

percent of the growers reported using no advertising or promotional efforts in their direct marketing (table 56).

### Characteristics of Direct-Marketing Farmers

About 60 percent of direct-marketing farmers in the seven States surveyed in 1980 had total farm sales (direct and conventional) of less than \$20,000 annually, and they accounted for about 17 percent of direct sales to consumers (table 57). The remaining 40 percent of direct-marketing farmers had annual gross sales of farm products of \$20,000 and over and accounted for approximately 83 percent of all direct sales. The percentage of direct-marketing farmers with annual gross sales of farm products under \$20,000 ranged from 45 percent in Missouri to 79 percent in Texas, and the percentage of direct sales to consumers by these farmers ranged from 12 percent in Illinois to 29 percent in Texas. In previous surveys, about 75 percent of the direct-marketing farmers had gross sales of farm products below \$20,000 annually and accounted for 20 to 25 percent of total sales made directly to consumers.

### Full-Time and Part- Time Farming

Sixty-three percent of direct-marketing farmers in the seven States surveyed in 1980 were part-time farmers (had off-farm income). Missouri had the highest percentage of part-time direct-marketing farmers (91 percent), followed by Texas, California, northern New England, and Illinois (table 58). Illinois, with 63 percent full-time farmers, was one of 2 States among the 22 surveyed between 1978 and 1980 in which the majority of direct-marketing farmers were full-time farmers (the other State was Colorado with 56 percent full-time farmers).

Direct-marketing farmers utilizing public farmers' markets had a significantly higher percentage of part-time farmers than those using other direct-marketing methods. Similar findings were obtained in the distribution of part-time farmers among marketing methods utilized for the surveys conducted in 1978 and 1979. The consistency of these findings indicates that public farmers' markets may offer unique advantages to small part-time farmers with only a limited amount of time to market their produce.

### Products Produced

Direct-marketing farmers generally produce products in more than one product category--field crops, fruits and nuts, vegetables, livestock, and dairy (table 59). Direct-marketing farmers produced one or more products in an average of 1.8 product categories ranging from 1.3 in California to 2.4 in Missouri. Livestock was the leading product category in the percentage of farmers represented (51 percent), followed by field crops, fruits and nuts, poultry, vegetables, and about 10 percent each for dairy and floral and nursery products. The percentage of farmers producing in each product category varied significantly among States. This appeared to be associated with the dominant type of farming in each State. For example, California, northern New England, and Texas had a significantly higher percentage of farmers producing fruits and vegetables than Illinois and Missouri, which had a higher percentage producing field crops.