Table 1. Finger Lakes Cheese Producers Marketing Channels Used

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| **Outlet type** | **Number of producers using this channel**  **(out of 28 total)** |
| Farm outlet | 11 |
| On-line Sales | 7 |
| Agritourism | 5 |
| FL Cheese Festival | 10 |
| Other Festivals | 10 |
| Farmers Markets | 10 |
| Farm Markets | 7 |
| Specialty Food Stores | 12 |
| Small retail stores | 12 |
| Conventional retail stores | 3 |
| Winery/Brewery shops | 6 |
| Restaurants | 4 |
| Distributors | 9 |
| Other wholesale | 5 |
| NYC outlets | 3 |