

through direct-market outlets. Similar variations in the percentage of production of specific products sold direct to consumers can be observed in table 3.

Comparison of  
Direct-Marketing  
Methods

Eighty-five percent of direct-marketing farmers used only one method to sell direct to consumers, 1 percent used two methods, and 2 percent used three or more methods.

Sales at a farm building, including the farmhouse, were the leading direct sales method in all nine States, used by 59 percent of all farmers (table 4). That method was followed by roadside stands (15 percent), farmers' markets (8 percent), and pick-your-own (8 percent). About 27 percent of farmers utilized other methods such as house-to-house delivery, catalogue and mail order, farm vehicles parked on roadsides and in parking lots, mobile markets, and other methods not separately tabulated because of the relatively small volume sold through each method. Although sales from a farm building were the leading method used in each State, the importance of other methods varied considerably among States (tables 5-10).

Products Sold

Between 50 and 90 percent of strawberries were sold by the pick-your-own method in all States. Approximately 31 percent of total fruit sales in the nine States were by the pick-your-own method, ranging from 7 percent in Colorado to over 50 percent in Wisconsin. The pick-your-own method was less important for vegetable products, floral and nursery products, and products included in the "other product" category. Christmas trees and firewood accounted for all sales by this method for products in the "other product" category. Roadside stands were important direct sales outlets for all kinds of fruits, vegetables, and melons in all States, accounting for about 50 percent of direct-marketed fruits and nuts (ranging from 17 to 65 percent among the nine States), and 60 percent of direct-marketed vegetable and melon sales (ranging from 37 to 88 percent). About 16 percent of the total direct sales of floral and nursery products (ranging from less than 1 percent to 35 percent) were sold through roadside stands. Bedding plants, potted plants, and shrubs accounted for substantially all floral and nursery products sold by this method. About 6 percent of the total sales of products in the "other" category were sold through roadside stands (ranging from less than 1 to 25 percent among States). Eggs, Christmas trees, honey and syrup, and processed fruits accounted for most of these sales.

Direct sales of farm products from a farm building (not adjacent to a public road) varied from 27 percent in the southern New England States to 70 percent in Colorado for an overall average (for all products) of 38 percent. This was the most important method of sales for products in the "other" category and for floral and nursery products, accounting for 53 and 41 percent of sales, respectively. About 13 percent of total fruit sales and 18 percent of vegetable and melon sales were by this method.