturity and to harvest the produce. Picking out ripe watermelon or mature sweet corn, for example, requires a fair amount of expertise; harvesting apples and cherries from a fully mature standard tree (nondwarf stock) requires both strength and skill to move and climb ladders.

Roadside stands or markets represent the retailing operation of a farmer-to-retail integrated operation for farm produce. The stand (market) consists of facilities to display and protect farm produce. When "stands" and "markets" are differentiated it is largely on the basis of the kind of facilities provided. In general, facilities for roadside markets are larger and more modern than roadside stands. The latter may offer only temporary shelter and minimum facilities for storing and displaying produce.

Some roadside markets have elaborate facilities, including refrigerated coolers for storing produce as well as refrigerated display cases. Such markets generally stay open a longer period of time and offer a wider array of products, including nonfood products, for customer convenience and to help spread the overhead costs of the facility. Operators of such markets frequently purchase part of their products from other farmers, as well as from conventional wholesale outlets.

Roadside stands are located adjacent to a public road. Some of the costs associated with conventional marketing are eliminated or materially reduced with this method, so farmer-operators can charge lower prices to consumers while at the same time enhancing their own income. The costs for transportation from the farm to shipping points, shipping containers, and handling charges of assemblers and wholesalers are eliminated. Additional economies may be obtained in the integrated operation from greater use of both family and hired labor, and other inputs among the various production and marketing components of the operation.

Operators of retail farm outlets (including roadside markets or stands) do have additional operating costs not incurred by farmers selling to conventional wholesale buyers. Such costs include the fixed and variable costs of their physical facilities (such as interest, taxes, depreciation, repairs, parking lots, utilities, and insurance), labor for operating the stand, consumer packaging materials, advertising, and other items required to satisfy the demand of consumers. The extent of such additional cost items is closely related to the size and elaborateness of the facilities, customer traffic, and sales volume. However, the larger, higher volume markets may gain economies of scale that lead to lower per-unit costs for labor and other items.

The farmers' market is a designated location where a group of farmers can sell their products directly to consumers. These markets are usually located within or near urban centers and may be owned and maintained by farmers' cooperative associations or by local or State governments. Facilities may range from an open lot where farmers park their vehicles and display products to enclosed buildings with display counters, lights, heat, and refrigeration. Regardless of ownership, farmers usually pay a fee for the space occupied to cover maintenance costs and advertising. Some markets are open every day of the week, but most are open only on certain days. ^{7/}

Prices for produce at farmers' markets tend to be lower than prices for similar items in foodstores. Consumers also have a wide array of products from which to choose since a number of growers offer their goods for sale. This concentration of farmer marketers and the close proximity to large numbers of urban consumers tend to attract large numbers of customers.

Some farmers sell directly from a farm building or an off-road stand or market. This method is similar to the roadside stand, except that the facilities are less formal and may be used primarily for other purposes. Moreover, the personnel serving customers usually perform other duties between customer visits. Many large, specialized farm operators that sell most of their production through conventional outlets use this method of direct marketing to dispose of that part of their production that does not meet or exceeds the requirements of conventional outlets. Such products include undersized or oversized fruit, and fruit too ripe to withstand the rigors of the conventional marketing system.

House-to-house delivery or door-to-door selling is the most expensive method of direct marketing for farmers. Farmers

^{7/} During recent years there has been a significant growth in the number of farmers' markets. Part of the growth has resulted from activities conducted under section 5 of the Direct-Marketing Act of 1976, while others have been established by municipal governments, Chambers of Commerce, and similar organizations to meet the demands of consumers and small farmers.

using this method perform all the marketing services performed by the conventional marketing system plus delivery of items to the consumer's door. This method was relatively important in past years, especially for products such as milk, butter, and eggs that were purchased regularly and could be delivered on a consistent schedule. ^{8/}

THE 1979 SURVEY

The survey of direct-marketing farmers conducted during December 1979 in Colorado, Connecticut, Delaware, Maryland, Massachusetts, New York, Rhode Island, Tennessee, and Wisconsin revealed that approximately 44,000 farmers in those States (about 15 percent of all farmers in those States) sold about \$260 million worth of farm products directly to consumers in 1979 (table 1).

The leading products sold, by dollar value, were floral and nursery products (including bedding plants), apples, strawberries, peaches, sweet corn, tomatoes, livestock and poultry products, dairy products, and honey and syrups. The only States in the survey with a significant volume of dairy product sales were New York, Colorado, and the three southern New England States.

When asked to indicate their plans for direct marketing over the next 5 years, about 38 percent of all the farmers responding said they plan to continue at the same level as in 1979 (table 2). Almost 28 percent said they would increase their direct marketings, about 15 percent planned to reduce their direct marketings, and about 20 percent were undecided.

The \$260 million in direct sales to consumers by those farmers who sold all or part of their total production through direct sales methods represented only 2 percent of total sales of all farmers in the nine States but 24 percent of total sales of the farmers in those States who sold some or all of their product directly to consumers. ^{9/} The percentage of total production of specific farm products by farmers selling directly to consumers in the nine States varied from about 4 percent for plums and sweetpotatoes to 84 percent for strawberries and 97 percent for other berries (mainly blueberries, blackberries, and raspberries). The percentage of production of direct-marketing farmers that was sold direct in each State was associated with the size of operation, availability of harvest labor, and the availability of conventional market outlets, which in turn depends on the volume of commercial production. For example, over 60 percent of the apple crop was sold direct to consumers in Tennessee and Wisconsin; but in Colorado, New York, and Maryland, where apples are produced chiefly by large, specialized growers, 20 percent or less of apple production was sold

^{8/} The sales volume sold to consumers by this method in the States surveyed in 1979 and 1980 was not of sufficient magnitude to warrant separate tabulation.

^{9/} Based on total units produced (bushels, pounds, dozen, etc.) and units sold direct to consumers weighted by dollar value of direct sales of specific products.

through direct-market outlets. Similar variations in the percentage of production of specific products sold direct to consumers can be observed in table 3.

Comparison of
Direct-Marketing
Methods

Eighty-five percent of direct-marketing farmers used only one method to sell direct to consumers, 1 percent used two methods, and 2 percent used three or more methods.

Sales at a farm building, including the farmhouse, were the leading direct sales method in all nine States, used by 59 percent of all farmers (table 4). That method was followed by roadside stands (15 percent), farmers' markets (8 percent), and pick-your-own (8 percent). About 27 percent of farmers utilized other methods such as house-to-house delivery, catalogue and mail order, farm vehicles parked on roadsides and in parking lots, mobile markets, and other methods not separately tabulated because of the relatively small volume sold through each method. Although sales from a farm building were the leading method used in each State, the importance of other methods varied considerably among States (tables 5-10).

Products Sold

Between 50 and 90 percent of strawberries were sold by the pick-your-own method in all States. Approximately 31 percent of total fruit sales in the nine States were by the pick-your-own method, ranging from 7 percent in Colorado to over 50 percent in Wisconsin. The pick-your-own method was less important for vegetable products, floral and nursery products, and products included in the "other product" category. Christmas trees and firewood accounted for all sales by this method for products in the "other product" category. Roadside stands were important direct sales outlets for all kinds of fruits, vegetables, and melons in all States, accounting for about 50 percent of direct-marketed fruits and nuts (ranging from 17 to 65 percent among the nine States), and 60 percent of direct-marketed vegetable and melon sales (ranging from 37 to 88 percent). About 16 percent of the total direct sales of floral and nursery products (ranging from less than 1 percent to 35 percent) were sold through roadside stands. Bedding plants, potted plants, and shrubs accounted for substantially all floral and nursery products sold by this method. About 6 percent of the total sales of products in the "other" category were sold through roadside stands (ranging from less than 1 to 25 percent among States). Eggs, Christmas trees, honey and syrup, and processed fruits accounted for most of these sales.

Direct sales of farm products from a farm building (not adjacent to a public road) varied from 27 percent in the southern New England States to 70 percent in Colorado for an overall average (for all products) of 38 percent. This was the most important method of sales for products in the "other" category and for floral and nursery products, accounting for 53 and 41 percent of sales, respectively. About 13 percent of total fruit sales and 18 percent of vegetable and melon sales were by this method.

Sales through other methods of direct marketing (house-to-house delivery, from vehicles parked on roads or in parking lots, and mail order) accounted for 43 percent of floral and nursery product sales and 40 percent of sales of products in the "other" category, but only about 1 percent each of fruit, vegetable, and melon sales. The relatively high percentage of sales of floral, nursery, and other products by these other methods can be at least partially explained by the nature of the products in these categories, traditional methods of selling, and the degree of integration in some of the farming operations. For example, in some floral and nursery operations, production and marketing are integrated to the extent that floral arrangements are prepared and delivered directly to the consumer; in addition, some nurseries provide landscaping service. Other examples include the traditional butter-and-egg home delivery routes and home delivery of milk by some dairy producer-distributors.

Added and Avoided Costs

Each method of marketing has its own inherent costs. In choosing a method of marketing, a farmer ought to consider all costs associated with each method in relation to expected returns and to the volume of sales for each method. The direct-marketing farmers surveyed were asked to identify added costs they incurred and costs they avoided for the direct-marketing method (or methods) they employed as compared with the cost of selling through conventional market outlets (table 11). The variations in the responses for specific added cost items among users of different methods were generally logical. Farmers selling at public farmers' markets have additional costs for stall rent and transportation. Farmers using the pick-your-own method have additional advertising costs, but lower costs for labor, transportation, and containers. Overall, the pick-your-own direct marketers generally reported fewer added costs and avoided more costs than farmers using other methods.

Labor, containers, and transportation were reported as both an added and avoided cost, and for some methods these may appear to be inconsistent. However, most of these apparent inconsistencies in percentages can be explained by the number of farmers replying, and the type or kind of labor and containers used. For example, pick-your-own operators would avoid harvest and packinghouse labor cost, but would require labor for supervision, crowd control, and sales. Container costs avoided were largely packing crates or shipping containers, but additional container costs represented consumer packages used in the retail operation.

Advertising was a major added cost item for all methods of direct marketing, except for public farmers' markets; ranging from about 30 to 64 percent of farmers using each method. Pick-your-own and roadside stand operators were the heaviest users of media advertising and many used more than one medium as evidenced by the sum of the percentages using each medium--about 1.3 times the total reporting the use of advertising, including "word of mouth" by customers. Pick-your-own direct

marketers were heavier users of newspaper advertising than roadside stand operators but the latter were heavier users of road signs and radio, and used direct mail to about the same extent as pick-your-own operators. Only 8 percent of the farmers using a public farmers' market reported advertising as an added cost item. However, advertising is an indirect cost to most of these farmers, since most markets do incur advertising costs, which are included in the stall rent and market fees paid by participating farmers.

Location of Farms

A successful direct-marketing operation must generate a sales volume large enough to cover operating expenses, and earn sufficient profits to cover risk and competitive returns on invested capital. Therefore, the location of a direct-marketing enterprise with respect to population concentrations and accessibility to potential customers affects its feasibility and potential profitability. Farmers were asked in the survey about the size and distance to the closest cities and towns with and without public farmers' markets (tables 12-25) and the type of road accessible to their farms (table 26).

The potential numbers of customers for a farmer depends largely upon the population of nearby urban centers, the distance to such urban centers, and the types of roads potential customers must travel. The population of nearby urban areas generally governs the number of customers who can be attracted to the market outlet. But the inconveniences associated with travel and accessibility limit the number of customers that can be attracted to farms or direct market outlets.

The population of the city nearest to almost two-thirds of direct-marketing farmers in the nine States was under 10,000 and the population of the nearest city for an additional 22 percent of these farmers was between 10,000 and 50,000 (table 12). That is, fewer than 15 percent of the farmers were close to cities of over 50,000. Only farmers using public farmers' markets showed a significant number (28 percent) located near a city with a population of 100,000 or more.

The size of the nearest city with a farmers' market for 35 percent of all farmers was between 10,000 and 50,000, followed by cities between 100,000 and 500,000 for 25 percent of the farmers, and under 10,000 for 23 percent of all farmers (table 12).

The distribution of direct-marketing farmers with respect to the size of the nearest city with and without public farmers' markets varied considerably from the overall averages among States (tables 13-25). This variation among States is associated with the number of urban areas within each State and the degree of industrial activity in smaller cities and towns.

About 89 percent of direct-marketing farmers in the nine States were located less than 20 miles from the nearest city (table 22). Almost 75 percent were less than 10 miles from the

nearest city; 14 percent were between 10 and 20 miles; and 11 percent were more than 20 miles from the nearest city.

Farmers using the pick-your-own, roadside stand, and public farmers' markets were more likely to be more than 20 miles from the nearest city than farmers using other methods (18-25 percent versus about 7 percent). However, except for those using farmers' markets, between 40 and 48 percent of farmers were located within 5 miles of the nearest city.

The impact of distance from potential customers in choosing methods to sell directly to consumers is illustrated in table 22. Farmers seem to prefer other methods when the distance to a public farmers' market increases. This tendency was especially pronounced for farmers selling to consumers through roadside stands, farm buildings, and other methods. About 44 to 57 percent of the farmers using these methods were located 20 miles or more from cities with public farmers' markets.

