



2020 Local Food Marketing Practices Survey

Executive Briefing – April 28, 2022

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United States Department of Agriculture
National Agricultural Statistics Service

www.agcensus.usda.gov

2020 Local Foods Marketing Practices Survey

- Background
- Sampling and Survey Process Overview
- Results



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Background

- Special study from the 2017 Census of Agriculture.
- The reference year is 2020.
- Results available at national, regional, and state levels.



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Sampling Process

- NASS List Sampling Frame
 - Stratified Sample Design
 - Direct Sales Type Group Stratification:
 - Group 1. Operations that had a direct market sales value.
 - Group 2. Operations that had a direct market sales indicator.
 - Group 3. Operations that did not have a direct market sales value or indicator.
- Total Sample Size
 - 64,540



Key Definitions

Local Food:	A locally or regionally produced agricultural food product that is transported less than 400 miles or within the state it is produced.
Operation:	A farm having at least \$1,000 in sales, or potential sales, which produced and sold food for humans to eat or drink directly to consumers, retail markets, institutions, and intermediary businesses in 2020. Excluding abnormal operations such as a prison, school, church, or research facility.
Commodity:	Food sold in its current state from livestock and crop categories.
Value-Added:	Products that have been altered or packaged in a way that is not required for transportation before being sold.

Total Direct Food Sales and Number of Operations Through All Marketing Channels, 2020

- In 2020, 147,307 operations used direct marketing practices to sell foods in the U.S. This compares with 167,009 operations in 2015.
- In 2020, \$9.0 billion of food was sold through direct marketing practices, including value added products at the first point of sale. This compares with \$8.7 billion sold in 2015.
 - \$5.0 billion were direct sales of fresh/raw commodities.
 - \$3.9 billion were food sales of value-added commodities



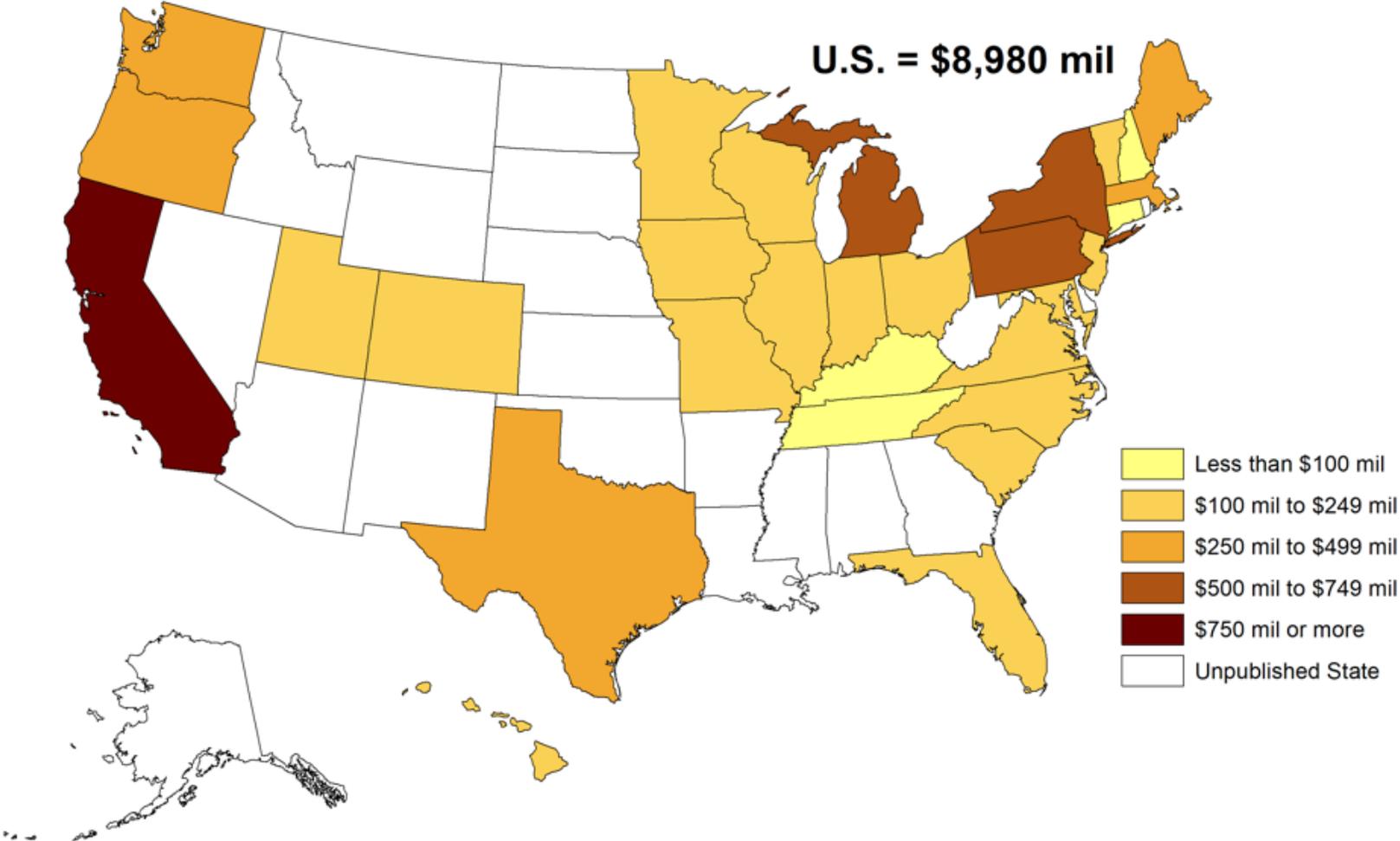
Total Direct Food Sales, 2020

Top 5 States

States	Sales (\$ million)	% of Total
California	1,432	16%
Pennsylvania	600	7%
New York	584	6%
Michigan	555	6%
Maine	342	4%
Rest of the U.S.	5,467	61%
U.S. Total	8,980	100%

Total Direct Food Sales, 2020 (\$million)

