

Table 14. Marketing Practices on Certified and Exempt Organic Farms: 2008

[For meaning of abbreviations and symbols, see introductory text]

Item	United States		Alabama		Alaska		Arizona	
	Farms	Percent of sales	Farms	Percent of sales	Farms	Percent of sales	Farms	Percent of sales
SALES OUTLETS								
Consumer direct sales:								
On-site (e.g., farm stand, u-pick)	3,381	2.4	4	32.2	6	(D)	23	0.9
Farmers' market	2,609	1.9	10	(D)	9	60.2	12	2.5
Community Supported Agriculture (CSA)	906	1.0	4	15.3	3	(D)	2	(D)
Mail order/Internet	628	0.4	1	(D)	2	(D)	4	0.8
Other consumer direct	1,309	1.1	4	(D)	1	(D)	10	(D)
Direct-to-retail sales:								
Natural food stores (cooperatives and supermarkets)	1,721	3.5	4	4.7	1	(D)	6	1.2
Conventional supermarkets	480	5.3	2	(D)	3	(D)	6	(D)
Restaurants/caterers	1,164	0.6	5	18.1	3	(D)	5	(D)
Institutions (e.g., hospitals, schools)	188	0.2	-	-	-	-	-	-
Other direct-to-retail	347	1.0	2	(D)	2	(D)	3	(D)
Wholesale market sales:								
Natural food store chain buyer	476	3.2	-	-	1	(D)	8	2.9
Conventional supermarkets chain buyer	239	6.8	-	-	-	-	6	(D)
Processor, mill, or packer	2,728	28.7	-	-	-	-	15	62.4
Distributor, wholesaler, broker, or repacker	2,387	26.6	-	-	2	(D)	8	8.9
Sales to other farm operations	1,357	3.5	4	3.4	-	-	3	(D)
Grower cooperative	1,072	9.8	-	-	-	-	-	-
Other wholesale	593	4.0	-	-	-	-	4	(D)
FIRST POINT OF SALES								
Local (within 100 miles)	9,920	44.3	23	(D)	14	95.1	45	52.8
Regional (more than 100 miles but less than 500 miles)	3,505	29.3	1	(D)	3	(D)	17	22.8
National (500 miles or further)	1,777	24.2	-	-	1	(D)	13	21.6
International	320	2.1	-	-	-	-	5	2.8
OTHER MARKETING INFORMATION								
Sold organic products in non-organic or conventional markets	3,343	(X)	7	(X)	8	(X)	21	(X)
Sold products through CSA shares	906	(X)	4	(X)	3	(X)	2	(X)
Sold all organic products produced in 2008	7,507	(X)	8	(X)	7	(X)	34	(X)
Produced organic products under a production contract	1,473	(X)	-	(X)	-	(X)	5	(X)
Found reliable buyers/markets	9,052	(X)	16	(X)	10	(X)	42	(X)
Had sufficient organic marketing options	7,947	(X)	12	(X)	10	(X)	36	(X)
Acquired sufficient amount of organic seed	7,493	(X)	17	(X)	9	(X)	30	(X)
Had adequate organic production inputs available	10,322	(X)	17	(X)	11	(X)	42	(X)

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Table 14. **Marketing Practices on Certified and Exempt Organic Farms: 2008 - Con.**

[For meaning of abbreviations and symbols, see introductory text]

Item	Arkansas		California		Colorado		Connecticut	
	Farms	Percent of sales	Farms	Percent of sales	Farms	Percent of sales	Farms	Percent of sales
SALES OUTLETS								
Consumer direct sales:								
On-site (e.g., farm stand, u-pick).....	7	0.1	405	1.4	65	3.2	41	7.5
Farmers' market	5	1.2	434	2.0	46	4.5	40	26.6
Community Supported Agriculture (CSA).....	2	(D)	124	0.6	21	2.8	15	18.6
Mail order/Internet	-	-	151	0.5	14	0.3	3	(D)
Other consumer direct.....	7	0.1	149	0.5	26	2.0	4	(Z)
Direct-to-retail sales:								
Natural food stores (cooperatives and supermarkets)	7	5.1	345	4.2	18	1.9	18	5.4
Conventional supermarkets.....	3	(D)	143	8.6	1	(D)	3	2.2
Restaurants/caterers	5	0.2	234	0.5	27	(D)	18	1.9
Institutions (e.g., hospitals, schools)	-	-	40	0.1	4	0.6	1	(D)
Other direct-to-retail	-	-	71	0.4	5	(Z)	8	0.4
Wholesale market sales:								
Natural food store chain buyer	2	(D)	129	3.9	11	2.4	2	(D)
Conventional supermarkets chain buyer	-	-	72	5.6	5	45.3	4	(D)
Processor, mill, or packer	4	6.1	663	27.0	41	14.3	-	-
Distributor, wholesaler, broker, or repacker	3	(D)	680	33.7	45	10.8	3	(D)
Sales to other farm operations	-	-	115	2.0	26	5.7	4	(D)
Grower cooperative	5	(D)	110	4.1	-	-	3	(D)
Other wholesale	6	5.0	120	4.7	17	5.3	-	-
FIRST POINT OF SALES								
Local (within 100 miles).....	19	9.1	1,938	50.3	149	28.4	74	(D)
Regional (more than 100 miles but less than 500 miles).....	10	26.1	639	22.0	68	24.6	5	(D)
National (500 miles or further).....	11	64.8	471	25.2	27	46.9	1	(D)
International.....	-	-	130	2.5	6	0.1	-	-
OTHER MARKETING INFORMATION								
Sold organic products in non-organic or conventional markets	12	(X)	560	(X)	48	(X)	20	(X)
Sold products through CSA shares	2	(X)	124	(X)	21	(X)	15	(X)
Sold all organic products produced in 2008	23	(X)	1,410	(X)	117	(X)	49	(X)
Produced organic products under a production contract.....	8	(X)	281	(X)	21	(X)	1	(X)
Found reliable buyers/markets	25	(X)	1,688	(X)	149	(X)	63	(X)
Had sufficient organic marketing options	20	(X)	1,459	(X)	117	(X)	60	(X)
Acquired sufficient amount of organic seed	22	(X)	949	(X)	110	(X)	54	(X)
Had adequate organic production inputs available	25	(X)	1,933	(X)	158	(X)	66	(X)

