



Retail Farm Marketing Benchmarks



John Berry, Ag Marketing Educator, Penn State Cooperative Extension

Penn State is committed to affirmative action, equal opportunity and the diversity of its work force.

Retail Farm Marketing Benchmarks

- Why?
- Who?
- How?
- So what?

Retail Farm Marketing Benchmarks

- . . . to develop guidelines for those interested in starting, maintaining, or growing a retail farm market.

Retail Farm Marketing Benchmarks

- type, number of retail markets operated
- physical size of retail market facilities
- variety of equipment in market
- technology in sales area

Retail Farm Marketing Benchmarks

- number of workers
- promotional activities
- days open, hours of operation

Retail Farm Marketing Benchmarks

- items sold this past year
- activities included in marketing
- detailed follow-up study

Retail Farm Marketing Benchmarks

- PaFarm board
- Penn State Cooperative Extension
- Colleagues
- Advisory committee

Retail Farm Marketing Benchmarks

- Pennsylvania
- Delaware
Maryland
New Jersey
New York
- also



Retail Farm Marketing Benchmarks

- Office staff
- Master Gardener
 - Wage/payroll
- Master Gardener
 - Retired database administrator
- This Educator

Retail Farm Marketing Benchmarks

- 64% have a permanent roadside structure
- 30% utilize a temporary structure at a farmers' market
- 5% utilized permanent structures at farmers' markets
- 2% of respondents use a CSA with on-farm pickup
- 12% of these marketers replied indicating "other"

Retail Farm Marketing Benchmarks

- 11% - no inside sales area
- 28% -less than 200 sq ft
- 22% -between 200 & 1,000 sq ft
- 13% - between 1,000 & 2,000 sq ft





Retail Farm Marketing Benchmarks

- 33% - outside sales area less than 200 sq ft
- 26% - between 200 & 1,000 sq ft
- 12% - between 1,000 & 2,000 sq ft



Retail Farm Marketing Benchmarks

- 28% - 10 or less parking spaces,
- 37% - between 10 and 20 cars,
- 14% - between 20 and 30 cars,
- 15% - between 40 and 60 cars,
- 19% can park over 60 cars

