Great Falls region (Vermont and New Hampshire)
Local Farm & Food Economy

Highlights of a data compilation
by Ken Meter, Crossroads Resource Center (Minneapolis)
for
Great Falls Food Hub
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The Great Falls region covers Cheshire & Sullivan Counties of New Hampshire, and Windham & Windsor Counties of Vermont.

Great Falls region: (Bureau of Economic Analysis)
220,317 residents receive $8.5 billion of income annually (2008). Real personal income has more than doubled since 1969, in part due to population increase. Rising personal income in the Great Falls region has paralleled income levels in Vermont and New Hampshire.

Interest, dividend, and rental income is the largest source of personal income for Great Falls region residents, who received $1.7 billion in 2008. Transfer payments rank second, at $1.5 billion. Government jobs are the third most important source of personal income, with $840 million, followed closely by manufacturing, with $800 million. Health care workers rank next, earning $620 million. Retail workers rank sixth, earning a total of $474 million.

In the food sector, food manufacturing generates $20 million in personal income, while retail food workers earn $80 million, and dining service workers earn $120 million of income.

Although population has risen 39% since 1969, there has been only limited public planning to assure a secure and stable food supply.

Issues affecting low-income residents of Great Falls region:
Over 46,465 residents (22%) earn less than 185% of federal poverty guidelines. At this level of income, children qualify for free or reduced-price lunch at school. These lower-income residents spend $96 million each year buying food, and receive $17 million of SNAP benefits (formerly known as food stamps) and several millions more in WIC coupons. The region’s farmers receive an average combined total of $2 million in subsidies (25-year average, 1984-2008), mostly to raise crops such as corn or soybeans that are sold as commodities, not to feed county residents. Data from Federal Census of 2000, Bureau of Labor Statistics, & Bureau of Economic Analysis.
Eight percent of Great Falls region households (more than 17,000 residents) earn less than $10,000 per year. Source: Federal Census of 2000.

17% of all adults aged 18-64 in the Keene, NH, metro region, and 18% of those in the Lebanon metro region, carry no health insurance. Source: Centers for Disease Control — 2006.

Food-related health conditions:
7.6% of metro Keene residents, and 7% of Lebanon metro residents, have been diagnosed with diabetes. Source: Centers for Disease Control — 2006. Medical costs for treating diabetes in the region are estimated to be $127 million. Source: American Diabetes Association;

60% of metro Keene residents are overweight (36%) or obese (24%). 59% of metro Lebanon residents are overweight (37%) or obese (22%). Source: Centers for Disease Control — 2006.

Medical costs for treating overweight conditions in the Great Falls region are estimated at $58 million per year. Medical costs for treating obesity are estimated to be $379 million. Source: Tsai, A. G., Williamson, D. F. and Glick, H. A., Direct medical cost of overweight and obesity in the USA: a quantitative systematic review. Obesity Reviews, no. doi: 10.1111/j.1467-789X.2009.00708.x

The region's farms (Agricultural Census, 2007)
Agriculture Census data for 2007 were released February 4, 2009

Land:
• 1,908 farms. This is a 15% increase in farms since 2002.
• Great Falls region has 17% of the farms in New Hampshire and Vermont combined.
• 16 (1%) of these farms are 1,000 acres or more.
• 870 (46%) farms are less than 50 acres.
• 622 farms (33%) are between 50 and 179 acres in size.
• Average farm size is 125 acres, larger than average for New Hampshire and smaller than average for Vermont.
• The region has 238,176 acres of land in farms.
• This amounts to 14% of the farmland in the two states.
• 28% of the region’s farmland is cropland.
• Great Falls region farms have 53,351 acres of harvested cropland.
• Average value of land and buildings per farm is $507,000. This is lower than the state averages in both states.