The type of road accessible to direct-marketing farmers affects the convenience or inconvenience to potential customers. The importance of access to a paved road or street is clearly illustrated in table 26: only 9 percent of direct-marketing farmers were located on unpaved roads, 63 percent were located on secondary paved roads, and 16 percent were located on U.S. and major State highways.

Use of Advertising

Advertising was one of the leading added cost items incurred by direct-marketing farmers compared with selling to conventional wholesale buyers. About 84 percent of the farmers reported using some form of advertising, ranging from about 77 percent in Maryland and Delaware to 86 percent in the southern New England States (table 27). Almost 80 percent indicated that they relied on "word of mouth" advertising by satisfied customers to attract potential customers. While "word of mouth" information conveyed by satisfied customers does not meet the classical definition of advertising (using public media--news-papers, radio, television, etc.--for a fee), it is conceded to be one of the most effective means of attracting customers for products and services, since the personal endorsement of friends and acquaintances tends to be believable. However, producers of goods and services must attract an initial core of customers, and continually strive to maintain and broaden their base of customers by other means as there is a continuous loss of customers through attrition. Direct-marketing farmers used various media to inform customers of their existence and the products available for sale. Road signs, newspapers, direct mail, and radio were the most important media for direct-marketing farmers in the nine States surveyed.

The low percentage of farmers selling through farmers' markets who reported advertising costs is understandable since the managers of such markets conduct their own advertising and publicity to attract customers. Thus, farmers who did not use other methods of direct selling or advertise individually probably would not incur any direct advertising costs.

Pick-your-own and roadside stand operators were the heaviest users of media advertising and many used more than one medium as evidenced by the sum of the percentages using each medium--about 1.3 times the total reporting the use of advertising, including "word of mouth" by customers. Pick-your-own direct-marketers were heavier users of newspapers than roadside stand operators but the latter were heavier users of road signs and radio, and used direct mail to about the same extent as pick-your-own operators (table 27).

The use of various types of advertising by direct-marketing farmers selling from a farm building and using other methods was approximately the same as the average for all direct-marketing methods.

Characteristics of Direct-Marketing Farmers

Almost three-fourths of the direct-marketing farmers in the nine States surveyed in 1979 had total farm sales of less than \$20,000 annually (table 28). These farmers accounted for only 20 percent of the nine-State total direct farmer-to-consumer sales, ranging from a low of 7 percent in Colorado to 46 percent in Tennessee. Those size characteristics of direct-marketing farmers in the nine States are similar to the size characteristics of all farmers in the United States.

Full-Time and Part- Time Farming

Almost two-thirds of the direct-marketing farmers in the nine States were part-time farmers with off-farm sources of income (table 29). The ratio of full-time and part-time direct-marketing farmers varied considerably among the States. Full-time farmers ranged from a high of 55 percent in Colorado to a low of 14 percent in Maryland and Delaware. There was less variation in the overall (nine-State total) ratios of full- and part-time farmers among direct-marketing methods; the percentage of full-time farmers ranged from 26 percent of those using public farmers' markets to 37 percent for those selling from a farm building. However, the percentage of full- and part-time farmers varied significantly among marketing methods both between and within States.

Direct marketing was thus important to both full- and part-time farmers as a means of supplementing their income. Direct marketing may be the primary outlet for small full-time or part-time farmers who do not produce in sufficient quantities to attract large-volume conventional buyers. Large-scale, full-time farmers also use direct-market outlets to dispose of products that do not meet the requirements of conventional buyers, and for salvage and gleaning operations. Pick-your-own and sales from a farm building are direct-marketing methods frequently used by large-scale commercial operators in salvage or gleaning operations when harvest and marketing costs associated with selling to conventional shipping points and wholesale buyers exceed prices paid by such buyers.

Products Produced

Direct-marketing farmers in the nine States generally grew several products (table 30). Over a third produced field crops; almost half produced livestock; a fourth produced poultry and vegetables; 15 to 18 percent produced fruits and nuts,

dairy products, floral and nursery products, and other products such as cider, honey, syrup, and forest products. The sum of the percentages of direct-marketing farmers producing products in each of these categories was 196 percent for all nine States, ranging from 150 percent to 227 percent among States. Thus, it can be surmised that on the average each farmer produced products in about two product categories.

Direct marketing was one of two or more enterprises on most farms, and supplemented income from other farm enterprises and from nonfarm sources. For example, field crops are inputs for other products or require further processing for human consumption; thus, the 36 percent of farmers who produced field crops produced other types of products that were marketed directly to consumers. The same can be said for most producers of livestock, dairy products, and poultry, since the sale of consumer products derived from these commodities must adhere to rather rigid health regulations. Direct sales of livestock and livestock products are generally limited to those areas where custom slaughter and processing facilities are available. Thus, we surmise that most farmers producing livestock sold the majority of their livestock production through conventional channels and produced other products for direct sale to consumers. Live poultry sales are also limited by the availability of slaughter and processing facilities, although a limited amount of live poultry (primarily turkeys and roasting chickens) are sold direct to consumers for home processing.

Farmers selling dairy products directly to consumers are classified as producer-distributors. These producer-distributors must adhere to most of the same regulations pertaining to health and sanitation as large-scale dairy handlers and distributors. Therefore, due to capital requirements for facilities and equipment, and economies of scale associated with processing and distribution, the number of producer-distributors has declined significantly since World War II. Those that still sell direct to consumers are likely to be relatively large operations located in areas where home delivery systems and specialty milk stores prevail or have advantages not available to all producers.

Regulatory requirements for selling eggs directly to consumers are less stringent than those for meats and dairy products. Sales of eggs accounted for a large part of poultry products sold directly to consumers. About 25 percent of direct-marketing farmers in the nine States produced poultry and poultry products.

Fresh fruits, nuts, melons, and vegetables require only removal of spray residue, dirt, trash (leaves, stems, etc.) and sorting to remove damaged or decayed products before selling to consumers. About a fourth of the direct-marketing farmers surveyed produced and sold vegetables and melons and 17 percent produced and sold fruits directly to consumers, but total direct sales of fruit and vegetables were about equal, approximately \$41 million each (table 1).

Reasons for Selling
Directly to
Consumers

When questioned why they sold products directly to consumers most farmers gave more than one reason (table 31). Although the wording varied somewhat among individual answers, the reasons were grouped into four major categories:

- Higher prices and income.
- Access to market.
- Social reasons.
- Labor-related reasons.

The higher prices and income responses, given by three-fourths of all farmers, included these items per se as well as such statements as "cutting out middleman," "capturing middleman's profit," and "reducing marketing cost." Replies about market access, given by about two-thirds of farmers, included "easily accessible to market" as well as "not marketable in regular channels," "volume too small for conventional outlets," "outlet for excess produce," and "only available outlet."

Social-related reasons included: "accommodate customers," "opportunity to socialize," "enjoy meeting people and talking with customers," and "tradition." Labor-related reasons were about evenly divided between opportunity to employ family labor gainfully, and unavailability of harvest labor. The latter was given most frequently by farmers utilizing the pick-your-own method of direct marketing. Fewer than 15 percent of those interviewed gave a number of miscellaneous reasons such as "to meet competition" and "customers just come to the farm."

Reasons for Not
Selling Directly
To Consumers

Farmers surveyed in the nine States who did not sell directly to consumers were asked to give their reasons for not doing so. The number of farmers and the distribution of reasons given are summarized in table 32. The leading reason given for not selling directly (almost 75 percent of those responding) involved the products produced. That is, some products do not lend themselves to direct marketing to consumers without further processing, and investments and costs associated with processing would be excessive for economical operation. "Too much trouble" was the second leading reason (by 28 percent of farmers) for not selling directly to consumers. Twelve percent of the farmers said their volume was too large to rely on direct sales to consumers as an outlet for their production, and 6 percent gave other reasons such as government regulation, not enough potential customers, produce under contract, and location of farm with respect to urban centers.

On the basis of products produced, the reasons appear to be logical except for producers of vegetables, fruits, and nursery and greenhouse products. From 30 to 44 percent of these producers (of fruits, vegetables, etc.) indicated that they did not sell directly to consumers because of the commodity produced, which appears to be inconsistent since such products were the leading products sold by farmers selling directly to consumers. However, these answers may have resulted from how questions were asked and how data were recorded and tabulated. That is, farmers who had gross sales of agricultural products

of \$1,000 or more were asked to list commodities or products produced on their farms and whether they sold any of their products directly to consumers. Those farmers selling directly to consumers were asked for detailed information, but those who did not were only asked their reasons for not selling directly to consumers. Answers given were tabulated for each commodity or product produced. Thus, some farmers may have produced primarily field crops or livestock, and also produced fruits or vegetables for their own use. Under such circumstances the answer to the question of reasons for not selling directly to consumers would probably pertain to the primary enterprise rather than fruits and vegetables; but such answers would be tabulated for fruits and vegetables as well as for the primary commodities produced. Since farmers were not asked their reasons for not selling each type of individual product it is not possible to distinguish whether the reasons given pertained to all types of products produced, or only to the primary products produced. However, it seems more rational to conclude that the reasons pertained to their primary commodities.

THE 1980 SURVEY

A March 1980 survey of farmers in California, Illinois, Missouri, northern New England, and Texas showed that 20,786 farmers in those States (about 5 percent of all farmers in those States) sold almost \$126 million worth of farm products directly to consumers in their 1979 marketing seasons (table 33). ^{10/}

The leading products sold, by dollar value, were floral and nursery products (including bedding plants), apples, strawberries, peaches, sweet corn, tomatoes, melons, potatoes, livestock and poultry products, Christmas trees and forest products (primarily firewood), honey and syrups, dairy products, nuts, and wine. The value of specific product sales varied considerably among States. This variation can be associated with: specialized producing areas for certain products such as citrus and nuts in California and Texas and dried fruits in California; and high unit values of specified products and possible sampling errors in data for such products. Since the value of products sold directly to consumers was estimated by expansion of sample data, the values for individual products may be overstated or understated. That is especially true for products not sold by most farmers in specific areas of a State, and when expansions were based on a small number of farmers in the State. However, category totals and the total value of all products sold directly by farmers within each State are considered to be reliable since overestimates and underestimates for individual products are likely to offset one another in the totals.

When asked to indicate their plans for selling directly to consumers over the next 5 years, 55 percent said they would

^{10/} Due to the relatively small number of farmers in the individual State samples; Maine, New Hampshire, and Vermont were treated as a single sampling unit in order to increase the reliability of estimates.

continue at the same level; 16 percent planned to increase direct selling; 14 percent planned to reduce their direct selling; and 15 percent were undecided (table 34). Farmers' direct-marketing intentions varied considerably among States. A significantly higher percentage of farmers in northern New England and Texas indicated they would increase their direct sales to consumers than for those in other States. In contrast, a significantly higher percentage of Missouri's direct-marketing farmers intended to reduce direct selling than was found for other States. Similar variations in planning direct-marketing activities was observed among farmers employing various methods of direct selling. Those using pick-your-own, roadside markets, and farmers' markets were more likely to increase direct sales to consumers than those using other methods. Those selling direct to consumers from a farm building were the least likely to change. Assuming those farmers who were undecided on plans for the next 5 years at the time of the survey follow plans proportionate to those who indicated definite plans, direct sales to consumers by farmers in these States are likely to increase by a small amount during the next 5 years.

The \$126 million in direct sales of farm products by farmers who sold all or part of their total production direct to consumers represented 0.4 percent of total sales of all farmers in the seven States. But this amount represented 17 percent of the total sales of farmers in the seven States who sold part or all of their production directly to consumers (based on total units--bushels, pounds, etc., produced). The proportion of specific products sold direct to consumers varied from 2 percent to about 70 percent (table 35). Compared with earlier surveys, the 1980 survey found significantly lower proportions of total sales by all farmers and total sales of farmers selling direct to consumers. The differences between this survey and the others are probably associated with differences in the dominant types of agricultural enterprises in the States, the presence or absence of conventional market buyers, and the nearness of urban population centers to the farms. Except for northern New England, the States surveyed in 1980 are among the leading States in the commercial production of field crops (including grains and cotton), livestock (cattle and hogs), and specialized production of fruits and vegetables.

Comparison of Direct-Marketing Methods

Selling from a farm building was the most popular method of selling directly to consumers by farmers surveyed in 1980, followed by roadside stands, public farmers' markets, and pick-your-own methods (table 36).

Products Sold

The distribution of total sales through different direct-marketing methods varied among States and product categories within States (tables 37 through 41). The pick-your-own method was an important outlet for fruits and selected vegetables (green beans, tomatoes, peppers, and pumpkins). About the only products in the other product category sold by this method were Christmas trees and firewood. Roadside stands and farm buildings were utilized for all product categories and public

farmers' markets were relatively more important as an outlet for vegetables than for other product categories. A significant volume of floral and nursery sales were made through other methods (primarily direct delivery and mail order).

Added and Avoided Costs

Farmers selling directly to consumers incur some added cost for providing marketing services that are normally provided by the conventional marketing system. At the same time they also avoid some cost they would incur if products were sold to conventional wholesale buyers. Added and avoided cost items and the percentage of farmers reporting each by marketing methods are shown in table 42.

The added cost items are those associated with the retailing phase of the operations (serving customers) including advertising, insurance, supervisory and clerk labor, utilities, transportation, and consumer containers. Avoided cost items were those associated with selling to wholesale buyers, such as shipping containers, brokers' commissions, transportation, storage, and packinghouse labor.