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Table 14. Marketing Practices on Certified and Exempt Organic Farms: 2008 - Con.

[For meaning of abbreviations and symbols, see introductory text]

Item	Delaware		Florida		Georgia		Hawaii	
	Farms	Percent of sales	Farms	Percent of sales	Farms	Percent of sales	Farms	Percent of sales
SALES OUTLETS								
Consumer direct sales:								
On-site (e.g., farm stand, u-pick).....	6	(D)	76	7.0	38	3.6	84	4.7
Farmers' market.....	3	10.6	53	4.6	44	9.0	87	4.4
Community Supported Agriculture (CSA).....	-	-	13	1.2	18	6.2	17	0.4
Mail order/Internet.....	-	-	9	0.1	6	0.1	53	3.9
Other consumer direct.....	-	-	25	0.4	5	(D)	44	6.0
Direct-to-retail sales:								
Natural food stores (cooperatives and supermarkets).....	-	-	31	18.0	19	5.8	112	14.5
Conventional supermarkets.....	-	-	10	(D)	4	0.9	21	4.3
Restaurants/caterers.....	-	-	21	0.6	17	4.2	46	10.6
Institutions (e.g., hospitals, schools).....	-	-	-	-	4	0.1	2	(D)
Other direct-to-retail.....	-	-	5	0.1	-	-	14	(D)
Wholesale market sales:								
Natural food store chain buyer.....	-	-	9	15.7	9	2.3	19	6.9
Conventional supermarkets chain buyer.....	-	-	5	7.0	9	26.9	7	(D)
Processor, mill, or packer.....	-	-	7	0.7	5	(D)	37	6.1
Distributor, wholesaler, broker, or repacker.....	-	-	48	34.2	10	28.3	49	20.8
Sales to other farm operations.....	2	(D)	13	4.2	5	1.0	9	(D)
Grower cooperative.....	-	-	2	(D)	6	(D)	8	0.3
Other wholesale.....	-	-	2	(D)	-	-	18	2.8
FIRST POINT OF SALES								
Local (within 100 miles).....	7	(D)	146	37.5	73	37.3	266	57.4
Regional (more than 100 miles but less than 500 miles).....	1	(D)	47	41.5	17	40.7	37	10.8
National (500 miles or further).....	1	(D)	34	21.0	9	22.0	67	30.5
International.....	-	-	-	-	-	-	8	1.3
OTHER MARKETING INFORMATION								
Sold organic products in non-organic or conventional markets.....	2	(X)	42	(X)	25	(X)	75	(X)
Sold products through CSA shares.....	-	(X)	13	(X)	18	(X)	17	(X)
Sold all organic products produced in 2008.....	4	(X)	85	(X)	54	(X)	145	(X)
Produced organic products under a production contract.....	-	(X)	5	(X)	5	(X)	2	(X)
Found reliable buyers/markets.....	4	(X)	121	(X)	63	(X)	196	(X)
Had sufficient organic marketing options.....	3	(X)	91	(X)	61	(X)	160	(X)
Acquired sufficient amount of organic seed.....	3	(X)	74	(X)	62	(X)	173	(X)
Had adequate organic production inputs available.....	7	(X)	113	(X)	69	(X)	216	(X)

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Table 14. Marketing Practices on Certified and Exempt Organic Farms: 2008 - Con.

