

**Table 3: Value of Agricultural Products Sold Directly to Individuals for Human Consumption in The United States, 2012**

|                      | Value of Agricultural Products Sold Directly to Individuals for Human Consumption |             |                    |             |  |              |                |              |   |              |                 |              |
|----------------------|---|-------------|--------------------|-------------|--|--------------|----------------|--------------|---|--------------|-----------------|--------------|
|                      | Retail Sales for Human Consumption in \$1,000's                                   |             |                    |             | Farms with Retail Sales to Individuals |              |                |              | Average Retail Sales by Farm to Individuals |              |                 |              |
|                      | 2007  |             | 2012               |             | 2007                                   |              | 2012           |              | 2007  |              | 2012            |              |
|                      | Value   | Percentage  | Value              | Percentage  | Value                                  | Percentage   | Value          | Percentage   | Value                                       | Percentage   | Value           | Percentage   |
| <b>United States</b> | <b>\$1,323,037</b>  | <b>0.4%</b> | <b>\$1,309,831</b> | <b>0.3%</b> | <b>136,817</b>                         | <b>6.2%</b>  | <b>144,530</b> | <b>6.9%</b>  | <b>\$9,670</b>                              | <b>7.2%</b>  | <b>\$9,063</b>  | <b>4.8%</b>  |
| Alabama              | \$9,093   | 0.2%        | \$9,183            | 0.2%        | 2,175                                  | 4.5%         | 2,196          | 5.1%         | \$4,181                                     | 4.6%         | \$4,182         | 3.2%         |
| Alaska               | \$1,837   | 3.2%        | \$2,227            | 3.8%        | 149                                    | 21.7%        | 241            | 31.6%        | \$12,329                                    | 14.8%        | \$9,241         | 11.9%        |
| Arizona              | \$5,731   | 0.2%        | \$7,963            | 0.2%        | 863                                    | 5.5%         | 1,216          | 6.1%         | \$6,641                                     | 3.2%         | \$6,549         | 3.5%         |
| Arkansas             | \$8,914   | 0.1%        | \$6,369            | 0.1%        | 1,657                                  | 3.4%         | 1,391          | 3.1%         | \$5,380                                     | 3.5%         | \$4,579         | 2.1%         |
| California           | \$177,927   | 0.5%        | \$169,915          | 0.4%        | 7,068                                  | 8.7%         | 8,588          | 11.0%        | \$25,174                                    | 6.0%         | \$19,785        | 3.6%         |
| Colorado             | \$24,668  | 0.4%        | \$19,199           | 0.2%        | 2,777                                  | 7.5%         | 2,896          | 8.0%         | \$8,883                                     | 5.4%         | \$6,629         | 3.1%         |
| Connecticut          | \$32,497  | 5.9%        | \$30,439           | 5.5%        | 1,099                                  | 22.4%        | 1,420          | 23.8%        | \$29,570                                    | 26.4%        | \$21,436        | 23.3%        |
| Delaware             | \$3,828   | 0.4%        | \$4,302            | 0.3%        | 216                                    | 8.5%         | 179            | 7.3%         | \$17,722                                    | 4.2%         | \$24,034        | 4.6%         |
| Florida              | \$21,150  | 0.3%        | \$19,049           | 0.2%        | 3,181                                  | 6.7%         | 3,480          | 7.3%         | \$6,649                                     | 4.1%         | \$5,474         | 3.4%         |
| Georgia              | \$14,359  | 0.2%        | \$13,197           | 0.1%        | 1,890                                  | 4.0%         | 2,177          | 5.2%         | \$7,597                                     | 5.1%         | \$6,062         | 2.8%         |