Location of Farms

Eighty-five percent of the direct-marketing farmers were nearest towns with populations of less than 50,000. About 64 percent of the growers said the town nearest them had a population of less than 10,000 (tables 43-48).

The distance to the nearest city was less than 10 miles for 64 percent of the direct-marketing farmers (tables 49-54). Overall, the seven-State totals showed that growers utilizing onfarm methods of direct marketing were nearer to population centers than were those who sold at farmers' markets. Almost 67 percent of the respondents selling produce through farmers' markets had farms located 20 or more miles from the nearest city, and 69 percent lived 20 or more miles from the nearest city with a public farmers' market. Farmers in northern New England generally were closer to cities, and 84 percent of those selling through farmers' markets in that region operated farms fewer than 5 miles from a town with such a market (table 53).

About half the direct marketers surveyed had access to a secondary paved road. The access to such roads ranged from 84 percent of the farmers in California to about 28 percent of those in northern New England. Operators of roadside stands tended to be located on U.S., State, and divided highways, while growers marketing produce by the pick-your-own method and from farm buildings accounted for the greatest proportion of farming operations located on unpaved roads (table 55).

Use of Advertising

As in earlier surveys, word of mouth was the most frequently mentioned method farmers used for promoting their direct-marketing operations, but they also used newspapers, radio, television, and direct mail advertising to attract customers. Roadside stand operators led in the use of newspaper advertising and signs along the road or highway. Overall, about 12

percent of the growers reported using no advertising or promotional efforts in their direct marketing (table 56).

Characteristics of
Direct-Marketing
Farmers

About 60 percent of direct-marketing farmers in the seven States surveyed in 1980 had total farm sales (direct and conventional) of less than \$20,000 annually, and they accounted for about 17 percent of direct sales to consumers (table 57). The remaining 40 percent of direct-marketing farmers had annual gross sales of farm products of \$20,000 and over and accounted for approximately 83 percent of all direct sales. The percentage of direct-marketing farmers with annual gross sales of farm products under \$20,000 ranged from 45 percent in Missouri to 79 percent in Texas, and the percentage of direct sales to consumers by these farmers ranged from 12 percent in Illinois to 29 percent in Texas. In previous surveys, about 75 percent of the direct-marketing farmers had gross sales of farm products below \$20,000 annually and accounted for 20 to 25 percent of total sales made directly to consumers.

Full-Time and Part-
Time Farming

Sixty-three percent of direct-marketing farmers in the seven States surveyed in 1980 were part-time farmers (had off-farm income). Missouri had the highest percentage of part-time direct-marketing farmers (91 percent), followed by Texas, California, northern New England, and Illinois (table 58). Illinois, with 63 percent full-time farmers, was one of 2 States among the 22 surveyed between 1978 and 1980 in which the majority of direct-marketing farmers were full-time farmers (the other State was Colorado with 56 percent full-time farmers).

Direct-marketing farmers utilizing public farmers' markets had a significantly higher percentage of part-time farmers than those using other direct-marketing methods. Similar findings were obtained in the distribution of part-time farmers among marketing methods utilized for the surveys conducted in 1978 and 1979. The consistency of these findings indicates that public farmers' markets may offer unique advantages to small part-time farmers with only a limited amount of time to market their produce.

Products Produced

Direct-marketing farmers generally produce products in more than one product category--field crops, fruits and nuts, vegetables, livestock, and dairy (table 59). Direct-marketing farmers produced one or more products in an average of 1.8 product categories ranging from 1.3 in California to 2.4 in Missouri. Livestock was the leading product category in the percentage of farmers represented (51 percent), followed by field crops, fruits and nuts, poultry, vegetables, and about 10 percent each for dairy and floral and nursery products. The percentage of farmers producing in each product category varied significantly among States. This appeared to be associated with the dominant type of farming in each State. For example, California, northern New England, and Texas had a significantly higher percentage of farmers producing fruits and vegetables than Illinois and Missouri, which had a higher percentage producing field crops.

Reasons for Selling Directly to Consumers	The farmers surveyed in 1980 cited the same reasons for selling directly to consumers as farmers in the previous surveys: higher income, access to market, and labor (table 60). As in previous surveys, a large percentage of farmers (94 percent) gave social reasons, such as "like to meet people" and "opportunity to socialize" in addition to the economic reasons.
Reasons for Not Selling Directly to Consumers	The major reasons for not selling directly to consumers were the same as in 1979—"commodity produced," "too much trouble," and "volume too large"; but the percentage for each reason varied significantly between the two years (table 61; compare with table 32 for 1979 responses). These differences in responses could be associated with the States surveyed or sampling variability.
PROBABLE TRENDS IN FARMER-TO-CONSUMER DIRECT MARKETING	<p>The volume of farm products sold directly by farmers to consumers tends to be limited for a number of reasons:</p> <ul style="list-style-type: none"> • Some farm products are not consumed in their natural form and economies of scale are involved in the processing and distribution of consumer products derived from raw agricultural products. • The seasonal nature of production of most products consumed in their natural state limits the marketing season. • Health and sanitary regulations for food processing and associated costs of compliance tend to discourage or deter small-scale community plants for processing and preserving locally produced farm products, but such regulations are not applicable to home preserving food products for one's own consumption. <p>Other forces, however, tend to encourage farmer-to-consumer direct marketing. Consumers resist food price increases in the conventional marketing system that have accompanied inflationary forces. At the same time, inflationary forces and consumer resistance have depressed the farm prices of agricultural products. These economic forces encourage consumers to buy directly from farmers and preserve food at home for future use as a means of lowering their food costs. These forces also encourage farmers to perform some or all of the marketing services provided by the conventional marketing system as a means of increasing their incomes. Direct-marketing farmers are able to eliminate or reduce some marketing costs (such as shipping containers, shipping point selling costs, and transportation costs) and thereby sell at lower prices to consumers. Other advantages encouraging direct farmer-to-consumer marketing include: products can be harvested at their optimum stage of maturity for best eating quality, the reduced length of time products are in the marketing channels prolongs the shelf or usable life in the consumer's home, and both consumers and farmers can gainfully employ underutilized family labor in direct-marketing activities. In addition to these advantages, under certain conditions, local food-processing plants that</p>

provide custom service to consumers for a fee, such as community canning plants and local slaughter plants, are economically viable. ^{11/} Such plants provide a means to conform to health and sanitary regulations, and further encourage direct farmer-to-consumer transactions. Moreover, they encourage large volume transactions and potentially greater savings to consumers and gains to farmers.

Increased awareness of benefits and popularity of direct farmer-to-consumer marketing is evidenced by the intentions expressed by farmers in the nine States surveyed in 1979 and seven States surveyed in 1980 pertaining to their future direct-marketing activities, the substantial increase in the number of public farmers' markets in recent years, and the increased number of articles pertaining to direct marketing in daily newspapers. Large metropolitan newspapers now often feature direct-marketing articles with a list of farmers in surrounding areas who have on-farm markets and pick-your-own operations. ^{12/}

Direct farmer-to-consumer marketing is most likely to increase for:

- Relatively high-value farm products--fresh fruits and vegetables, floral and nursery products (including bedding plants), Christmas trees, firewood, and meats for home freezers and frozen food lockers.
- Small and part-time farmers within 20 miles of urban population centers.
- Complementary enterprises on larger farms with under-utilized resources.
- Auxiliary salvage markets for commercial fruit and vegetable producers for that part of their production not suitable for conventional market outlets.

^{11/} David Paul Crawford, op. cit.

^{12/} For example, see Washington Post, Weekend section pages 1, 34, and 35, May 22, 1981.

Table 1--Value of products sold directly to consumers, by product and State, 1979 ^{1/}
(To compare with 1980 survey, see table 33)

Item	Unit	Colorado	Maryland and Delaware 2/	New York	Southern New England 3/	Tennessee	Wisconsin	Nine-State total (or aver- age)
Fruits and nuts:								
Apples	Dol.	211,159	1,254,018	8,825,632	9,286,830	925,801	3,766,115	24,269,555
Strawberries	Dol.	4,254	1,488,781	2,452,125	1,911,374	569,125	1,618,691	8,044,287
Other berries	Dol.	266	26,000	873,429	535,614	12,851	901,085	2,349,245
Peaches and nectarines	Dol.	301,494	1,528,605	575,800	1,172,548	253,439	0	3,831,886
Cherries	Dol.	113,513	22,991	120,049	23,450	0	224,190	504,193
Pears	Dol.	119,016	76,318	226,919	392,592	0	21,290	836,135
Grapes	Dol.	1,276	23,005	231,657	57,662	0	20,774	334,374
Plums	Dol.	16,727	14,704	110,853	157,659	0	907	300,850
Other	Dol.	31,408	5,119	0	4,548	2,237	18,520	61,832
Total fruit and nut sales	Dol.	799,113	4,439,478	13,416,464	13,542,277	1,763,453	6,571,572	40,532,357
Average fruit sales per farmer	Dol.	1,800	8,808	12,434	11,370	1,702	2,518	5,905
Farmers selling fruits and nuts	No.	444	504	1,079	1,191	1,036	2,610	6,864
Vegetables and melons:								
Sweet corn	Dol.	112,084	970,261	5,833,660	3,473,709	60,978	544,619	10,995,311
Tomatoes	Dol.	152,754	335,843	2,307,173	1,696,940	2,127,437	283,003	6,903,150
Melons	Dol.	176,320	148,024	999,906	163,705	139,911	178,489	1,806,355
Potatoes	Dol.	135,572	252,356	6,365,121	363,193	24,904	238,265	7,379,411
Green beans	Dol.	17,967	97,570	770,227	360,205	71,268	206,619	1,523,856
Cabbage, broccoli, cauliflower, brussels sprouts	Dol.	9,317	51,266	1,159,569	314,574	1,245	134,958	1,670,929
Squash	Dol.	13,947	66,712	834,127	540,357	1,807	159,998	1,616,948
Peppers	Dol.	42,317	4,326	308,446	321,374	0	6,499	682,962
Cucumber	Dol.	27,328	30,973	984,850	329,991	14,297	133,084	1,520,523
Pumpkins	Dol.	7,156	243,710	4,806,830	502,439	0	57,159	5,617,294
Green peas	Dol.	1,067	7,994	37,980	36,761	1,603	0	85,405
Asparagus	Dol.	13,543	349,592	33,542	1,589	0	31,792	430,058
Sweetpotatoes	Dol.	0	8,261	0	0	48,929	0	28,825
Other	Dol.	34,385	130,152	164,786	375,208	44,333	117,489	866,353

continued--

See footnotes at end of table.

Table 1--Value of products sold directly to consumer, by product and State, 1979 1/--continued

Item	Unit	Colorado	Maryland and Delaware 2/	New York	Southern New England 3/	Tennessee	Wisconsin	Nine-State total (or aver- age)
Vegetables and melons (cont'd):								
Total vegetable sales	Dol.	743,757	2,697,040	24,606,217	8,480,045	2,536,612	2,091,974	41,155,645
Average vegetable sales per farmer	Dol.	2,143	938	8,716	7,910	1,460	763	3,550
Farmers selling vegetables	No.	347	2,875	2,823	1,072	1,738	2,740	11,595
Floral and nursery:								
Total floral and nursery	Dol.	12,128,940	5,962,277	12,417,404	23,218,761	3,217,193	32,763,028	89,707,603
Average sales per farmer	Dol.	32,344	13,250	7,471	17,225	3,015	32,471	15,176
Farmers selling floral and nursery products	No.	375	450	1,662	1,348	1,067	1,009	5,911
Other products:								
Livestock, poultry, and livestock and poultry products	Dol.	1,653,835	6,496,328	18,881,556	7,244,150	397,753	17,007,819	51,681,441
Processed fruit products (cider, jelly, jam, etc.)	Dol.	2,222	123,886	782,083	957,015	0	115,598	1,980,804
Christmas trees and forest products	Dol.	7,579	2,985,569	342,555	2,062,011	1,253,371	1,380,156	8,031,241
Honey and syrups	Dol.	165,956	52,132	2,913,573	482,471	60,485	1,096,081	4,770,698
Dairy products	Dol.	5,011,453	15,560	8,168,064	1,180,614	5,714	10,085	14,391,490
Other	Dol.	2,903	1,249,721	4,825,369	910,638	489,941	56,606	7,535,178
Total other product sales	Dol.	6,843,948	10,923,196	35,913,200	12,836,899	2,207,264	19,666,345	88,390,852
Average sales of other products	Dol.	9,324	3,130	5,392	3,807	678	1,935	3,194
Farmers selling other products	No.	734	3,490	6,660	3,372	3,257	10,163	27,676

See footnotes at end of table.

continued--

Table 1--Value of products sold directly to consumers, by product and State, 1979 1/--continued

Item	Unit	Colorado	Maryland and Delaware 2/	New York	Southern New England 3/	Tennessee	Wisconsin	Nine-State total (or aver- age)
Total direct sales	Dol.	20,515,758	24,021,991	86,353,285	58,077,982	9,724,522	61,092,919	259,786,457
Farmers selling direct	No.	1,978	4,677	10,153	5,084	6,784	15,103	43,779
Average sales per farmer selling direct	Dol.	10,372	5,136	8,505	11,424	1,433	4,045	5,934
Total number of farmers in State	No.	26,300	19,200	45,000	9,390	94,000	95,000	288,890
Farmers selling direct	No.	1,978	4,677	10,153	5,084	6,784	15,103	43,779
	Pct.	7.5	24.2	22.6	54.1	7.2	15.9	15.2
Percent of cash receipts derived from direct marketing	Pct.	.6	1.9	3.9	10.7	.5	1.4	2.0

1/ Values of some specific products in each State subject to error (over and under estimate) due to relatively small number of farmers in State sample that provide information on which estimates were based. Estimates for the nine State totals for specific products, as well as category totals for each State and State totals for all products, however, are based on samples of sufficient size to provide reliable estimates.

