



NEWS RELEASE

United States Department of Agriculture
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FOR IMMEDIATE RELEASE

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USDA Releases Local Food Marketing Practices Data

HONOLULU, HI, – Over 147,000 U.S. farms produced and sold food locally through direct marketing practices, resulting in \$9.0 billion in revenue in 2020, according to the Local Food Marketing Practices data released by USDA's National Agricultural Statistics Service (NASS). The data covers both fresh and value-added foods, such as meat and cheese.

The more than 40,000 farms that sold food directly to institutions and intermediaries brought in the most revenue at \$4.1 billion; this was followed by operations with direct-to-consumer sales, such as on-farm stores and farmers markets, at \$2.9 billion. Sales directly to retailers accounted for \$1.9 billion from more than 24,000 operations nationwide.

The top five states by value of total direct food sales were:

- California, \$1.43 billion
- Pennsylvania, \$600 million
- New York, \$584 million
- Michigan, \$555 million
- Maine, \$342 million

California led in sales directly to consumers, earning \$284 million. In Hawaii, over 2,480 farms produced and sold food locally through direct marketing practices, resulting in over \$116 million in revenue. The 1,575 Hawaii farms that sold food directly marketed for human consumption resulted in revenue of \$31.9 million.

Data also showed that 78% of farms sold their direct-to-market produce exclusively within 100 miles of the farm, while an additional 19% sold partially within and beyond 100 miles.

For additional data, visit www.nass.usda.gov/Surveys/Guide_to_NASS_Surveys/Local_Food/index.php or NASS's Quick Stats database at quickstats.nass.usda.gov. View the highlights at <https://www.nass.usda.gov/Publications/Highlights/index.php>

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NASS is the federal statistical agency responsible for producing official data about U.S. agriculture and is committed to providing timely, accurate and useful statistics in service to U.S. agriculture.

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