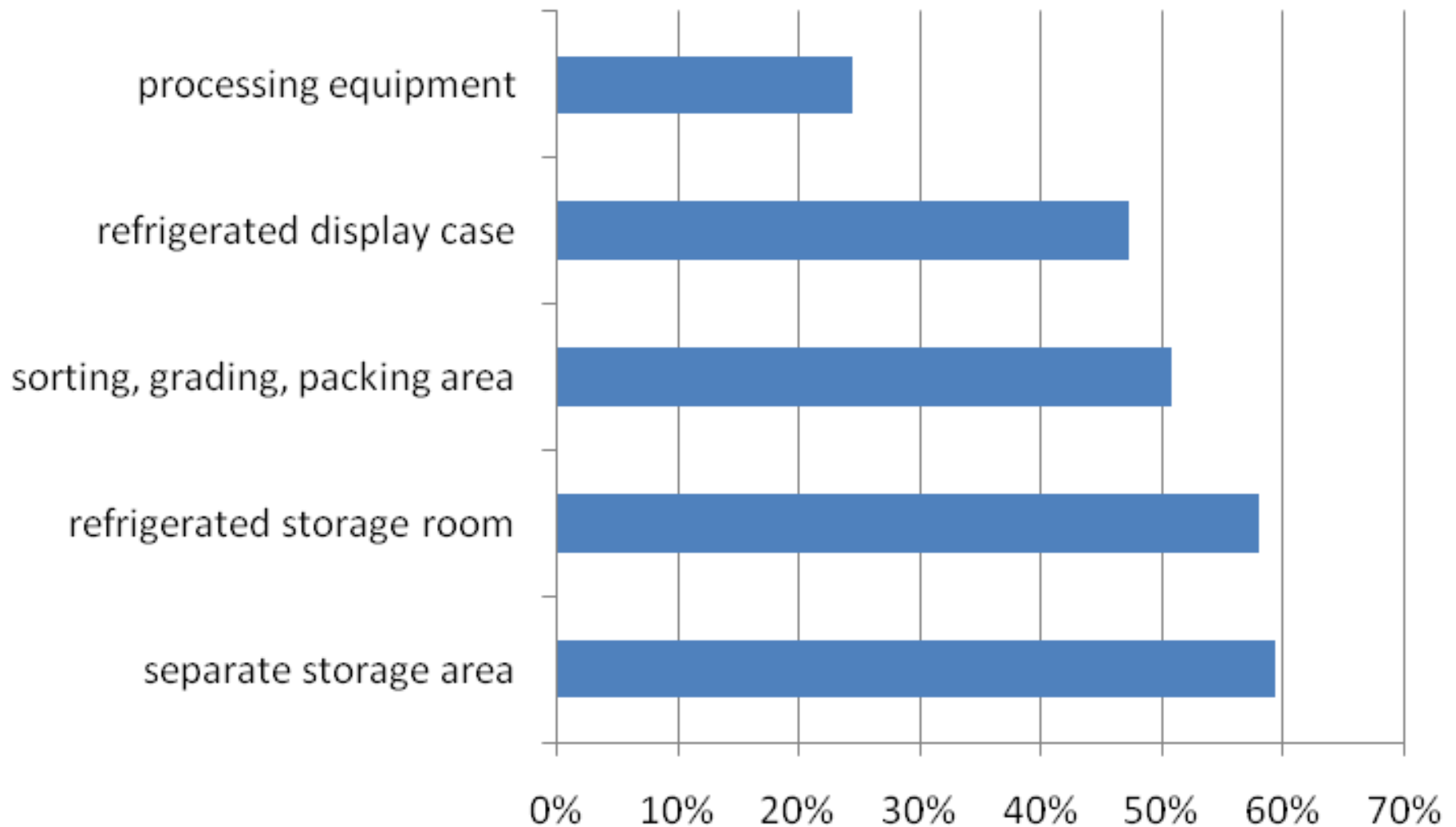


Retail Farm Marketing Benchmarks

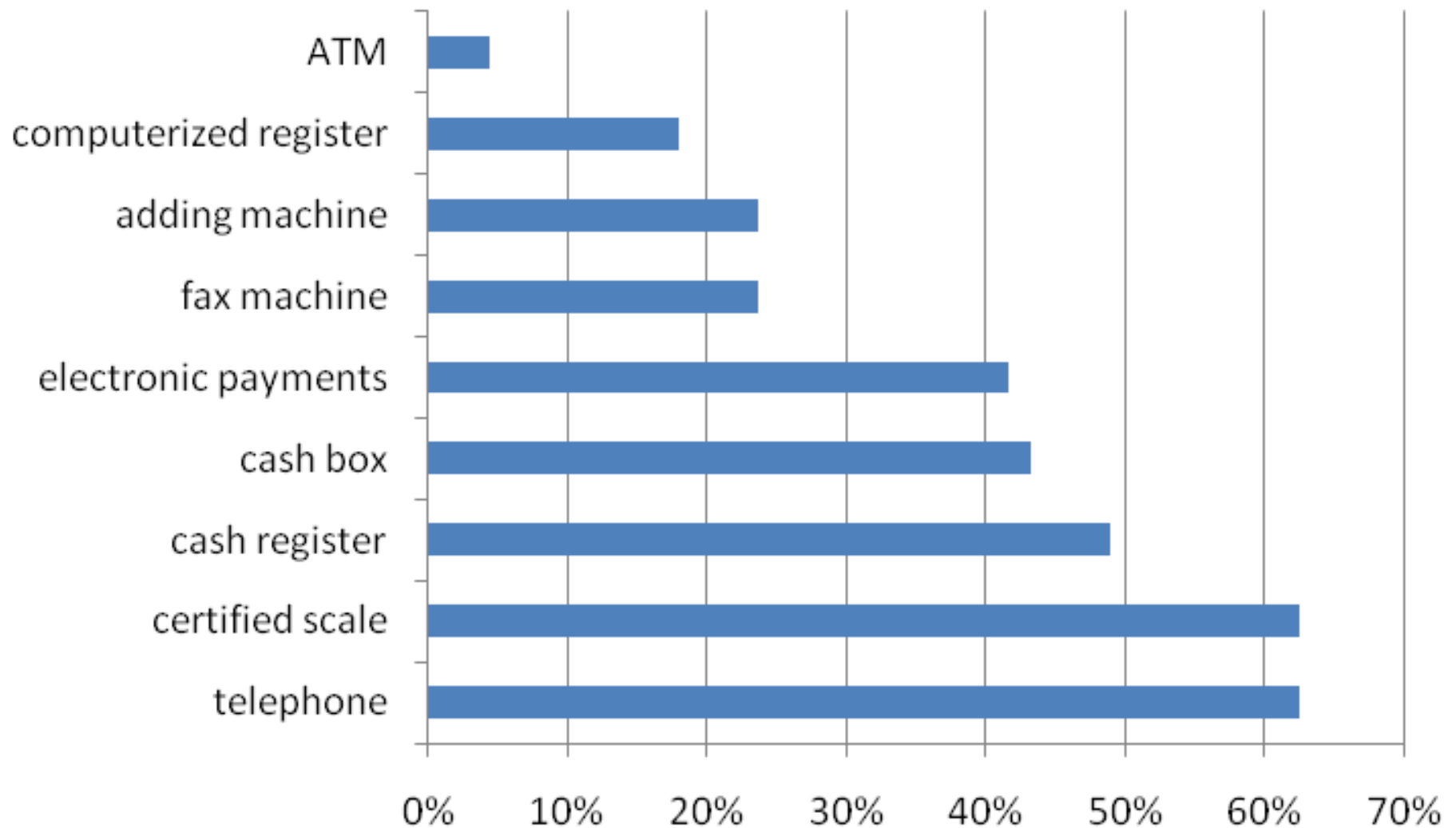
- 22% - 10 years or less farm retailing experience
- 26% - between 11 & 20 years
- 22% - between 21 and 30 years
- 20% are working with 50 or more years experience with retail farm marketing.