Sales (Note that there may be discrepancies between Ag Census data and Bureau of Economic Analysis data, below):
• $77 million of crops and livestock sold (2007), 9% of the sales made by farmers in the two states.
• This is a 31% increase in sales over 2002 sales of $58 million.
• Total farm production expenses were $79 million.
• The largest production expense item was feed, totaling $16 million. Hired labor ranked second, at $13 million. The region’s farmers also spent $9.6 million on supplies, $9.0 million paying property taxes, and charged $8.6 million to depreciation costs.
• $25 million of crops were sold (33% of sales).
• $52 million of livestock and products were sold (66% of sales).
• 1,326 (69%) of the region’s farms sold less than $10,000 of products in 2007. Their aggregate sales of $3 million amounted to 4% of the region’s farm product sales.
• 144 farms (8%) sold more than $100,000 of products, an aggregate total of $60 million, 78% of region farm product sales.
• 207 farms received $722,000 of federal subsidies in 2007. [Note that Agriculture Census data differ from Bureau of Economic Analysis data; see below.]
• 67% (1,286) of the region’s farms reported net losses in 2007 even after subsidies are taken into account. This is larger than the Vermont average of 56%, and about the same as the New Hampshire level of 68%.

Grains, Dry Edible Beans, Oil Crops, and others:
• Great Falls region farms sold $285,000 of grains, oil crops and edible beans.
• 10 farms in the region sold at least $137,000 (28,728 bushels) of corn from 183 acres in 2007 (sales from Vermont counties were suppressed by USDA to protect confidentiality).

Cattle & Dairy:
• 511 farms hold an inventory of 25,740 calves, beef cattle and dairy cows.
• 303 farms hold an inventory of 2,916 beef cattle and calves.
• 9,566 cattle and calves worth $5.3 million were sold from 345 farms in 2007.
• 176 farms reported holding an inventory of 11,237 dairy cows.
• 177 farms were reported as selling milk or dairy products, 35 more than in 2002.
• 819 farms produced 94,672 dry tons of forage crops (hay, etc.) on 42,076 acres of cropland. Of these, 795 farms sold over $6.3 million of forage (sales from Cheshire County farms were suppressed by USDA to protect confidentiality).
• In addition, 81 farms produced 179,694 tons of corn silage on 8,503 acres.

Other livestock & animal products:
• 99 farms sold 2,333 hogs and pigs worth $233,000.
• 78 farms hold an inventory of 605 hogs and pigs.
• 278 farms held an inventory of 5,573 sheep, lambs, and goats.
• 45 farms reported raising broiler chickens.

Nursery, Landscape and Ornamental Crops:
• 142 farms sold at least $4.6 million of ornamental and nursery crops. Note that sales from Sullivan County farms in 2007 were suppressed by USDA to protect confidentiality; this county sold $1.7 million of nursery crops in 2002.
• 69 of the region’s farms sold $591,000 of Christmas trees.

Vegetables & Melons (some farmers state that Ag Census data does not fully represent vegetable production):
• Farms in the region sold over $3 million of vegetables and potatoes in 2007. Note: vegetable and potato sales figures for farms in the New Hampshire counties in this region were withheld by the Agriculture Census in 2007.
• 143 farms produced these vegetables on 893 acres of land; there were 135 vegetable farms in 2002.
• 43 farms raise potatoes.
Fruits (some farmers state that Ag Census data does not fully represent fruit production):
- The region has 87 fruit farms with 930 acres of orchard.
- 158 farms sold $4.9 million of fruit and nuts. This was 37% more farms selling fruit than in 2002.

Direct & organic sales:
- 465 farms sell $6.2 million of food directly to consumers. This is a 21% increase in the number of farms selling direct (385 in 2002), and a 68% increase in direct sales, over $3.7 million in 2002. Direct sales account for 8% of the region’s farm sales, 20 times the national average of 0.4%.
- Great Falls region farmers make up 19% of the farms selling direct in the two states, and account for 16% of direct sales from Vermont and New Hampshire.
- 1,474 Vermont farms sold $23 million of farm products direct to consumers in 2007, an increase of 27% in the number of farms, and a 139% increase in sales, over 2002. Direct sales accounted for 3.4% of farm sales in Vermont.
- 982 New Hampshire farms sold $16 million of farm products direct to consumers in 2007, an increase of 31% in the number of farms, and a 54% increase in direct sales, over 2002. Direct sales accounted for 8% of farm sales in New Hampshire.
- 102 farms sold organic foods ($5.5 million in sales) from 5,000 acres.
- This is 15% of the farms selling organic, and 10% of sales, from the two states.
- 554 Vermont farms sold a total of $38.4 million of organic products.
- 148 New Hampshire farms sold a total of $16.3 million of organic products.
- 55 farms market through community supported agriculture (CSA). This amounts to 22% of the CSA farms in Vermont and New Hampshire.
- 193 farms produce added-value products on the farm.

