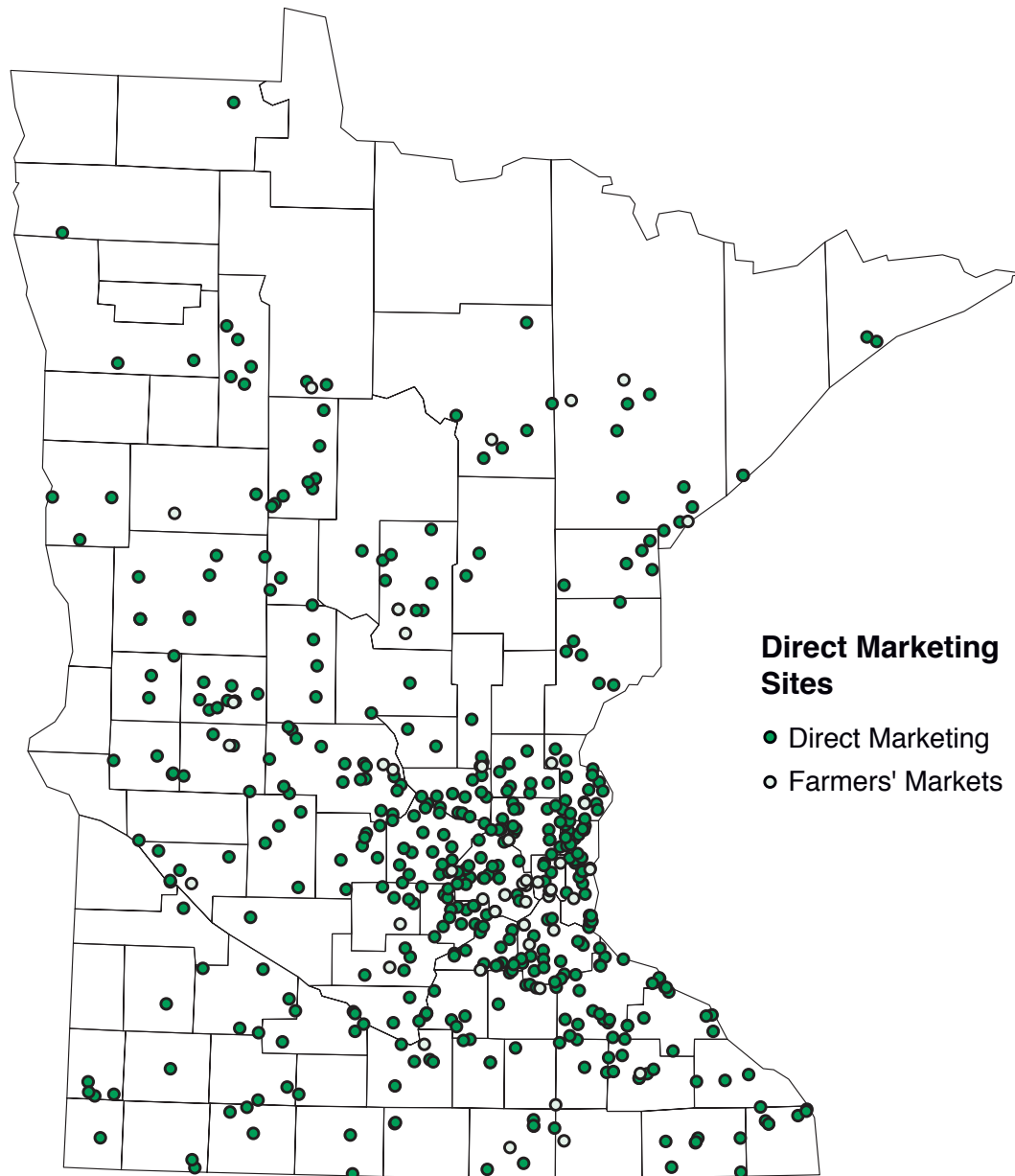


Direct Marketing and Farmers' Markets, 2005



Direct marketing is an important sales outlet for many Minnesota farms. Buying local is an environmentally sound choice that also supports local economies and small farmers. The growing consumer trend toward buying locally supports increasing numbers of farmers' markets, pick-your-own operations, roadside stands, community-supported agriculture, and more. Hundreds of Minnesota growers sell produce, meat, Christmas trees and other farm products, many bearing the Minnesota Grown label, direct to the consumer. The most comprehensive listing of those locations is the Minnesota Grown Directory, which includes almost 600 farms and farmers' markets. The directory can be ordered for free in print and searched online at www.mda.state.mn.us/mngrown.

Nationwide, the number of farmers' markets increased 79% from 1994 to 2002, with about 3,100 farmers' markets counted in 2002. In Minnesota, public farmers' markets are held at more than 65 locations, allowing rural, urban and suburban consumers to interact with producers.

Source: Minnesota Department of Agriculture
© 2005 Center for Rural Policy and Development