The Farmer’s Share

Did you know that farmers and ranchers receive only 14.8* cents of every food dollar that consumers spend? According to the USDA, off farm costs including marketing, processing, wholesaling, distribution and retailing account for more than 85 cents of every food dollar spent in the United States.

Turkey
11 lb., Butterball
Retail: $14.19
Farmer: $0.69**

Mashed Potatoes
5 lbs., Russet
Retail: $4.59
Farmer: $0.47

Stuffing
15 oz., Arnold Cubes
Retail: $4.59
Farmer: $0.08

Cranberries
12 oz. bag
Retail: $2.99
Farmer: $0.43

Apple Pie
21 oz. can, Lucky Leaf
Retail: $5.69
Farmer: $0.14

Dinner Rolls
12 rolls
Retail: $2.29
Farmer: $0.04

Boneless Ham
1 lb.
Retail: $3.79
Farmer: $0.59

Sweet Corn
15.25 oz., Del Monte
Retail: $1.99
Farmer: $0.29

Milk
1 gallon, fat free
Retail: $4.59
Farmer: $1.44

Steak
1 lb.
Retail: $8.99
Farmer: $1.74

Green Beans
1 lb.
Retail: $2.89
Farmer: $0.56

Sweet Potatoes
1 lb.
Retail: $1.29
Farmer: $0.18

Tomatoes
1 lb.
Retail: $2.29
Farmer: $0.29

Beer
6 pack - cans
Retail: $8.99
Farmer: $0.04

Cranberries
12 oz. bag
Retail: $5.69
Farmer: $0.43

Apple Pie
21 oz. can, Lucky Leaf
Retail: $5.69
Farmer: $0.14

November 21, 2018

Farmer’s share derived from USDA, NASS ‘Agricultural Prices,’ 2018. | Prices based on September 2018 data. Retail prices based on Safeway (SE) brand, except where noted.
*Figure according to U.S. Department of Agriculture Economic Research Service | **Figure according to Contract Poultry Growers Association of the Virginias