

# Direct Marketing, Agri-tourism, and Organic Production

**All fruit: Farms by size and direct marketing sales, 2006**

All fruit size group by acres	All farms	Farms with direct marketing	Direct marketing percentage
	<i>number</i>	<i>number</i>	<i>percent</i>
1-10	909	435	47.9
11-25	416	145	34.9
26-50	310	77	24.8
51-100	260	85	32.7
101-249	210	58	27.6
250+	95	20	21.1
Michigan	2,200	820	37.3

**All fruit: Farms by species and direct marketing method, 2006**

Fruit	All farms	Farms with u-pick	Farms with stand or store	Farms selling at a farmers' market	Direct marketing total
	<i>number</i>	<i>number</i>	<i>number</i>	<i>number</i>	<i>number</i>
Apples	950	130	290	130	380
Tart cherries	540	32	44	14	60
Sweet cherries	470	68	120	52	155
Blueberries	575	125	84	31	165
Grapes	450	20	24	15	48
Peaches	440	70	145	94	210
Plums	185	13	23	32	45
Pears	210	23	58	35	75
Brambles	195	67	83	38	120
Strawberries	200	115	115	39	165
Michigan	2,200	420	545	220	820

**All fruit: Farms by size and agri-tourism activity, 2006**

All fruit size group by acres	All farms	Farms with agri-tourism	Agri-tourism percentage
	<i>number</i>	<i>number</i>	<i>percent</i>
1-10	909	57	6.3
11-25	416	33	7.9
26-50	310	29	9.4
51-100	260	29	11.2
101-249	210	18	8.6
250+	95	9	9.5
Michigan	2,200	175	8.0

**All fruit: Farms by agri-tourism activity, 2006**

Activity	Farms	Percent of total agri-tourism
	<i>number</i>	<i>percent</i>
Winery	22	12.6
Petting zoo	35	20.0
Corn maze	37	21.1
Group tours	105	60.0
Wagon rides	73	41.7
Gift shop	60	34.3
Retail food	73	41.7
Special events	46	26.3
Other	39	22.3
Michigan	175	

**All fruit: Farms and acres of certified organic production by species, 2006**

Fruit	Farms	Bearing acres
	<i>number</i>	<i>acres</i>
Apples	22	480
Tart cherries	12	220
Sweet cherries	3	8
Blueberries	8	82
Grapes	8	23
Peaches, plums, and pears	5	9
Brambles and strawberries	4	8
Michigan	37	830