2/ Maryland and Delaware treated as one State for reporting purposes because of small number of farms and sample size.

3/ Connecticut, Massachusetts, and Rhode Island. Treated as one State for reporting purposes because of small number of farms and sample size.

Table 2--Changes in direct-marketing operations anticipated through 1984,
by State and marketing method, 1979
(To compare with 1980 survey, see table 34)

Item	Number of farmers <u>1/</u>	Increase	No change	Decrease	Undecided	Total
	Number	Percent				
State:						
Colorado	1,978	10.5	49.7	6.1	33.7	100.0
Maryland and Delaware	4,677	30.4	33.3	16.2	20.1	100.0
New York	10,153	29.0	32.4	20.1	18.5	100.0
Southern New England <u>2/</u>	5,084	38.0	33.2	12.8	16.0	100.0
Tennessee	6,784	24.4	43.6	17.4	14.6	100.0
Wisconsin	15,103	25.3	39.7	11.0	24.0	100.0
Total and weighted average	43,780	27.5	37.6	14.6	20.3	100.0
Marketing method:						
Pick-your-own	3,699	31.8	21.0	17.2	30.0	100.0
Roadside stand	6,673	28.1	43.7	7.4	20.8	100.0
Farmers' market	3,736	35.4	28.1	16.5	20.0	100.0
Farm building	25,615	27.2	38.7	14.5	19.6	100.0
Other	11,530	36.8	29.8	15.0	18.4	100.0
Weighted average	NA	27.5	37.6	14.6	20.3	100.0

NA = Not applicable.

1/ Number of farmers by methods may not sum to total since some farmers use more than one marketing method.

2/ Connecticut, Massachusetts, and Rhode Island.

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continued--

See footnotes at end of table.

Table 3--Percentage of direct sales to total production of direct-marketing farmers,
by product and State, 1979--continued

Product	Colorado	Maryland and Delaware	New York	Southern New England ^{1/}	Tennessee	Wisconsin	Nine- State average
				Percent			
Floral and nursery (bedding plants, floral, and nursery products combined)	79	26	62	56	5	76	43
Other products:							
Livestock, poultry, and products	^{3/}	29	39	14	73	15	19
Christmas trees and forest products	100	51	29	38	99	48	46
Honey and syrups	17	64	2	67	52	33	5
Processed fruit	5	12	92	34	NA	91	36
Dairy	77	95	100	73	78	^{3/}	31
Other	100	51	99	57	100	100	97
Weighted average	6	34	18	20	91	15	16
Weighted average, all products	13	31	20	35	12	32	24

NA = Not applicable.

^{1/} Connecticut, Massachusetts, and Rhode Island.

^{2/} Also includes broccoli, brussels sprouts, and cauliflower.

^{3/} Less than 0.05 percent.

Table 4--Direct-marketing farmers, by marketing method, number of methods used, and State, 1979
(To compare with 1980 survey, see table 36)

Item	Unit	Colorado	Maryland and Delaware	New York	Southern New England <u>1/</u>	Tennessee	Wisconsin	Total or weighted average <u>2/</u>
Marketing method:								
Pick-your-own	No.	132	563	592	716	542	1,154	3,699
	Pct.	6.7	12.0	5.8	14.1	8.0	7.6	8.4
Roadside stand	No.	134	616	2,265	1,418	1,213	1,027	6,673
	Pct.	6.8	13.2	22.3	27.9	17.9	6.8	15.2
Farmers' market	No.	221	210	1,280	223	285	1,517	3,736
	Pct.	11.2	4.5	12.6	4.4	4.2	10.0	8.5
Farm building	No.	1,765	3,021	5,157	1,363	4,775	9,534	25,615
	Pct.	89.2	64.6	50.8	26.8	70.4	63.1	58.7
Other <u>3/</u>	No.	67	1,604	3,080	2,331	507	3,941	11,530
	Pct.	3.4	34.3	30.3	45.8	7.5	26.1	26.7
Total <u>2/</u>	No.	1,978	4,677	10,153	5,084	6,784	15,103	43,779
	Pct.	117.3	126.1	121.8	119.0	108.0	113.6	117.5
Methods used:								
One	No.	1,671	3,485	8,332	4,360	6,255	13,273	37,376
	Pct.	84.5	74.5	82.1	85.8	92.2	87.9	84.9
Two	No.	280	1,061	1,456	489	521	1,591	5,398
	Pct.	14.1	22.7	14.3	9.6	7.7	10.5	12.8
Three or more	No.	27	131	365	235	8	239	1,005
	Pct.	1.4	2.8	3.6	4.6	.1	1.6	2.3
Total	No.	1,978	4,677	10,153	5,084	6,784	15,103	43,779
	Pct.	100.0	100.0	100.0	100.0	100.0	100.0	100.0

1/ Connecticut, Massachusetts, and Rhode Island.

2/ Sum may exceed number of farmers selling directly to consumers or 100 percent because some farmers use more than one direct sales method.

3/ Includes catalogue and mail order, house-to-house delivery, and methods not elsewhere classified, such as truck tailgates on roadsides or parking lots.

Table 5--Colorado: Distribution of direct-marketing sales, by product and marketing method, 1979

[illegible]

Table 7--New York: Distribution of direct-marketing sales, by product and marketing method, 1979

[illegible]

NA = Not applicable.

1/ Less than 0.05 percent.

Table 8--Southern New England: 1/ Distribution of direct-marketing sales,
by product and marketing method, 1979

Item	Pick-your-own	Road-side stand	Farmers' market	Farm building	Other	Total
				Percent		
Fruits and nuts:						
Apples	9.2	71.8	5.5	10.8	2.7	100.0
Strawberries	68.1	31.0	2/	.9	0	100.0
Other berries	59.7	35.2	3.5	.4	1.2	100.0
Peaches and nectarines	1.2	87.7	2.6	8.5	2/	100.0
Cherries	0	0	0	0	0	0
Pears	7.3	58.7	19.9	13.9	.2	100.0
Grapes	34.9	59.6	0	0	5.5	100.0
Plums	0	72.0	13.8	14.2	0	100.0
Other	0	0	0	100.0	0	100.0
Weighted average, fruit and nut sales	18.4	65.9	4.8	9.0	1.9	100.0
Vegetables and melons:						
Sweet corn	.1	91.9	1.6	4.7	1.7	100.0
Tomatoes	12.4	81.6	1.5	4.5	0	100.0
Melons	0	98.3	1.4	.3	0	100.0
Potatoes	6.8	81.8	.5	4.7	6.2	100.0
Green beans	1.8	93.7	4.5	0	0	100.0
Cabbage, broccoli, cauli-						
flower, brussels sprouts	0	94.0	2.6	3.4	0	100.0
Squash	.2	69.7	2.4	16.8	10.9	100.0
Peppers	1.7	90.7	.4	7.2	0	100.0
Cucumbers	1.4	91.4	1.8	5.4	0	100.0
Pumpkins	.8	83.7	1.2	3.6	10.7	100.0
Green peas	1.1	98.9	0	0	0	100.0
Asparagus	NA	NA	NA	NA	NA	NA
Sweetpotatoes	NA	NA	NA	NA	NA	NA
Other	0	95.3	1.0	3.7	0	100.0
Weighted average, total vegetable sales	3.6	87.7	1.6	5.0	2.1	100.0
Floral and nursery	1.1	34.7	.1	40.1	24.0	100.0
Other products:						
Livestock, poultry, and livestock and poultry products	0	31.5	2.2	53.1	13.2	100.0
Processed fruit products (cider, jelly, jam, etc.)	0	85.4	.2	13.9	.5	100.0
Christmas trees and forest products	10.0	9.1	0	2.2	78.7	100.0
Honey and syrups	0	37.5	1.0	48.4	13.1	100.0
Dairy products	0	2/	0	3.9	96.1	100.0
Other	0	1.5	0	10.9	87.6	100.0
Weighted average, other product sales	1.6	27.1	1.3	34.4	35.6	100.0
Weighted average, total direct sales, all products	5.6	46.5	1.6	27.4	18.9	100.0

NA = Not applicable.

1/ Connecticut, Massachusetts, and Rhode Island.

2/ Less than 0.05 percent.

Table 9--Tennessee Distribution of direct-marketing sales, by product and marketing method, 1979

[illegible]

NA = Not applicable.

1/ Less than 0.05 percent.

Table 10--Wisconsin: Distribution of direct-marketing sales, by product and marketing method, 1979

Item	Pick-your-own	Road-side stand	Farmers' market	Farm building	Other	Total
	Percent					
Fruits and nuts:						
Apples	25.4	34.3	5.4	33.4	1.5	100.0
Strawberries	93.3	5.2	0	1.1	.4	100.0
Other berries	91.8	0	0	2.0	6.2	100.0
Peaches and nectarines	NA	NA	NA	NA	NA	NA
Cherries	86.5	12.6	0	0	.9	100.0
Pears	2.7	17.7	0	79.0	.6	100.0
Grapes	99.8	0	0	.2	0	100.0
Plums	0	24.0	0	76.0	0	100.0
Other	0	0	0	100.0	0	100.0
Weighted average, fruit and nut sales	53.4	21.4	3.1	20.3	1.8	100.0
Vegetables and melons:						
Sweet corn	5.9	51.7	34.4	6.2	1.8	100.0
Tomatoes	11.6	58.6	4.2	23.2	2.2	100.0
Melons	7.5	91.7	.8	0	0	100.0
Potatoes	11.3	3.0	68.0	17.7	0	100.0
Green beans	0	0	100.0	0	1/	100.0
Cabbage, broccoli, cauliflower, brussels sprouts	9.2	40.2	9.8	40.8	1/	100.0
Squash	0	8.7	54.6	36.7	1/	100.0
Peppers	NA	NA	NA	NA	NA	NA
Cucumbers	0	10.7	6.1	83.2	0	100.0
Pumpkins	0	96.2	0	3.8	0	100.0
Green peas	NA	NA	NA	NA	NA	NA
Asparagus	27.8	0	0	72.2	0	100.0
Sweetpotatoes	NA	NA	NA	NA	NA	NA
Other	0	0	99.8	0	.2	100.0
Weighted average, total vegetable sales	6.4	37.1	38.8	16.8	.9	100.0
Floral and nursery	.1	1.9	0	25.6	72.4	100.0
Other products:						
Livestock, poultry, and livestock and poultry products	0	1/	.9	70.6	28.5	100.0
Processed fruit products (cider, jelly, jam, etc.)	0	38.1	0	50.2	11.7	100.0
Christmas trees and forest products	13.5	.4	1/	23.3	62.8	100.0
Honey and syrups	0	9.0	19.3	45.0	26.7	100.0
Dairy products	0	0	0	100.0	0	100.0
Other	0	0	0	97.6	2.4	100.0
Weighted average, other product sales	.9	.4	1.9	65.8	30.6	100.0
Weighted average, total direct sales, all products	6.3	4.6	2.1	37.8	49.2	100.0

NA = Not applicable.
1/ Less than 0.05 percent.

Table 11--Percentage of farmers with added cost or less cost as a result of direct selling, by type of cost and marketing method, nine States, 1979
(To compare with 1980 survey, see table 42)

Item	Unit	Pick-your-own	Road-side stand	Farmers' market	Farm building	Other ^{1/}	Total or weighted average ^{2/}
Farmers	No.	3,699	6,673	3,736	25,615	11,530	43,779
Added cost replies ^{2/}	No.	2,329	4,210	3,530	10,128	6,492	26,719
	Pct.	63.0	63.1	94.5	39.2	55.3	60.7
Added cost:							
Advertising	Pct.	63.4	54.4	8.1	32.9	34.1	31.4
Insurance	Pct.	31.8	28.3	3.0	25.6	17.6	18.2
Labor	Pct.	7.4	24.6	12.1	18.9	23.3	17.5
Maintenance	Pct.	21.0	27.1	.7	24.2	11.5	16.4
Utilities	Pct.	3.3	24.7	.8	14.1	15.4	12.2
Rent (stall rent)	Pct.	1.5	2.7	72.8	5.5	1.4	12.4
Transportation	Pct.	11.2	13.8	78.6	19.6	51.6	33.1
Containers	Pct.	29.5	49.4	51.0	37.3	33.4	34.5
Miscellaneous	Pct.	1.3	2.1	5.7	5.0	4.9	4.2
Avoided cost replies ^{2/}	No.	2,873	5,626	2,534	21,011	7,409	39,456
	Pct.	77.7	84.3	67.8	81.3	63.1	89.7
Avoided cost:							
Containers	Pct.	64.1	46.4	38.6	28.0	33.3	31.3
Labor	Pct.	79.3	36.6	37.1	34.0	31.2	33.5
Transportation	Pct.	89.0	84.4	34.9	81.0	50.0	67.8
Broker and commission agents fees	Pct.	67.7	57.3	72.0	61.0	61.9	54.2
Storage	Pct.	54.2	37.0	48.1	24.7	30.3	26.9
Packinhouse facilities	Pct.	30.5	29.8	43.1	24.0	22.7	21.4
Miscellaneous	Pct.	.3	.4	.3	.1	0	.1

^{1/} Includes mail order sales, house-to-house delivery, and methods not elsewhere classified, such as off wagon or truck tailgate on roadsides or parking lots.