[For meaning of abbreviations and symbols, see introductory text]

Item	Idaho		Illinois		Indiana		Iowa	
	Farms	Percent of sales	Farms	Percent of sales	Farms	Percent of sales	Farms	Percent of sales
SALES OUTLETS								
Consumer direct sales:								
On-site (e.g., farm stand, u-pick).....	48	8.8	54	2.7	29	5.5	80	1.7
Farmers' market	27	0.5	55	4.9	23	0.7	42	0.8
Community Supported Agriculture (CSA).....	12	0.1	8	0.9	2	(D)	17	1.4
Mail order/Internet	13	0.6	3	(D)	1	(D)	9	0.1
Other consumer direct.....	17	0.8	26	0.9	6	(Z)	25	0.4
Direct-to-retail sales:								
Natural food stores (cooperatives and supermarkets)	22	1.3	28	1.0	10	(D)	38	1.9
Conventional supermarkets.....	4	(D)	7	(D)	1	(D)	5	(D)
Restaurants/caterers	14	0.1	21	0.7	7	0.2	8	0.5
Institutions (e.g., hospitals, schools)	1	(D)	3	(D)	1	(D)	7	0.6
Other direct-to-retail	9	0.2	7	0.8	3	(D)	5	0.5
Wholesale market sales:								
Natural food store chain buyer	7	1.7	2	(D)	3	0.4	5	(Z)
Conventional supermarkets chain buyer	1	(D)	3	(D)	2	(D)	4	(D)
Processor, mill, or packer	37	44.2	32	35.1	21	22.8	152	38.8
Distributor, wholesaler, broker, or repacker	58	24.0	43	25.9	12	(D)	120	23.1
Sales to other farm operations	41	7.8	29	8.3	11	5.0	116	12.5
Grower cooperative	6	2.5	34	16.0	17	29.5	82	16.8
Other wholesale	12	6.9	5	0.7	9	10.5	10	0.6
FIRST POINT OF SALES								
Local (within 100 miles).....	151	25.3	134	29.1	78	35.2	350	63.6
Regional (more than 100 miles but less than 500 miles).....	60	22.2	78	(D)	31	48.7	195	28.3
National (500 miles or further).....	42	(D)	41	17.2	19	(D)	57	7.4
International.....	1	(D)	2	(D)	1	(D)	7	0.6
OTHER MARKETING INFORMATION								
Sold organic products in non-organic or conventional markets	78	(X)	67	(X)	40	(X)	126	(X)
Sold products through CSA shares	12	(X)	8	(X)	2	(X)	17	(X)
Sold all organic products produced in 2008	126	(X)	110	(X)	69	(X)	287	(X)
Produced organic products under a production contract.....	19	(X)	35	(X)	12	(X)	93	(X)
Found reliable buyers/markets	161	(X)	141	(X)	83	(X)	336	(X)
Had sufficient organic marketing options	141	(X)	125	(X)	76	(X)	306	(X)
Acquired sufficient amount of organic seed	112	(X)	146	(X)	88	(X)	355	(X)
Had adequate organic production inputs available	161	(X)	162	(X)	118	(X)	416	(X)

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Table 14. **Marketing Practices on Certified and Exempt Organic Farms: 2008 - Con.**

[For meaning of abbreviations and symbols, see introductory text]

Item	Kansas		Kentucky		Louisiana		Maine	
	Farms	Percent of sales	Farms	Percent of sales	Farms	Percent of sales	Farms	Percent of sales
SALES OUTLETS								
Consumer direct sales:								
On-site (e.g., farm stand, u-pick)	11	0.7	40	13.2	5	3.8	155	5.3
Farmers' market	15	1.6	24	6.1	2	(D)	95	3.0
Community Supported Agriculture (CSA)	8	0.9	11	7.5	-	-	50	2.8
Mail order/Internet	4	(Z)	7	(D)	2	(D)	20	2.7
Other consumer direct	7	(D)	28	2.9	4	0.5	46	1.1
Direct-to-retail sales:								
Natural food stores (cooperatives and supermarkets)	15	0.4	12	7.0	2	(D)	85	4.7
Conventional supermarkets	4	0.2	6	8.0	2	(D)	15	1.8
Restaurants/caterers	15	0.1	8	11.2	1	(D)	55	1.7
Institutions (e.g., hospitals, schools)	1	(D)	6	0.7	-	-	8	0.5
Other direct-to-retail	1	(D)	2	(D)	-	-	13	2.2
Wholesale market sales:								
Natural food store chain buyer	4	(D)	-	-	2	(D)	24	2.1
Conventional supermarkets chain buyer	1	(D)	1	(D)	-	-	8	3.9
Processor, mill, or packer	22	47.6	4	(D)	-	-	40	33.3
Distributor, wholesaler, broker, or repacker	13	21.0	16	8.5	-	-	48	16.5
Sales to other farm operations	7	(D)	1	(D)	-	-	22	2.0
Grower cooperative	15	21.3	4	(D)	1	(D)	17	8.0
Other wholesale	4	0.1	8	6.7	3	(D)	20	8.4
FIRST POINT OF SALES								
Local (within 100 miles)	53	25.2	85	63.2	12	(D)	269	39.3
Regional (more than 100 miles but less than 500 miles)	32	42.7	17	31.4	5	(D)	75	35.3
National (500 miles or further)	23	32.1	8	5.4	1	(D)	37	25.4
International	-	-	-	-	-	-	3	(Z)
OTHER MARKETING INFORMATION								
Sold organic products in non-organic or conventional markets	24	(X)	27	(X)	2	(X)	74	(X)
Sold products through CSA shares	8	(X)	11	(X)	-	(X)	50	(X)
Sold all organic products produced in 2008	40	(X)	47	(X)	11	(X)	203	(X)
Produced organic products under a production contract	7	(X)	17	(X)	1	(X)	20	(X)
Found reliable buyers/markets	54	(X)	61	(X)	14	(X)	240	(X)
Had sufficient organic marketing options	45	(X)	47	(X)	12	(X)	211	(X)
Acquired sufficient amount of organic seed	58	(X)	62	(X)	9	(X)	209	(X)
Had adequate organic production inputs available	67	(X)	68	(X)	13	(X)	248	(X)

