

Finding Local Food Marketing Practices Data

FROM THE USDA NASS Quick Stats Website

<https://quickstats.nass.usda.gov/>

Navigating Quick Stats Website

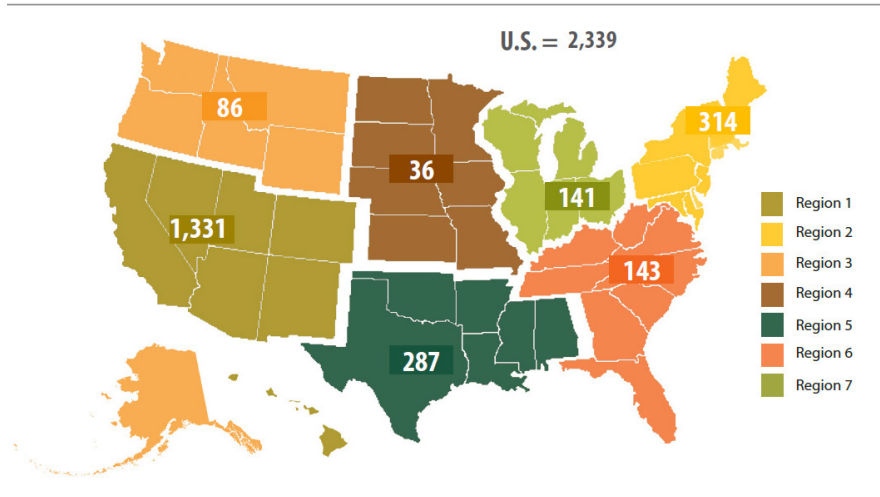
<https://quickstats.nass.usda.gov/>

When the page loads, you will see the below screen. There are several ways to retrieve data. One way to retrieve the data, is to type the word "directly" into the keyword search box. This method will retrieve **all** published data from the Local Food Marketing Practices Survey (LFMPS). The other way is to retrieve specific variables following the information contained in this guide.

Example of Regional Level Data Available from Quick Stats

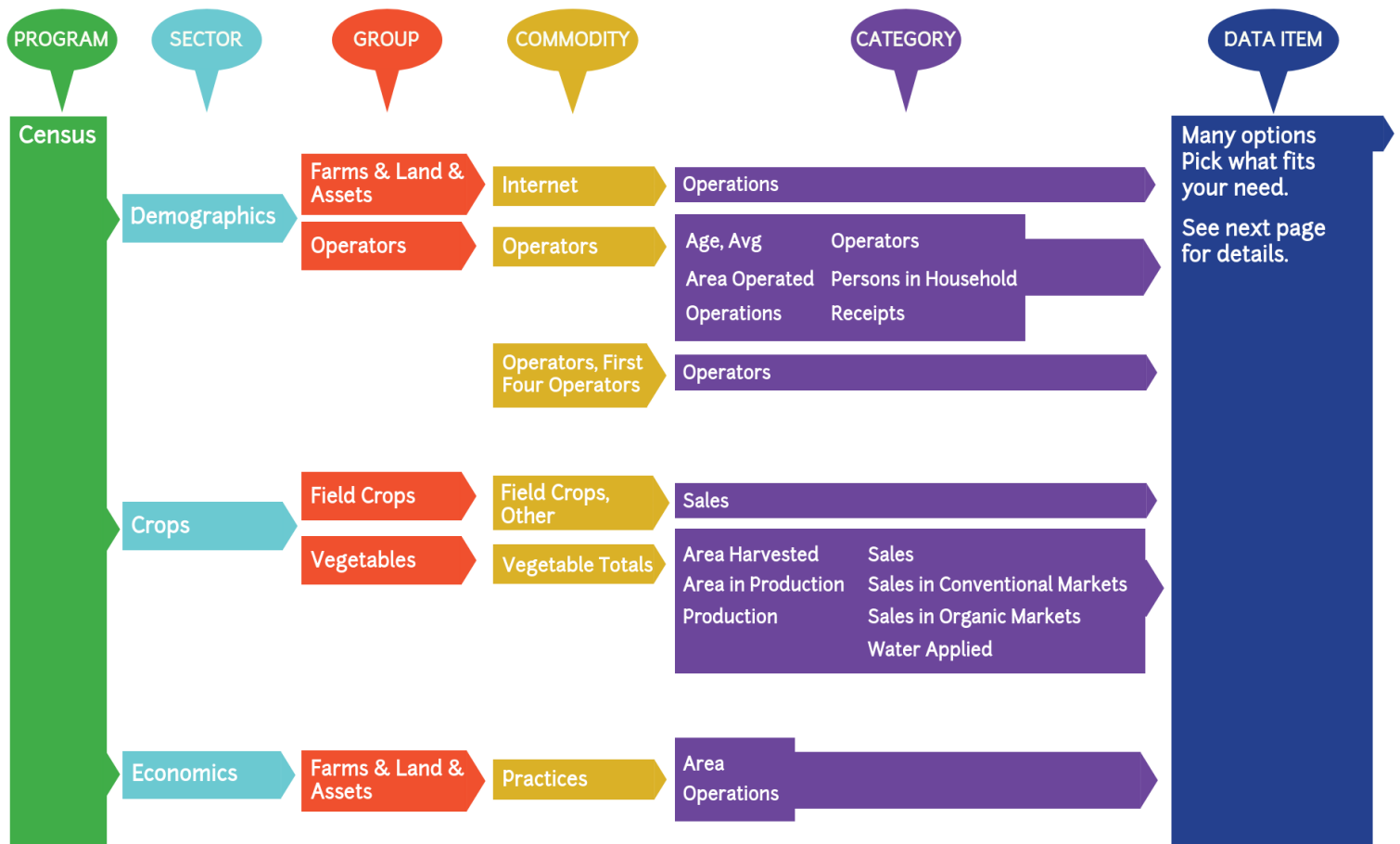
Total Direct to Retail Food Sales by Region, 2015