| Hawaii               | \$9,456   | 1.8%        | \$13,215           | 2.0%        | 1,141                                  | 15.2%        | 1,606          | 22.9%        | \$8,287                                     | 12.1%        | \$8,229         | 8.7%         |
| Idaho                | \$8,563   | 0.2%        | \$8,523            | 0.1%        | 2,076                                  | 8.2%         | 2,420          | 9.8%         | \$4,125                                     | 1.8%         | \$3,522         | 1.1%         |
| Illinois             | \$28,282  | 0.2%        | \$33,009           | 0.2%        | 2,818                                  | 3.7%         | 2,981          | 4.0%         | \$10,036                                    | 5.8%         | \$11,073        | 4.8%         |
| Indiana              | \$24,323  | 0.3%        | \$26,900           | 0.2%        | 3,576                                  | 5.9%         | 3,673          | 6.3%         | \$6,802                                     | 5.0%         | \$7,324         | 3.8%         |
| Iowa                 | \$18,029  | 0.1%        | \$17,522           | 0.1%        | 2,987                                  | 3.2%         | 2,964          | 3.3%         | \$6,036                                     | 2.7%         | \$5,912         | 1.7%         |
| Kansas               | \$10,128  | 0.1%        | \$8,957            | 0.0%        | 2,140                                  | 3.3%         | 2,044          | 3.3%         | \$4,733                                     | 2.2%         | \$4,382         | 1.5%         |
| Kentucky             | \$16,573  | 0.3%        | \$16,438           | 0.3%        | 3,445                                  | 4.0%         | 3,438          | 4.5%         | \$4,811                                     | 8.5%         | \$4,781         | 7.3%         |
| Louisiana            | \$10,022  | 0.4%        | \$7,452            | 0.2%        | 1,276                                  | 4.2%         | 1,276          | 4.5%         | \$7,854                                     | 9.0%         | \$5,840         | 4.3%         |
| Maine                | \$20,119  | 3.3%        | \$24,793           | 3.2%        | 1,705                                  | 21.0%        | 2,311          | 28.3%        | \$11,800                                    | 15.6%        | \$10,728        | 11.5%        |
| <b>Maryland</b>      | <b>\$23,178</b>   | <b>1.3%</b> | <b>\$28,038</b>    | <b>1.2%</b> | <b>1,407</b>                           | <b>11.0%</b> | <b>1,276</b>   | <b>10.4%</b> | <b>\$16,473</b>                             | <b>11.5%</b> | <b>\$21,973</b> | <b>11.9%</b> |
| Massachusetts        | \$45,947  | 9.4%        | \$47,909           | 9.7%        | 1,659                                  | 21.6%        | 2,206          | 28.4%        | \$27,696                                    | 43.5%        | \$21,718        | 34.2%        |
| Michigan             | \$64,360  | 1.1%        | \$58,793           | 0.7%        | 6,373                                  | 11.4%        | 6,243          | 12.0%        | \$10,099                                    | 9.8%         | \$9,417         | 5.7%         |
| Minnesota            | \$37,866  | 0.3%        | \$33,573           | 0.2%        | 4,293                                  | 5.3%         | 4,213          | 5.7%         | \$8,820                                     | 5.4%         | \$7,969         | 2.8%         |
| Mississippi          | \$10,550  | 0.2%        | \$4,284            | 0.1%        | 1,229                                  | 2.9%         | 1,206          | 3.2%         | \$8,584                                     | 7.4%         | \$3,552         | 2.1%         |
| Missouri             | \$22,918  | 0.3%        | \$19,664           | 0.2%        | 4,341                                  | 4.0%         | 4,096          | 4.1%         | \$5,279                                     | 7.6%         | \$4,801         | 5.2%         |

|                | Retail Sales for Human Consumption in \$1,000's |       |           |       | Farms with Retail Sales to Individuals |       |       |       | Average Retail Sales by Farm to Individuals |       |          |       |
|----------------|---|-------|-----------|-------|--|-------|-------|-------|---|-------|----------|-------|
|                | 2007  |       | 2012      |       | 2007                                   |       | 2012  |       | 2007  |       | 2012     |       |