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Table 14. **Marketing Practices on Certified and Exempt Organic Farms: 2008 - Con.**

[For meaning of abbreviations and symbols, see introductory text]

Item	Maryland		Massachusetts		Michigan		Minnesota	
	Farms	Percent of sales	Farms	Percent of sales	Farms	Percent of sales	Farms	Percent of sales
SALES OUTLETS								
Consumer direct sales:								
On-site (e.g., farm stand, u-pick).....	30	2.6	87	7.6	111	2.9	91	1.7
Farmers' market	37	3.9	67	8.2	85	1.2	51	0.6
Community Supported Agriculture (CSA).....	32	11.0	26	7.3	28	1.2	20	0.6
Mail order/Internet	3	(Z)	14	2.0	14	0.1	6	(Z)
Other consumer direct.....	16	0.6	35	1.3	60	3.6	43	1.5
Direct-to-retail sales:								
Natural food stores (cooperatives and supermarkets)	10	2.0	26	4.3	53	1.3	40	2.6
Conventional supermarkets.....	1	(D)	8	(D)	8	0.1	11	0.3
Restaurants/caterers	14	0.5	30	4.3	26	(D)	24	0.4
Institutions (e.g., hospitals, schools)	2	(D)	2	(D)	6	(D)	2	(D)
Other direct-to-retail	8	4.5	5	(D)	11	0.5	5	0.1
Wholesale market sales:								
Natural food store chain buyer	4	1.5	13	(D)	17	0.7	7	1.0
Conventional supermarkets chain buyer	1	(D)	7	8.8	4	(D)	5	(D)
Processor, mill, or packer	8	5.5	4	1.0	61	21.7	157	32.7
Distributor, wholesaler, broker, or repacker	5	8.9	18	38.1	70	12.3	120	28.3
Sales to other farm operations	20	(D)	13	1.0	49	9.1	94	8.6
Grower cooperative	1	(D)	5	2.0	26	10.6	58	(D)
Other wholesale	4	(D)	8	0.5	22	(D)	18	4.1
FIRST POINT OF SALES								
Local (within 100 miles).....	100	38.8	160	63.6	282	41.3	372	53.7
Regional (more than 100 miles but less than 500 miles).....	14	(D)	16	16.7	86	13.2	175	34.8
National (500 miles or further).....	8	46.0	12	(D)	57	40.9	45	10.7
International.....	1	(D)	2	(D)	17	4.6	9	0.7
OTHER MARKETING INFORMATION								
Sold organic products in non-organic or conventional markets	37	(X)	44	(X)	88	(X)	123	(X)
Sold products through CSA shares	32	(X)	26	(X)	28	(X)	20	(X)
Sold all organic products produced in 2008	71	(X)	94	(X)	218	(X)	285	(X)
Produced organic products under a production contract.....	5	(X)	2	(X)	58	(X)	103	(X)
Found reliable buyers/markets	90	(X)	111	(X)	278	(X)	359	(X)
Had sufficient organic marketing options	81	(X)	107	(X)	235	(X)	327	(X)
Acquired sufficient amount of organic seed	86	(X)	105	(X)	257	(X)	345	(X)
Had adequate organic production inputs available	87	(X)	135	(X)	306	(X)	403	(X)

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Table 14. Marketing Practices on Certified and Exempt Organic Farms: 2008 - Con.

[For meaning of abbreviations and symbols, see introductory text]