^{2/} Sum may exceed number of farmers selling directly to consumers or 100 percent because some farmers used more than one direct sales method or mentioned more than one cost item.

Table 12--Distribution of direct-marketing farmers, by population of nearest city and nearest city with farmers' market and by marketing method, nine States, 1979
(To compare with 1980 survey, see table 43)

Item	Pick- your- own	Road- side stand	Farmers' market	Farm building	Other	Total or weighted average ^{1/}
	<u>Number</u>					
Farmers ^{1/}	3,699	6,672	3,736	25,615	11,530	43,779
	<u>Percent</u>					
Population of nearest city:						
Under 10,000	43.6	52.9	41.3	71.5	65.9	63.7
10,000-49,999	31.5	32.2	27.8	17.4	21.7	22.0
50,000-99,999	8.7	4.1	3.3	4.5	5.7	4.9
100,000-499,999	8.6	6.6	21.8	3.9	5.1	6.1
500,000 and over	7.6	4.2	5.8	2.7	1.6	3.3
Total	100.0	100.0	100.0	100.0	100.0	100.0
Population of nearest city with farmers' market:						
Under 10,000	20.9	17.3	29.4	26.4	19.3	23.4
10,000-49,999	32.8	32.0	32.5	38.6	32.0	35.4
50,000-99,999	15.9	11.9	8.4	5.1	7.6	7.6
100,000-499,999	17.1	29.3	23.9	22.0	31.9	25.0
500,000 and over	13.3	9.5	5.8	7.9	9.2	8.6
Total	100.0	100.0	100.0	100.0	100.0	100.0

^{1/} Sum may exceed number of farmers selling directly to consumers because some farmers used more than one direct sales method.

1/ Sum may exceed number of farmers selling directly to consumers because some farmers used more than one direct sales method.

1/ Sum may exceed number of farmers selling directly to consumers because some farmers used more than one direct sales method.

[illegible]

1/ Sum may exceed number of farmers selling directly to consumers because some farmers used more than one direct sales method.

1/ Connecticut, Massachusetts, and Rhode Island.

2/ Sum may exceed number of farmers selling directly to consumers because some farmers used more than one direct sales method.

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1/ Sum may exceed total number of farmers selling directly to consumers because some farmers used more than one direct sales method.

1/ Sum may exceed total number of farmers selling directly to consumers because some farmers used more than one direct sales method.

[illegible]

1/ Connecticut, Massachusetts, and Rhode Island.

2/ Sum may exceed total number of farmers selling directly to consumers because some farmers used more than one direct sales method.

[illegible]

1/ Sum may exceed total number of farmers selling directly to consumers because some farmers used more than one direct sales method.

Table 26--Distribution of direct-marketing farmers, with access to various types of roads, by State, marketing method and type of road, 1979
(To compare with 1980 survey, see table 55)

Item	Inter- state highway inter- change 1/	Divided highway	U.S. and major State highway	Secondary paved road	Unpaved road	City street	Total
Farmers	1,166	3,498	8,162	32,773	4,708	1,385	51,692 ^{2/}
State:							
Colorado	3.3	10.7	18.6	37.8	26.1	3.5	100.0
Maryland and Delaware	4.0	11.3	17.5	62.5	4.7	0	100.0
New York	4.2	5.4	15.0	62.7	8.2	4.5	100.0
Southern New England ^{3/}	4.6	7.5	10.3	57.7	10.7	9.2	100.0
Tennessee	.5	7.1	28.7	55.9	7.7	.1	100.0
Wisconsin	.2	5.7	12.2	72.1	9.8	0	100.0
Weighted average	2.3	6.8	15.8	63.4	9.1	2.7	100.0
Marketing method:							
Pick-your-own	.9	6.8	17.3	66.6	8.3	.1	100.0
Roadside stand	4.4	9.5	32.0	52.5	1.1	.5	100.0
Farmers' market	9.2	18.7	28.5	26.2	5.6	11.8	100.0
Farm building	1.0	4.9	11.7	69.1	12.5	.8	100.0
Other	2.1	5.6	11.0	67.8	7.6	5.9	100.0
Weighted average	2.3	6.8	15.8	63.4	9.1	2.7	100.0

1/ Located within 1 mile of interchange.

2/ Exceeds number of farmers selling directly to consumers because some farmers have access to more than one type of road and use more than one direct sales method.

3/ Connecticut, Massachusetts, and Rhode Island.

Table 27--Distribution of direct-marketing farmers using various types of advertising by State, marketing method, and type of advertising, 1979
(To compare with 1980 survey, see table 56)

Item	Farmers 1/	Replies	News- papers	Road signs	Radio	Direct mail	Word of mouth	Other	No reply
Farmers	43,999	36,919	9,644	9,956	2,475	4,293	34,637	1,276	7,080
	<u>Number</u>				<u>Percent</u>				
State:									
Colorado	1,978	81.7	28.0	28.4	3.6	3.6	84.2	33.7	18.3
Maryland and Delaware	4,677	77.2	21.2	17.2	4.8	7.4	80.9	3.2	22.8
New York	10,153	85.6	26.2	36.8	9.2	17.9	73.9	.3	14.4
Southern New England 2/	5,084	86.4	35.5	36.3	4.0	12.2	77.9	3.1	13.6
Tennessee	6,784	80.6	11.6	22.0	1.0	.4	75.7	3.7	19.4
Wisconsin	15,103	85.0	17.4	10.0	5.0	8.6	81.9	.1	15.0
Total and weighted average	43,779	83.6	21.9	22.6	5.6	9.8	78.7	2.9	16.4
Marketing method:									
Pick-your-own	3,699	90.7	48.1	41.0	6.6	17.6	73.1	1.3	9.3
Roadside stand	6,673	83.3	29.0	53.7	10.2	16.7	64.9	1.8	16.7
Farmers' market	3,736	61.4	10.0	9.3	6.8	7.5	52.9	.1	38.6
Farm building	25,615	85.4	16.9	15.2	4.8	8.1	80.2	2.9	14.6
Other	11,530	86.2	22.4	15.6	2.2	8.5	77.5	4.2	13.8
Total and weighted average	43,779	83.6	21.4	21.7	5.2	9.9	75.1	2.7	16.4

1/ Sum may exceed number of farmers selling directly to consumers or 100 percent because some farmers used more than one direct sales method or form of advertising.

2/ Connecticut, Massachusetts, and Rhode Island.

Table 29--Distribution of direct-marketing farmers, by State, farming status,
and marketing method, 1979
(To compare with 1980 survey, see table 58)

State and farming status	Unit	Pick-your- own	Roadside stand	Farmers' market	Farm building	Other	Total
Colorado:							
Farmers	No.	132	134	221	1,765	67	1,979
Full-time	Pct.	47.7	55.2	76.9	56.8	43.3	55.5
Part-time	Pct.	52.3	44.8	23.1	43.2	56.7	44.5
Maryland and Delaware:							
Farmers	No.	563	616	210	3,021	1,604	4,677
Full-time	Pct.	15.6	12.8	12.9	12.6	10.7	13.6
Part-time	Pct.	84.4	87.2	87.1	87.4	89.3	86.4
New York:							
Farmers	No.	592	2,265	1,280	5,157	3,080	10,153
Full-time	Pct.	45.1	35.7	37.0	30.9	18.4	27.1
Part-time	Pct.	54.9	64.3	63.0	64.1	81.6	72.9
Southern New England 1/:							
Farmers	No.	716	1,418	223	1,363	2,331	5,084
Full-time	Pct.	26.0	45.2	23.3	36.5	39.9	38.9
Part-time	Pct.	74.0	54.8	76.7	63.5	60.1	61.1
Tennessee:							
Farmers	No.	542	1,213	285	4,776	506	6,784
Full-time	Pct.	51.1	23.2	8.1	31.7	50.0	34.1
Part-time	Pct.	48.9	76.8	91.9	68.3	40.0	65.9
Wisconsin:							
Farmers	No.	1,154	1,027	1,517	9,534	3,941	15,103
Full-time	Pct.	26.9	39.0	16.0	46.9	42.6	40.9
Part-time	Pct.	73.1	61.0	84.0	53.1	57.4	59.1
Total, nine States:							
Farmers	No.	3,699	6,673	3,736	25,616	11,529	43,780
Full-time	Pct.	32.2	34.2	26.5	36.9	31.6	34.2
Part-time	Pct.	67.8	65.8	73.5	63.1	68.4	65.8

1/ Connecticut, Massachusetts, and Rhode Island.

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Table 31--Reasons given by farmers for selling directly to consumers,
by State and marketing method, 1979
(To compare with 1980 survey, see table 60)

Item	Farmers	Higher income	Labor related	Access to market	Social	Other	Total ^{1/}
	Number	Percent					
State:							
Colorado	1,978	58.0	51.5	61.8	80.0	0.4	251.7
Maryland and Delaware	4,677	75.8	69.7	75.8	92.0	.2	313.5
New York	10,153	68.7	48.9	83.3	80.0	.2	281.1
Southern New England ^{2/}	5,084	88.5	37.4	54.4	62.8	.7	243.8
Tennessee	6,784	51.8	52.5	78.2	75.7	0	258.2
Wisconsin	15,103	74.7	22.8	67.4	96.5	0	261.4
Total and weighted average	43,780	70.9	41.5	71.9	84.3	.2	268.8
Marketing method:							
Pick-your-own	3,699	75.7	68.9	77.7	75.4	.4	298.1
Roadside stand	6,673	81.8	61.7	75.7	76.8	.6	296.6
Farmers' market	3,736	88.9	44.3	83.0	74.6	.1	290.9
Farm building	25,616	66.8	41.6	76.7	90.4	.1	275.6
Other	11,529	69.2	37.7	58.8	78.8	.2	244.7
Total	43,780	70.9	41.5	71.9	84.3	.2	268.8

^{1/} Sum exceeds number of farmers selling directly to consumer or 100 percent because some farmers used more than one direct sales method and gave more than one reason.

^{2/} Connecticut, Massachusetts, and Rhode Island.

Table 32--Reasons given by farmers for not selling directly to consumers,
by State and products produced, 1979
(To compare with 1980 survey, see table 61)

Item	Farmers	Commodity produced	Too much trouble	Volume too large	Other	Total <u>1/</u>
	Number	Percent				
State:						
Colorado	16,085	72.3	29.2	21.1	3.2	125.8
Maryland and Delaware	11,664	66.9	25.5	12.8	20.7	125.9
New York	32,001	56.5	29.7	17.2	15.7	119.1
Southern New England <u>2/</u>	4,682	53.3	33.4	23.6	7.8	118.1
Tennessee	93,870	86.4	17.3	5.5	3.3	112.5
Wisconsin	75,736	69.5	40.2	15.0	4.7	129.4
Total and weighted average	234,038	74.3	28.0	12.0	6.4	120.7
Products produced:						
Field crops	136,631	79.5	26.8	11.7	4.6	122.6
Vegetables	11,442	43.8	31.5	23.0	21.4	119.7
Fruits and nuts	4,251	30.3	31.2	36.5	15.8	113.8
Livestock	164,405	74.9	32.0	11.9	5.0	123.8
Poultry	18,722	56.8	36.3	5.8	21.8	120.7
Dairy	63,930	71.0	35.9	22.9	1.6	131.4
Nursery and greenhouse	2,598	41.3	40.6	21.1	11.8	114.8
Other	3,680	55.1	28.7	12.7	17.0	113.5
Total and weighted average	234,038	74.3	28.0	12.0	6.4	120.7

1/ Sum of farmers and percentage may exceed total number of farmers and 100 percent because some farmers produce more than one product and gave more than one reason for not selling directly to consumers.

2/ Connecticut, Massachusetts, and Rhode Island.

