

-0.1%

CHANGE BETWEEN  
2007 & 2012



**97,262**

ACRES OF FARMS

**4**

FARMS SELLING  
DIRECT-TO-RETAIL OR  
DIRECT-TO-INSTITUTION



**282 ACRES**

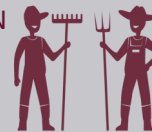
AVERAGE FARM SIZE

+5%

CHANGE BETWEEN  
2007 & 2012

+67%

CHANGE BETWEEN  
2007 & 2012



**5**

FARMS SELLING  
THROUGH CSA

N/A

CHANGE BETWEEN  
2007 & 2012

**\$19,000**

GROSS REVENUE FROM  
AGRITOURISM &  
RECREATIONAL ACTIVITY

N/A

DIRECT-TO-CONSUMER  
SALES

N/A

CHANGE BETWEEN  
2007 & 2012

**3**

FARMS WITH  
AGRITOURISM &  
RECREATIONAL ACTIVITY

-70%

CHANGE BETWEEN  
2007 & 2012

-71%

CHANGE BETWEEN  
2007 & 2012

**2**

FARMS SELLING  
DIRECT-TO-CONSUMER



FARMERS' MARKETS

**0**



**350\***

ESTIMATED FARMERS' MARKET  
CUSTOMERS WITHIN A 10 MILE  
RADIUS OF WINONA

**\$23,100\***

ESTIMATED ANNUAL  
FARMERS' MARKET REVENUE

## **LOCAL FOOD SYSTEM ECONOMIES PROFILE DEFINITIONS**

### **GROSS REVENUE FROM AGRITOURISM AND RECREATIONAL ACTIVITY**

This income includes income from recreational services such as hunting, fishing, farm or wine tours, hay rides, etc.

### **DIRECT-TO-RETAIL OR DIRECT-TO-INSTITUTION SALES**

Marketing products directly to retail or institutional outlets includes restaurants, grocery stores, schools, hospitals, or other businesses that in turn sell directly to consumers.

### **DIRECT-TO-CONSUMER SALES**

This item represents the value of agricultural products produced and sold directly to individuals for human consumption from roadside stands, farmers' markets, pick-your-own sites, etc. It excludes non-edible products such as nursery crops, cut flowers, and wool but includes livestock sales. Sales of agricultural products by vertically integrated operations through their own processing and marketing operations were excluded.

### **COMMUNITY SUPPORTED AGRICULTURE (CSA)**

Community Supported Agriculture consists of a community of individuals who pledge support to a farm operation so that the farmland becomes, either legally or spiritually, the community's farm, with the growers and consumers providing mutual support and sharing the risks and benefits of food production.

### **ESTIMATED FARMERS' MARKET CUSTOMERS WITHIN A 10-MILE RADIUS**

Online data from Facebook was used to estimate the number of potential customers within a 10-mile radius of each farmers' market in Mississippi. Following Barnes (2016) and Onianwa et al. (2006), several consumer characteristics were used to filter Facebook data results to identify the number of potential customers within a 10-mile radius around each farmers' market location. This is referred to as estimated local market reach. For this report, the average estimated local market reach across all farmers' market locations in Mississippi equaled 34,284. As a result, the estimated average 5 percent local market reach across all farmers' market locations in Mississippi equaled 1,714 (5 percent of 34,284).

### **ESTIMATED FARMERS' MARKET ANNUAL REVENUE**

Following Barnes (2016) and Onianwa et al. (2006), the number of potential farmers' market customers within a 10-mile radius (local market reach) was estimated. Local market reach equal to 5 percent was then multiplied by an estimated annual value per farmers' market customer equal to \$22 per visit, assuming 3 annual visits, or \$66 annually. This report assumed that only 5 percent of local market reach would shop local at their respective farmers' market. As a result, the estimated average annual revenue across all farmers' markets in Mississippi equaled \$113,124 (1,714 times \$66).

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By **Kaylee Wells**, Graduate Student, and **James Barnes**, PhD, Associate Extension Professor and Extension Economist, [Local Food System Economies Extension Program](#), Department of Agricultural Economics, Mississippi State University.