Item	Mississippi		Missouri		Montana		Nebraska	
	Farms	Percent of sales	Farms	Percent of sales	Farms	Percent of sales	Farms	Percent of sales
SALES OUTLETS								
Consumer direct sales:								
On-site (e.g., farm stand, u-pick)	7	0.6	33	9.8	37	7.9	19	3.5
Farmers' market	11	2.3	42	4.4	28	0.5	10	0.1
Community Supported Agriculture (CSA)	4	2.2	8	0.6	8	0.1	4	(Z)
Mail order/Internet	2	(D)	4	0.1	10	0.2	4	0.2
Other consumer direct	9	1.6	19	1.7	18	0.7	14	2.5
Direct-to-retail sales:								
Natural food stores (cooperatives and supermarkets)	5	0.6	14	(D)	27	4.5	12	(D)
Conventional supermarkets	2	(D)	1	(D)	9	0.3	6	(D)
Restaurants/caterers	4	0.2	18	0.4	9	0.1	4	(Z)
Institutions (e.g., hospitals, schools)	-	-	2	(D)	6	0.1	-	-
Other direct-to-retail	-	-	5	(D)	8	(D)	6	1.1
Wholesale market sales:								
Natural food store chain buyer	1	(D)	5	1.0	3	(D)	2	(D)
Conventional supermarkets chain buyer	-	-	4	5.6	-	-	1	(D)
Processor, mill, or packer	-	-	20	27.0	48	60.0	53	20.4
Distributor, wholesaler, broker, or repacker	1	(D)	45	28.1	24	15.9	60	22.8
Sales to other farm operations	-	-	14	2.8	13	1.7	18	2.7
Grower cooperative	-	-	10	5.6	11	1.7	9	1.6
Other wholesale	-	-	6	4.7	5	0.8	8	1.4
FIRST POINT OF SALES								
Local (within 100 miles)	23	(D)	113	35.6	91	30.7	85	20.1
Regional (more than 100 miles but less than 500 miles)	-	-	48	(D)	66	53.5	83	33.5
National (500 miles or further)	-	-	22	32.5	21	(D)	37	46.3
International	-	-	1	(D)	3	(D)	-	-
OTHER MARKETING INFORMATION								
Sold organic products in non-organic or conventional markets	7	(X)	45	(X)	36	(X)	41	(X)
Sold products through CSA shares	4	(X)	8	(X)	8	(X)	4	(X)
Sold all organic products produced in 2008	10	(X)	84	(X)	95	(X)	80	(X)
Produced organic products under a production contract	-	(X)	30	(X)	21	(X)	44	(X)
Found reliable buyers/markets	15	(X)	118	(X)	111	(X)	104	(X)
Had sufficient organic marketing options	16	(X)	101	(X)	96	(X)	89	(X)
Acquired sufficient amount of organic seed	8	(X)	117	(X)	87	(X)	104	(X)
Had adequate organic production inputs available	14	(X)	147	(X)	109	(X)	126	(X)

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Table 14. Marketing Practices on Certified and Exempt Organic Farms: 2008 - Con.

[For meaning of abbreviations and symbols, see introductory text]

Item	Nevada		New Hampshire		New Jersey		New Mexico	
	Farms	Percent of sales	Farms	Percent of sales	Farms	Percent of sales	Farms	Percent of sales
SALES OUTLETS								
Consumer direct sales:								
On-site (e.g., farm stand, u-pick).....	12	13.2	48	3.2	78	33.6	51	1.0
Farmers' market	3	(D)	42	3.3	29	18.1	74	1.7
Community Supported Agriculture (CSA).....	4	2.2	18	3.5	18	27.5	9	0.7
Mail order/Internet	1	(D)	3	(D)	2	(D)	12	3.6
Other consumer direct.....	4	(D)	7	0.4	14	(D)	24	7.2
Direct-to-retail sales:								
Natural food stores (cooperatives and supermarkets)	5	(D)	16	5.5	13	(D)	45	(D)
Conventional supermarkets.....	-	-	7	0.2	2	(D)	2	(D)
Restaurants/caterers	5	0.6	15	1.8	12	3.1	26	0.2
Institutions (e.g., hospitals, schools)	-	-	3	(Z)	1	(D)	4	0.1
Other direct-to-retail	-	-	3	0.1	3	(D)	4	0.1
Wholesale market sales:								
Natural food store chain buyer	1	(D)	2	(D)	2	(D)	9	0.2
Conventional supermarkets chain buyer	1	(D)	3	0.9	-	-	-	-
Processor, mill, or packer	-	-	2	(D)	1	(D)	15	26.2
Distributor, wholesaler, broker, or repacker	4	(D)	9	69.8	6	(D)	16	(D)
Sales to other farm operations	5	(D)	11	1.1	9	1.4	19	2.9
Grower cooperative	1	(D)	2	(D)	-	-	2	(D)
Other wholesale	2	(D)	2	(D)	5	0.6	3	(D)
FIRST POINT OF SALES								
Local (within 100 miles).....	18	13.7	92	34.4	112	(D)	146	20.2
Regional (more than 100 miles but less than 500 miles).....	13	(D)	10	48.3	3	(D)	31	76.4
National (500 miles or further).....	3	(D)	8	(D)	3	(D)	12	(D)
International.....	-	-	2	(D)	1	(D)	4	(D)
OTHER MARKETING INFORMATION								
Sold organic products in non-organic or conventional markets	6	(X)	18	(X)	18	(X)	44	(X)
Sold products through CSA shares	4	(X)	18	(X)	18	(X)	9	(X)
Sold all organic products produced in 2008	11	(X)	51	(X)	56	(X)	104	(X)
Produced organic products under a production contract.....	3	(X)	13	(X)	4	(X)	12	(X)
Found reliable buyers/markets	17	(X)	70	(X)	62	(X)	131	(X)
Had sufficient organic marketing options	17	(X)	63	(X)	62	(X)	111	(X)
Acquired sufficient amount of organic seed	17	(X)	56	(X)	65	(X)	108	(X)
Had adequate organic production inputs available	21	(X)	80	(X)	77	(X)	136	(X)

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Table 14. **Marketing Practices on Certified and Exempt Organic Farms: 2008** - Con.