| Montana        | \$6,904   | 0.2%  | \$9,423   | 0.2%  | 1,287                                  | 4.4%  | 1,389 | 5.0%  | \$5,364                                     | 5.7%  | \$6,784  | 4.5%  |
| Nebraska       | \$6,447   | 0.0%  | \$8,360   | 0.0%  | 1,288                                  | 2.7%  | 1,537 | 3.1%  | \$5,005                                     | 1.5%  | \$5,439  | 1.2%  |
| Nevada         | \$1,173   | 0.2%  | \$4,265   | 0.6%  | 200                                    | 6.4%  | 397   | 9.6%  | \$5,865                                     | 3.6%  | \$10,743 | 5.8%  |
| New Hampshire  | \$17,499  | 8.8%  | \$20,321  | 10.6% | 982                                    | 23.6% | 1,348 | 30.7% | \$17,820                                    | 37.3% | \$15,075 | 34.7% |
| New Jersey     | \$32,884  | 3.3%  | \$33,308  | 3.3%  | 1,931                                  | 18.7% | 1,788 | 19.7% | \$17,030                                    | 17.8% | \$18,629 | 16.8% |
| New Mexico     | \$12,226  | 0.6%  | \$8,117   | 0.3%  | 1,529                                  | 7.3%  | 1,824 | 7.4%  | \$7,996                                     | 7.7%  | \$4,450  | 4.3%  |
| New York       | \$84,612  | 1.9%  | \$100,646 | 1.9%  | 5,338                                  | 14.7% | 6,342 | 17.8% | \$15,851                                    | 13.0% | \$15,870 | 10.4% |
| North Carolina | \$31,833  | 0.3%  | \$31,826  | 0.3%  | 3,712                                  | 7.0%  | 4,475 | 8.9%  | \$8,576                                     | 4.4%  | \$7,112  | 2.8%  |
| North Dakota   | \$2,653   | 0.0%  | \$1,936   | 0.0%  | 444                                    | 1.4%  | 433   | 1.4%  | \$5,975                                     | 3.1%  | \$4,471  | 1.3%  |
| Ohio           | \$59,278  | 0.8%  | \$46,615  | 0.5%  | 6,827                                  | 9.0%  | 6,612 | 8.8%  | \$8,683                                     | 9.3%  | \$7,050  | 5.3%  |
| Oklahoma       | \$12,598  | 0.2%  | \$7,640   | 0.1%  | 3,194                                  | 3.7%  | 2,376 | 3.0%  | \$3,944                                     | 5.9%  | \$3,215  | 3.6%  |
| Oregon         | \$61,563  | 1.4%  | \$44,177  | 0.9%  | 6,274                                  | 16.3% | 6,680 | 18.8% | \$9,812                                     | 8.6%  | \$6,613  | 4.8%  |
| Pennsylvania   | \$82,896  | 1.4%  | \$86,030  | 1.2%  | 7,537                                  | 11.9% | 7,577 | 12.8% | \$10,999                                    | 12.0% | \$11,354 | 9.1%  |
| Rhode Island   | \$6,873   | 10.4% | \$6,253   | 10.5% | 249                                    | 20.4% | 376   | 30.2% | \$27,602                                    | 51.1% | \$16,630 | 34.7% |
| South Carolina | \$13,828  | 0.6%  | \$27,375  | 0.9%  | 1,323                                  | 5.1%  | 1,581 | 6.3%  | \$10,452                                    | 11.5% | \$17,315 | 14.4% |
| South Dakota   | \$6,726   | 0.1%  | \$4,349   | 0.0%  | 752                                    | 2.4%  | 791   | 2.5%  | \$8,944                                     | 4.2%  | \$5,498  | 1.7%  |
| Tennessee      | \$16,799  | 0.6%  | \$19,182  | 0.5%  | 3,581                                  | 4.5%  | 3,679 | 5.4%  | \$4,691                                     | 14.2% | \$5,214  | 9.8%  |
| Texas          | \$42,267  | 0.2%  | \$27,966  | 0.1%  | 8,619                                  | 3.5%  | 7,954 | 3.2%  | \$4,904                                     | 5.8%  | \$3,516  | 3.4%  |
| Utah           | \$11,030  | 0.8%  | \$15,930  | 0.9%  | 1,584                                  | 9.5%  | 1,875 | 10.4% | \$6,963                                     | 8.2%  | \$8,496  | 8.4%  |
| Vermont        | \$24,973  | 3.7%  | \$27,430  | 3.5%  | 1,474                                  | 21.1% | 2,071 | 28.2% | \$16,942                                    | 17.6% | \$13,245 | 12.5% |
| Virginia       | \$31,543  | 1.1%  | \$41,728  | 1.1%  | 2,855                                  | 6.0%  | 3,581 | 7.8%  | \$11,048                                    | 18.0% | \$11,653 | 14.3% |
| Washington     | \$47,554  | 0.7%  | \$45,124  | 0.5%  | 5,418                                  | 13.8% | 5,640 | 15.1% | \$8,777                                     | 5.1%  | \$8,001  | 3.3%  |
| West Virginia  | \$7,752   | 1.3%  | \$10,950  | 1.4%  | 1,990                                  | 8.4%  | 1,926 | 9.0%  | \$3,895                                     | 15.5% | \$5,685  | 15.1% |
