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**Community Engagement with Small and Mid-sized Farms: Findings from the Minnesota Statewide
Cooperative Partnership Producer Survey**

Hikaru Hanawa Peterson, University of Minnesota Applied Economics Department, hhp@umn.edu

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Community Engagement with Small and Mid-sized Farms: Findings from the Minnesota Statewide Cooperative Partnership Producer Survey

Hikaru Hanawa Peterson & Casey McNichols
Department of Applied Economics, University of Minnesota



Background

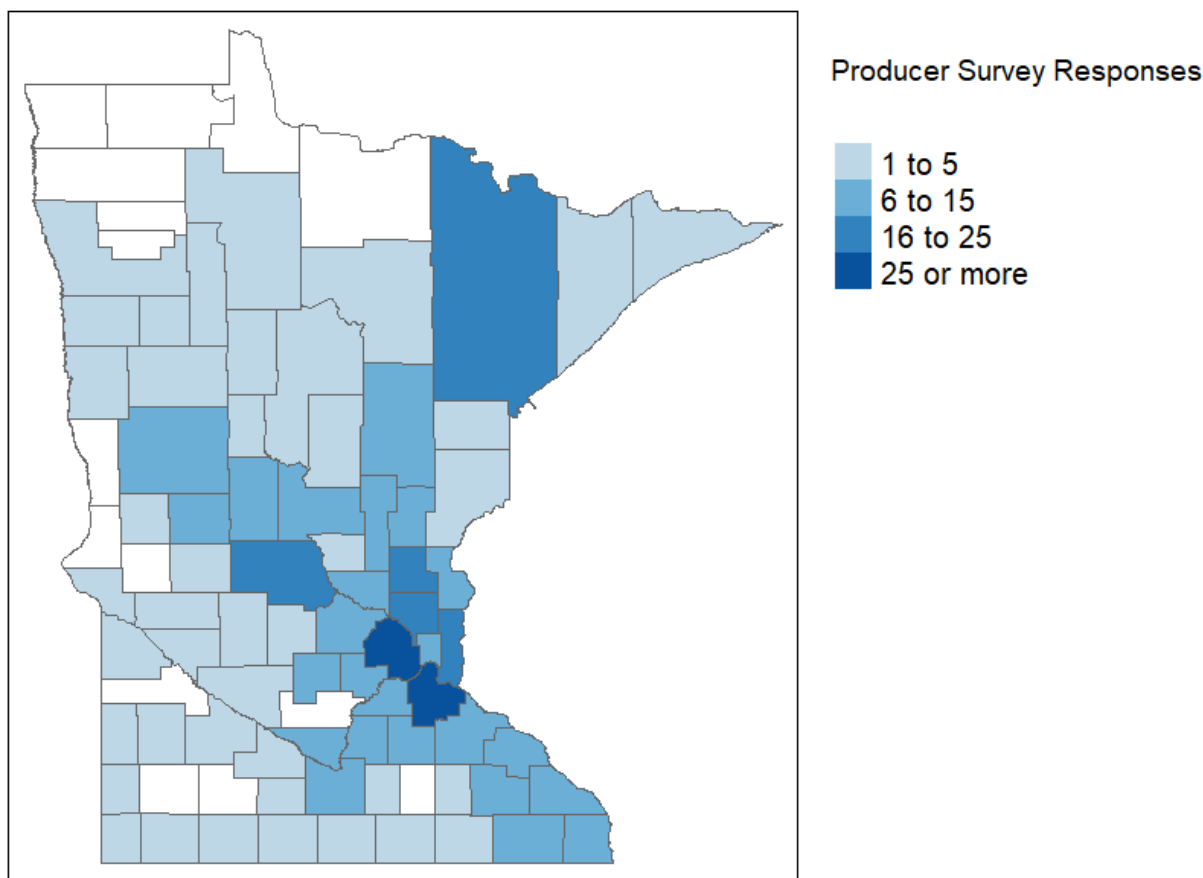
The Statewide Cooperative Partnership (SCP) Producer Survey aimed to supplement data on Minnesota agriculture, focused on small and mid-sized farms, emerging farmers, and farmers selling through Direct to Consumer (DTC) or Direct to Institution (DTI) channels. The survey was administered by the SCP for Local and Regional Foods, which was convened in 2020 with funding from the USDA Federal-State Marketing Improvement Program and is comprised of the Minnesota Department of Agriculture, the University of Minnesota, and over 40 partner organizations from around the state.

Research Objectives

- Partner with non-profits and community partners to survey Minnesota agricultural producers, including farmers operating small and mid-sized operations, emerging farmers, and farmers selling through DTC/DTI channels.
- Gain insight into what groups of producers are underrepresented in existing data by comparing SCP Producer Survey data to the 2017 Census of Agriculture.
- Determine what producer characteristics are associated with participation in the Census of Agriculture.