(*\$million*)



Source: USDA NASS 2015 Local Food Marketing Practices Survey

Finding the Data



Step 1: Choose **census** under the Program category.

Step 2: Choose the **sector** of interest. Note that the Group list will update depending on the sector selected.

Step 3: Choose the **group** of interest. Note that the Commodity list will update depending on the group selected.

Step 4: Select **one or more commodities** from the Commodity list. Note that additional lists will appear depending on the commodity selected.

Step 5: Choose **category**, if applicable. Note that the Data Item list will update depending on the category selected.

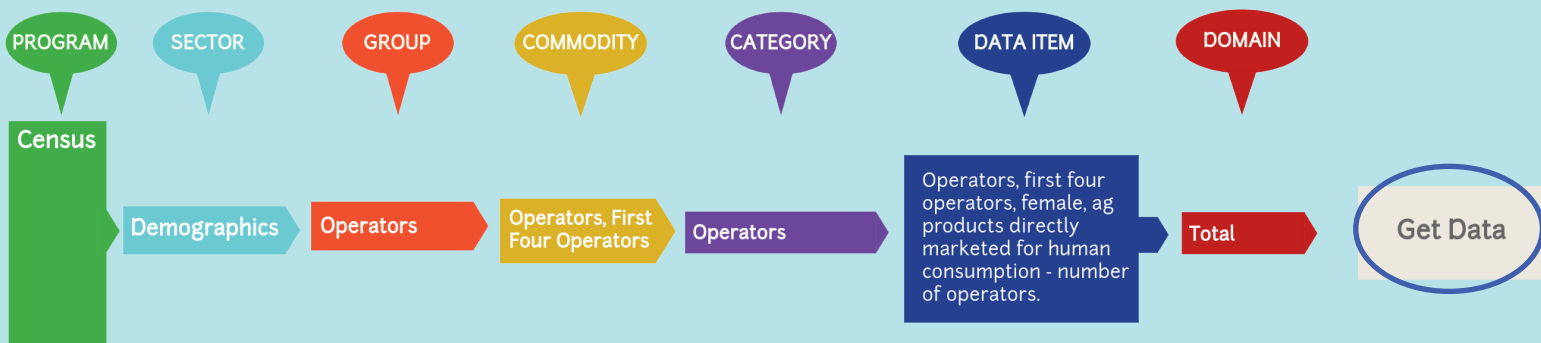
Step 6: Select **one or more data items**.

Step 7: Choose geographic level and state, if applicable. (See next page for details.)

Step 8: Take a screenshot of the selections made to use when creating data citation.

Step 9: Click the Get Data button.

Example



Data Items in Detail

NUMBER OF OPERATIONS, AG PRODUCTS DIRECTLY MARKETED FOR HUMAN CONSUMPTION

OPERATORS

FEMALE

NUMBER OF OPERATORS, AG PRODUCTS DIRECTLY MARKETED FOR HUMAN CONSUMPTION

FIRST FOUR

(EXCL HISPANIC)

AG PRODUCTS DIRECTLY MARKETED FOR HUMAN CONSUMPTION

AGExx AG PRODUCTS DIRECTLY MARKETED FOR HUMAN CONSUMPTION

AMERICAN INDIAN OR ALASKA NATIVE

ASIAN

BLACK OR AFRICAN AMERICAN

FEMALE

HISPANIC

MALE

NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER

PRIMARY OCCUPATION, (EXCL FARMING)