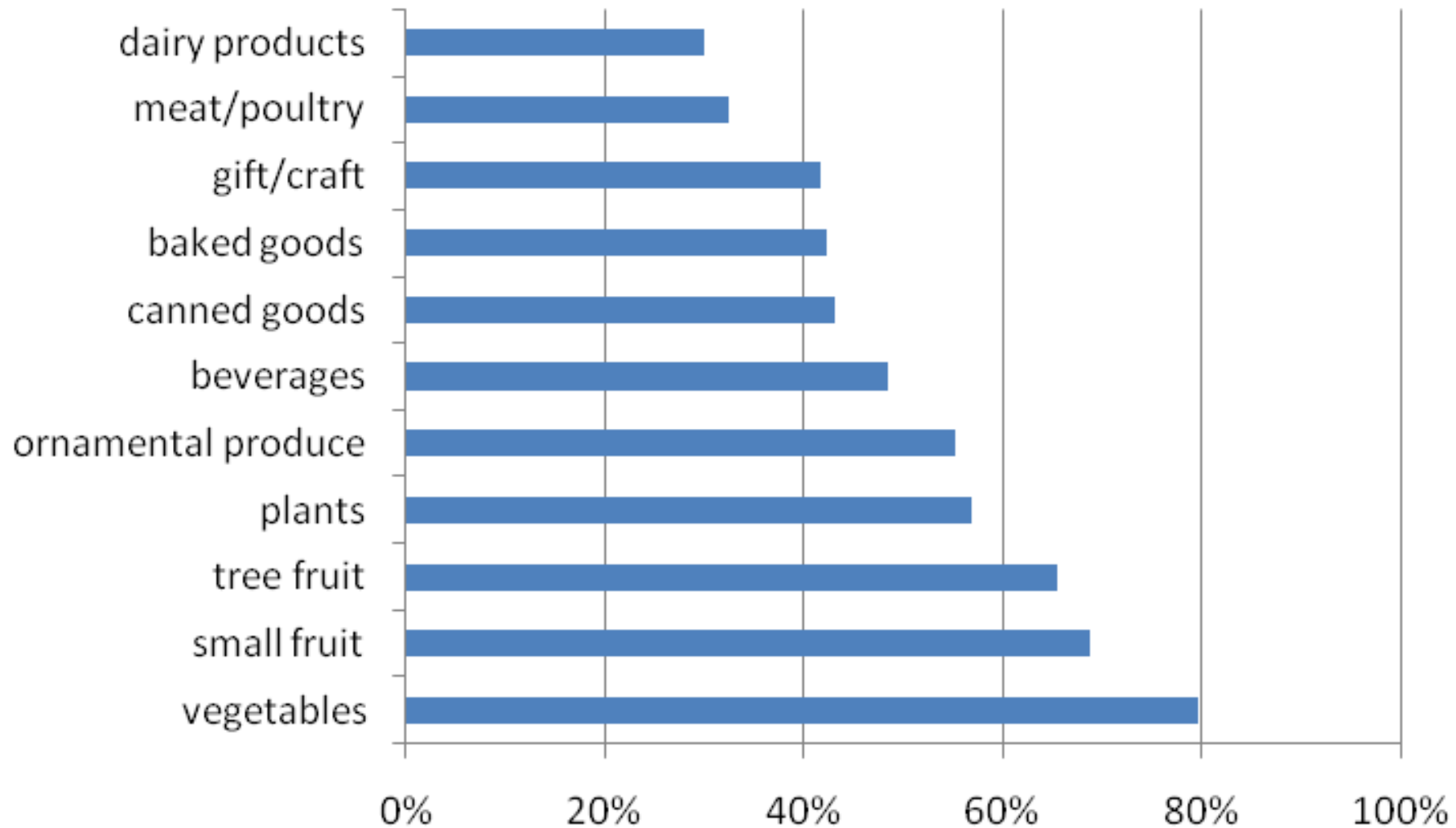
Retail Farm Marketing Benchmarks



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Retail Farm Marketing Benchmarks

- 13% - zero full-time employees
- 23% - one full-time employee
- 22% - two full-time employees
- 17% - three full-time employees