Top farm products from Great Falls region:

<table>
<thead>
<tr>
<th>Product</th>
<th>$ millions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dairy</td>
<td>**30.8</td>
</tr>
<tr>
<td>Forage crops</td>
<td>**6.3</td>
</tr>
<tr>
<td>Cattle and calves</td>
<td>5.3</td>
</tr>
<tr>
<td>Fruits and nuts</td>
<td>4.9</td>
</tr>
<tr>
<td>Nursery &amp; Greenhouse products</td>
<td>**4.6</td>
</tr>
<tr>
<td>Vegetables and potatoes</td>
<td>**3.1</td>
</tr>
</tbody>
</table>

Note: ** means data suppressed by USDA to protect confidentiality; note that this table only accounts for $55 million of farm product sales in 2007, or 71% of the total.

Conservation practices:
- 489 farms use rotational management or intensive grazing.
- 476 farms use conservation practices.
- 263 farms generate some electricity on the farm.
County highlights (Agriculture Census 2007)

Cheshire County highlights (Agriculture Census 2007):
- 419 farms, 30% more than in 2002.
- 48,241 acres in farms.
- Average farm size 115 acres.
- $15 million of farm products sold, 25% more than in 2002
- Crop sales totaled $4.4 million (29%).
- Livestock and products sales totaled $11 million (71%).
- Most prevalent farm size is 10-49 acres, with 142.
- Government payments fell 68% from 2002 to 2007, to $143,000.
- Sales of nursery stock totaled $879,000.
- Ranks 1st in New Hampshire for inventory of broiler chickens (amount not disclosed).
- Ranks 2nd in state for sales of livestock and products, with $11 million.
- Ranks 2nd in state for sales of goats, sheep, and lambs, with $121,000 of sales.
- Ranks second in New Hampshire for sales of poultry (amount not disclosed).
- Ranks 2nd in state for inventory of laying hens (amount not disclosed).
- Ranks 3rd in state for sales of cattle, with $817,000.
- Ranks 4th in state for sales of dairy products (amount not disclosed).
- Ranks 4th in state for inventory of pullets for replacing laying hen stock (amount not disclosed).
- Ranks 4th in state for sales (amount not disclosed), and fifth for land planted in vegetables and potatoes, with 272 acres.
- Ranks 5th in the state for inventory of cattle and calves (4,831).
- Ranks 5th in New Hampshire for acreage devoted to corn for silage, with 1,707.
- Ranks 5th in New Hampshire for acres of sweet corn, with 140 acres.

Sullivan County highlights (Agriculture Census 2007):
- 294 farms, 21% more than in 2002.
- 43,199 acres in farms.
- Average farm size 147 acres.
- $15 million of farm products sold, 25% more than in 2002.
- Crop sales totaled $4.2 million (28%).
- Livestock and products sales totaled $10.8 million (72%).
- Most prevalent farm size is 10-49 acres, with 99.
- Government payments fell 37% from 2002 to 2007, to $249,000.
- Ranks 1st in New Hampshire for acreage devoted to corn for silage, with 2,531.
- Ranks 2nd in state for sales of dairy products, with $8.8 million.
- Ranks 2nd in state for sales of cattle, with $1 million.
- Ranks second in New Hampshire for acreage devoted to nursery stock, with 71.
- Ranks 3rd in state for sales of livestock and products, with $10.8 million.
- Ranks third in the state for inventory of cattle and calves (5,137).
- Ranks 3rd in New Hampshire for inventory of pullets for replacing laying hen stock (amount not disclosed).
- Ranks third in state for sales of grains and edible beans, with $110,000.
- Ranks 5th in New Hampshire for sales of forage crops, with $1.2 million of sales.
- Ranks 5th in state for sales of horses, with $317,000 of sales.
• Ranks 5th in New Hampshire for sales of hogs and pigs, with $50,000 of sales.
• Ranks 5th in state for aquaculture sales (amount not disclosed).

