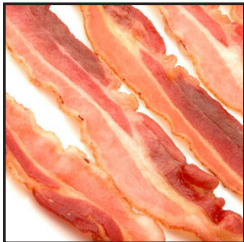


# Farmer's Share of Retail Food Dollar

Did you know that farmers and ranchers receive only 15.8\* cents of every food dollar that consumers spend on food at home and away from home?

According to USDA, off farm costs including marketing, processing, wholesaling, distribution and retailing account for more than 80 cents of every food dollar spent in the United States.

**Bacon**  
1 Pound



Retail: \$6.06  
Farmer: \$0.90

**Top Sirloin Steak**  
1 Pound



Retail: \$8.79  
Farmer: \$2.67

**Bread**  
2 Pounds



Retail: \$2.29  
Farmer: \$0.14

**Fresh Carrots**  
5 Pounds



Retail: \$4.39  
Farmer: \$1.23

**Beer**  
6-Pack Cans



Retail: \$6.99  
Farmer: \$0.06

**Cereal**  
18 Ounce Box



Retail: \$4.69  
Farmer: \$0.05

**Tomatoes**  
1 Pound



Retail: \$2.99  
Farmer: \$0.71

**Eggs**  
1 Dozen



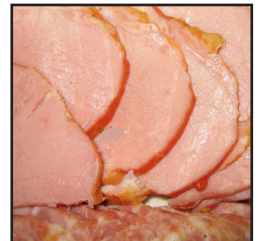
Retail: \$3.09  
Farmer: \$1.30

**Flour**  
5 Pounds



Retail: \$1.88  
Farmer: \$0.17

**Boneless Ham**  
Price per Pound



Retail: \$4.39  
Farmer: \$0.90

**Lettuce**  
1 Head (2 Pounds)



Retail: \$2.19  
Farmer: \$1.16

**Milk**  
1 Gallon, Fat Free



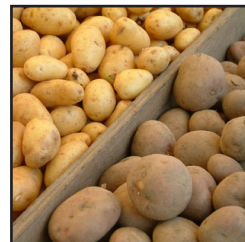
Retail: \$3.49  
Farmer: \$2.01

**Potato Chips**  
Lays Classic, 10.5 oz



Retail: \$4.79  
Farmer: \$0.18\*\*

**Fresh Potatoes**  
Russet, 5 Pounds



Retail: \$4.99  
Farmer: \$0.39\*\*

**Soda**  
Two Liter Bottle



Retail: \$1.49  
Farmer: \$0.06

Farmer's share derived from USDA, NASS "Agricultural Prices," 2014.

Retail based on Safeway (SE) brand except where noted.

\*Figure according to U.S. Department of Agriculture Economic Research Service

\*\*Reflects October 2014 price.