Table 33--Value of products sold directly to consumers by products and State, 1980
(To compare with 1979 survey, see table 1)

Item	Unit	California	Illinois	Missouri	Northern New England 1/	Texas	Seven-State total (or average)
Fruits and nuts:							
Apples	Dol.	993,058	4,166,142	1,076,358	4,789,171	73,972	11,098,701
Strawberries	Dol.	578,045	896,501	390,366	2,131,688	23,637	4,020,237
Other berries	Dol.	173,609	172,591	1,810	296,397	16,725	661,132
Peaches and nectarines	Dol.	1,058,251	9,764,808	627,389	119,746	1,772,516	13,342,710
Cherries	Dol.	221,795	1,083	0	6,378	0	229,256
Pears	Dol.	281,794	6,618	5,697	63,887	9,808	367,804
Plums	Dol.	112,242	14,342	18,386	13,215	34,015	192,200
Apricots	Dol.	322,048	2,190	0	35,440	26,242	385,920
Oranges	Dol.	254,361	0	0	0	344,132	598,493
Other citrus	Dol.	147,510	0	0	0	89,724	237,234
Nuts	Dol.	287,176	0	117,611	0	4,350,665	4,755,452
Other fruit	Dol.	107,624	5,211	24,712	697	1,940	140,184
Total fruit and nut sales	Dol.	4,537,513	15,029,486	2,262,329	7,456,619	6,743,376	36,029,323
Average fruit and nut sales per farmer	Dol.	2,391	23,391	11,542	6,766	5,700	7,176
Farmers selling fruits and nuts	No.	1,898	642	196	1,102	1,183	5,021
Vegetables and melons:							
Sweet corn	Dol.	405,036	1,318,793	10,188	1,327,546	41,716	3,103,279
Tomatoes	Dol.	388,344	881,766	93,881	640,365	225,004	2,229,360
Melons	Dol.	390,542	382,601	63,981	132,329	989,753	1,959,206
Potatoes	Dol.	2,143	24,556	680	1,266,186	67,896	1,361,461
Green beans	Dol.	233,757	218,599	15,912	325,509	22,721	816,498
Cabbage, cauliflower, broccoli, brussels sprouts	Dol.	19,806	155,754	12,047	245,429	8,207	441,243

See footnote at end of table.

continued--

Table 33--Value of products sold directly to consumers, by product and State, 1980--continued

Item	Unit	California	Illinois	Missouri	Northern New England 1/	Texas	Seven-State total (or average)
Squash	Dol.	113,114	178,491	8,814	416,415	24,207	742,041
Peppers	Dol.	35,693	401,177	7,161	44,283	9,011	497,325
Cucumbers	Dol.	72,838	151,253	7,626	352,572	28,857	613,140
Pumpkins	Dol.	144,366	359,392	10,986	232,561	2,003	749,308
Sweetpotatoes	Dol.	0	16,911	3,503	0	167,748	188,162
Lettuce	Dol.	9,718	7,572	993	629,297	696	648,276
Onions	Dol.	29,160	37,600	500	112,805	5,890	185,955
Other	Dol.	142,013	207,839	137,765	573,591	113,774	1,174,982
Total vegetable sales	Dol.	1,986,530	4,342,304	374,037	6,298,888	1,708,477	14,710,236
Average vegetable sales per farmer	Dol.	5,809	14,621	5,343	6,596	3,417	6,798
Farmers selling vegetables	No.	342	297	70	955	500	2,164
Floral and nursery:							
Total floral and nursery	Dol.	7,013,526	13,312,351	3,774,144	7,898,270	3,654,381	35,652,672
Average floral and nursery sales per farmer	Dol.	44,110	52,001	27,152	6,844	8,382	16,629
Farmers selling floral and nursery	No.	159	256	139	1,154	436	2,144
Other products:							
Livestock, poultry	Dol.	1,746,397	8,356,722	2,690,571	6,274,051	5,031,018	24,098,759
Processed fruit products	Dol.	144,944	814,025	144,068	342,284	748	1,446,069
Dried fruits	Dol.	328,701	0	0	0	0	328,701
Christmas trees and forest products	Dol.	3,211,547	1,261,233	62,592	900,607	80,721	5,516,700
Honey and syrups	Dol.	39,040	275,762	52,059	2,269,940	321,586	2,958,387
Dairy products	Dol.	1,242,354	70,849	58,501	1,235,874	74,946	2,682,524
Wine	Dol.	1,232,467	0	0	0	0	1,232,467
Other	Dol.	323,427	60,067	367,036	82,205	224,412	1,057,147

See footnote at end of table.

continued--

Table 33--Value of products sold directly to consumers, by product and State, 1980--continued

Item	Unit	California	Illinois	Missouri	Northern New England 1/	Texas	Seven-State total (or average)
Total other product sales	Dol.	8,268,877	10,838,658	3 374,827	11,104,961	5,733,431	39,320,754
Average sales of other products	Dol.	10,259	1,595	1,435	4,856	2,618	2,756
Farmers selling other products	No.	806	6,791	2,351	2,287	2,190	14,431
Total direct sales	Dol.	21,806,446	43,522,799	9,785,337	32,758,738	17,839,665	125,712,985
Farmers selling direct	No.	2,880	7,683	2,643	4,003	3,577	20,786
Average sales per farmer selling direct	Dol.	7,593	5,668	3,712	8,938	5,004	6,150
Total of farmers in State	No.	60,000	105,000	117,000	17,500	159,000	458,500
Farmers selling direct	No.	2,880	7,683	2,643	4,003	3,577	20,786
Farmers selling direct	Pct.	4.8	7.3	2.3	22.9	2.2	4.5
Percent cash receipts derived from direct marketing	Pct.	.2	.6	.2	3.7	.2	.4

1/ Maine, New Hampshire, and Vermont. Treated as one State for reporting purposes because of small number of farms and sample size.

Table 34--Changes in direct-marketing anticipated by farmers through 1985
by States and marketing methods, 1980
(To compare with 1979 survey, see table 2)

Item	Farmers	Increase	No change	Decrease	Undecided	Total
	Number	Percent				
State:						
California	2,880	17.2	68.5	10.7	3.6	100.0
Illinois	7,683	4.6	65.6	10.8	19.0	100.0
Missouri	2,643	6.4	70.5	20.3	2.8	100.0
Northern New England ^{1/}	4,003	33.9	27.0	14.6	24.5	100
Texas	3,577	24.6	43.9	16.5	15.0	100
Total and weighted average	20,786	15.7	55.4	13.7	15.2	100
Marketing method:						
Pick-your-own	1,451	41.2	34.4	16.8	7.6	100.
Roadside stand	1,956	48.9	30.8	13.4	6.9	100.
Farmers' market	1,695	36.9	36.9	20.7	5.9	100.
Farm building	15,921	11.5	59.2	14.6	14.7	100.
Other	4,021	18.0	47.2	18.9	15.9	100.
Total and weighted average ^{2/}	25,044	18.8	52.1	15.8	13.3	100.0

^{1/} Maine, New Hampshire, and Vermont. States were combined because of the small number of farmers in sample in some States.

^{2/} Total for methods exceeds total number of direct-marketing farmers since some farmers use more than one direct-marketing method. Hence, average may also differ from the average over all States, which is based on the actual number of farmers.

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Table 35--Percentage of direct sales to total production of direct-marketing farmers, by product and State, 1980
(To compare with 1979 survey, see table 3)

Product	California	Illinois	Missouri	Northern New England 1/	Texas	Weighted average
	Percent					
Fruits:						
Apples	18	36	27	16	100	21
Apricots	8	NA	NA	8	100	9
Strawberries	18	100	97	44	100	44
Other berries	26	99	70	55	96	48
Peaches and nectarines	8	92	27	93	62	41
Cherries	43	NA	NA	100	NA	44
Pears	7	100	100	79	91	9
Plums	12	100	100	77	93	19
Oranges	31	NA	NA	NA	26	28
Other citrus	14	NA	NA	NA	10	12
Nuts	13	NA	NA	NA	32	30
Other fruits	1	100	21	100	NA	2
Weighted average	10	64	31	17	32	29
Vegetables:						
Sweet corn	62	45	70	55	94	50
Tomatoes	3	72	87	79	60	13
Melons	20	58	76	62	41	38
Potatoes	77	1	100	11	65	8
Green beans	91	69	99	28	24	68
Cabbage, broccoli, cauliflower, and brussels sprouts	2/	20	2	12	2/	8
Squash	52	86	92	73	10	55
Peppers	20	94	100	69	88	62
Cucumbers	3	27	100	75	13	16
Pumpkins	81	59	53	83	NA	66
Sweetpotatoes	NA	100	50	NA	41	43
Lettuce	2/	100	10	84	NA	6
Onions	NA	100	NA	NA	76	83
Other vegetables	9	64	84	80	56	39
Weighted average	9	40	36	30	41	25
Floral and nursery	29	55	35	17	99	32
Other products:						
Livestock, poultry, and products	11	95	92	18	11	24
Christmas trees and forest products	34	81	91	17	97	35
Honey and syrups	40	44	18	43	13	25
Processed fruits	52	88	95	49	35	69
Dried fruits	11	NA	NA	NA	NA	11
Dairy	1	1/	47	17	1/	3
Wine	26	NA	NA	NA	NA	26
Other	10	12	40	47	18	20
Weighted average	5	23	75	21	3	9
Weighted average, all products	9	41	41	20	8	17

NA = Not applicable or none reported.

1/ Maine, New Hampshire, and Vermont.

2/ Less than 0.05 percent.

Table 36--Direct marketing farmers, by marketing method,
number of methods used, and State, 1980
(To compare with 1979 survey, see table 4)

Item	Unit	California	Illinois	Missouri	Northern New England 1/	Texas	Total and weighted average
Marketing method:							
Pick-your-own	No.	225	297	135	430	364	1,451
	Pct.	7.8	3.9	5.1	10.7	10.2	7.0
Roadside stand	No.	160	275	95	997	428	1,955
	Pct.	5.6	3.6	3.6	24.9	12.0	9.4
Farmers' market	No.	210	155	512	271	548	1,696
	Pct.	7.3	2.0	19.4	6.8	15.3	8.2
Farm building	No.	2,351	6,827	1,949	2,486	2,308	15,921
	Pct.	81.6	88.9	73.8	62.1	64.5	76.6
Other 2/	No.	331	1,164	590	1,119	817	4,021
	Pct.	11.5	15.2	22.3	28.0	22.8	19.3
Total 3/	No.	NA	NA	NA	NA	NA	NA
	Pct.	113.8	113.6	124.2	132.5	124.8	120.5
Number of methods used:							
One	No.	2,537	6,686	2,031	2,796	2,844	16,894
	Pct.	88.1	87.0	76.8	69.9	79.5	81.3
Two	No.	297	964	590	1,132	579	3,562
	Pct.	10.3	12.5	22.3	28.3	16.2	17.1
Three	No.	37	29	20	58	154	298
	Pct.	1.3	.4	.8	1.4	4.3	1.4
Four or more	No.	9	4	2	17	0	32
	Pct.	.3	.1	.1	.4	0	.2
Total	No.	2,880	7,683	2,643	4,003	3,577	20,786
	Pct.	100.0	100.0	100.0	100.0	100.0	100.0

1/ Maine, New Hampshire, and Vermont.

2/ Other includes house-to house delivery, catalogue and mail order sales, and methods not elsewhere classified, such as off wagon or truck tailgate on roadside or parking lots.

3/ Sum may exceed number of farmers selling directly to consumers or 100 percent because some farmers used more than one direct sales method.

Table 37--California: Distribution of direct-marketing sales
by product and marketing method, 1980

Product	Pick-your-own	Road-side stand	Farmers' market	Farm building	Other 1/	Total
						Percent
Fruits and nuts:						
Apples	5.2	28.2	16.2	50.3	.1	100.0
Strawberries	12.7	29.2	.3	57.8	0	100.0
Other berries	61.5	.9	2.5	35.1	0	100.0
Peaches and nectarines	14.3	30.1	11.9	31.1	12.6	100.0
Cherries	38.1	33.0	15.5	13.4	0	100.0
Pears	35.3	22.8	7.1	28.7	6.1	100.0
Grapes	13.8	20.6	19.7	45.9	0	100.0
Plums	14.5	33.2	11.8	26.8	13.7	100.0
Apricots	27.5	26.0	13.0	33.3	.1	100.0
Oranges	2.1	58.6	20.9	7.8	10.6	100.0
Other citrus	2.1	39.9	4.9	52.9	.2	100.0
Nuts	1.0	18.3	11.6	53.7	15.4	100.0
Other fruits and nuts	1.2	35.5	22.9	32.0	8.4	100.0
Total fruits and nuts	15.4	29.0	11.3	39.2	5.1	100.0
Vegetables and melons:						
Sweet corn	.1	71.5	22.7	5.7	0	100.0
Tomatoes	16.2	62.0	13.5	8.3	0	100.0
Melons	.4	50.7	23.7	25.5	.3	100.0
Potatoes (white)	6.6	0	80.8	12.6	0	100.0
Green beans	87.4	6.4	5.8	.4	0	100.0
Cabbage, broccoli, cauliflower, and brussels sprouts	3.2	18.0	57.6	1.8	19.4	100.0
Squash	.5	55.7	27.2	13.5	3.1	100.0
Peppers	5.0	53.4	26.9	14.7	0	100.0
Cucumbers	.3	29.8	42.1	27.8	0	100.0
Pumpkins	42.9	24.7	3.4	27.3	1.7	100.0
Green peas	0	0	0	0	0	0
Asparagus	0	0	100.0	0	0	100.0
Sweetpotatoes	0	0	0	0	0	0
Lettuce	0	59.2	2.6	6.0	22.2	100.0
Okra	12.5	83.7	2.8	1.0	0	100.0
Onions	0	82.3	10.2	7.5	0	100.0
Other vegetables	37.2	.8	50.7	11.3	0	100.0
Total vegetables	19.1	51.1	17.9	11.5	.4	100.0
Floral, nursery, and bedding plants	0	2.8	2.3	71.8	23.1	100.0
Other products:						
Livestock, poultry, and products	0	0	3.2	70.4	26.4	100.0
Processed fruits	0	35.4	.4	64.2	0	100.0
Dried fruits	0	47.2	1.4	9.8	41.6	100.0
Christmas trees and forest products	62.8	8.8	0	23.3	5.6	100.0
Honey and syrup	0	7.0	7.6	85.4	0	100.0
Dairy products	0	3.1	0	1.0	95.9	100.0
Wine	0	22.3	0	44.6	33.1	100.0
Other products	.3	54.9	.2	36.7	7.9	100.0
Total other products	24.4	11.9	.8	33.6	29.3	100.0
Total, all products	14.0	15.2	4.7	45.9	20.2	100.0

1/ Includes catalogue, mail order, house-to-house delivery, and methods not elsewhere classified, such as off wagons and trucks in parking lots or on roadsides.