[For meaning of abbreviations and symbols, see introductory text]

Item	New York		North Carolina		North Dakota		Ohio	
	Farms	Percent of sales	Farms	Percent of sales	Farms	Percent of sales	Farms	Percent of sales
SALES OUTLETS								
Consumer direct sales:								
On-site (e.g., farm stand, u-pick)	207	4.6	65	0.8	2	(D)	132	6.9
Farmers' market	123	3.8	66	1.3	5	0.3	80	2.2
Community Supported Agriculture (CSA)	58	3.5	21	0.6	-	-	25	1.0
Mail order/Internet	24	(D)	8	(Z)	-	-	10	0.3
Other consumer direct	84	3.0	33	0.5	3	(D)	53	3.0
Direct-to-retail sales:								
Natural food stores (cooperatives and supermarkets)	77	2.0	20	0.9	1	(D)	25	1.3
Conventional supermarkets	22	0.3	3	(D)	3	(Z)	9	0.2
Restaurants/caterers	57	0.7	31	0.1	2	(D)	22	0.5
Institutions (e.g., hospitals, schools)	8	0.1	3	(D)	-	-	3	(Z)
Other direct-to-retail	15	2.5	8	1.9	-	-	6	0.3
Wholesale market sales:								
Natural food store chain buyer	10	0.4	5	(D)	1	(D)	8	0.7
Conventional supermarkets chain buyer	4	(D)	3	(D)	-	-	6	0.3
Processor, mill, or packer	212	38.6	37	60.5	68	55.8	82	31.5
Distributor, wholesaler, broker, or repacker	89	12.1	20	17.7	47	39.4	79	16.3
Sales to other farm operations	142	3.9	9	1.0	4	(D)	80	11.9
Grower cooperative	60	16.6	20	6.9	3	(D)	50	20.5
Other wholesale	44	7.4	10	2.5	-	-	24	3.1
FIRST POINT OF SALES								
Local (within 100 miles)	606	58.6	179	63.8	32	(D)	341	43.4
Regional (more than 100 miles but less than 500 miles)	216	33.5	45	22.7	67	(D)	129	41.8
National (500 miles or further)	61	(D)	8	(D)	47	26.8	48	(D)
International	4	(D)	3	(D)	8	(D)	1	(D)
OTHER MARKETING INFORMATION								
Sold organic products in non-organic or conventional markets	214	(X)	58	(X)	17	(X)	116	(X)
Sold products through CSA shares	58	(X)	21	(X)	-	(X)	25	(X)
Sold all organic products produced in 2008	451	(X)	132	(X)	47	(X)	300	(X)
Produced organic products under a production contract	78	(X)	44	(X)	56	(X)	45	(X)
Found reliable buyers/markets	518	(X)	155	(X)	81	(X)	353	(X)
Had sufficient organic marketing options	460	(X)	134	(X)	70	(X)	321	(X)
Acquired sufficient amount of organic seed	491	(X)	118	(X)	68	(X)	331	(X)
Had adequate organic production inputs available	610	(X)	161	(X)	82	(X)	413	(X)

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Table 14. **Marketing Practices on Certified and Exempt Organic Farms: 2008 - Con.**

[For meaning of abbreviations and symbols, see introductory text]

Item	Oklahoma		Oregon		Pennsylvania		Rhode Island	
	Farms	Percent of sales	Farms	Percent of sales	Farms	Percent of sales	Farms	Percent of sales
SALES OUTLETS								
Consumer direct sales:								
On-site (e.g., farm stand, u-pick).....	22	10.1	183	3.1	135	2.7	9	4.0
Farmers' market	23	14.6	139	1.7	71	0.7	12	42.3
Community Supported Agriculture (CSA).....	6	1.5	44	0.4	30	0.5	7	32.9
Mail order/Internet	3	(D)	39	0.6	22	0.1	-	-
Other consumer direct.....	11	1.2	88	2.5	47	0.5	3	0.7
Direct-to-retail sales:								
Natural food stores (cooperatives and supermarkets)	7	0.8	132	1.4	31	0.8	9	4.4
Conventional supermarkets.....	2	(D)	25	0.6	12	0.6	-	-
Restaurants/caterers	8	1.0	67	0.6	21	0.1	12	11.8
Institutions (e.g., hospitals, schools)	1	(D)	17	(Z)	6	(D)	-	-
Other direct-to-retail	1	(D)	20	(D)	5	0.3	1	(D)
Wholesale market sales:								
Natural food store chain buyer	1	(D)	22	(D)	11	3.5	2	(D)
Conventional supermarkets chain buyer	-	-	12	1.0	1	(D)	-	-
Processor, mill, or packer	3	60.6	87	(D)	98	14.8	-	-
Distributor, wholesaler, broker, or repacker	5	2.0	86	5.8	73	62.1	-	-
Sales to other farm operations	4	2.2	70	9.8	67	1.7	-	-
Grower cooperative	1	(D)	29	28.8	111	8.1	-	-
Other wholesale	-	-	28	3.6	35	3.6	-	-
FIRST POINT OF SALES								
Local (within 100 miles).....	38	(D)	490	36.5	399	61.5	23	99.0
Regional (more than 100 miles but less than 500 miles).....	14	55.6	160	52.1	140	28.2	3	1.0
National (500 miles or further).....	4	(D)	80	11.3	35	(D)	-	-
International.....	-	-	9	0.1	3	(D)	-	-
OTHER MARKETING INFORMATION								
Sold organic products in non-organic or conventional markets	10	(X)	136	(X)	143	(X)	7	(X)
Sold products through CSA shares	6	(X)	44	(X)	30	(X)	7	(X)
Sold all organic products produced in 2008	28	(X)	345	(X)	332	(X)	14	(X)
Produced organic products under a production contract.....	3	(X)	50	(X)	88	(X)	2	(X)
Found reliable buyers/markets	32	(X)	417	(X)	381	(X)	16	(X)
Had sufficient organic marketing options	22	(X)	386	(X)	337	(X)	16	(X)
Acquired sufficient amount of organic seed	26	(X)	273	(X)	333	(X)	19	(X)
Had adequate organic production inputs available	34	(X)	477	(X)	434	(X)	21	(X)