Windham County highlights (Agriculture Census 2007):
• 428 farms, 8% more than in 2002.
• 50,764 acres in farms.
• Average farm size 119 acres.
• $21.4 million of farm products sold, 17% more than in 2002.
• Crop sales totaled $8.5 million (40%).
• Livestock and products sales totaled $12.9 million (60%).
• Dairy sales totaled $10.8 million.
• Most prevalent farm size is 50-179 acres, with 138.
• Government payments fell 82% from 2002 to 2007, to $157,000.
• Ranks 2nd in Vermont for sales of fruits and nuts, with $2.9 million.
• Ranks second in state for sales of vegetables, with $1.7 million.
• Ranks 2nd in state for acres of apples, with 531.
• Ranks 3rd in state for inventory of goats, sheep, and lambs, with 1,637.
• Ranks 4th in state for acres planted in vegetables and potatoes, with 273 acres.
• Ranks 6th in Vermont for total sales of crops ($8.5 million).
• Ranks sixth in state for sales of goats, sheep, and lambs, with $266,000.
• Ranks 6th in state for inventory of horses and ponies, with 986.
• Ranks 7th in Vermont for inventory of laying hens, with 3,309.
• Ranks 7th in state for acres devoted to corn for grain, with 183.
• Ranks 7th in Vermont for poultry sales, with $117,000 of sales.
• Ranks 7th in state for sales of hogs and pigs, with $32,000 of sales.

Windsor County highlights (Agriculture Census 2007):
• 767 farms, 10% more than in 2002.
• 95,972 acres in farms.
• Average farm size 125 acres.
• $25 million of farm products sold, 58% more than in 2002.
• Crop sales totaled $7.9 million (32%).
• Livestock and products sales totaled $17.1 million (68%).
• Dairy sales totaled $11.1 million.
• Most prevalent farm size is 50-179 acres, with 252.
• Government payments fell 56% from 2002 to 2007, to $173,000.
• Ranks 1st in Vermont for aquaculture sales (amount not disclosed).
• Ranks first in state for inventory of sheep and lambs, with $2,082.
• Ranks 2nd in Vermont for inventory of broiler chickens (amount not disclosed).
• Ranks 2nd in state for sales of goats, sheep and lambs (amount not disclosed).
• Ranks 3rd in Vermont for poultry sales (amount not disclosed).
• Ranks 4th in state for inventory of laying hens, with 4,926.
• Ranks 4th in Vermont for sales of forage crops, with $3.1 million.
• Ranks fourth in state for sales of vegetables, with $1.3 million.
• Ranks 4th in Vermont for sales of Christmas trees, with $235,000.
• Ranks 5th in Vermont for sales of nursery and ornamental crops, with $2.1 million.
• Ranks 5th in state for sales of fruits and nuts, with $920,000.
• Ranks 5th in state for sales of horses (amount not disclosed).
• Ranks sixth in state for acres planted in apple trees, with 241.
• Ranks 7th in state for crop sales, with $7.9 million.
• Ranks 7th in Vermont for acres planted for forage crops, with 20,119.
• Ranks 7th in state for acres of Christmas trees, with 235.
• Ranks seventh in state for acres of vegetables, with 150.

State Highlights:

New Hampshire highlights (Agriculture Census 2007):
• 4,166 farms, 24% more than in 2002.
• 471,911 acres in farms.
• Average farm size 113 acres.
• $199 million of farm products sold, 37% more than in 2002.
• Crop sales totaled $107 million (53%).
• Sales of nursery and greenhouse plants totaled $65 million.
• Livestock and products sales totaled $92 million (47%).
• Dairy sales totaled $59 million.
• Most prevalent farm size is 10-49 acres, with 1,405.
• Government payments fell 35% from 2002 to 2007, to $2.4 million.
• Vermont farmers earned $99 million less from producing crops and livestock in 2008 than they had earned in 1969.
• 982 state farms earned $16 million selling products directly to consumers, $6 million (54%) more than in 2002, when 748 farms sold $10 million of products directly.
• Direct food sales (from farms direct to consumers) amounted to 8% of all farm sales, 20 times the national average.
• Direct food sales account for more sales than the state’s fourth-largest crop, apples.
• 173 farms devoted 6,177 acres to organic production. This included 3,357 acres of harvested cropland, 1,420 acres of pastureland, and 1,164 acres on 60 farms undergoing organic conversion.
• 148 of these organic farms sold $16 million of organic products.
• 87 farms market through community supported agriculture (CSA).
• 403 state farms produce value-added products.
• 888 farms use conservation methods.
• 848 farms practice rotational management or intensive grazing.
• 78 farms generate energy or electricity on the farm.

