

# *Direct Farm Mkting Defined*

Ag Census: Direct Sales for Human Consumption

During 2007, did you produce, raise, or grow any crops, livestock, poultry, or agricultural products that were **sold directly to individual consumers for human consumption**? Include sales from roadside stands, farmers markets, pick your own, door to door, etc. Exclude craft items and processed products such as jellies, sausages and hams.

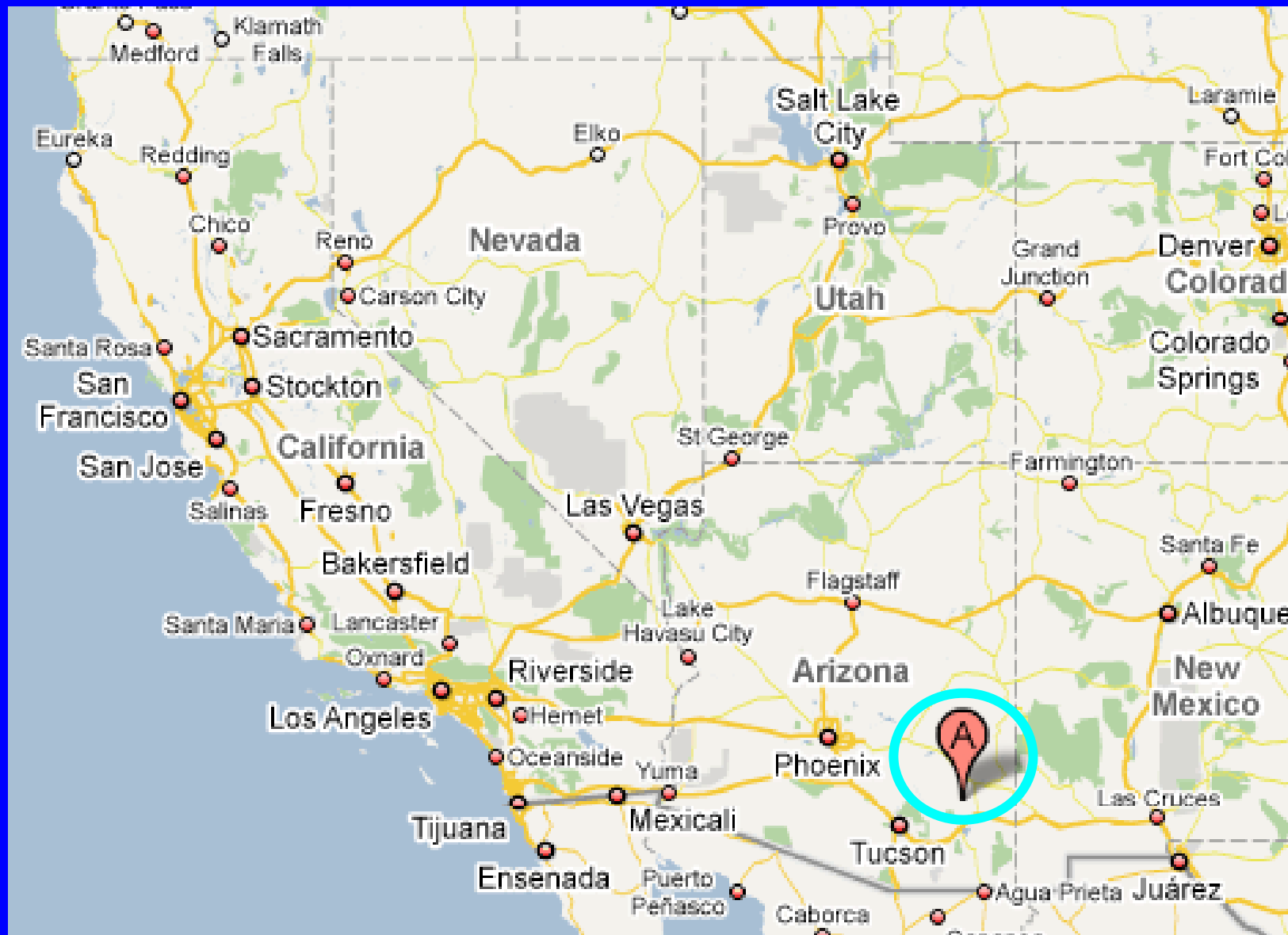
What was the gross value of these direct sales?