U.S. = \$8,980 mil



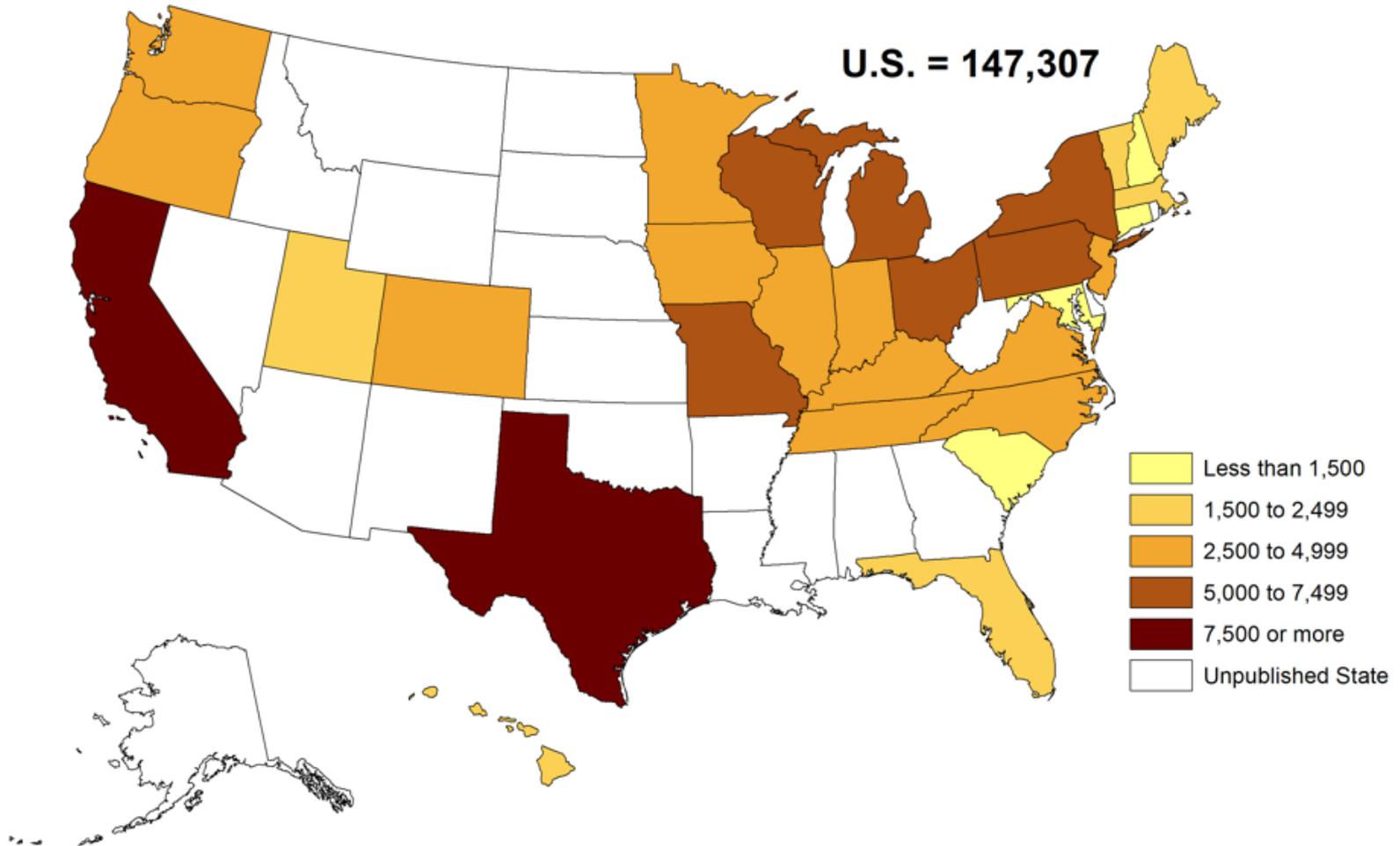
Total Number of Farms with Direct Foods Sales, 2020

Top Five States

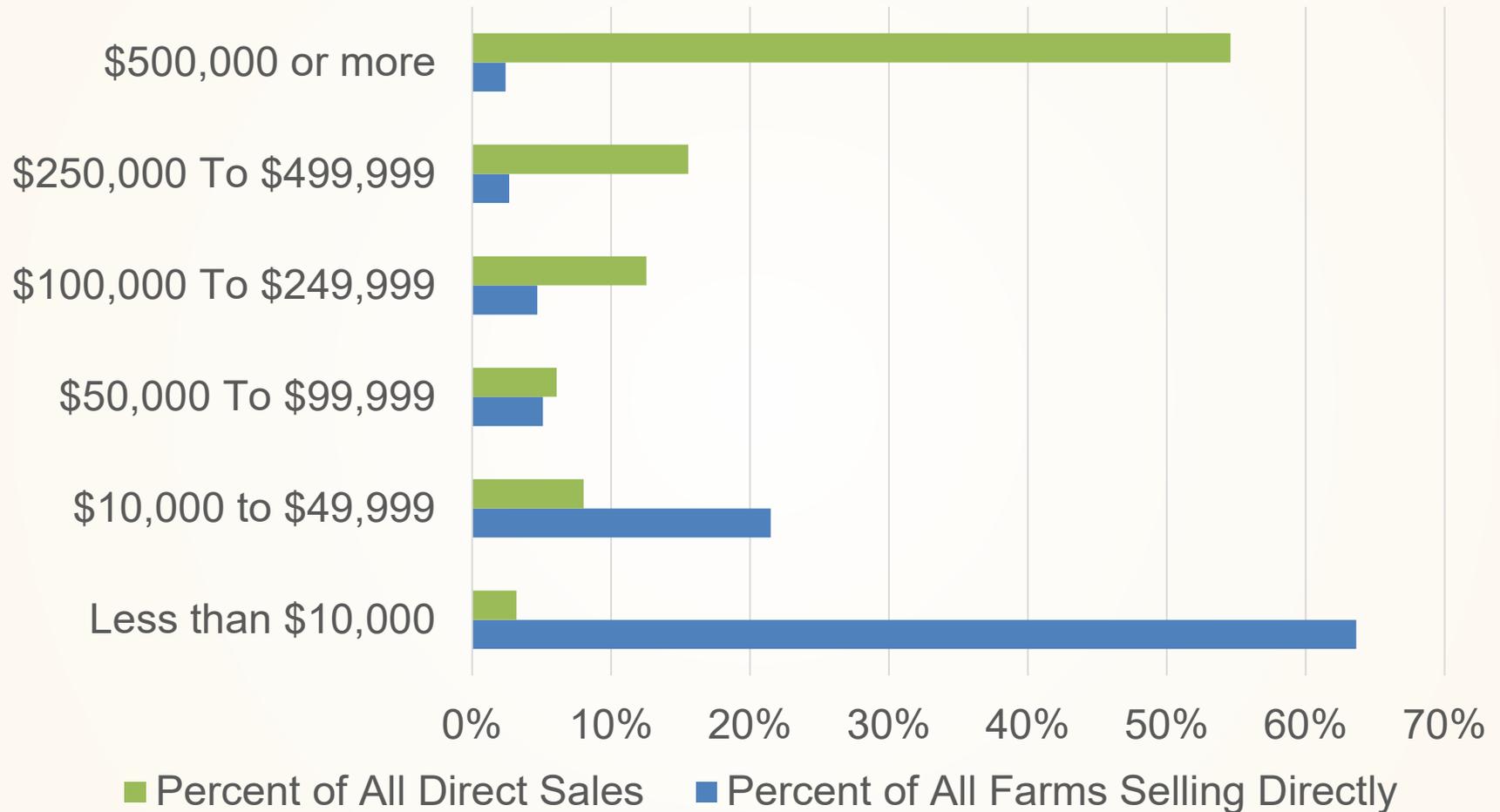
States	Number of Farms	% of Total
California	14,308	10%
Texas	10,612	7%
Ohio	7,107	5%
New York	6,549	4%
Pennsylvania	6,220	4%
Rest of the U.S.	102,511	70%
U.S. Total	147,307	100%

Total Number of Operations with Direct Food Sales, 2020

U.S. = 147,307



Farms and Direct Sales by Sales Categories, 2020



Local Foods Marketing Practices Survey

Marketing Channels

Direct to Consumers markets include Farmers Markets, on-farm store or stand, roadside stand or store, CSA, online marketplace and other markets such as pick-your-own and mobile markets.

