

# FOOD & FARMING NETWORK

Building NW Michigan's  
Agricultural Future



## LOCAL FOOD SALES

### INCREASING DIRECT AND INDIRECT SALES

The goal of this task force is to increase sales of local food throughout the northwest Michigan region. This is accomplished through analysis of the United States Department of Agriculture (USDA) Census and by taking the pulse of the farmers themselves and the people or businesses purchasing their goods. The outcome provides important data on the local market, to both inform decisions and assist farmers in identifying new business opportunities.



#### **FARMER DIRECT SALES**

An exchange made directly between farmer and consumer. Examples of these sales include farmers markets, on-farm stands and community supported agriculture (CSA) shares.



#### **FARMER INDIRECT SALES**

An exchange made with at least one additional transaction between farmer and consumer. This could constitute a sale made to a distributor, value-added producer, retailer, restaurant, etc.