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Table 14. Marketing Practices on Certified and Exempt Organic Farms: 2008 - Con.

[For meaning of abbreviations and symbols, see introductory text]

Item	South Carolina		South Dakota		Tennessee		Texas	
	Farms	Percent of sales	Farms	Percent of sales	Farms	Percent of sales	Farms	Percent of sales
SALES OUTLETS								
Consumer direct sales:								
On-site (e.g., farm stand, u-pick)	21	4.2	7	1.4	41	6.8	87	0.6
Farmers' market	15	7.8	3	(D)	30	24.1	60	0.3
Community Supported Agriculture (CSA)	5	0.5	1	(D)	6	10.6	13	(D)
Mail order/Internet	1	(D)	-	-	3	(D)	27	0.3
Other consumer direct	3	(D)	8	1.9	10	2.0	41	(Z)
Direct-to-retail sales:								
Natural food stores (cooperatives and supermarkets)	7	(D)	4	0.2	12	13.2	30	1.3
Conventional supermarkets	2	(D)	-	-	3	(D)	16	4.1
Restaurants/caterers	6	(D)	2	(D)	12	6.4	18	0.2
Institutions (e.g., hospitals, schools)	-	-	-	-	2	(D)	5	(D)
Other direct-to-retail	2	(D)	2	(D)	-	-	11	0.5
Wholesale market sales:								
Natural food store chain buyer	-	-	1	(D)	5	5.2	24	3.6
Conventional supermarkets chain buyer	-	-	-	-	-	-	17	36.1
Processor, mill, or packer	-	-	45	64.5	3	(D)	66	9.6
Distributor, wholesaler, broker, or repacker	-	-	35	22.4	-	-	53	12.7
Sales to other farm operations	1	(D)	12	3.7	3	(D)	19	1.4
Grower cooperative	-	-	4	3.1	-	-	22	28.3
Other wholesale	1	(D)	4	1.5	3	0.9	14	(D)
FIRST POINT OF SALES								
Local (within 100 miles)	28	(D)	36	8.0	76	76.9	268	15.5
Regional (more than 100 miles but less than 500 miles)	4	(D)	57	54.7	11	(D)	67	34.0
National (500 miles or further)	3	(D)	26	37.3	2	(D)	47	45.0
International	-	-	-	-	-	-	17	5.5
OTHER MARKETING INFORMATION								
Sold organic products in non-organic or conventional markets	9	(X)	32	(X)	27	(X)	100	(X)
Sold products through CSA shares	5	(X)	1	(X)	6	(X)	13	(X)
Sold all organic products produced in 2008	18	(X)	42	(X)	45	(X)	182	(X)
Produced organic products under a production contract	-	(X)	25	(X)	-	(X)	29	(X)
Found reliable buyers/markets	22	(X)	59	(X)	60	(X)	217	(X)
Had sufficient organic marketing options	20	(X)	46	(X)	49	(X)	189	(X)
Acquired sufficient amount of organic seed	24	(X)	67	(X)	51	(X)	176	(X)
Had adequate organic production inputs available	28	(X)	66	(X)	51	(X)	250	(X)

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Table 14. **Marketing Practices on Certified and Exempt Organic Farms: 2008 - Con.**

[For meaning of abbreviations and symbols, see introductory text]

