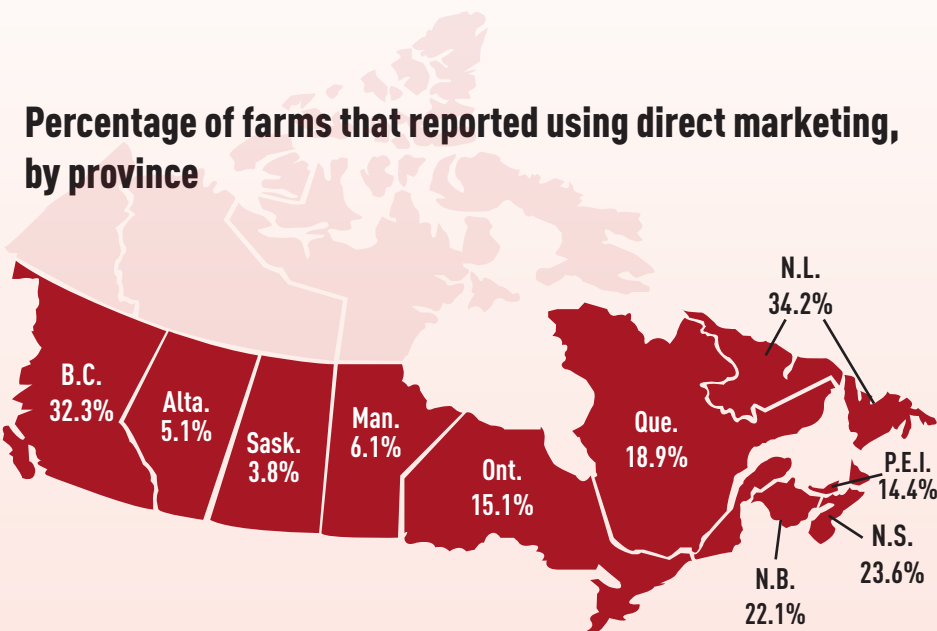


Direct Marketing in Canada



Farm operators are using direct marketing to grow their business and sell products directly to consumers. In 2015, 1 in 8 farm operations used direct marketing to sell to Canadians.

Percentage of farms that reported using direct marketing, by province



Direct marketing methods used by Canadian farms



Farm gate sales, stands, kiosks, U-pick

89.4%



Farmers' markets

22.0%



Community Supported Agriculture (CSA)

5.2%



Other

3.8%

Which farm operations are using direct marketing?



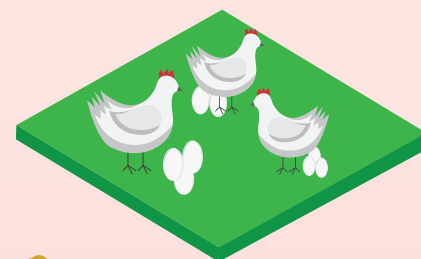
64.6% of farms reporting direct marketing had less than \$50,000 in sales in 2015.

The median annual sales of farms that reported direct marketing was \$20,000.

Proportion of farms using direct marketing, by farm type

3 in 5

poultry and egg combination farms



3 in 5

beekeeping farms



4 in 5

fruit and vegetable combination farms