# *Direct Farm Mkting Trends*

<i>U.S. Farms (#)</i>	<u>1997</u>	<u>2002</u>	<u>2007</u>	Annual % change
All Farms (#)	2,215,876	2,128,982	2,204,792	-0.1%
Direct Marketing (#)	110,639	116,733	136,817	2.1%
% of total	5.0%	5.5%	6.2%	
<i>Farm Sales</i>				
All Farms (\$1,000,000)	\$ 201,378	\$ 200,646	\$ 297,221	4.0%
Direct Marketing (\$1,000,000)	\$ 592	\$ 812	\$ 1,211	7.4%
% of total	0.29%	0.40%	0.41%	

Source: Ag Census

# *Bonita, AZ (SE AZ)*



# SE Arizona Direct Marketer

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## Apple Annie's Orchard

Opening for the season  
JULY 3, 2009!

2081 W Hardy Rd  
([map & directions](#))  
Willcox, AZ 85643  
520.384.2084

### Visit our Orchard for:

- Apples, Peaches & Pears
- Bakery
- Burger Barn
- Gift Shop
- Fudge

## NOW WITH 2 GREAT FARMS!



Become a Fan!

[facebook](#)

### Upcoming Events

#### [Apple Harvest Celebration](#)

Apple Annie's Orchard  
September 5-7  
7:00 AM - 5:30 PM

#### [Grandparents Weekend and Antique Tractor Show](#)

Apple Annie's Orchard  
September 12-13  
8:00 AM - 5:30 PM

#### [My-Oh-My Apple Pie Weekend & Country Craft Fair](#)

Apple Annie's Orchard



# Complementary Farms



WE-PICK PRODUCE		APPLE ANNIE'S PRODUCE & PUMPKINS		U-PICK PRODUCE	
GREEN BEANS	\$1.79/lb	BI-COLOR SWEET CORN		GREEN BEAN	\$1.29/lb
SQUASH	\$1.29/lb	\$ 5.99/dz		SQUASH	99¢/lb
PATTY PAN		3.49 1/2 /dz		PATTY PAN	
CROOKNECK		75 ¢ ea		CROOKNECK	
ZUCCHINI		5 /dz bag 2.49		ZUCCHINI	
GOLDEN ZUCCHINI		SEEDLESS WATERMELON	29¢/lb	TOMATOES	\$1.29/lb
TOMATOES	\$1.69/lb	CANTALOUPE	49¢/lb	EGGPLANT	\$1.09/lb
EGGPLANT	\$1.39/lb			PICKLING CUCUMBER	99¢/lb
BELL PEPPERS	\$1.49/lb			BELL PEPPER	99¢/lb
PICKLING CUCUMBER	\$1.39/lb			JALAPENO	\$1.49/lb
SLICING CUCUMBER				PEAS	\$1.29/lb
GREEN CHILI	\$1.39/lb				\$1.39/lb
JALAPENO	\$1.79/lb				

# *Experience & Product Niche*







# Briggs & Eggers Orchards



## Healthy

Our 400-acre orchard lies at the base of Mount Graham, a critical "sky island" habitat for many species. We have been farming organically since 1990 which is

good news for you and your family as well as for birds and animals that rely upon the clean air and water in this valuable migration corridor.



*Welcome*



*Quality*



*Flavorful & Juicy*



*Growing Seasons*

## A Family Tradition

It all started when Joe and Jean Briggs began farming in the fertile Bonita Springs Valley in 1968. The 4,500-foot elevation, sunny days, cool nights, and plentiful supply of pure water create the perfect environment for growing deliciously sweet fruit! Melissa, and her husband, Lance Eggers, joined the family operation in 1993.

The pride that in our orchard is reflected in every detail from the blossom on the tree to the apple in your hand.

That's why our fruit tastes so great. It's the freshest, sweetest, tree-ripened fruit available anywhere!



