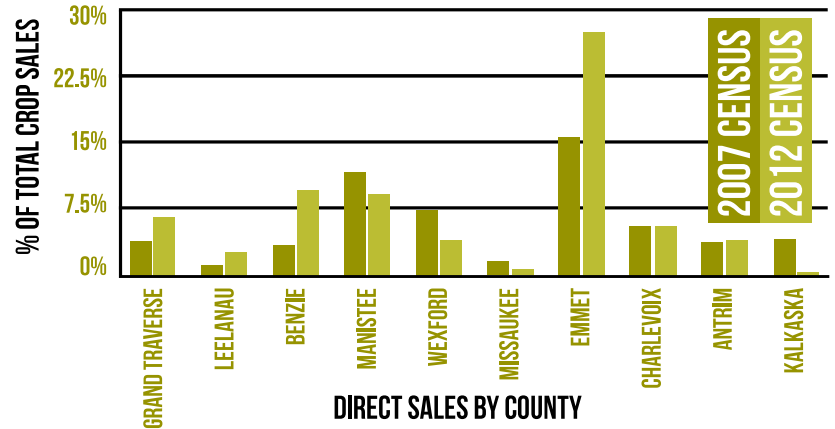


TAKING THE PULSE OF NORTHWEST MICHIGAN MARKETS

DIRECT SALES AS A PERCENTAGE OF TOTAL CROP SALES

From 2002 to 2007 all counties showed an increase in direct sales as a percentage of total crop sales. However, between 2007 and 2012 only half of the counties continued to show an increase in direct sales while the other half seem to have prioritized different markets.

Source: USDA Census of Agriculture, 2002, 2007, 2012



VALUE OF DIRECT SALES

Between 2007 and 2012, the rate of growth in all of northwest Michigan was 14%. The value of direct sales in Emmet county grew at a rate of 172% and the rate of growth in Grand Traverse and Benzie counties grew at 49% and 65% respectively.

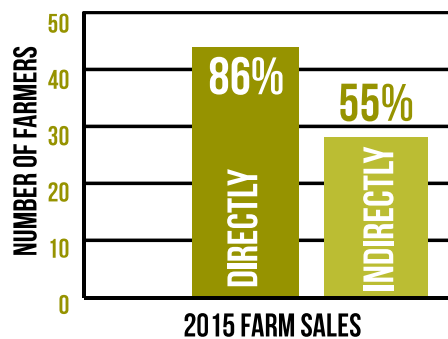
Source: USDA Census of Agriculture, 2002, 2007, 2012



2015 FARM SALES TYPE

Of 51 farmers surveyed, responses ranged from “direct sales are the only way for me to make a profit” to “farmers markets have been less profitable because of duplication of vendors” to “could sell more indirectly if we had the labor to grow”. Some farmers sell both directly and indirectly.

Source: Northwest Michigan Food and Farming Network Pulse Survey, 2015



INDIRECT SALES MARKET

Five businesses that participate in farmer indirect sales, including distributors, retailers, and value-added producers, were surveyed. Their sales and purchasing data were aggregated to provide a snapshot of the indirect sales market for local farmers.

Source: Northwest Michigan Food and Farming Network Pulse Survey, 2015

