Sales through other methods of direct marketing (house-to-house delivery, from vehicles parked on roads or in parking lots, and mail order) accounted for 43 percent of floral and nursery product sales and 40 percent of sales of products in the "other" category, but only about 1 percent each of fruit, vegetable, and melon sales. The relatively high percentage of sales of floral, nursery, and other products by these other methods can be at least partially explained by the nature of the products in these categories, traditional methods of selling, and the degree of integration in some of the farming operations. For example, in some floral and nursery operations, production and marketing are integrated to the extent that floral arrangements are prepared and delivered directly to the consumer; in addition, some nurseries provide landscaping service. Other examples include the traditional butter-and-egg home delivery routes and home delivery of milk by some dairy producer-distributors.

Added and Avoided Costs

Each method of marketing has its own inherent costs. In choosing a method of marketing, a farmer ought to consider all costs associated with each method in relation to expected returns and to the volume of sales for each method. The direct-marketing farmers surveyed were asked to identify added costs they incurred and costs they avoided for the direct-marketing method (or methods) they employed as compared with the cost of selling through conventional market outlets (table 11). The variations in the responses for specific added cost items among users of different methods were generally logical. Farmers selling at public farmers' markets have additional costs for stall rent and transportation. Farmers using the pick-your-own method have additional advertising costs, but lower costs for labor, transportation, and containers. Overall, the pick-your-own direct marketers generally reported fewer added costs and avoided more costs than farmers using other methods.

Labor, containers, and transportation were reported as both an added and avoided cost, and for some methods these may appear to be inconsistent. However, most of these apparent inconsistencies in percentages can be explained by the number of farmers replying, and the type or kind of labor and containers used. For example, pick-your-own operators would avoid harvest and packinghouse labor cost, but would require labor for supervision, crowd control, and sales. Container costs avoided were largely packing crates or shipping containers, but additional container costs represented consumer packages used in the retail operation.

Advertising was a major added cost item for all methods of direct marketing, except for public farmers' markets; ranging from about 30 to 64 percent of farmers using each method. Pick-your-own and roadside stand operators were the heaviest users of media advertising and many used more than one medium as evidenced by the sum of the percentages using each medium--about 1.3 times the total reporting the use of advertising, including "word of mouth" by customers. Pick-your-own direct