## Freshness

Thirty minutes after being picked, our fruit is moved to the coolers. Most of our fruit is shipped within 48 hours of being packed. As a result, we offer the freshest, sweetest tree-ripened fruit available.



a leader in certified organic fruit

*The  
freshest  
sweetest  
tree-ripened  
fruit  
available*





# New Harvest Organics



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**Growers and Shippers  
of Premium Organic:  
Tropicals (Mangos, Limes &  
Pineapples), Apples, Citrus,  
Grapes, Melons, Stone Fruits  
and Summer and Winter Squash**



**Try our sweet and Juicy Gold  
Pineapples produced by Hector  
Rendon!**

## Welcome to New Harvest Organics



### Field Notes

See what Spring has in store for us. Read our March Issue of Field Notes.

### What's New

Wondering what's in our line-up? Take a look at our online Yearly Availability Chart.

# *On-Site Fruit Stand & Peddlers*



*< 0.2% in 1995  
about 10% today*

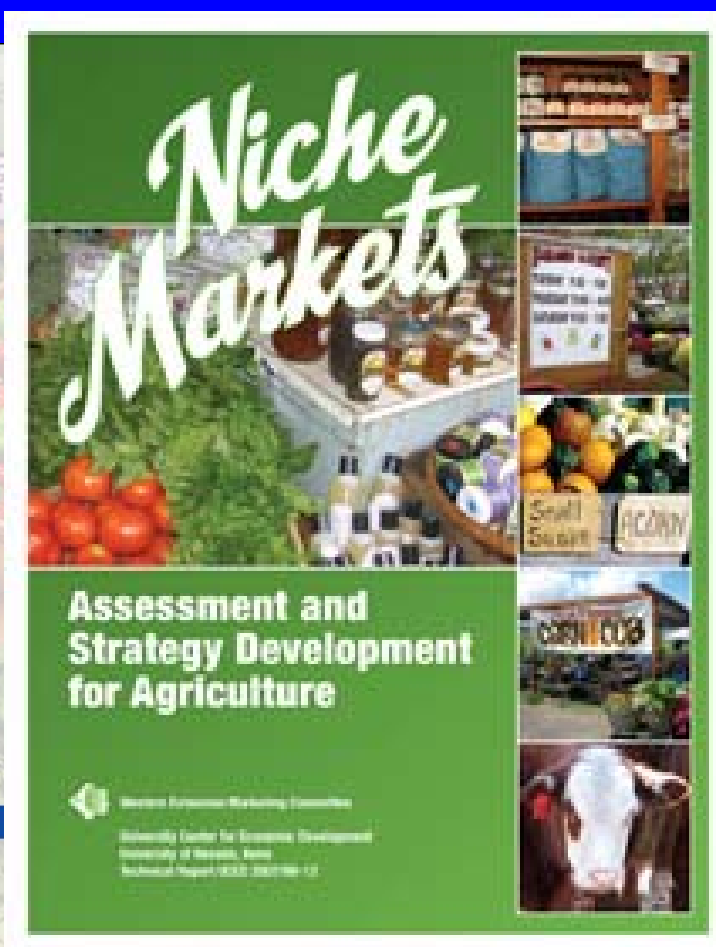
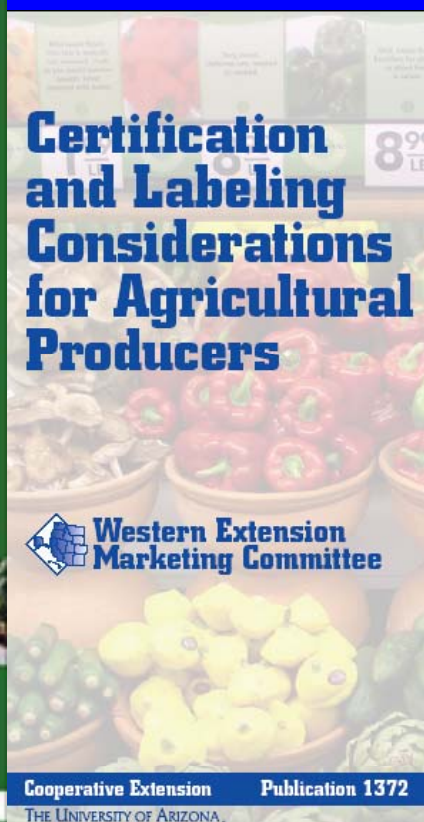
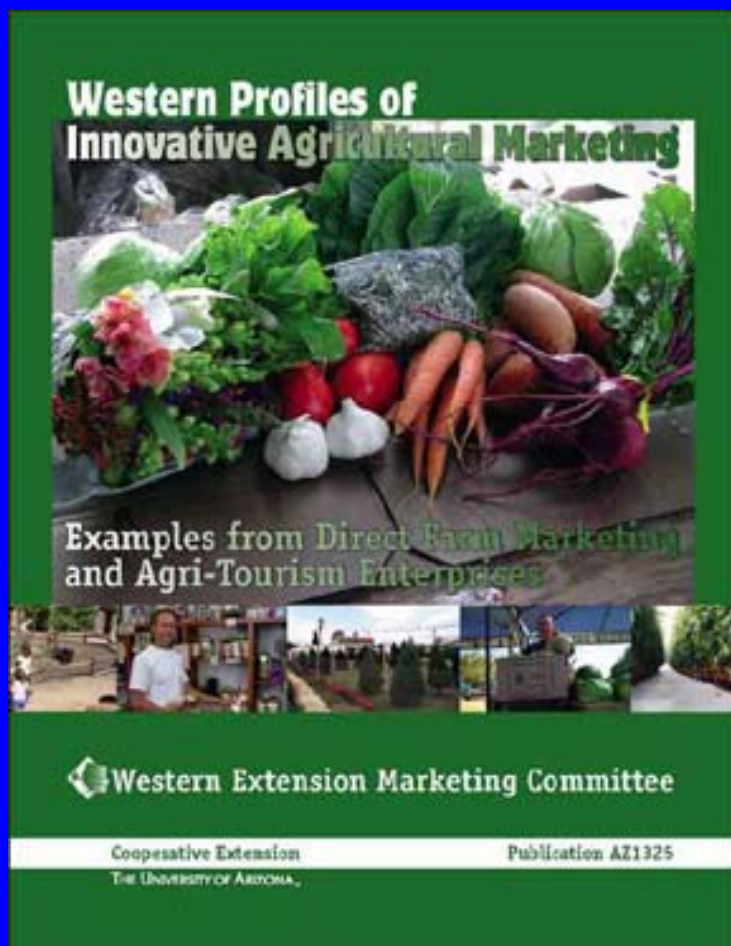