Item	Utah		Vermont		Virginia		Washington	
	Farms	Percent of sales	Farms	Percent of sales	Farms	Percent of sales	Farms	Percent of sales
SALES OUTLETS								
Consumer direct sales:								
On-site (e.g., farm stand, u-pick).....	24	2.0	171	6.0	47	4.5	214	0.8
Farmers' market	19	1.1	76	1.8	45	2.4	177	1.8
Community Supported Agriculture (CSA).....	1	(D)	38	1.8	15	2.2	69	0.6
Mail order/Internet	4	0.2	35	0.8	6	0.2	33	0.3
Other consumer direct.....	13	6.3	34	1.5	19	0.5	72	0.8
Direct-to-retail sales:								
Natural food stores (cooperatives and supermarkets)	1	(D)	95	3.9	23	2.1	106	3.7
Conventional supermarkets.....	-	-	17	0.5	5	(D)	38	6.3
Restaurants/caterers	8	0.2	53	0.6	21	0.4	67	0.4
Institutions (e.g., hospitals, schools)	-	-	12	0.1	3	(D)	10	(D)
Other direct-to-retail	-	-	23	3.3	9	(D)	22	0.1
Wholesale market sales:								
Natural food store chain buyer	-	-	9	3.2	8	5.0	38	5.1
Conventional supermarkets chain buyer	2	(D)	5	(D)	4	(D)	27	8.5
Processor, mill, or packer	29	65.0	77	32.6	7	8.2	174	41.4
Distributor, wholesaler, broker, or repacker	9	18.0	75	19.3	18	52.0	114	14.9
Sales to other farm operations	6	2.8	30	1.0	13	3.8	51	2.5
Grower cooperative	-	-	34	9.8	8	(D)	41	(D)
Other wholesale	2	(D)	35	(D)	4	(D)	30	4.7
FIRST POINT OF SALES								
Local (within 100 miles).....	63	28.9	292	37.3	126	35.9	546	36.7
Regional (more than 100 miles but less than 500 miles).....	16	48.1	146	50.1	36	49.8	188	24.5
National (500 miles or further).....	9	(D)	37	12.6	14	14.3	146	34.2
International.....	1	(D)	7	(Z)	-	-	54	4.5
OTHER MARKETING INFORMATION								
Sold organic products in non-organic or conventional markets	23	(X)	106	(X)	51	(X)	200	(X)
Sold products through CSA shares	1	(X)	38	(X)	15	(X)	69	(X)
Sold all organic products produced in 2008	55	(X)	301	(X)	83	(X)	417	(X)
Produced organic products under a production contract.....	8	(X)	58	(X)	15	(X)	19	(X)
Found reliable buyers/markets	64	(X)	331	(X)	108	(X)	487	(X)
Had sufficient organic marketing options	56	(X)	304	(X)	89	(X)	439	(X)
Acquired sufficient amount of organic seed	57	(X)	253	(X)	94	(X)	329	(X)
Had adequate organic production inputs available	59	(X)	362	(X)	109	(X)	594	(X)

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Table 14. **Marketing Practices on Certified and Exempt Organic Farms: 2008** - Con.

[For meaning of abbreviations and symbols, see introductory text]

Item	West Virginia		Wisconsin		Wyoming	
	Farms	Percent of sales	Farms	Percent of sales	Farms	Percent of sales
SALES OUTLETS						
Consumer direct sales:						
On-site (e.g., farm stand, u-pick)	21	34.0	201	2.0	11	(D)
Farmers' market	17	24.3	134	1.0	9	0.2
Community Supported Agriculture (CSA)	3	11.7	57	1.6	1	(D)
Mail order/Internet	-	-	33	0.5	3	(D)
Other consumer direct	7	8.6	80	0.9	3	(D)
Direct-to-retail sales:						
Natural food stores (cooperatives and supermarkets)	4	2.0	94	2.3	4	(D)
Conventional supermarkets	1	(D)	22	0.6	3	0.1
Restaurants/caterers	5	9.4	51	0.5	4	(Z)
Institutions (e.g., hospitals, schools)	2	(D)	10	(Z)	-	-
Other direct-to-retail	-	-	13	0.9	1	(D)
Wholesale market sales:						
Natural food store chain buyer	-	-	28	1.3	-	-
Conventional supermarkets chain buyer	-	-	4	(D)	-	-
Processor, mill, or packer	-	-	266	33.5	25	64.9
Distributor, wholesaler, broker, or repacker	1	(D)	138	(D)	9	8.7
Sales to other farm operations	1	(D)	168	4.8	4	(D)
Grower cooperative	-	-	251	34.0	3	9.6
Other wholesale	-	-	35	2.3	3	(D)
FIRST POINT OF SALES						
Local (within 100 miles)	38	(D)	818	56.2	41	49.0
Regional (more than 100 miles but less than 500 miles)	1	(D)	309	27.9	13	22.1
National (500 miles or further)	-	-	106	15.4	13	(D)
International	-	-	9	0.5	1	(D)
OTHER MARKETING INFORMATION						
Sold organic products in non-organic or conventional markets	17	(X)	304	(X)	8	(X)
Sold products through CSA shares	3	(X)	57	(X)	1	(X)
Sold all organic products produced in 2008	24	(X)	666	(X)	37	(X)
Produced organic products under a production contract	1	(X)	113	(X)	12	(X)
Found reliable buyers/markets	31	(X)	750	(X)	37	(X)
Had sufficient organic marketing options	25	(X)	655	(X)	32	(X)
Acquired sufficient amount of organic seed	42	(X)	804	(X)	40	(X)
Had adequate organic production inputs available	37	(X)	942	(X)	41	(X)