Vermont highlights (Agriculture Census 2007):
• 6,984 farms, 6% more than in 2002.
• 1,233,313 acres in farms.
• Average farm size 177 acres.
• $674 million of farm products sold, 42% more than in 2002.
• Crop sales totaled $99.3 million (15%).
• Livestock and products sales totaled $574.5 million (85%).
• Dairy sales totaled $494 million.
• Most prevalent farm size is 50-179 acres, with 2,396.
• Government payments fell 72% from 2002 to 2007, to $6.7 million.
• Vermont farmers earned $168 million less from producing crops and livestock in 2008 than they had earned in 1969.
• 1,474 state farms earned $23 million selling products directly to consumers, $13 million (139%) more than in 2002, when 1,163 farms sold $9.6 million of products directly.
• Direct food sales (from farms direct to consumers) amounted to 3.4% of all farm sales, eight times the national average.
• Direct food sales account for more sales than the state’s sixth-largest crop, apples.
• 619 farms devoted 67,315 acres to organic production. This included 39,032 acres of harvested cropland, 21,230 acres of pastureland, and 7,665 acres on 178 farms undergoing organic conversion.
• 554 of these organic farms sold $38 million of organic products, including $24 million of products from livestock and poultry (such as milk or eggs). Other categories of organic sales were suppressed by USDA to protect confidentiality.
• 164 farms market through community supported agriculture (CSA).
• 635 state farms produce value-added products.
• 1,568 farms use conservation methods.
• 1,748 farms practice rotational management or intensive grazing.
• 185 farms generate energy or electricity on the farm.
New Hampshire’s top farm products in 2009 (Economic Research Service)

See chart on next page

<table>
<thead>
<tr>
<th>Rank</th>
<th>Product</th>
<th>$ millions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Greenhouse/nursery</td>
<td>62.0</td>
</tr>
<tr>
<td>2</td>
<td>Dairy products</td>
<td>40.6</td>
</tr>
<tr>
<td>3</td>
<td>Apples</td>
<td>14.7</td>
</tr>
<tr>
<td>4</td>
<td>Cattle and calves</td>
<td>7.2</td>
</tr>
<tr>
<td>5</td>
<td>Hay</td>
<td>4.9</td>
</tr>
<tr>
<td>6</td>
<td>Maple products</td>
<td>4.8</td>
</tr>
<tr>
<td>7</td>
<td>Corn, sweet</td>
<td>4.5</td>
</tr>
<tr>
<td>8</td>
<td>Hogs</td>
<td>0.5</td>
</tr>
</tbody>
</table>

Note: This table does not include nearly $40 million of farm sales data that were suppressed by ERS to protect confidentiality. Chicken eggs, aquaculture, honey, and turkeys were also listed among New Hampshire’s top products, in that order, but sales figures for these products were not released by ERS.

Note also that at $16 million, direct sales from farmers to consumers amount to more than the value of the 3rd-ranking product, apples. Note: It seems likely that chicken eggs are a larger industry than either direct sales or apples.
New Hampshire’s top farm products in 2009 (Economic Research Service)

See table on previous page

Top farm products of New Hampshire, 2009

<table>
<thead>
<tr>
<th>Product</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dairy products</td>
<td>29%</td>
</tr>
<tr>
<td>Greenhouse/nursery</td>
<td>45%</td>
</tr>
<tr>
<td>Apples</td>
<td>11%</td>
</tr>
<tr>
<td>Hay</td>
<td>4%</td>
</tr>
<tr>
<td>Maple products</td>
<td>3%</td>
</tr>
<tr>
<td>Cattle and calves</td>
<td>5%</td>
</tr>
<tr>
<td>Corn, sweet</td>
<td>3%</td>
</tr>
<tr>
<td>Hogs</td>
<td>0%</td>
</tr>
</tbody>
</table>
| Source: USDA Economic Research Service

Note: This chart does not include nearly $40 million of farm sales data that were suppressed by ERS to protect confidentiality. It can be assumed this is largely from the poultry industry. Chicken eggs, aquaculture, honey, and turkeys were also listed among New Hampshire’s top products, in that order, but sales figures for these products were not released by ERS.
Vermont’s top farm products in 2009 (Economic Research Service)
See chart on next page