Data & Methods

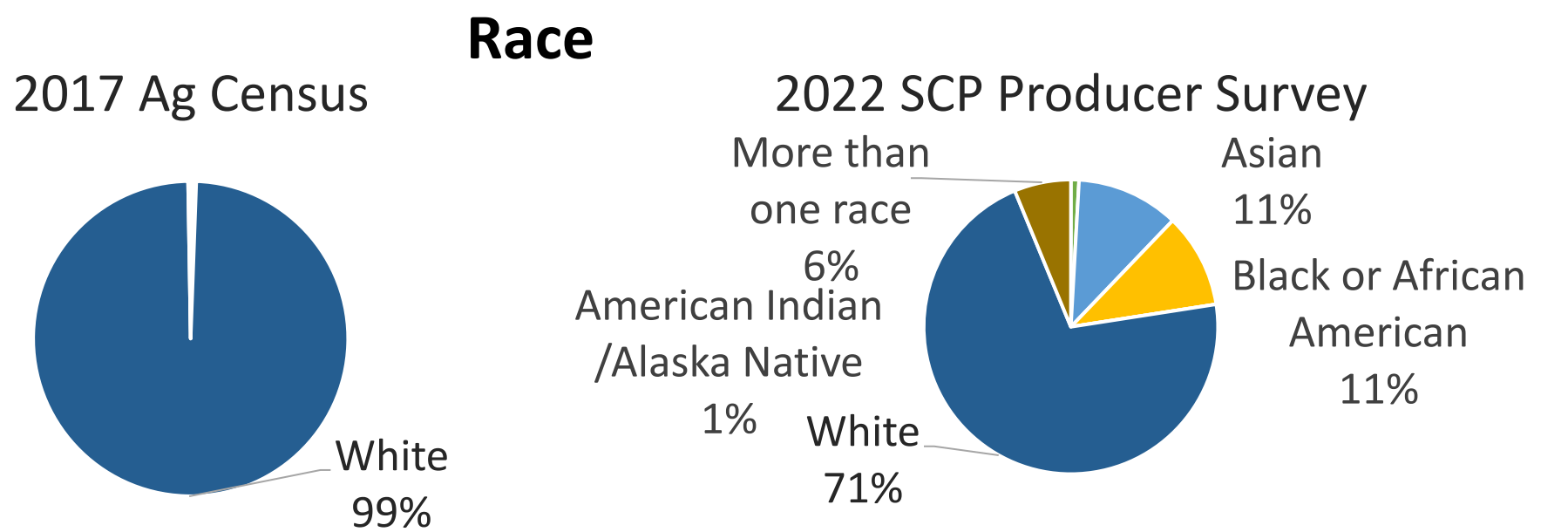
The Producer Survey targeted producers in Minnesota selling \$500 or more annually. The survey was open from February to May of 2022 and was promoted online, as well as through the Partnership's network. Eight community organizations received mini-contracts to assist with the promotion and enumeration of the survey in their communities. The survey was available in physical copies and in multiple languages. In total 497 producers were included in the data. Producers who had farmed for 5+ years (since 2017) and grossed \$1000+ were included in the logit analysis.



Profile of Minnesota Agricultural Producers

	2017 Ag Census	2022 SCP Survey	SCP /Ag Census
Number of farms (count)	68,822	497	0.72%
Land in farms (acres)	25,516,982	40,473	0.16%
Total cropland (acres)	21,786,756	23,977	0.11%
Permanent pasture & rangeland (acres)	1,073,788	4,513	0.42%
Average size of farms (acres)	371	81	
Market value of products sold (\$)	18,395,390,000	45,512,002	0.25%
Average per farm (\$)	267,289	95,815	

	% sample	Avg farm sales	Avg crop acres	Land ownership
All SCP Respondents (N = 464)	100%	\$ 95,815	50	72%
Self-selected Farm Descriptions				
Women-owned	46%	\$ 70,777	39	73%
Minority-owned	19%	\$ 22,642	21	29%
Veteran-owned	7%	\$ 21,617	52	82%
LGBTQ+-owned	3%	\$ 26,036	4	80%
First-generation farm	44%	\$ 67,187	20	72%
Multi-generation farm	19%	\$ 214,392	139	69%
Immigrant-owned	9%	\$ 14,364	3	27%
Owned by person(s) w disabilities	6%	\$ 17,278	50	68%
Family owned	63%	\$ 106,911	66	87%