Table 38--Illinois: Distribution of direct-marketing sales by products and marketing method, 1980

Product	Pick-your-own	Road-side stand	Farmers' market	Farm building	Other ^{1/}	Total
	Percent					
Fruits:						
Apples	33.7	45.6	1.3	19.4	0	100.0
Strawberries	93.7	4.4	.3	1.5	.1	100.0
Other berries	95.6	2.0	0	2.3	.1	100.0
Peaches and nectarines	.6	6.1	.1	93.2	0	100.0
Cherries	0	0	0	0	0	0
Pears	30.4	22.1	10.3	37.2	0	100.0
Grapes	0	94.2	2.7	1.4	1.7	100.0
Plums	9.3	79.2	8.4	3.1	0	100.0
Nuts	0	0	0	0	0	0
Other fruits and nuts	0	0	0	100.0	0	100.0
Total fruits and nuts	16.5	17.0	.4	66.1	<u>2/</u>	100.0
Vegetables:						
Sweet corn	1.4	81.6	14.4	2.1	.5	100.0
Tomatoes	16.6	72.2	8.9	1.8	.5	100.0
Melons	0	91.4	4.4	4.1	.1	100.0
Potatoes	0	57.2	0	42.8	0	100.0
Green beans	14.1	35.5	45.4	4.3	.7	100.0
Cabbage, broccoli, cauliflower, and brussels sprouts	0	65.8	19.0	15.2	0	100.0
Squash	0	47.3	52.0	.7	0	100.0
Peppers	38.4	54.9	6.7	0	0	100.0
Cucumbers	0	54.7	33.8	5.7	5.8	100.0
Green peas	0	0	100.0	0	0	100.0
Asparagus	0	99.4	0	.6	0	100.0
Sweetpotatoes	0	36.4	63.6	0	0	100.0
Lettuce	0	0	100.0	0	0	100.0
Okra	0	0	100.0	0	0	100.0
Onions	0	100.0	0	0	0	100.0
Other vegetables	44.1	51.2	.8	3.9	0	100.0
Total vegetables	10.9	74.4	11.7	2.5	.5	100.0
Floral, nursery, and bedding plants	<u>2/</u>	67.6	0.6	13.6	18.2	100.0
Other products:						
Livestock, poultry, and products	0	.1	0	93.8	6.1	100.0
Processed fruits	0	75.3	1.2	22.7	.8	100.0
Christmas trees and forest products	44.6	2.1	0	23.0	30.3	100.0
Honey and syrup	0	7.9	12.2	68.8	11.1	100.0
Dairy	0	0	0	100.0	0	100.0
Other products	2.2	3.3	5.8	85.0	3.7	100.0
Total other products	5.1	6.1	.5	79.8	8.5	100.0
Total, all products	8.0	34.5	1.4	48.2	7.9	100.0

^{1/} Includes catalogue, mail order, house-to-house delivery, and methods not elsewhere classified, such as off wagons and trucks in parking lots or on roadsides.

^{2/} Less than 0.05 percent.

Table 39--Missouri: Distribution of direct-marketing sales
by product and method of sale, 1980

Product	Pick- your- own	Road- side stand	Farmers' market	Farm building	Other 1/	Total
	Percent					
Fruits and nuts:						
Apples	39.8	36.7	0.3	20.8	2.4	100.0
Strawberries	92.6	5.9	0	1.0	.5	100.0
Other berries	100.0	0	0	0	0	100.0
Peaches and nectarines	35.1	56.1	1.3	7.4	.1	100.0
Cherries	0	0	0	0	0	0
Pears	31.7	4.9	0	52.8	10.6	100.0
Grapes	0	15.2	8.0	76.8	0	100.0
Plums	0	8.3	0	91.7	0	100.0
Nuts	13.3	0	0	79.8	.9	100.0
Other fruits and nuts	0	0	0	0	0	0
Total fruits and nuts	46.2	34.6	.5	17.0	1.7	100.0
Vegetables:						
Sweet corn	0	56.3	16.8	22.4	4.5	100.0
Tomatoes	.2	49.3	11.6	37.0	1.9	100.0
Melons	.3	24.1	.2	75.1	.3	100.0
Potatoes	0	0	0	0	0	0
Green beans	12.9	57.2	28.1	1.8	0	100.0
Cabbage, broccoli, cauliflower, and brussels sprouts	49.5	0	0	0	50.5	100.0
Squash	0	95.0	0	5.0	0	100.0
Peppers	0	0	100.0	0	0	100.0
Cucumbers	0	100.0	0	0	0	100.0
Green peas	.4	0	90.9	8.7	0	100.0
Asparagus	0	0	0	0	0	0
Sweetpotatoes	0	56.3	16.8	22.4	4.5	100.0
Lettuce	0	0	0	100.0	0	100.0
Okra	0	0	100.0	0	0	100.0
Onions	0	0	0	0	0	0
Other vegetables	0	0	3.1	96.5	.4	100.0
Total vegetables	.6	25.0	14.2	59.2	1.0	100.0
Floral, nursery, and bedding plants	0	28.3	0.1	63.4	8.2	100.0
Other products:						
Livestock, poultry, and products	0	.1	13.5	77.1	9.3	100.0
Processed fruit	0	90.8	0	9.2	0	100.0
Christmas trees and forest products	.2	16.4	0	6.1	77.3	100.0
Honey and syrup	0	3.8	0	94.0	2.2	100.0
Dairy	0	0	0	100.0	0	100.0
Other products	0	.3	0	28.1	71.6	100.0
Total other products	2/	4.4	10.8	68.2	16.6	100.0
Total, all products	10.6	21.3	4.3	54.4	9.4	100.0

1/ Includes catalogue, mail order, house-to-house delivery, and methods not elsewhere classified, such as off wagons and trucks in parking lots or on roadsides.

2/ Less than 0.05 percent.

Table 41--Texas: Distribution of direct-marketing sales by product and marketing method, 1980

Product	Pick-your-own	Road-side stand	Farmers' market	Farm building	Other 1/	Total
						<u>Percent</u>
Fruits and nuts:						
Apples	5.0	10.4	21.5	60.2	2.9	100.0
Strawberries	39.6	60.4	0	0	0	100.0
Other berries	60.3	18.6	1.1	20.0	0	100.0
Peaches and nectarines	16.0	43.7	29.8	10.4	.1	100.0
Cherries	0	0	0	0	0	0
Pears	0	22.4	0	77.6	0	100.0
Grapes	0	0	0	0	0	0
Plums	.7	60.7	15.0	23.6	0	100.0
Apricots	0	0	0	100.0	0	100.0
Oranges	0	100.0	0	0	0	100.0
Other citrus	0	100.0	0	0	0	100.0
Nuts	0	19.8	.1	72.6	7.5	100.0
Other fruits	0	0	0	0	0	0
Total fruits and nuts	4.5	31.3	8.2	51.0	5.0	100.0
Vegetables:						
Sweet corn	23.3	35.9	.6	21.1	19.1	100.0
Tomatoes	.8	46.6	29.0	13.2	10.4	100.0
Melons	0	58.4	34.8	6.5	.3	100.0
Potatoes (white)	6.0	5.7	53.8	33.1	1.4	100.0
Green beans	64.5	11.0	6.4	18.1	0	100.0
Cabbage, broccoli, cauliflower, and brussels sprouts	14.3	0	0	85.7	0	100.0
Squash	.2	32.1	58.3	9.4	0	100.0
Peppers	0	.8	99.2	0	0	100.0
Cucumbers	38.0	5.3	27.7	29.0	0	100.0
Pumpkins	0	0	0	0	0	0
Green peas	0	5.1	0	61.0	33.9	100.0
Asparagus	0	0	0	0	0	0
Sweetpotatoes	0	26.7	29.2	44.1	0	100.0
Lettuce	0	0	0	0	0	0
Okra	1.7	24.2	40.9	19.6	13.6	100.0
Onions	0	46.9	15.5	37.6	0	100.0
Other vegetables	51.5	4.8	17.6	9.6	16.5	100.0
Total vegetables	4.3	46.6	33.1	13.2	2.8	100.0
Floral and nursery	0	0.4	1.2	68.2	30.2	100.0
Other products:						
Livestock, poultry, and products	0	1.9	0	48.0	50.1	100.0
Processed fruits	0	100.0	0	0	0	100.0
Christmas trees and forest products	0	0	0	98.5	1.5	100.0
Honey and syrup	0	.3	0	94.0	5.7	100.0
Dairy products	0	0	0	99.1	.9	100.0
Other products	0	0	0	96.6	3.4	100.0
Total other products	0	1.7	0	53.8	44.5	100.0
Total, all products	2.1	16.7	6.3	52.1	22.8	100.0

1/ Includes catalogue, mail order, house-to-house delivery, and methods not elsewhere classified, such as off wagons and trucks in parking lots or on roadsides.

Table 42--Percentage of farmers with added cost or less cost as a result of direct selling by type of cost and marketing method, 1980
(To compare with 1979 survey, see table 11)

Item	Unit	Pick- your- own	Road- side stand	Farmers' market	Farm building	Other 1/	Total
Farmers 2/	No.	1,451	1,956	1,696	15,921	4,021	20,786
Added cost replies	No.	937	1,629	953	10,768	2,585	13,306
	Pct.	64.6	83.3	56.2	67.6	64.3	64.0
Added cost: 3/							
Advertising	Pct.	64.4	65.7	22.4	28.4	12.0	34.7
Insurance	Pct.	46.5	32.0	18.0	21.3	18.3	26.4
Labor	Pct.	32.2	42.8	27.4	30.4	17.6	35.1
Maintenance	Pct.	23.8	22.6	3.0	16.1	5.3	18.2
Utilities	Pct.	8.9	42.8	16.9	13.2	22.1	21.5
Rent (stall rent)	Pct.	2.1	3.1	91.5	10.8	8.0	16.1
Transportation	Pct.	6.2	17.6	70.8	22.4	60.9	37.0
Containers	Pct.	21.4	44.3	24.7	33.1	34.0	37.5
Parking lot	Pct.	2.9	.8	0	.1	.1	.4
Miscellaneous	Pct.	6.3	2.8	1.8	.5	3.4	2.0
Avoided cost replies 2/	No.	1,198	1,669	1,500	13,943	2,953	17,474
	Pct.	82.6	85.3	88.5	87.6	73.5	84.1
Avoided cost: 3/							
Containers	Pct.	51.4	42.6	46.2	20.3	23.8	25.9
Labor	Pct.	75.8	31.1	59.0	26.1	16.5	33.3
Transportation	Pct.	88.5	79.6	21.5	76.0	35.1	76.4
Broker and commission agents' fees 3/	Pct.	65.4	87.5	98.6	57.7	88.5	68.9
Storage	Pct.	42.7	42.0	67.1	23.4	54.6	32.7
Workers' compensation	Pct.	.8	.9	.3	.1	.3	.3
Equipment	Pct.	24.0	50.6	76.6	33.2	43.4	38.9

1/ Includes catalogue, mail order, house-to-house delivery, and methods not elsewhere classified.

2/ Sum may exceed total number of farmers selling directly to consumer (100 percent) because some farmers use more than one direct sales method.

3/ Percentages based on the number of farmers indicating they had added cost or avoided cost for each direct method of sale and total number of farmers indicating added or avoided cost.

Table 43--Distribution of direct-marketing farmers, by population of nearest city and nearest city with public farmers' market, by marketing method, seven States, 1980
(To compare with 1979 survey, see table 12)

[illegible]

1/ Other methods include house-to-house delivery, catalogue and mail order sales, and methods not elsewhere classified, such as off wagons and trucks in parking lots or on roadsides.

2/ Sum may exceed number of farmers selling directly to consumers because some farmers use more than one direct sales method; weighted average based on number of farmers selling by each method and sum of farmers selling by each method.

Table 44--California: Distribution of direct-marketing farmers, by population of nearest city with public farmers' market, by marketing method, 1980

[illegible]

1/ Other methods include house-to-house delivery, catalogue and mail order sales, and methods not elsewhere classified, such as off wagons or trucks in parking lots or on roadsides.

2/ Sum may exceed number of farmers selling directly to consumers because some farmers used more than one direct sales method; weighted average based on number of farmers selling by each method and sum of farmers selling by each method.

Table 46--Missouri: Distribution of direct-marketing farmers, by population of nearest city and nearest city with a public farmers' market, by marketing method, 1980

[illegible]

1/ Other methods include house-to-house delivery, catalogue and mail order sales, and methods not elsewhere classified, such as off wagons or trucks in parking lots or on roadsides.