Direct to Retail markets include supermarkets or supercenters, restaurants or caterers, independently owned grocery stores, food cooperatives, small food stores and corner stores.

Direct to Institution markets include K-12 schools, colleges and universities, hospitals, workplace cafeterias, prisons, preschools, food banks and senior care facilities.

Direct to Intermediate markets is a business or organization in the middle of the supply chain marketing locally and or regionally branded products. Examples include food hubs, food processors and wholesalers.



Directly Marketed Sales of Food and Value-Added Food Products Sold by Farms, 2020

Practice	Number of farms			
	2020		2015	
Consumers	113,400		114,801	
Retailers	24,137		23,624	
Institutions/Intermediaries	40,675		59,911	
U.S. Total	147,307		167,009	

Practice	Sales (\$ billion)			
	2020		2015	
Consumers	2.9		3.0	
Retailers	1.9		2.3	
Institutions/Intermediaries	4.1		3.4	
U.S. Total	9.0		8.7	

Direct-to-Consumers: Sales and Number of Farms by Marketing Practices, 2020

Marketing Practice	Number of Farms		Sales (\$ million)	
On Farm Store	49,503		1,231	
Farmers Market	28,094		514	
Other Markets	47,241		415	
Online Marketplaces	15,887		312	
Off Farm Store or Stand	14,380		252	
CSA	7,244		225	
Total Direct to Consumer	113,400		2,950	

Direct-to-Consumer: Sales and Number of Farms by Type of Sales, 2020

Sale Type	Sales (\$ million)	Sales (percent of total)	Number of Farms
Commodities Sold	1,523	52	47,659
Value-Added Products Sold	1,427	48	85,080
Direct-to-Consumer Total	2,950	100	113,400