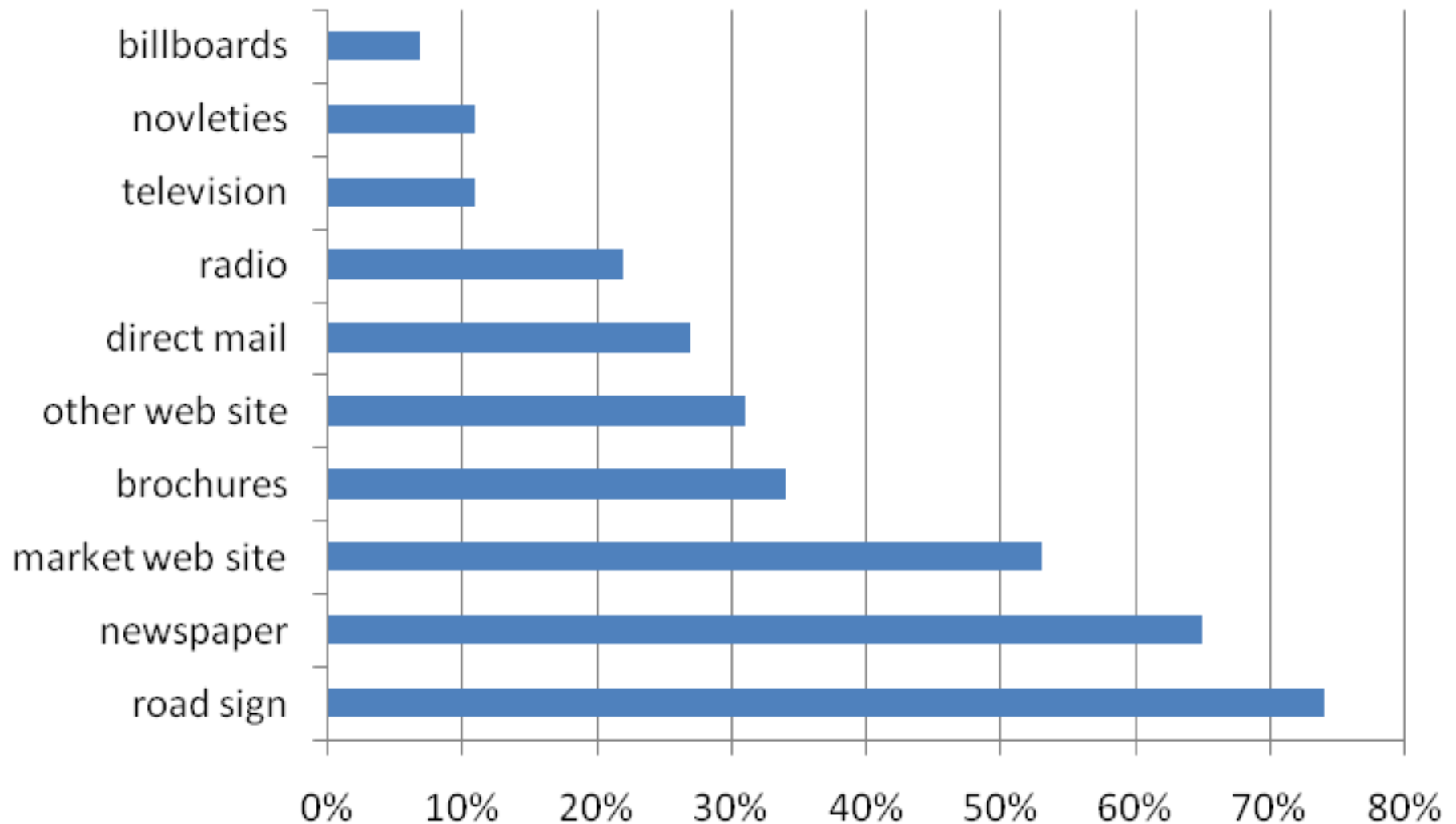


Retail Farm Marketing Benchmarks

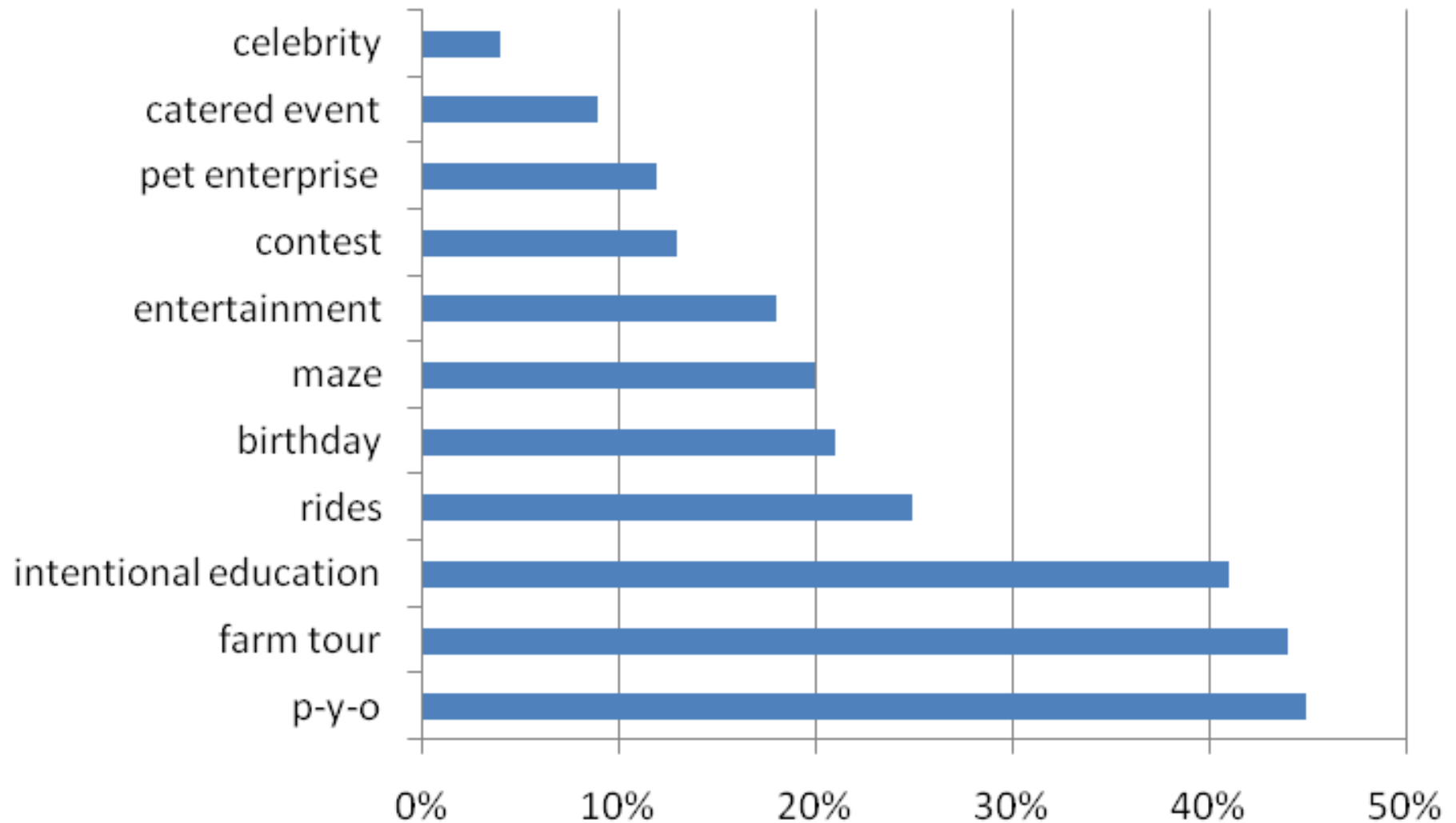
- 7% - zero part-time employees
- 11% - one
- 9% - two
- 9% - three
- 11% - four
- 6% - five



Retail Farm Marketing Benchmarks



Retail Farm Marketing Benchmarks



Retail Farm Marketing Benchmarks

- 26% of the markets are open year round

When open:

- 68% are open at least some of the time on Sunday

Retail Farm Marketing Benchmarks

- 6% of respondents tomatoes rank highest.
- 7% apples ranked highest
- 8% pumpkins ranked highest
- 12% sweet corn ranked highest

Retail Farm Marketing Benchmarks

- Baked goods is the most often noted *potential new product*.



Retail Farm Marketing Benchmarks

Fifty-one respondents provided name, address and telephone number if the respondent was interested in being part of a more detailed follow-up survey building on what was discovered through this project.

Retail Farm Marketing Benchmarks

- Sales
- Costs
- Percentage of revenue

- Square feet
- Employee
- Season
- Product
- Shopper

ouch / Peaches
bruise when Squeezed!
Squeeze your sweetie
Not the Peaches! Thanks





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