PRIMARY OCCUPATION, FARMING

PRIMARY OCCUPATION, NOT IN PAID WORKFORCE

VETERAN STATUS, ACTIVE DUTY, (EXCL RESERVES & NATIONAL GUARD)

VETERAN STATUS, ACTIVE DUTY, RESERVES OR NATIONAL GUARD

VETERAN STATUS, NON-VETERAN

VETERAN STATUS, PRIOR SERVICE

WHITE

YEARS ON ANY OPERATION

PRACTICES, AG PRODUCTS DIRECTLY MARKETED FOR HUMAN CONSUMPTION

MEASURED IN PERCENT OPERATIONS

FARM MGMT RECORDS, INCOME STATEMENT

FARM MGMT RECORDS, CASH FLOW BUDGET OR PROJECTION

FARM MGMT RECORDS, BALANCE SHEET

THIRD PARTY CERTIFIED, USDA, OTHER LABELS OR QUALITY VERIFICATION

THIRD PARTY CERTIFIED, PASTURE-BASED MGMT

THIRD PARTY CERTIFIED, NATURALLY GROWN

THIRD PARTY CERTIFIED, ANIMAL-CARE BASED MGMT

THIRD PARTY CERTIFIED, (EXCL USDA), OTHER

ORGANIC

PRACTICES, AG PRODUCTS DIRECTLY MARKETED FOR HUMAN CONSUMPTION

MEASURED IN PERCENT OPERATIONS

FARM MGMT RECORDS, BALANCE SHEET

FARM MGMT RECORDS, CASH FLOW BUDGET OR PROJECTION

FARM MGMT RECORDS, INCOME STATEMENT

FARM MGMT RECORDS, SEPARATE MARKETING PLAN

FARM MGMT RECORDS, WRITTEN BUSINESS PLAN

FOOD SAFETY, (EXCL USDA), GAP CERTIFIED

FOOD SAFETY, PLAN COVERS PRODUCE

FOOD SAFETY, THIRD PARTY, AUDIT OF PRODUCE

FOOD SAFETY, USDA, GAP CERTIFIED

FOOD SAFETY, WRITTEN PLAN

GOVT PROGRAMS, FEDERAL, USDA, EQIP

GOVT PROGRAMS, FEDERAL, USDA, FARM LOAN PROGRAMS

GOVT PROGRAMS, FEDERAL, USDA, NAP

GOVT PROGRAMS, FEDERAL, USDA, VAPG
GOVT PROGRAMS, FEDERAL, USDA, WFRP
MEMBER OF A COOPERATIVE
ORGANIC
THIRD PARTY CERTIFIED, (EXCL USDA), OTHER PRACTICES
THIRD PARTY CERTIFIED, ANIMAL-CARE BASED MGMT
THIRD PARTY CERTIFIED, NATURALLY GROWN
THIRD PARTY CERTIFIED, PASTURE-BASED MGMT
THIRD PARTY CERTIFIED, USDA, OTHER LABELS OR QUALITY VERIFICATION

AG PRODUCTS DIRECTLY MARKETED FOR HUMAN CONSUMPTION - OPERATIONS, MEASURED IN PCT OF OPERATIONS

INTERNET ACCESS

(EXCL USDA MARKET NEWS), PRICE & MARKET INFORMATION,
AG PRODUCTS DIRECTLY MARKETED FOR HUMAN CONSUMPTION
FEDERAL GOVT WEBSITES, USDA MARKET NEWS, PRICE & MARKET INFORMATION
ONLINE OR PEER LEARNING

INTERNET, CONDUCT BUSINESS

BUSINESS PRODUCTS & SERVICES
FARM BUSINESS WEBSITE
FARM BUSINESS WEBSITE, FARM HISTORY & PRACTICES
FARM BUSINESS WEBSITE, MARKETING ACTIVITIES, FARM PRODUCTS & ON-FARM ACTIVITIES OR SERVICES
FARM BUSINESS WEBSITE, SELL FARM PRODUCTS & PROCESS TRANSACTIONS
IDENTIFY SOURCES OR SUBMIT REQUESTS OR PROPOSALS, FOR FUNDING OR GRANTS OR SUBSIDIES
PURCHASE AG INPUTS

Referencing the Data

Source: USDA NASS 2015 Local Food Marketing Practices Survey, access online November 9, 2017.
<https://quickstats.nass.usda.gov>.

Contact Information

Jill Fitzsimmons
USDA Agricultural Marketing Service
Jill.Fitzsimmons@ams.usda.gov