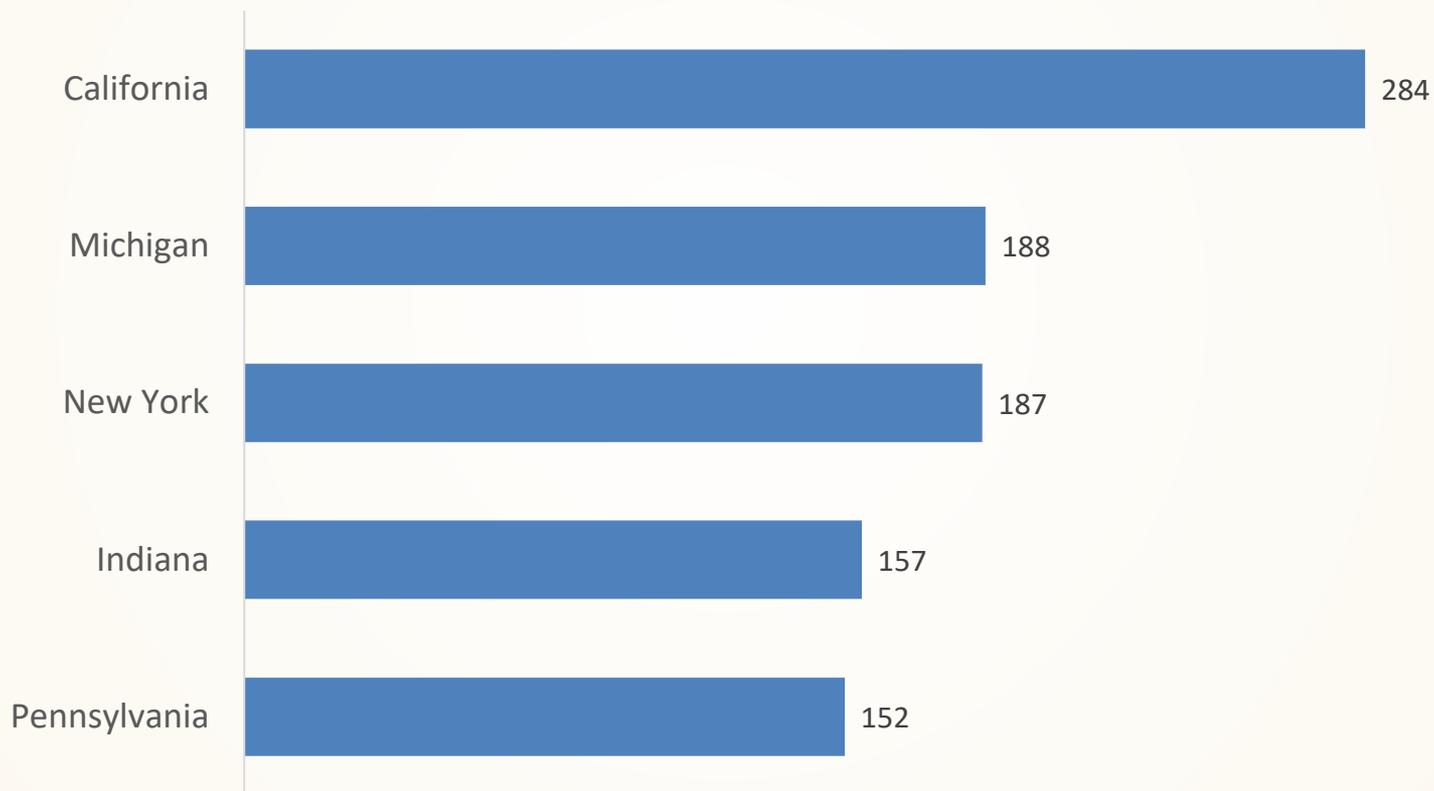


Direct-to-Consumer: Sales, 2020

Top Five States

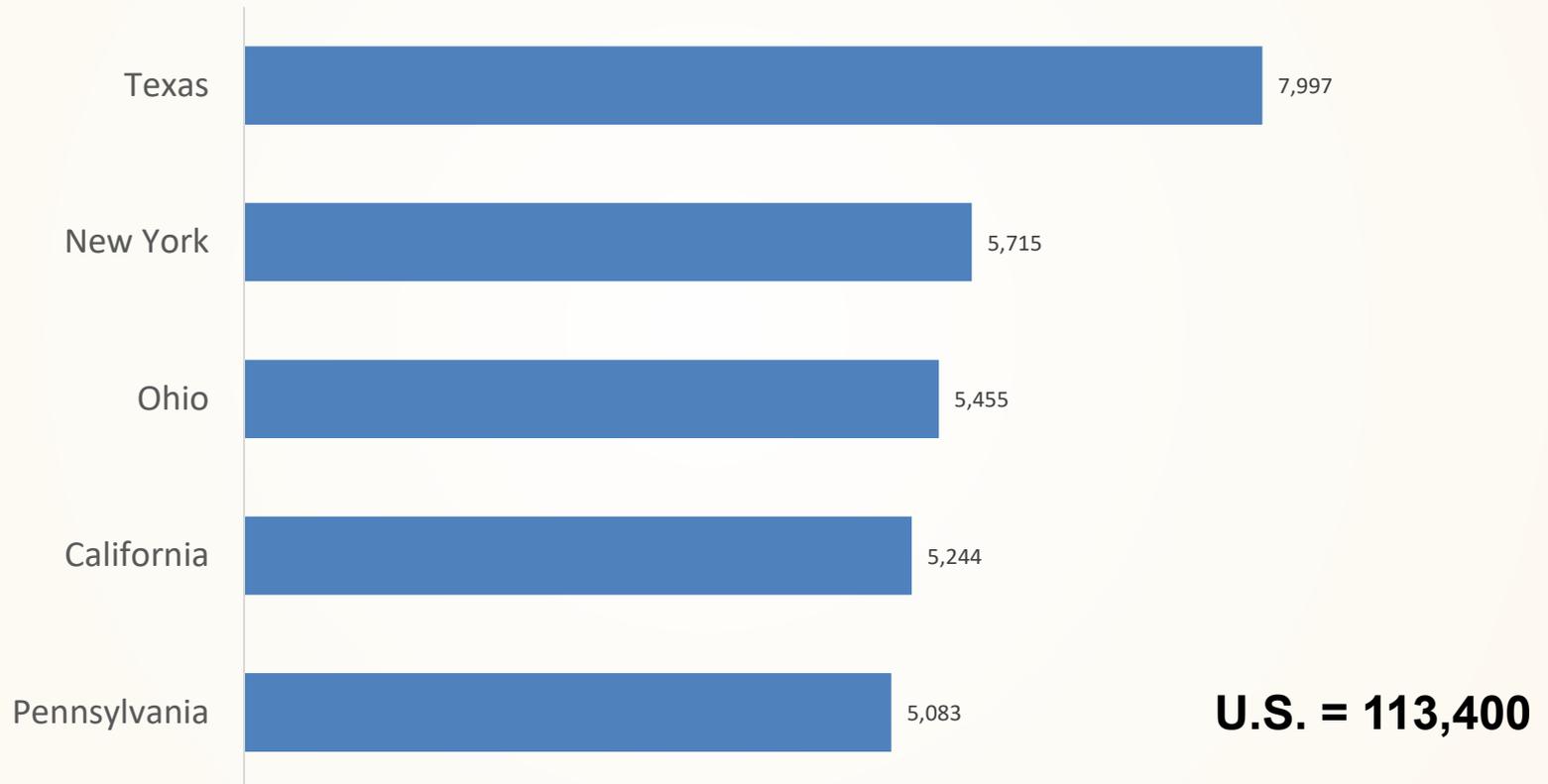
(\$ million)

U.S. = \$2.9 billion



Direct-to-Consumer: Number of Farms, 2020

Top Five States



Direct-to-Retailer: Number of Farms by Marketing Practices

Marketing Practice	2020	2015
Restaurants and Caterers	10,412	10,988
Supermarkets and Supercenters	8,064	8,479



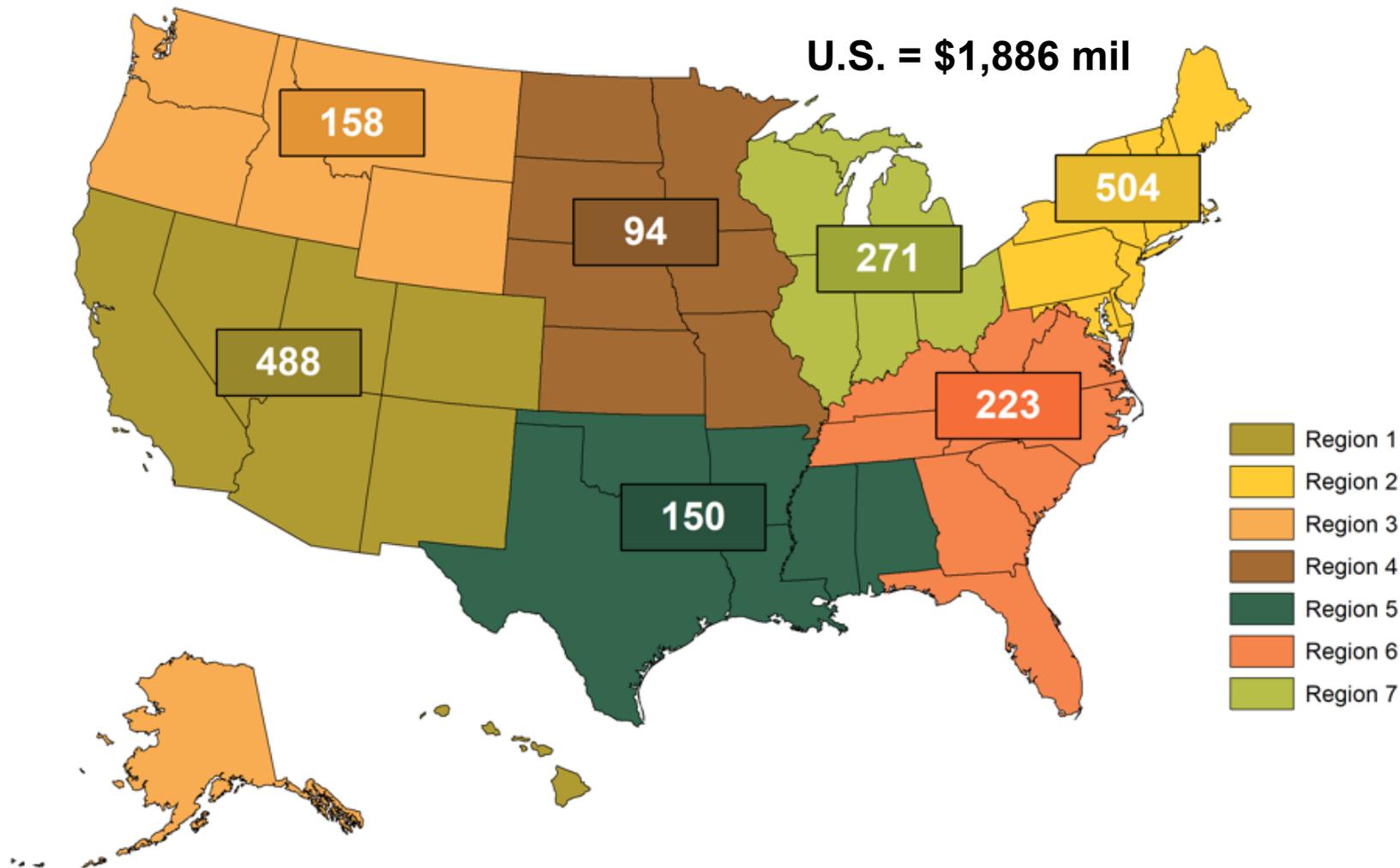
Direct-to-Retailer: Sales and Number of Farms by Type of Sales, 2020