| Wisconsin      | \$47,504  | 0.5%  | \$46,949  | 0.4%  | 6,243                                  | 8.0%  | 5,848 | 8.4%  | \$7,609                                     | 6.7%  | \$8,028  | 4.8%  |
| Wyoming        | \$3,304   | 0.3%  | \$3,018   | 0.2%  | 645                                    | 5.8%  | 693   | 5.9%  | \$5,122                                     | 4.9%  | \$4,355  | 3.0%  |

|                      | Total Farm Sales       |                      |                  |                  |                                |                  |
|----------------------|------------------------|----------------------|------------------|------------------|--------------------------------|------------------|
|                      | All Sales in \$1,000's |                      | Total Farms      |                  | Overall Average Sales per Farm |                  |
|                      | 2007                   | 2012                 | 2007             | 2012             | 2007                           | 2012             |
| <b>United States</b> | <b>\$297,220,489</b>   | <b>\$394,644,480</b> | <b>2,204,792</b> | <b>2,109,303</b> | <b>\$134,807</b>               | <b>\$187,097</b> |
| Alabama              | \$4,415,550            | \$5,571,173          | 48,753           | 43,223           | \$90,570                       | \$128,894        |
| Alaska               | \$57,019               | \$58,925             | 686              | 762              | \$83,118                       | \$77,329         |
| Arizona              | \$3,234,552            | \$3,732,113          | 15,637           | 20,005           | \$206,852                      | \$186,559        |
| Arkansas             | \$7,508,806            | \$9,775,758          | 49,346           | 45,071           | \$152,166                      | \$216,897        |
| California           | \$33,885,064           | \$42,627,472         | 81,033           | 77,857           | \$418,164                      | \$547,510        |
| Colorado             | \$6,061,134            | \$7,780,874          | 37,054           | 36,180           | \$163,576                      | \$215,060        |
| Connecticut          | \$551,553              | \$550,620            | 4,916            | 5,977            | \$112,195                      | \$92,123         |
| Delaware             | \$1,083,035            | \$1,274,014          | 2,546            | 2,451            | \$425,387                      | \$519,794        |
| Florida              | \$7,785,228            | \$7,701,532          | 47,463           | 47,740           | \$164,027                      | \$161,322        |
| Georgia              | \$7,112,866            | \$9,255,125          | 47,846           | 42,257           | \$148,662                      | \$219,020        |
| Hawaii               | \$513,626              | \$661,347            | 7,521            | 7,000            | \$68,292                       | \$94,478         |
| Idaho                | \$5,688,765            | \$7,801,446          | 25,349           | 24,816           | \$224,418                      | \$314,372        |
| Illinois             | \$13,329,107           | \$17,187,052         | 76,860           | 75,087           | \$173,421                      | \$228,895        |
| Indiana              | \$8,271,291            | \$11,210,818         | 60,938           | 58,695           | \$135,733                      | \$191,001        |
| Iowa                 | \$20,418,096           | \$30,821,532         | 92,856           | 88,637           | \$219,890                      | \$347,728        |
| Kansas               | \$14,413,182           | \$18,460,564         | 65,531           | 61,773           | \$219,944                      | \$298,845        |
| Kentucky             | \$4,824,561            | \$5,067,334          | 85,260           | 77,064           | \$56,586                       | \$65,755         |
| Louisiana            | \$2,617,981            | \$3,809,401          | 30,106           | 28,093           | \$86,959                       | \$135,600        |
| Maine                | \$617,190              | \$763,062            | 8,136            | 8,173            | \$75,859                       | \$93,364         |
| <b>Maryland</b>      | <b>\$1,835,090</b>     | <b>\$2,271,397</b>   | <b>12,834</b>    | <b>12,256</b>    | <b>\$142,987</b>               | <b>\$185,329</b> |