2/ Sum may exceed number of farmers selling directly to consumers because some farmers used more than one direct sales method; weighted average based on number of farmers selling by each method and sum of farmers selling by each method.

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Table 53--Northern New England 1: Distribution of direct-marketing farmers by distance to nearest city and nearest city with farmers' market, by marketing method, 1980

[illegible]

1/ Maine, New Hampshire, and Vermont.

2/ Other methods include house-to-house delivery, catalogue and mail order sales, and methods not elsewhere classified, such as off wagons or trucks in parking lots or on roadsides.

3/ Sum may exceed number of farmers selling directly to consumers because some farmers used more than one direct sales method; weighted average based on number of farmers selling by each method and sum of farmers selling by each method.

Table 55--Distribution of direct-marketing farmers with access to various types of roads, by State, marketing method and type of road, 1980
(To compare with 1979 survey, see table 26)

Item	Farmers	Inter- state highway	Divided highway	U.S. or State highway	Secondary paved road	Unpaved road	City street	Total 1/
	Number	Percent						
State:								
California	2,880	3.6	3.4	2.9	84.0	4.1	5.9	103.9
Illinois	7,683	13.8	.6	2.8	33.5	47.0	12.7	110.4
Missouri	2,643	.7	1.1	2.9	69.2	4.2	23.7	101.8
Northern New England	4,003	5.7	8.7	26.6	27.8	9.4	21.8	100.0
Texas	3,577	9.1	15.5	16.3	35.7	26.8	10.4	113.8
Total and weighted average	20,786	8.4	5.2	9.7	44.3	24.9	14.5	107.0
Marketing method:								
Pick-your-own	1,451	4.1	5.5	22.3	40.3	23.0	4.8	100.0
Roadside stand	1,955	2.6	25.7	34.3	24.9	1.7	10.8	100.0
Farmers' market	1,696	3.6	21.5	16.1	33.0	.7	25.1	100.0
Farm building	15,921	8.4	2.3	6.9	46.1	29.4	6.9	100.0
Other	4,021	7.7	2.0	6.3	37.3	9.8	36.9	100.0
Total and weighted average	25,051 ^{2/}	7.3	5.6	10.4	41.8	21.8	13.1	100.0

1/ Total may exceed 100 percent since some operations have access to more than one road type.

2/ Sum of farmers using various marketing methods exceeds total number of farmers selling directly since some farmers used more than one method.

Table 56--Distribution of direct-marketing farmers using various types of advertising
by State, marketing method, and type of advertising, 1980
(To compare with 1979 survey, see table 27)

Item	Farmers	News- paper	Road sign	Radio	Word of mouth	Other	No adver- tising	Total 1/
	Number	Percent						
State:								
California	2,880	23.5	21.2	3.2	86.6	21.8	5.0	95.0
Illinois	7,683	25.1	24.2	16.0	93.7	2.2	6.2	93.8
Missouri	2,643	10.6	33.2	4.8	77.7	1.9	20.3	79.7
Northern New England 2/	4,003	28.6	24.6	5.1	88.7	5.6	26.2	73.8
Texas	3,577	26.0	24.7	9.9	82.9	9.3	5.6	94.4
Total and weighted average	20,786	23.9	25.1	9.7	87.9	6.8	11.6	88.4
Marketing method:								
Pick-your-own	1,451	53.4	35.1	17.4	75.3	14.1	16.9	83.1
Roadside stand	1,955	66.2	58.4	20.1	92.9	12.4	1.5	98.5
Farmers' market	1,696	8.8	15.0	3.1	85.4	3.2	11.6	88.4
Farm building	15,921	16.3	21.3	6.0	84.6	4.2	10.9	89.1
Other	4,021	17.2	13.2	12.6	60.9	10.3	18.7	81.3
Total and weighted average	25,044	23.9	25.1	9.7	87.9	6.8	11.6	88.4

1/ Sum of farmers using various marketing methods and percentages using individual media may exceed total percentage of farmers advertising since some farmers used more than one marketing method and more than one medium.

2/ Maine, New Hampshire, and Vermont.

Table 57--Distribution of direct-marketing farmers, by direct sales, and gross value of total production by States, 1980
(Based on 1976 farm definition--sales of \$1,000 or more. To compare with 1979 survey, see table 28.)

Gross value of total farm sales <u>1/</u>	California	Illinois	Missouri	Northern New England <u>2/</u>	Texas	Weighted average						
	: Direct:	: Direct:	: Direct:	: Direct:	: Direct:	: Direct:						
	:Farmers: sales	:Farmers: sales	:Farmers: sales	:Farmers: sales	:Farmers: sales	:Farmers: sales						
	Percent											
Under \$2,500	6.6	1.2	10.9	1.2	20.6	5.9	30.8	4.7	35.2	7.9	19.6	3.4
\$2,500-\$9,999	64.0	7.8	20.9	7.8	22.3	6.6	25.9	7.8	33.3	17.8	30.1	9.1
\$10,000-\$19,999	3.4	4.6	15.0	2.5	2.1	3.6	10.1	6.6	10.4	3.0	10.0	4.1
Subtotal	74.0	13.6	46.8	11.5	45.0	16.1	66.8	19.1	78.9	28.7	59.7	16.6
\$20,000-\$39,999	7.2	7.1	10.2	2.8	48.4	28.2	11.2	10.6	6.7	12.9	14.2	9.0
\$40,000-\$99,999	8.4	15.3	23.5	17.8	3.8	17.0	10.7	14.1	1.7	4.7	12.7	14.5
\$100,000-\$199,999	6.8	19.9	18.4	37.9	2.2	28.9	3.7	14.0	7.1	29.8	10.0	26.7
\$200,000 and over	3.6	44.1	1.1	30.0	.6	9.8	7.6	42.2	5.6	23.9	3.4	33.2
Subtotal	26.0	86.4	53.2	88.5	55.0	83.9	33.2	80.9	21.1	71.3	40.3	83.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total farms and million dollars	2,880	\$21.8	7,683	\$43.5	2,643	\$9.8	4,003	\$32.8	3,577	\$17.8	20,786	\$125.8

^{1/} Value of total farm products produced and sold by farmers who operated at least 10 acres or had total sales of \$250 or more. Percentage of farmers based on number within each size classification, and percentage of direct sales based on dollar value of direct sales by farmers in each size classification.

^{2/} Maine, New Hampshire, and Vermont.

Table 58--Distribution of direct-marketing farmers by State, farming status, and marketing method, 1980
(To compare with 1979 survey, see table 29)

State and farming status	Pick-your-own		Roadside stand		Farmers' market		Farm building		Other		Total farms ^{1/}	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
California:												
Full-time	87	38.7	104	64.6	106	50.5	534	22.7	71	21.5	746	25.9
Part-time	138	61.3	57	35.4	104	49.5	1,817	77.3	260	78.5	2,134	74.1
Total	225	100.0	161	100.0	210	100.0	2,351	100.0	331	100.0	2,880	100.0
Illinois:												
Full-time	133	44.8	176	64.0	69	44.5	4,588	67.2	757	65.0	4,851	63.1
Part-time	164	55.2	99	36.0	86	55.5	2,239	32.8	408	35.0	2,832	36.9
Total	297	100.0	275	100.0	155	100.0	6,827	100.0	1,164	100.0	7,683	100.0
Missouri:												
Full-time	67	49.6	63	66.3	11	2.2	140	7.2	44	7.6	246	9.3
Part-time	68	50.4	32	33.7	501	97.8	1,809	92.8	545	92.4	2,397	90.7
Total	135	100.0	95	100.0	512	100.0	1,949	100.0	590	100.0	2,643	100.0
Northern New England ^{2/} :												
Full-time	166	38.6	404	40.6	43	15.9	702	28.2	412	36.8	1,189	29.7
Part-time	264	61.4	592	59.4	228	84.1	1,784	71.8	707	63.2	2,814	70.3
Total	430	100.0	996	100.0	271	100.0	2,486	100.0	1,119	100.0	4,003	100.0
Texas:												
Full-time	47	12.9	58	13.6	55	10.0	430	18.6	180	22.0	687	19.2
Part-time	317	87.1	370	86.4	493	90.0	1,878	81.4	637	78.0	2,890	80.8
Total	364	100.0	428	100.0	548	100.0	2,308	100.0	817	100.0	3,577	100.0
Seven States:												
Full-time	500	34.5	805	41.2	283	16.7	6,394	40.2	1,464	36.4	7,719	37.1
Part-time	951	65.5	1,150	58.8	1,412	83.3	9,527	59.8	2,557	63.6	13,067	62.9
Total	1,451	100.0	1,955	100.0	1,695	100.0	15,921	100.0	4,021	100.0	20,786	100.0

^{1/} Sum of farmers by methods exceed total number of farmers since some farmers used more than one method.

^{2/} Maine, New Hampshire, and Vermont.

Table 59--Distribution of direct-marketing farmers by product and State, 1980
(To compare with 1979 survey, see table 30)

Item	California	Illinois	Missouri	Northern New England 1/	Texas	Total and weighted average
Farmers	2,880	7,683	2,643	4,003	3,577	20,786
Product:						
Field crops	8.8	63.3	69.0	1.9	20.9	37.9
Vegetables	12.2	4.1	2.8	26.3	22.3	12.3
Fruits and vegetables	70.8	8.8	7.5	30.1	33.6	25.5
Livestock	15.5	59.7	74.7	35.0	58.1	50.7
Poultry	5.6	18.2	46.2	3.5	24.2	18.5
Dairy	.3	22.4	.6	2.3	1.8	9.3
Floral and nursery	5.6	3.3	5.3	31.7	12.3	10.6
Others 2/	11.8	22.4	35.6	22.3	6.1	19.9
Total 3/	130.6	202.2	241.7	153.1	179.3	184.7

1/ Maine, New Hampshire, and Vermont.

2/ Includes such items as cider, Christmas trees, forest products, honey, syrup, jams, and jellies.

3/ Exceeds 100 percent because some farmers produce products in more than one category.

Table 60--Reasons given by farmers for selling directly to consumers by
State and marketing method, 1980
(To compare with 1979 survey, see table 31)

Item	Farmers	Higher income	Labor related	Access to market	Social	Miscellaneous	Total
							<u>1/</u>
	<u>Number</u>				<u>Percent</u>		
State:							
California	2,880	52.6	12.3	24.2	87.4	3.5	180.0
Illinois	7,683	98.2	54.8	45.4	100.0	.2	208.6
Missouri	2,643	86.7	54.1	76.9	100.0	.3	318.0
Northern New England <u>2/</u>	4,003	90.6	41.7	47.3	76.4	.7	256.7
Texas	3,577	96.1	60.5	74.1	100.0	<u>3/</u>	330.7
Total and weighted average	20,786	88.6	47.3	51.8	93.7	.8	282.2
Marketing method:							
Pick-your-own	1,451	100.0	77.9	67.7	100.0	1.7	347.3
Roadside stand	1,955	100.0	62.7	81.5	87.9	1.2	333.3
Farmers' market	1,696	69.3	58.7	100.0	79.1	.4	307.5
Farm building	15,921	85.6	48.1	44.7	100.0	.8	279.2
Other	4,021	100.0	39.5	51.9	100.0	2.6	294.0
Total and weighted average <u>4/</u>	25,044	88.7	50.3	53.8	97.6	1.1	291.5

1/ Total exceeds 100 percent since some farmers gave more than one reason for selling directly to consumers.

2/ Maine, New Hampshire, and Vermont.

3/ Less than 0.05 percent.

4/ Sum of farmers for methods exceeds total number of farmers selling directly to consumers since some farmers used more than one direct method of sales.

Table 61--Reasons given by farmers for not selling directly to consumers,
by State and products produced, 1980
(To compare with 1979 survey, see table 32)

Item	Farmers	Commodity produced	Too much trouble	Volume too large	Other	Total ^{1/}
	Number	Percent				
State:						
California	48,905	53.2	33.9	4.8	12.8	104.7
Illinois	86,418	83.0	16.9	.2	.3	100.4
Missouri	85,625	18.3	81.6	.1	.1	100.1
Northern New England ^{2/}	10,705	5.9	68.9	23.2	4.6	102.6
Texas	114,020	40.0	64.0	.7	2.2	106.9
Total and weighted average	345,673	46.2	52.5	1.7	2.8	103.2
Products produced:						
Field crops	159,851	81.2	21.9	.4	.9	104.4
Vegetables	4,379	33.4	30.8	14.6	34.9	113.7
Fruits and nuts	22,904	50.3	23.0	8.9	24.2	106.4
Livestock	224,478	35.5	64.9	.3	.7	101.4
Poultry	9,935	19.8	81.0	.9	.6	102.3
Dairy	27,220	23.2	67.6	8.0	4.4	103.2
Floral and nursery	2,096	83.9	16.1	4.0	29.3	133.3
Other	29,778	60.0	55.5	1.4	1.2	118.1
Total and weighted average ^{3/}	480,641	55.8	48.0	1.4	2.6	107.8

^{1/} Totals for reasons exceed 100 percent because some farmers gave more than one reason.

^{2/} Maine, New Hampshire, and Vermont.

^{3/} Sum of farmers (total) producing various products exceeds total number of farmers selling directly because some farmers produced products in two or more product categories.

END