Sale Type	Sales (\$ million)	Sales (percent of total)	Number of Farms
Commodities Sold	1,176	62	12,927
Value-Added Products Sold	710	38	13,431
Direct-to-Retail Total	1,886	100	24,137

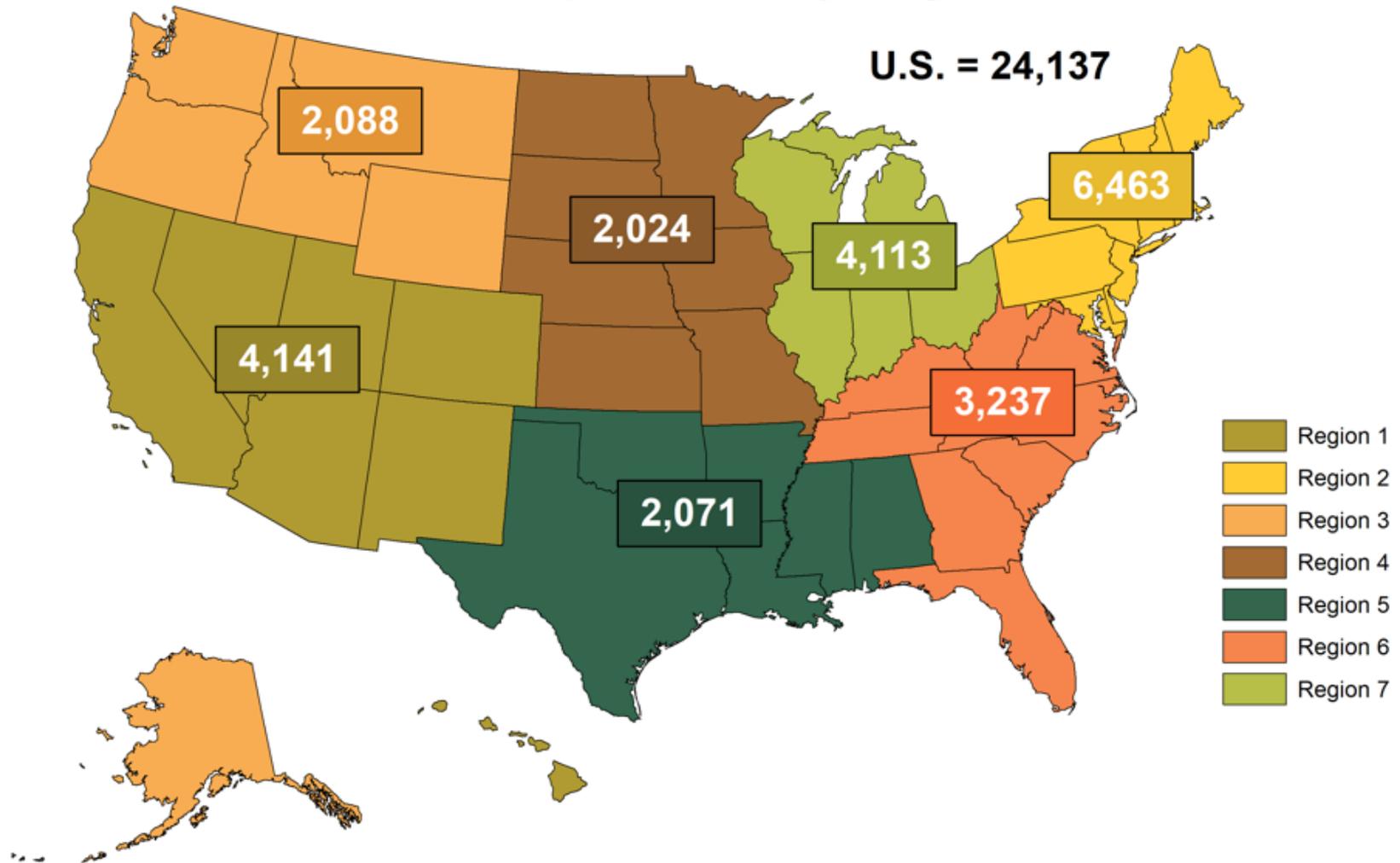


Direct to Retailers Food Sales by Region, 2020 (\$ million)