$ millions

1  Dairy products  338.2
2  Cattle and calves  41.3
3  Maple products  32.3
4  Greenhouse/nursery  27.5
5  Apples  12.8
6  Hay  12.8
7  Chicken eggs  3.8
8  Corn, sweet  2.4
9  Honey  0.6
10  Hogs  0.4
11  Farm chickens  0.0

Note: This table does not include nearly $45 million of farm sales data that were suppressed by ERS to protect confidentiality. Turkeys, aquaculture, and mushrooms were also listed among Vermont’s top products, but sales figures for these products were not released by ERS.

Note also that at $23 million, direct sales from farmers to consumers amount to more than the value of the sixth-ranking product, apples (this ranking assumes turkey sales are larger than apple sales).
Vermont's top farm products in 2009 (Economic Research Service)
See table on previous page

Top farm products of Vermont, 2009

Source: USDA Economic Research Service

Note: This chart does not include nearly $45 million of farm sales data that were suppressed by ERS to protect confidentiality. It can be assumed this is largely from the poultry industry. Turkeys, aquaculture, and mushrooms were also listed among Vermont's top products, in that order, but sales figures for these products were not released by ERS.
Balance of Cash Receipts and Production Costs (Bureau of Economic Analysis):

Note: Bureau of Economic Analysis farm income data may differ from Agriculture Census data. BEA says the major difference between USDA and BEA data sets is that BEA data offer a more full accounting of depreciation costs, in line with international standards. BEA also says it hopes to update its computer models this year.

Great Falls region farmers sell $91 million of commodities per year (1993-2008 average), spending $96 million to raise them, for an average loss of $5.5 million each year. The farm sector as a whole has not earned a positive cash flow from raising commodities (though clearly some individual farms have made money) since 1997. Note that these sales figures compiled by the BEA differ from data recorded by the USDA Agriculture Census (see above).

Overall, farm producers have experienced losses of $100 million since 1993. Moreover, 67% of the region's farms and ranches reported a net loss in 2007 (Agriculture Census), even after subsidies are taken into account.

Great Falls region farmers earned $40 million more by selling commodities in 1969 than they earned in 2008 (in 2008 dollars). Sales of livestock and related products fell 58%, from $127 million in 1979 to $53 million in 2006, while crop income rose only slightly. The most steadily increasing cost of production in recent years is feed costs.

Farmers earn another $9 million per year of farm-related income — primarily rental income for land and insurance payments (16-year average for 1993-2008). Federal farm support payments average $2 million per year for the entire region over the same years.

Great Falls region consumers (2008):

Great Falls region consumers spend $639 million buying food each year, including $369 million for home use. Most of this food is produced outside the region. $6 million of food products (8% of farm cash receipts, and 1% of local consumer needs) are sold by 465 farmers directly to consumers, but not always to consumers in the region.

Estimated change in net assets for all Great Falls region households was a combined loss of $437 million in 2008 alone (BLS). This places additional pressure on the region’s residents as they pay for food.

Farm and food economy summary:

Farmers lose $5.5 million each year producing food commodities, spending $33 million buying inputs from external suppliers, for a total outflow of $38 million from the local economy.

Meanwhile, consumers spend more than $500 million buying food from outside. Thus, total loss to the region is $540 million of potential wealth each year. This loss amounts to about six times the value of all commodities raised in the Great Falls region.
Consumer markets for food:

Great Falls region: markets for food eaten at home (2008):
Source: Bureau of Labor Statistics
Great Falls region residents purchase $639 million of food each year; $369 million to eat at home. Home purchases break down in the following way:

<table>
<thead>
<tr>
<th></th>
<th>millions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meats, poultry, fish, and eggs</td>
<td>$ 84.5</td>
</tr>
<tr>
<td>Fruits &amp; vegetables</td>
<td>66.6</td>
</tr>
<tr>
<td>Cereals and bakery products</td>
<td>53.2</td>
</tr>
<tr>
<td>Dairy products</td>
<td>42.3</td>
</tr>
<tr>
<td>“Other,” incl. sweets, fats, &amp; oils</td>
<td>122.6</td>
</tr>
</tbody>
</table>

If Great Falls consumers purchased only 15% of the food they need for home use directly from region farmers, this would produce $55 million of new farm income in the Great Falls region — an amount of more than half of the 2007 farm sales in the region.

