

Table 867. Farmers Markets Characteristics: 2005

[In percent. Based on 2006 National Farmers Market Survey. A farmers market is defined as a retail outlet in which two or more vendors sell agricultural products directly to customers through a common marketing channel. Markets included were in business in the 2005 season and conducted 51 percent of their retail sales directly with consumers]

Characteristic	Total, U.S.	Region ¹						
		North-east	Mid-Atlantic	South-east	North Central	South-west	Rocky Mountain	Far West
Number of vendors:								
Less than 10	23.9	42.4	37.4	24.1	17.8	32.3	15.9	9.4
10 to 19	25.3	27.9	28.4	22.8	29.4	29.0	19.3	12.5
20 to 39	29.0	23.6	22.6	29.7	32.3	17.7	28.4	35.6
40 or more	21.8	6.1	11.6	23.4	20.5	21.0	36.4	42.5
Vendor sales:								
\$1 to \$5,000	71.4	70.0	61.2	68.1	81.4	71.6	80.4	56.1
\$5,001 to \$25,000	22.1	26.2	22.8	25.2	15.5	23.0	18.3	31.5
\$25,000 to \$100,000	5.9	3.8	15.4	4.3	2.9	5.3	1.3	11.8
\$100,001 and above	0.6	—	0.7	2.4	0.2	0.2	—	0.6
Months of operation:								
Year-round	12.1	3.5	13.7	19.6	4.1	17.5	4.3	35.4
Seasonal	87.9	96.5	86.3	80.4	95.9	82.5	95.7	64.6
Less than 4 months	20.0	26.3	15.5	16.9	19.2	22.2	39.6	11.4
4 to 6 months	59.5	68.0	57.4	42.6	72.0	47.6	52.7	42.9
7 to 9 months	7.6	2.3	12.9	18.2	4.6	9.5	3.3	8.6
More than 9 months	12.9	3.4	14.2	22.3	4.2	20.6	4.4	37.1
Source of goods sold:								
Grew products sold (their own products)	(NA)	65.0	72.3	69.8	76.8	78.0	60.3	68.6
Organic products	47.0	67.3	37.2	35.5	39.8	30.4	56.8	74.5
Locally grown	87.9	89.3	84.8	90.5	91.2	80.6	88.1	82.1
Pasture raised/free range	38.4	33.6	40.2	21.6	42.5	32.3	34.3	46.3
Natural	46.9	39.3	41.1	45.9	50.9	32.3	55.2	50.4
Hormone or antibiotic free	29.3	20.5	27.7	20.3	34.9	19.4	28.4	36.6
Chemical free/pesticide free	47.6	36.9	39.3	45.9	46.9	41.9	56.7	65.0
Other	12.3	13.9	13.4	12.2	7.3	19.4	16.4	17.1

— Represents zero. NA Not available. ¹ Composition of regions—Northeast: Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island, and Vermont. Mid-Atlantic: Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania, Virginia, and West Virginia. Southeast: Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee. North Central: Illinois, Indiana, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin. Southwest: Arkansas, Louisiana, Oklahoma, and Texas. Rocky Mountain: Arizona, Colorado, Idaho, New Mexico, Montana, Utah, and Wyoming. Far West: Alaska, California, Hawaii, Nevada, Oregon, and Washington.

Source: United States Department of Agriculture, Agricultural Marketing Service, *National Farmers Market Manager Survey 2006*, May 2009, <<http://www.ams.usda.gov/AMSv1.0/FARMERSMARKETS>>.

Table 868. Horticultural Specialty Crop Operations, Value of Sales, and Total Land Area Used to Grow Horticultural Crops: 2009

[Horticultural specialty operation is defined as any place that produced and sold \$10,000 or more of horticultural specialty products]

Item	Operations	Value of sales (1,000)	Total land area ¹			
			Green-houses (1,000 square feet)	Shade structures (1,000 square feet)	Natural shade (acres)	Area in open (acres)
Horticultural specialty crops, total ²	21,585	11,687,323	859,063	406,072	8,160	572,269
Annual bedding/garden plants	7,989	2,305,913	258,823	13,858	140	6,815
Herbaceous perennial plants	6,416	843,788	27,101	4,330	314	3,981
Potted flowering plants for indoor or patio use	4,043	871,474	62,208	23,893	41	1,693
Foliage plants for indoor or patio use	2,728	509,873	39,583	76,645	144	2,314
Cut flowers	1,703	403,254	53,495	14,248	76	12,068
Cut cultivated greens	634	84,148	5,443	152,512	2,835	2,998
Nursery stock sold	8,441	3,850,363	217,482	87,228	4,184	323,539
Propagative material ³	1,178	601,657	29,733	3,208	53	8,169
Sod, sprigs, or plugs	1,403	876,847	419	36	(D)	85,842
Dried bulbs, corms, rhizomes, and tubers	223	48,512	183	(D)	(D)	3,736
Food crops grown under protection	1,476	553,270	61,324	1,562	19	5,863
Transplants for commercial vegetable production ⁴	502	330,647	32,095	467	4	7,250
Vegetable seeds	340	89,031	163	(D)	—	38,819
Flower seeds	141	30,825	289	308	2	5,695
Aquatic plants	375	26,000	1,373	134	1	1,320
Cut Christmas trees	2,699	249,821	1,010	95	84	45,091
Other	212	11,901	68,340	27,519	227	17,075

D Withheld to avoid disclosure. — Represents zero ¹ Total land area represents the land utilized on the operation as the area used for horticultural production. Includes volume of stacked benches and stacked pots and the area used to produce multiple crop types. ² Excludes acres in production for Christmas trees or sod, sprigs, or plugs. ³ Includes cuttings, plug seedlings, liners, tissue cultured plantlets, and prefinished plants. ⁴ Includes strawberries.

Source: U.S. Department of Agriculture, National Agricultural Statistics Service, 2009 Census of Horticultural Specialties, Vol. 3, AC-07-SS-3. See also <http://www.agcensus.usda.gov/Publications/2007/Online_Highlights/Census_of_Horticulture/index.asp>.