U.S. = \$1,886 mil



Direct to Retailers Number of Operations by Region, 2020



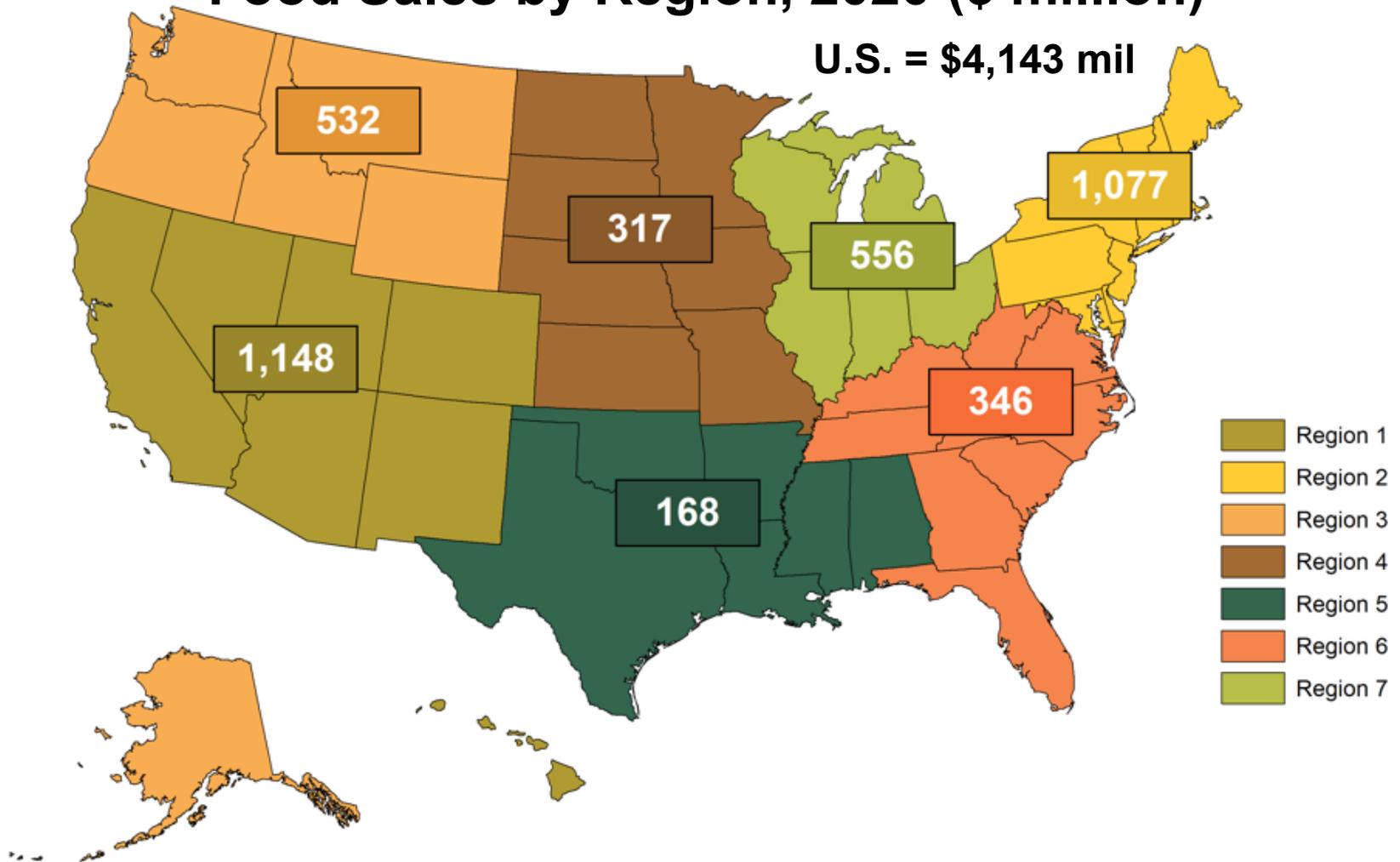
Direct-to-Institutions and Intermediates: Sales and Number of Farms by Type of Sales, 2020

Sale Type	Sales (\$ million)	Number of Farms
Commodities Sold	2,332	19,655
Value-Added Products Sold	1,812	22,533
Total Direct-to-Institutions/Intermediates	4,143	40,675

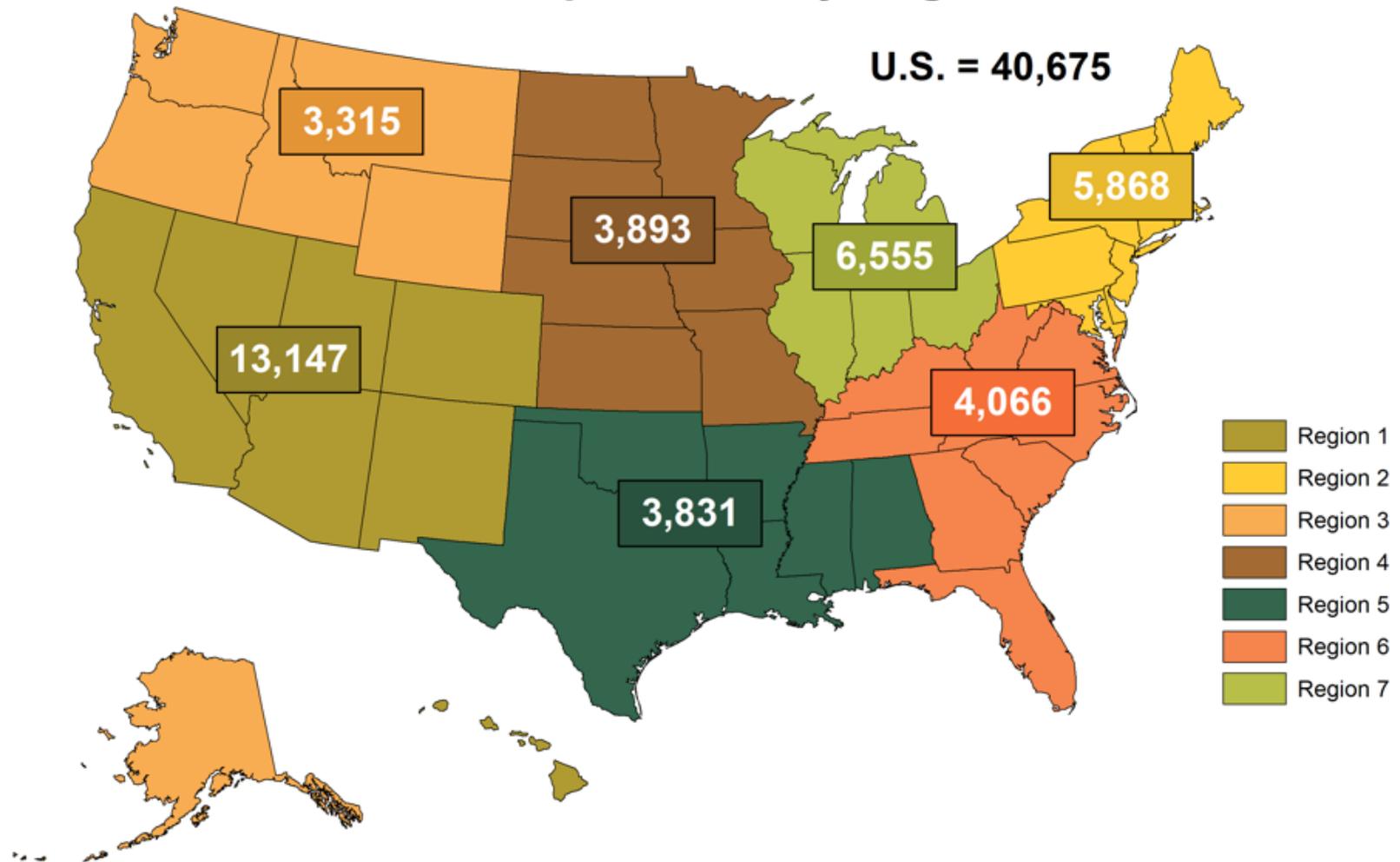


Direct to Institutions and Intermediates Food Sales by Region, 2020 (\$ million)

