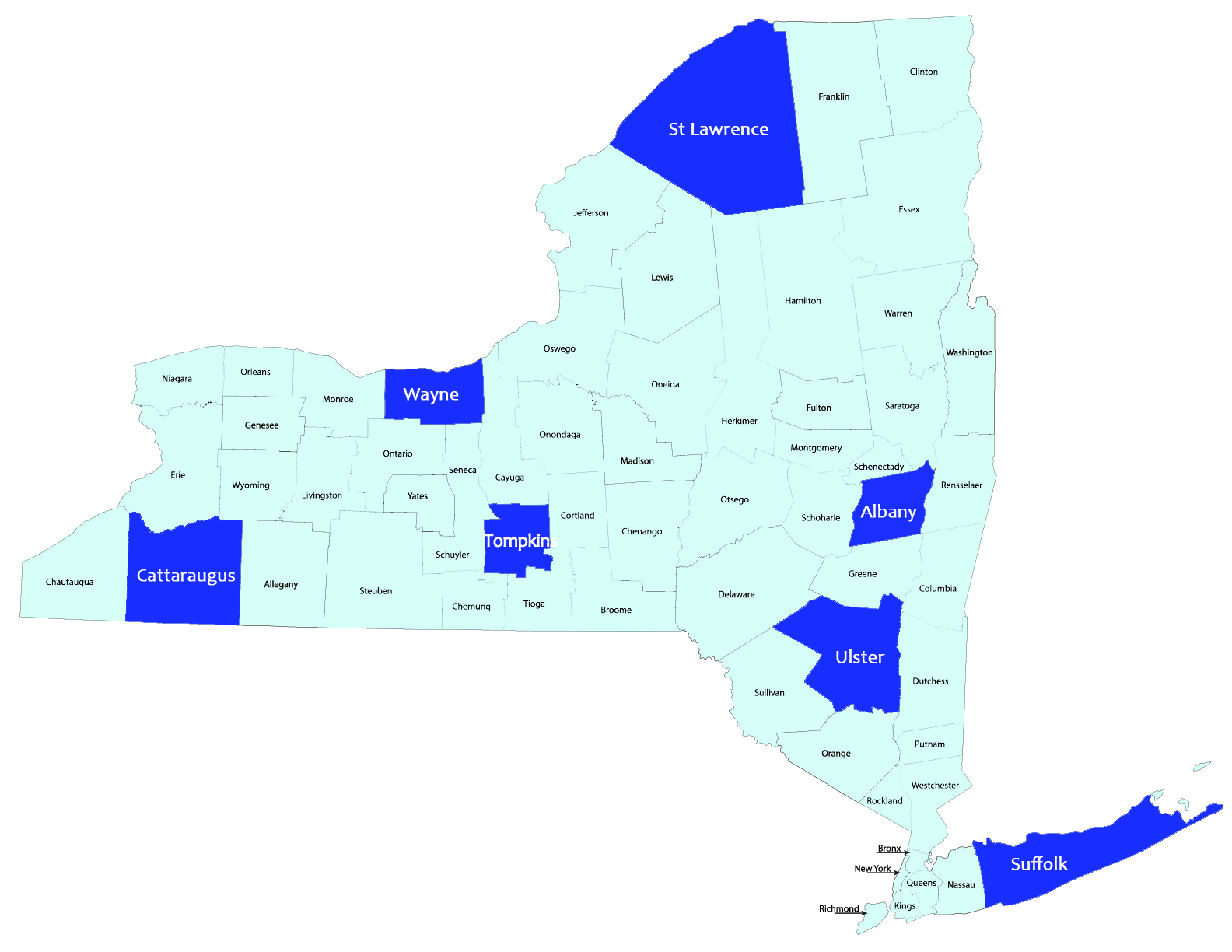
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| C:\Users\vws7\Desktop\Final Logo Variations\SFPLogo.jpg | (P) 607.255.9227 (F) 607.255.0599  smallfarmsprogram[@cornell.edu](mailto:jb262@cornell.edu)  [www.smallfarms.cornell.edu](http://www.smallfarms.cornell.edu)  15A Plant Science Building  Ithaca, NY 14853 |



**2014 NY SMALL FARM STATEWIDE SURVEY RESULTS**

**Beyond Direct Marketing: Exploring New Ways to Sell**

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Prior to today’s Summit, we conducted a survey of NY farmers, to understand their current and future possible market channels. We asked each to tell us about their farm size, years of experience, income and primary enterprises as well as their levels of satisfaction with different channels. Here is of summary for responses from across the state.

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|  | |  |  | | --- | --- | | **Enterprises Listed in Top 3** | **% of Responses** | | Vegetables | 19 | | Poultry | 13 | | Field Crops/Hay | 10 | | Beef | 9 | | Fruit- Trees/Berries | 8 | | Sheep & Goats | 7 | |

**Market Channels**

Currently, direct marketing channels represented 80% of the strategy used to sell products. Farmer’s Markets and Farm Stands were most commonly used for direct marketing. Most important wholesale channels were restaurants and grocery stores.

82% of farmers expressed interest in new markets, over the next two years.