



Local Foods

National Agricultural Statistics Service (NASS), Agricultural Statistics Board, United States Department of Agriculture (USDA).

This is a new data collection series that NASS will be conducting in 2016. This document shows the type of data that NASS plans to publish from this survey.

Currently, the plans are to conduct this survey once every five years following the Census of Agriculture. The following tables will be generated referencing the target survey year of 2015. The initial publication date is scheduled for December 2016.

State level data will be published where it is possible, but due to disclosure issues the data may need to be published on a regional basis.

Local Foods Marketing Channels, 2015

Item	United States	Alabama	Alaska	...(Other States)
SALES OUTLETS				
Direct-to-consumer sales.....farms				
sales (\$)				
Farmers marketsfarms				
sales (\$)				
Stores or stands located on the farm operationfarms				
sales (\$)				
Stores or stands located off the farm operationfarms				
sales (\$)				
Community Supported Agriculture (CSA)farms				
sales (\$)				
Online marketplacefarms				
sales (\$)				
Other direct-to-consumer marketplaces (see text)farms				
sales (\$)				
Direct-to-retail sales.....farms				
sales (\$)				
Supermarkets or supercenters.....farms				
sales (\$)				
Restaurant or caterer.....farms				
sales (\$)				
Other direct-to-retail outlets.....farms				
sales (\$)				
Direct-to-institution sales.....farms				
sales (\$)				
K-12 schools.....farms				
sales (\$)				
Colleges and universities.....farms				
sales (\$)				
Hospitals.....farms				
sales (\$)				
Other direct-to-institution outlets.....farms				
sales (\$)				
Direct-to-intermediate markets sales.....farms				
sales (\$)				

Local Foods Marketing Channels, 2015 (Continued)

Item	United States	Alabama	Alaska	...(Other States)
Distributors, food hubs, and brokers.....farms				
sales (\$)				
Wholesale marketplaces.....farms				
sales (\$)				
Food processors or makers.....farms				
sales (\$)				
FARMERS MARKETS				
Total farmers markets where products were sold.....number				
Participated in 1 market.....farms				
Participated in 2 markets.....farms				
Participated in 3 markets or more.....farms				
One-way travel to highest grossing farmers market :				
None.....				
1 to 20 miles				
21 to 40 miles				
41 to 60 miles				
60 to 100 miles				
100 to 200 miles				
200 miles or more				
ON-FARM STORES AND STANDS				
Operations who sold through this on-farm store:				
None				
1 - 4 operations				
5 or more operations				
OFF-FARM ROADSIDE STANDS OR STORES				
Farm stands or stores:				
Owned by this operation				
Not owned by this operation				
One-way travel to highest grossing farm stand or store:				
None.....				
1 to 20 miles				
21 to 40 miles				

Local Foods Marketing Channels, 2015 (Continued)

Item	United States	Alabama	Alaska	...(Other States)
41 to 60 miles				
60 to 100 miles				
100 to 200 miles				
200 miles or more				
Number of operations who sold through highest grossing farm stand:				
None				
1 - 4 operations				
5 or more operations				
COMMUNITY SUPPORTED AGRICULTURE (CSA) ENTERPRISES				
Community Supported Agriculture (CSA) enterprise owned by:				
Owned by this operation				
Another operation				
Group of operations				
Farmers' cooperative				
Third party				
Number of other operations who sold through the CSA:				
None				
1 - 5 operations				
6 - 14 operations				
15 or more operations				
One-way travel to highest grossing CSA pick-up site:				
None (located on farm).....				
1 to 20 miles				
21 to 40 miles				
41 to 60 miles				
60 to 100 miles				
100 to 200 miles				
200 miles or more				

Similar detailed tables are planned for the following categories:

- Selected Operator Characteristics by Marketing Channel
- Direct to Consumer, Retail, and Intermediate Sales as a Percent of Total Operation Sales by State
- Crop and Livestock Sales by Marketing Channel
- Marketing Channel Practices by Value of Products Sold Directly to Consumers, Retailers and Intermediaries
- Marketing Channel Practices by Farm Type
- Farm Characteristics by Marketing Channel
- Internet Use and Federal Farm Program Participation by Marketing Channel
- Direct Marketing Expenses

The following documentation topics will also be addressed in the publication.

- Statistical Methodology
 - o Survey Procedures
 - o Estimating Procedures
 - o Revision policy
 - o Reliability
- Terms and Definitions Used for Bee and Honey Production Estimates
- Information Contacts
- Access to NASS Reports