U.S. = \$4,143 mil

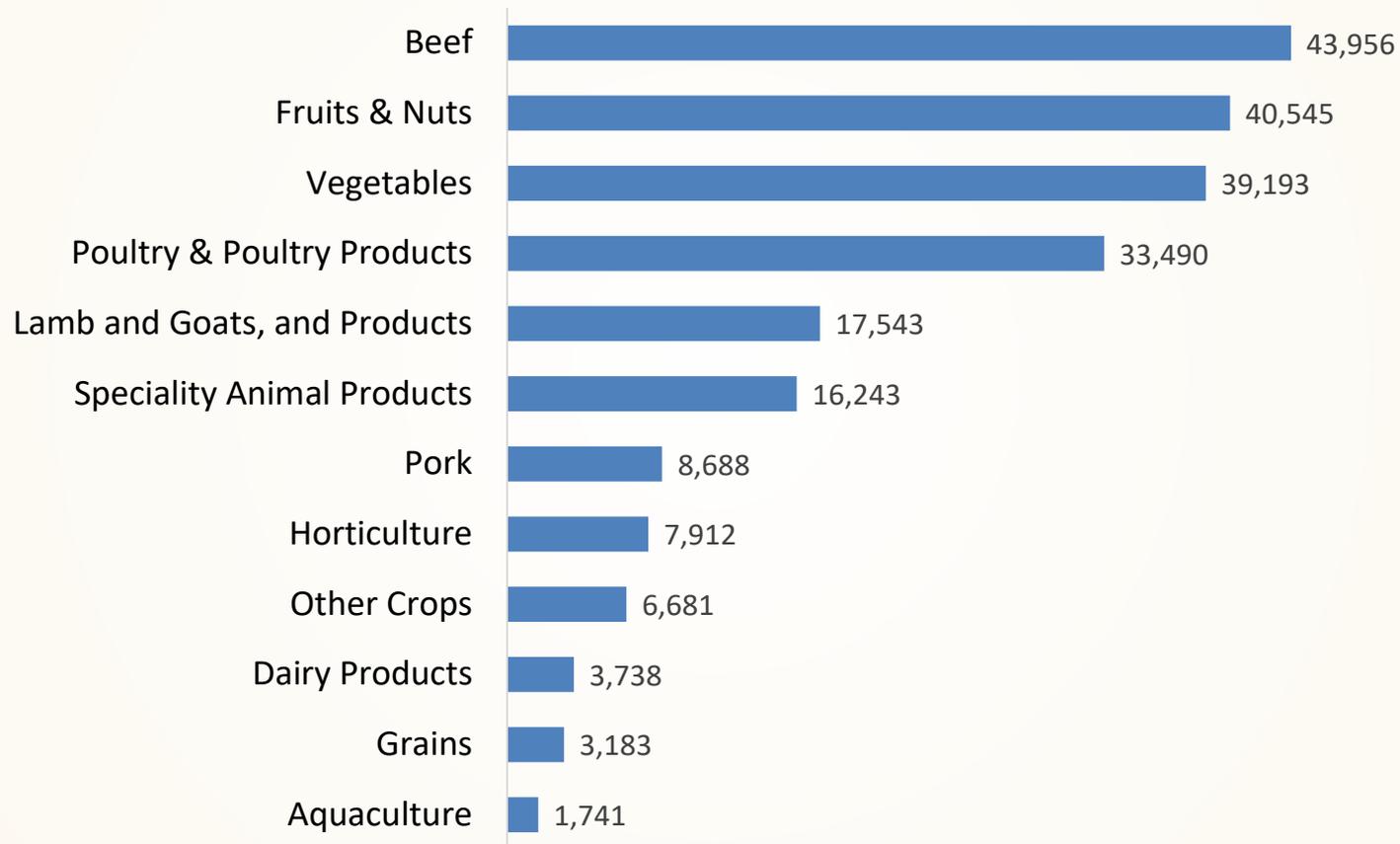


Direct to Institutions and Intermediates Number of Operations by Region, 2020



Number of Farms with Direct Sales by Commodity at the U.S. Level, 2020

US = 147,307



Mileage Farms Traveled to Directly Market Food, 2020

(percent of farms)