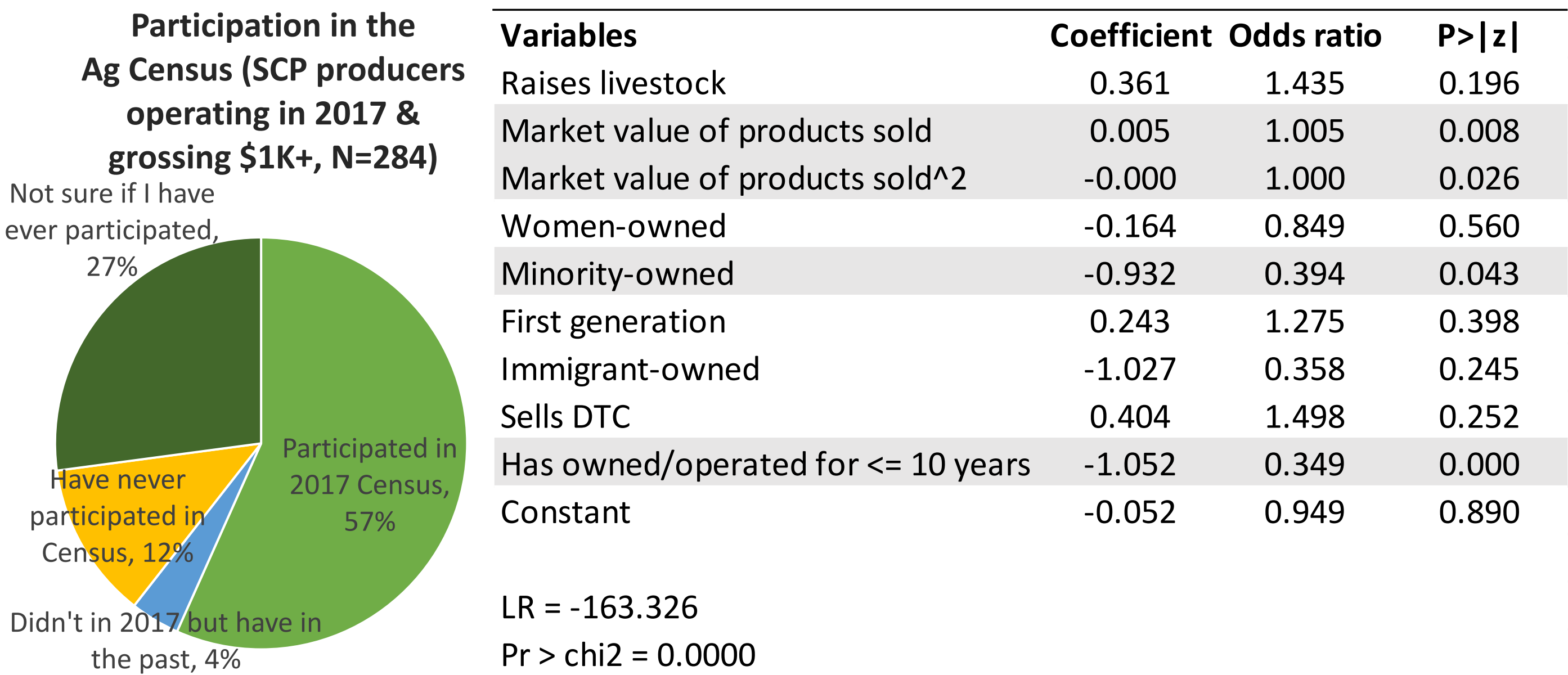
	2017 Ag Census	2022 SCP Survey
Producer characteristics (%)		
Woman	15% - 31%*	35%
Hispanic, Latinx, or of Spanish origin	1%	4%
New & beginning farmers (<=10 yrs)	21%	57%
Farm characteristics (%)		
Farm organically	1%	13%
Sell directly to consumers	5%	78%
Hire farm labor	28%	58%
Farm full time	41%	56%
Produce value-added food products for human consumption	N/A	44%

*"Primary producer" vs. "All producers" (counted up to 4 operators/farm)

Key Findings

- Compared to the 2017 Census of Agriculture, this sample of Minnesota producers operated smaller farms, had more historically underrepresented primary operators, and made more sales through DTC and DTI channels.
- Historically underrepresented producers reported lower average sales, crop acres, and land ownership.
- Only 37% of all producers included in the Statewide Cooperative Partnership producer survey indicated that they had completed the 2017 Census of Agriculture. Of the 61%, who were operating in 2017 and grossing \$1,000+, 43% were not counted in the 2017 Ag Census.
- Minority farmers and those farming for 10 or fewer years were respectively associated with 61% and 65% reduction in the odds of filling out the 2017 Agricultural Census compared to their counterparts. In our sample, proportionately more beginning farmers self-described their operations as women-, minority-, LGBTQ+, and immigrant-owned, and were farming with Black or African Americans.

Participation in the Agricultural Census



This project is part of the Statewide Partnership for Local and Regional Markets, which is funded by the USDA Federal-State Marketing Improvement Program. Additional information about the project can be found at <https://www.mda.state.mn.us/marketing/local-regional-partnership>