Cheshire County: markets for food eaten at home (2008):
Source: Bureau of Labor Statistics
Cheshire County residents purchase $224 million of food each year; $129 million to eat at home. Home purchases break down in the following way:

<table>
<thead>
<tr>
<th></th>
<th>millions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meats, poultry, fish, and eggs</td>
<td>$ 29.6</td>
</tr>
<tr>
<td>Fruits &amp; vegetables</td>
<td>23.3</td>
</tr>
<tr>
<td>Cereals and bakery products</td>
<td>18.6</td>
</tr>
<tr>
<td>Dairy products</td>
<td>14.8</td>
</tr>
<tr>
<td>“Other,” incl. sweets, fats, &amp; oils</td>
<td>43.0</td>
</tr>
</tbody>
</table>

Sullivan County: markets for food eaten at home (2008):
Source: Bureau of Labor Statistics
Sullivan County residents purchase $124 million of food each year; $72 million to eat at home. Home purchases break down in the following way:

<table>
<thead>
<tr>
<th></th>
<th>millions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meats, poultry, fish, and eggs</td>
<td>$ 16.4</td>
</tr>
<tr>
<td>Fruits &amp; vegetables</td>
<td>12.9</td>
</tr>
<tr>
<td>Cereals and bakery products</td>
<td>10.3</td>
</tr>
<tr>
<td>Dairy products</td>
<td>8.2</td>
</tr>
<tr>
<td>“Other,” incl. sweets, fats, &amp; oils</td>
<td>23.8</td>
</tr>
</tbody>
</table>
Windham County: markets for food eaten at home (2008):
Source: Bureau of Labor Statistics
Windham County residents purchase $126 million of food each year; $73 million to eat at home. Home purchases break down in the following way:

<table>
<thead>
<tr>
<th>Category</th>
<th>Millions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meats, poultry, fish, and eggs</td>
<td>$16.7</td>
</tr>
<tr>
<td>Fruits &amp; vegetables</td>
<td>13.2</td>
</tr>
<tr>
<td>Cereals and bakery products</td>
<td>10.5</td>
</tr>
<tr>
<td>Dairy products</td>
<td>8.4</td>
</tr>
<tr>
<td>“Other,” incl. sweets, fats, &amp; oils</td>
<td>24.2</td>
</tr>
</tbody>
</table>

Windsor County: markets for food eaten at home (2008):
Source: Bureau of Labor Statistics
Windsor County residents purchase $165 million of food each year; $95 million to eat at home. Home purchases break down in the following way:

<table>
<thead>
<tr>
<th>Category</th>
<th>Millions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meats, poultry, fish, and eggs</td>
<td>$21.8</td>
</tr>
<tr>
<td>Fruits &amp; vegetables</td>
<td>17.1</td>
</tr>
<tr>
<td>Cereals and bakery products</td>
<td>13.7</td>
</tr>
<tr>
<td>Dairy products</td>
<td>10.9</td>
</tr>
<tr>
<td>“Other,” incl. sweets, fats, &amp; oils</td>
<td>31.6</td>
</tr>
</tbody>
</table>

Lebanon Metro region: markets for food eaten at home (2008):
Source: Bureau of Labor Statistics
Lebanon metro residents purchase $499 million of food each year; $288 million to eat at home. Home purchases break down in the following way:

<table>
<thead>
<tr>
<th>Category</th>
<th>Millions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meats, poultry, fish, and eggs</td>
<td>$66</td>
</tr>
<tr>
<td>Fruits &amp; vegetables</td>
<td>52</td>
</tr>
<tr>
<td>Cereals and bakery products</td>
<td>41</td>
</tr>
<tr>
<td>Dairy products</td>
<td>33</td>
</tr>
<tr>
<td>“Other,” incl. sweets, fats, &amp; oils</td>
<td>96</td>
</tr>
</tbody>
</table>

Manchester Metro region: markets for food eaten at home (2008):
Source: Bureau of Labor Statistics
Manchester metro region residents purchase $1.2 billion of food each year; $677 million to eat at home. Home purchases break down in the following way:

