



Direct Marketing in Alberta

2016 Census of Agriculture

The data available on CANSIM indicate 2,062 farms (5.1% of all farms) in Alberta reporting direct sales. Of the 2,062 farms, 96.3% sold unprocessed food products (such as fruits, vegetables, meat cuts, poultry, eggs, maple syrup, honey, etc.), and 9.6% sold value-added products (such as jellies, sausages, wine, cheese, etc.). Most of these farms (85.4%) sold their products at the farm gate, stands, kiosks or U-pick, while 20.6% sold at farmers' markets and 5.8% through Community Supported Agriculture (CSA).

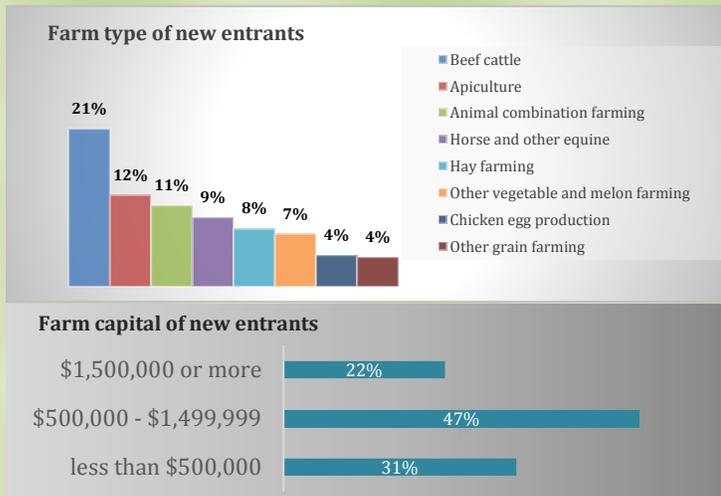
Farm size

One in five direct marketing farms in Alberta is a large size farm with sales of \$250,000 or more.



New entrants

Out of 2,062 farms reported direct marketing, 35% were new entrants.



Farm type

Beef cattle type farms represented the highest proportion of farms in direct marketing.

Farms reported direct marketing	Alberta	
	Number of farms	Profitability ratio*
All farms	2,062	0.81
Beef cattle ranching and farming	543	0.85
Animal combination farming	236	0.80
Hay farming	167	0.99
Apiculture	162	0.74
Other grain farming	140	0.79
Other vegetable (except potato) and melon farming	84	0.72
All other misc. crop farming	78	0.77
Other misc. animal production	58	0.85
Chicken egg production	53	0.90
Oilseed (except soybean) farming	39	0.80
Nursery and tree production	30	0.87
Other food crops grown under cover	22	0.85
Floriculture production	22	0.62
Other	428	--

*operating expenses to gross farm receipts ratio

Direct marketing farm operators

More female and young operators work in farms reported direct marketing.



Female operators account for 37.6% of all operators reported direct marketing, compared to the overall average of 30.8% in the province.



Young operators account for 9.1% of all operators reported direct marketing, compared to the overall average of 8.5% in the province.

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