# *Niche Mkting Considerations*

- *Local consumers -- reliable market*
- *Cost Efficiencies & Good Records*
  - + *Briggs & Eggers: need to be organic*
  - + *Apple Annies: weeds & U-Pick*
- *People Skills*
- *Complementary Products & Producers*
- *Your uniqueness is the only source of profitability that cannot be competed away.*



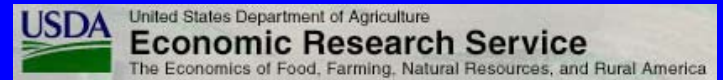
# Resources



[www.valueaddedag.org](http://www.valueaddedag.org)

# Resources

<http://www.ers.usda.gov/Data/Organic/>



<http://www.ams.usda.gov/NOP/>

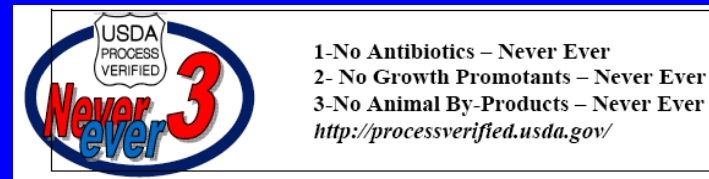


National Organic Program

<http://attra.ncat.org/organic.html>



<http://processverified.usda.gov/>



<http://www.eatwild.com/>



<http://www.localharvest.org/>



<http://www.farmdirectory.org/>

