

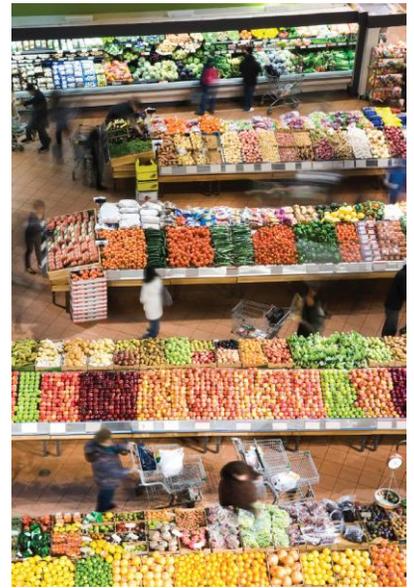
Marketing Outlets

Nearly 94 percent of Pennsylvania organic sales in 2008 were to wholesale markets, primarily distributors, wholesalers, brokers or re-packers (62.1 percent) and processors, millers or packers (14.8 percent). Director-to-retail sales comprised just 1.8 percent of 2008 organic sales. The remaining 4.5 percent of 2008 organic sales were direct to consumers, including 2.7 percent on-site (e.g. farm stands and you-pick operations), 0.7 percent via farmers' markets and 0.5 percent via community-supported agriculture arrangements.

Most producers sold their organic products locally. More than 61 percent reported selling within 100 miles of the farm, while 28 percent reported selling regionally (more than 100 miles but less than 500 miles from the farm). Another 11 percent reported selling nationally (500 or more miles from the farm), or internationally.

Producers' 5-Year Plans

Organic production is poised to grow over the next five years, with more than 74 percent of certified and exempt producers indicating that they plan to maintain or increase organic production levels.

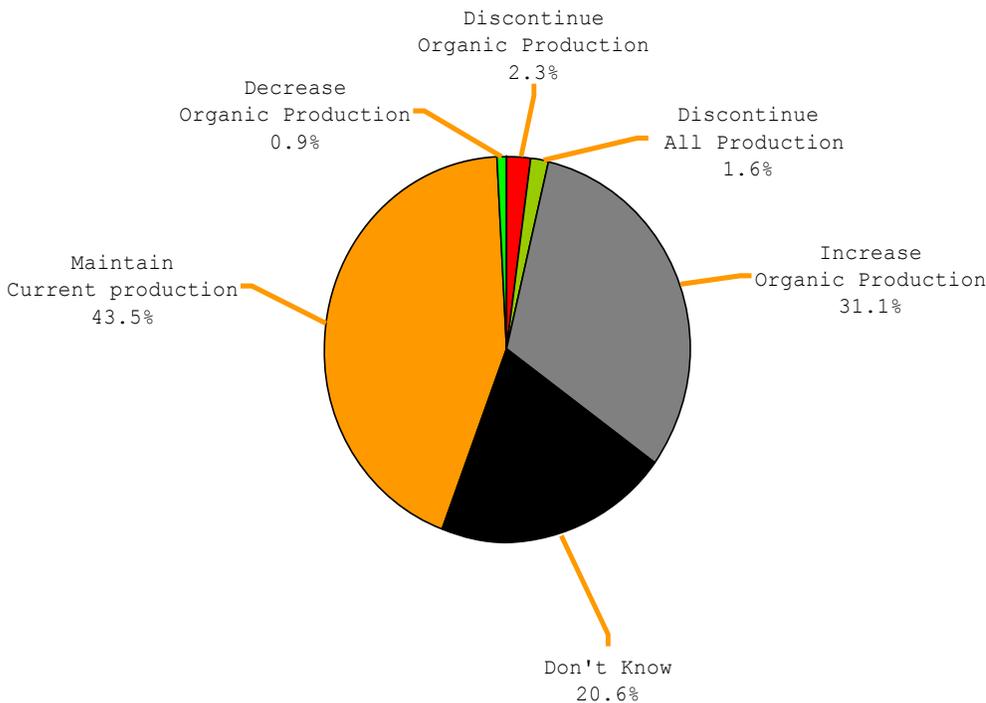


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2008 Organic Production Survey