



# NEWS RELEASE

United States Department of Agriculture  
NATIONAL AGRICULTURAL STATISTICS SERVICE  
NORTHEASTERN REGIONAL FIELD OFFICE  
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FOR IMMEDIATE RELEASE  
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## Pennsylvania ranks second in value of total direct food sales, says USDA

**HARRISBURG, PA** – Over 6,200 Pennsylvania farms produced and sold food locally through direct marketing practices, resulting in \$600 million in revenue in 2020, according to King Whetstone, director of the USDA’s National Agricultural Statistics Service (NASS), Northeastern Regional Field Office. The data covers both fresh and value-added foods, such as meat and cheese.

The more than 40,000 U.S. farms that sold food directly to institutions and intermediates brought in the most revenue at \$4.1 billion; this was followed by over 113,000 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

Most farms that sold directly to consumers sold through outlets such as on-farm stores. Pennsylvania had over 5,000 operations engaged in direct-to-consumer sales earning \$152 million.

The survey results also showed that 78% of U.S. 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.

Approximately 314,000 people were involved in making decisions for the farms that sold directly to consumers in 2020. Of these, 57% were men and 43% were women – a higher proportion of women than among all farms, according to data from the 2017 Census of Agriculture.

For additional survey results, visit [www.nass.usda.gov/Surveys/Guide\\_to\\_NASS\\_Surveys/Local\\_Food/index.php](http://www.nass.usda.gov/Surveys/Guide_to_NASS_Surveys/Local_Food/index.php) or NASS’s Quick Stats database at [quickstats.nass.usda.gov](http://quickstats.nass.usda.gov). View the highlights at <https://www.nass.usda.gov/Publications/Highlights/index.php>

There will be a live Twitter Stat Chat, a question-and-answer session for the public, hosted by NASS’s Environmental, Economics and Demographics Chief Tony Dorn about the Local Food Marketing Practices Survey results [@usda\\_nass](https://twitter.com/usda_nass) April 29, 2022 at 1 p.m. EDT. The public should include #StatChat in their questions.

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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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