

Sec. G – Direct Sales



Why is this important?

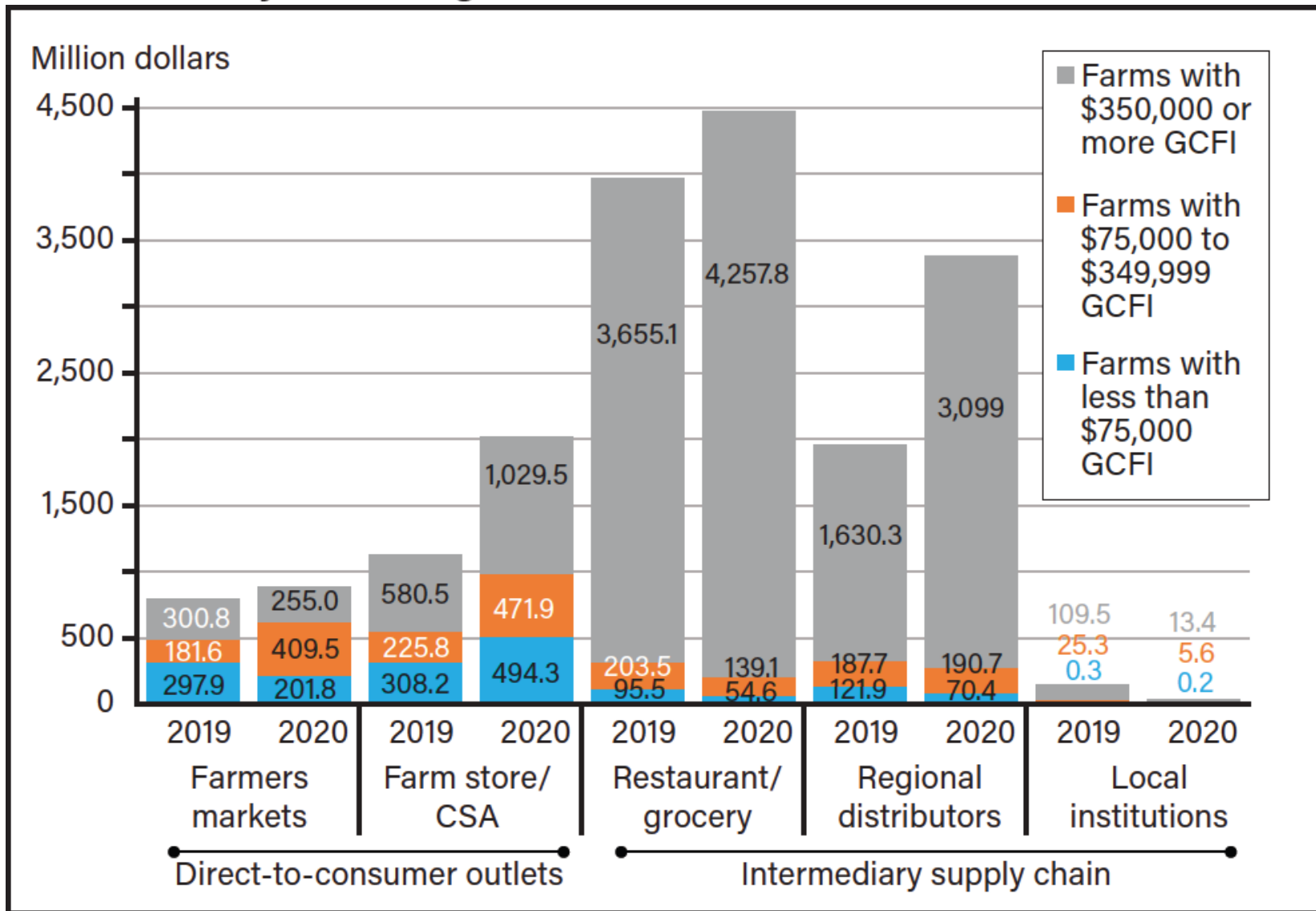
- Understand farm operations utilizing direct sales



United States Department of Agriculture
National Agricultural Statistics Service



Direct sales by marketing channel and farm size, 2019 and 2020



Source: USDA, National Agricultural Statistics Service and USDA, Economic Research Service, 2019 and 2020 Agricultural Resource Management Survey.



Sec. G - Questionnaire

- Please be aware of includes and excludes.
- Item 1 - Sales are split out Edible and Non-edible Products by category (Consumers, Retail markets, Institutions, and Intermediate markets).
- Item 2 – Include marketing expenses related to products reported in Item 1.
- Item 3 – Questions pertain to the sale of processed/value-added products.

Gross Value of Sales
of Edible Products

Gross Value of Sales
of Non-edible
Products



Sec. G – In conclusion...

- Please be aware of what types of direct sales and sales to intermediate markets you may see in your area.
- Sales in Sec. G should appear elsewhere on the questionnaire.