<table>
<thead>
<tr>
<th>Category</th>
<th>Millions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meats, poultry, fish, and eggs</td>
<td>$155</td>
</tr>
<tr>
<td>Fruits &amp; vegetables</td>
<td>122</td>
</tr>
<tr>
<td>Cereals and bakery products</td>
<td>98</td>
</tr>
</tbody>
</table>
Dairy products 78
“Other,” incl. sweets, fats, & oils 225

Source: Bureau of Labor Statistics
New Hampshire residents purchase $3.8 billion of food per year, $2.2 billion of this to eat at home. Home purchases break down in the following way:

<table>
<thead>
<tr>
<th>Description</th>
<th>Millions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meats, poultry, fish, and eggs</td>
<td>$ 507</td>
</tr>
<tr>
<td>Fruits &amp; vegetables</td>
<td>399</td>
</tr>
<tr>
<td>Cereals and bakery products</td>
<td>319</td>
</tr>
<tr>
<td>Dairy products</td>
<td>254</td>
</tr>
<tr>
<td>“Other,” incl. sweets, fats, &amp; oils</td>
<td>736</td>
</tr>
</tbody>
</table>

State of Vermont: markets for food eaten at home (2008):
Source: Bureau of Labor Statistics
Vermonters purchase $1.8 billion of food per year, $1 billion of this to eat at home. Home purchases break down in the following way:

<table>
<thead>
<tr>
<th>Description</th>
<th>Millions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meats, poultry, fish, and eggs</td>
<td>$ 238</td>
</tr>
<tr>
<td>Fruits &amp; vegetables</td>
<td>188</td>
</tr>
<tr>
<td>Cereals and bakery products</td>
<td>150</td>
</tr>
<tr>
<td>Dairy products</td>
<td>119</td>
</tr>
<tr>
<td>“Other,” incl. sweets, fats, &amp; oils</td>
<td>346</td>
</tr>
</tbody>
</table>

Boston Metro region: markets for food eaten at home (2008):
Source: Bureau of Labor Statistics
Metro Boston residents purchase $13.1 billion of food each year; $7.6 billion to eat at home. Home purchases break down in the following way:

<table>
<thead>
<tr>
<th>Description</th>
<th>Millions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meats, poultry, fish, and eggs</td>
<td>$ 1,742</td>
</tr>
<tr>
<td>Fruits &amp; vegetables</td>
<td>1,373</td>
</tr>
<tr>
<td>Cereals and bakery products</td>
<td>1,096</td>
</tr>
<tr>
<td>Dairy products</td>
<td>873</td>
</tr>
<tr>
<td>“Other,” incl. sweets, fats, &amp; oils</td>
<td>2,530</td>
</tr>
</tbody>
</table>
Key data sources:

**Bureau of Economic Analysis data on farm production balance**
http://www.bea.doc.gov/bea/regional/reis/

**Food consumption estimates from Bureau of Labor Statistics Consumer Expenditure Survey**
http://www.bls.gov/cex/home.htm

**U.S. Census of Agriculture**
http://www.nass.usda.gov/census/

**USDA/Economic Research Service food consumption data:**
http://www.ers.usda.gov/data/foodconsumption/

**USDA/ Economic Research Service farm income data:**
http://ers.usda.gov/Data/FarmIncome/finfidmu.htm

**Centers for Disease Control: Behavior Risk Factors Surveillance System**
BRFSS http://apps.nccd.cdc.gov/brfss-smart/

**National Association of County and City Health Officials (NACCHO)**
Big Cities Health Inventory http://www.naccho.org/

For more information:

To see results from *Finding Food in Farm Country* studies in other counties of the U.S.: 
http://www.crcworks.org/locales.html

To read the original *Finding Food in Farm Country* study from Southeast Minnesota (written by Ken Meter and Jon Rosales for the Community Design Center and the Southeast Minnesota Experiment in Rural Cooperation): http://www.crcworks.org/ff.pdf


To get a brief list of essential food facts, many of which are cited in the presentation above, http://www.crcworks.org/foodmarkets.pdf

To link to further analysis of farm and food economies in the U.S.: 
http://www.crcworks.org/econ.html

Contact Ken Meter at Crossroads Resource Center
<kmeter@crcworks.org>
(612) 869-8664