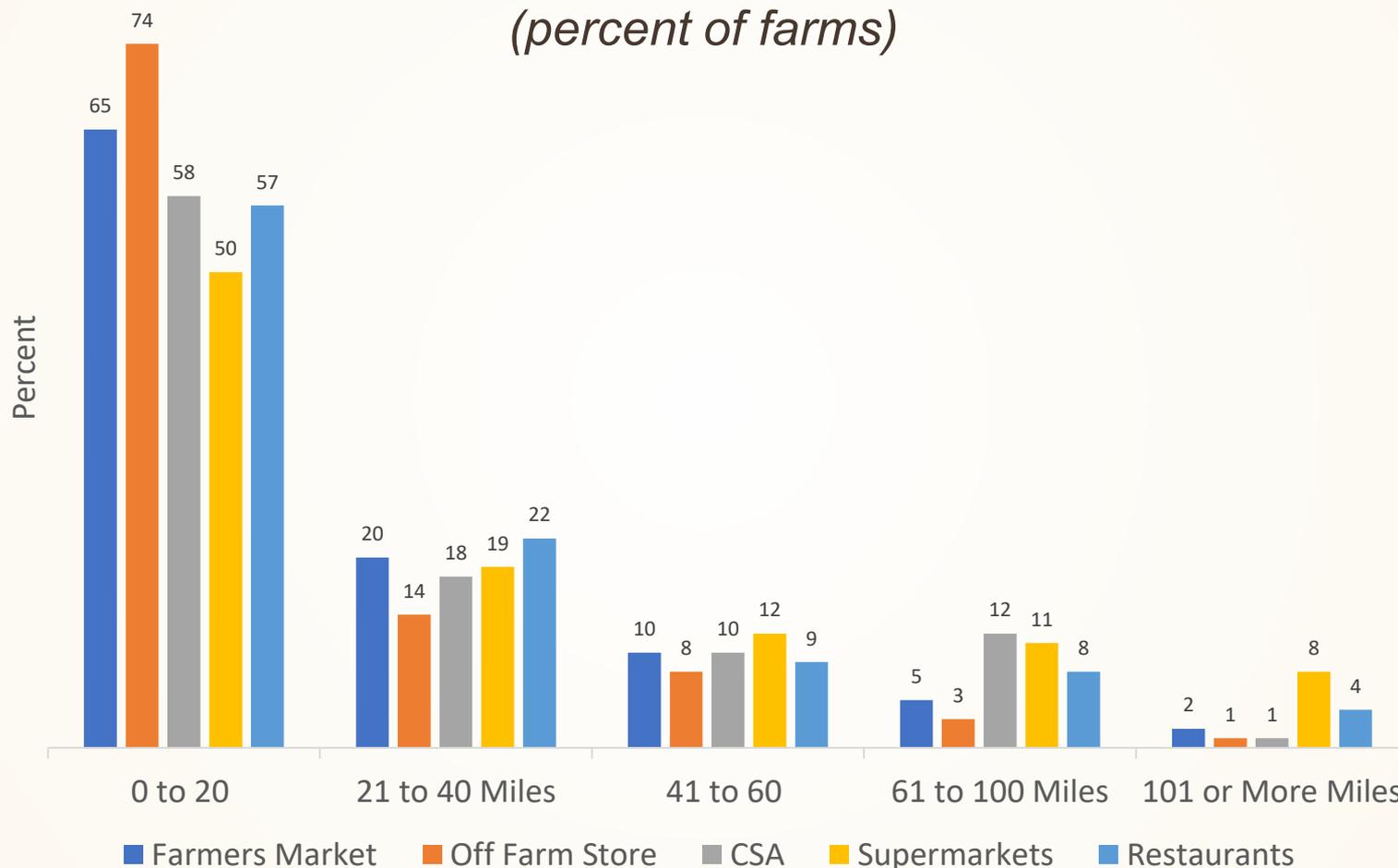
All sales within
100 miles:
78%

All sales beyond 100 miles: **3%**

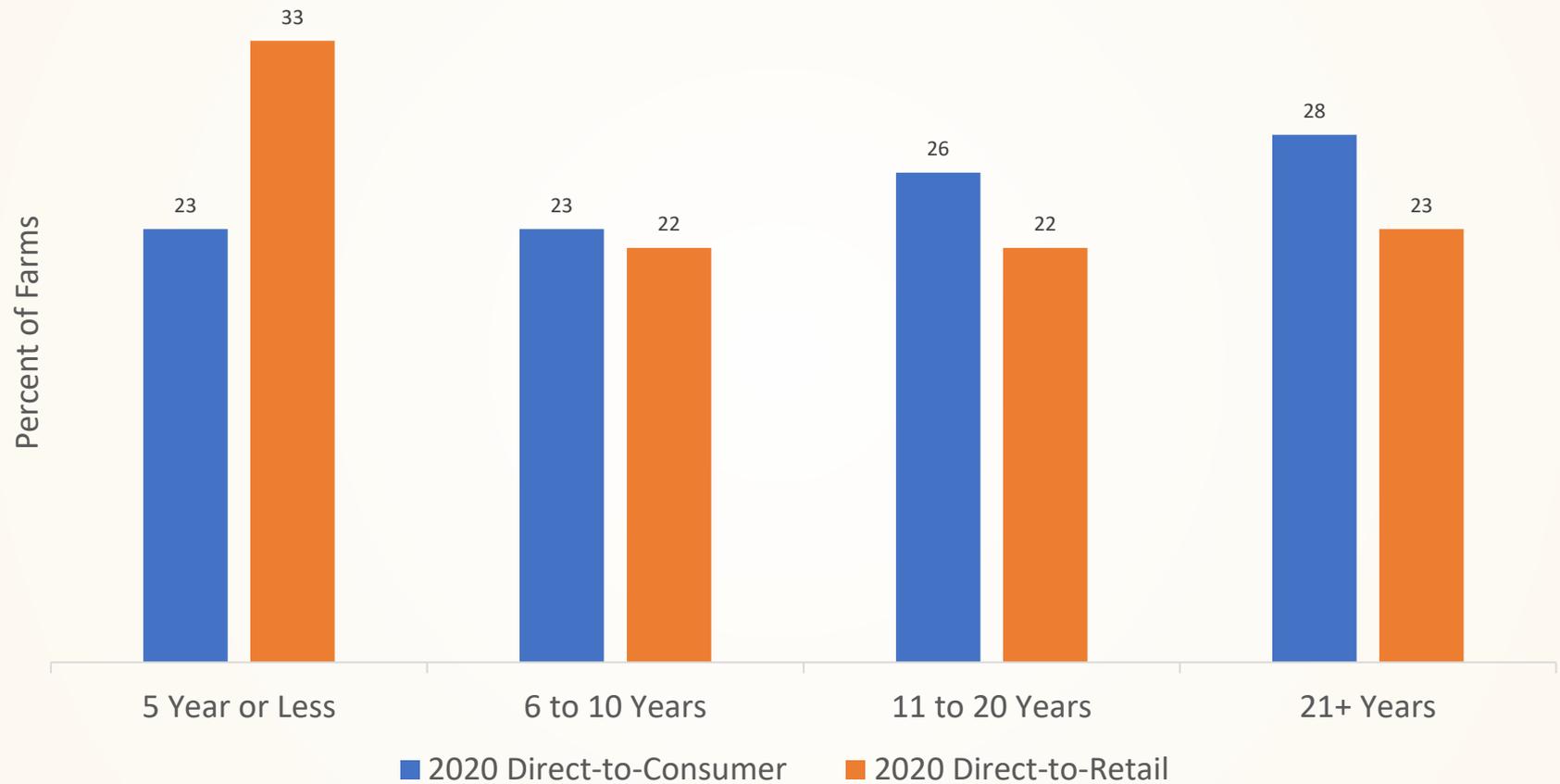
Sales at both distances, within and beyond 100 miles: **19%**

Distance to the Largest Grossing Marketplace by Practice, 2020

(percent of farms)



Number of Years Farms Used Direct Marketing Practices, 2020



Characteristics of Producers with Direct Sales, 2020

(percent)

	Producers with Direct Sales	All Producers (2017 Census of Agriculture)
Primary occupation is farming	49	42
Female Producers	43	36
Under 35 years old	11	8
With U.S. military experience	9	11

Local Food Operations Accepting SNAP Payments, 2020

- **7 percent** of farms selling directly to consumers accepted supplemental nutrition assistance program (SNAP) payments. This compares with 8 percent in 2015.
- **27 percent** of operations selling at a Farmers Market accepted SNAP payments. This is an increase from 19 percent in 2015.



Internet Usage

- **78 percent** of farms using direct marketing practices had access to the internet in 2020. This compares with 70 percent in 2015.
- **21 percent** of farms using direct marketing practices host websites for their farms. This compares to 17 percent in 2015.
- **42 percent** of the websites offer a platform for selling agricultural goods. This is an increase from 29 percent in 2015.



Key Findings

- 147,307 operations sold \$9.0 billion of food through direct marketing practices in 2020.
- Direct-to-Consumers was the most popular form of direct marketing, with 77% utilizing direct-to-consumer marketing practices. However, direct-to-consumer sales only accounted for 33% of all direct marketing sales.
- California accounted for the largest share of direct sales with \$1.4 billion, 16% of the US total.
- Operations with direct food sales of \$500,000 or more, accounted for 2% of all direct marketing operations, but received 55% of direct marketing income.
- 78% of operations sold all their directly marketed food within 100 miles of the farm.

All Reports Available At

www.nass.usda.gov

For Questions

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