| Massachusetts        | \$489,820              | \$492,211            | 7,691            | 7,755            | \$63,687                       | \$63,470         |
| Michigan             | \$5,753,219            | \$8,678,050          | 56,014           | 52,194           | \$102,710                      | \$166,265        |
| Minnesota            | \$13,180,466           | \$21,280,184         | 80,992           | 74,542           | \$162,738                      | \$285,479        |
| Mississippi          | \$4,876,781            | \$6,441,025          | 41,959           | 38,076           | \$116,227                      | \$169,162        |
| Missouri             | \$7,512,926            | \$9,164,886          | 107,825          | 99,171           | \$69,677                       | \$92,415         |

|                | All Sales in \$1,000's |              | Total Farms |         | Overall Average Sales per Farm |           |
|----------------|------------------------|--------------|-------------|---------|--------------------------------|-----------|
|                |                        |              |             |         |                                |           |
| Montana        | \$2,803,062            | \$4,230,083  | 29,524      | 28,008  | \$94,942                       | \$151,031 |
| Nebraska       | \$15,506,035           | \$23,068,756 | 47,712      | 49,969  | \$324,992                      | \$461,661 |
| Nevada         | \$513,269              | \$764,144    | 3,131       | 4,137   | \$163,931                      | \$184,710 |
| New Hampshire  | \$199,051              | \$190,907    | 4,166       | 4,391   | \$47,780                       | \$43,477  |
| New Jersey     | \$986,885              | \$1,006,936  | 10,327      | 9,071   | \$95,564                       | \$111,006 |
| New Mexico     | \$2,175,080            | \$2,550,147  | 20,930      | 24,721  | \$103,922                      | \$103,157 |
| New York       | \$4,418,634            | \$5,415,125  | 36,352      | 35,537  | \$121,551                      | \$152,380 |
| North Carolina | \$10,313,628           | \$12,588,142 | 52,913      | 50,218  | \$194,917                      | \$250,670 |
| North Dakota   | \$6,084,218            | \$10,950,680 | 31,970      | 30,961  | \$190,310                      | \$353,693 |
| Ohio           | \$7,070,212            | \$10,064,085 | 75,861      | 75,462  | \$93,200                       | \$133,366 |
| Oklahoma       | \$5,806,061            | \$7,129,584  | 86,565      | 80,245  | \$67,072                       | \$88,848  |
| Oregon         | \$4,386,143            | \$4,883,674  | 38,553      | 35,439  | \$113,769                      | \$137,805 |
| Pennsylvania   | \$5,808,803            | \$7,400,781  | 63,163      | 59,309  | \$91,965                       | \$124,783 |
| Rhode Island   | \$65,908               | \$59,652     | 1,219       | 1,243   | \$54,067                       | \$47,990  |
| South Carolina | \$2,352,681            | \$3,040,069  | 25,867      | 25,266  | \$90,953                       | \$120,323 |
| South Dakota   | \$6,570,450            | \$10,170,227 | 31,169      | 31,989  | \$210,801                      | \$317,929 |
| Tennessee      | \$2,617,394            | \$3,611,037  | 79,280      | 68,050  | \$33,015                       | \$53,064  |
| Texas          | \$21,001,074           | \$25,375,581 | 247,437     | 248,809 | \$84,874                       | \$101,988 |
| Utah           | \$1,415,678            | \$1,816,147  | 16,700      | 18,027  | \$84,771                       | \$100,746 |
| Vermont        | \$673,713              | \$776,105    | 6,984       | 7,338   | \$96,465                       | \$105,765 |
| Virginia       | \$2,906,188            | \$3,753,287  | 47,383      | 46,030  | \$61,334                       | \$81,540  |
| Washington     | \$6,792,856            | \$9,120,749  | 39,284      | 37,249  | \$172,917                      | \$244,859 |
| West Virginia  | \$591,665              | \$806,775    | 23,618      | 21,489  | \$25,051                       | \$37,544  |
| Wisconsin      | \$8,967,358            | \$11,744,476 | 78,463      | 69,754  | \$114,288                      | \$168,370 |
| Wyoming        | \$1,157,535            | \$1,689,416  | 11,069      | 11,736  | \$104,574                      | \$143,952 |

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 Extracted from the 2007 and 2012 Censuses of Agriculture.