

# Summary of Results\*

153 Farms were contacted



70 completed responses  
46%



Sold Products to Institutions



36 respondents  
51%



## FARM INSTITUTIONAL SALES

**\$2,967,695**

22 respondents

total farm sales	78%	15%	7%
	>10%	10-30%	30-90%



Farms that sold to institutions in 2014

and found it profitable



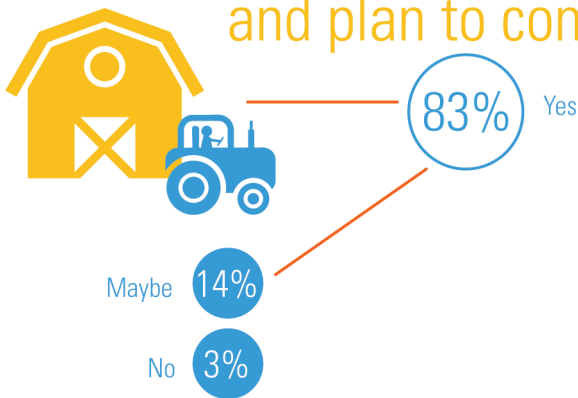
36 farms sold their products to 48 institutions, a marked decrease from 146 total institutions farmers reported selling to in the 2010 survey.



24% of respondents have expanded volume to meet institutional demand, by expanding acreage, increasing production on existing acreage, winter extension/greenhouse production, processing, freezing products, picking differently, or storing root crops.

Farms that sold to institutions in 2014

and plan to continue



Top challenges to those that said No or Maybe are:

- Price
- Growing enough volume
- Delivery

Top 3 products sold by both volume and profitability:



APPLE



CORN



TOMATO

\*2014 data based on responses to questionnaire