2016: OFFMA Members Survey & Census of Agriculture

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National Extension Tourism
Princeton, NJ
August 9, 2017
1 in 7 Ontarian farm sells direct to consumer  (Stats Canada, 2017)

<table>
<thead>
<tr>
<th></th>
<th>Farms</th>
<th>Size (Acres)</th>
<th>Farmers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1951</td>
<td>149,920</td>
<td>140</td>
<td>700,000</td>
</tr>
<tr>
<td>2011</td>
<td>51,950</td>
<td>248</td>
<td>74,840</td>
</tr>
<tr>
<td>2016</td>
<td>49,600</td>
<td>244</td>
<td>70,470</td>
</tr>
</tbody>
</table>

(Stats Canada, 2014 & 2017)
OFFMA Studies

In 2005, 2009 and 2016 OFFMA carried out studies to benchmark economic impacts and learn about opportunities and challenges faced by direct-farm marketers (DFM) in Ontario.

Highlight key findings from the 2016 study then provide comparisons to the 2016 Census.
Online (Fluidsurvey)

N = 278  Self selected and voluntary. Took, on average, 90 minutes to complete

Closed-ended questions:
  - The farm
  - The direct-farm market business
  - Human Resources
  - Opportunities and challenges faced
  - OFFMA participation and benefits,
  - Demographics (age, gender, education, marital status)

Winter 2016

n=112     RR=40%
OFFMA Farms

- Operated as family corporations (40%) or partnerships (32%)
  Over 50% of Ontario farms are sole proprietorships (2016 Census of Ag)

- DFM farms, on average, 138 acres
  Avg. Ontario farm 244 acres (2016 Census of Ag)

- Involved in 4-6 different activities
2015 Activities on Farms
Based on NAPA standardized list (n=78)

On-farm direct sales
Off-farm sales
On-farm food services
Educational activities
Cash crops & livestock sales
Agri-tainment
Special Events
Outdoor recreation
Accomodations
# The Farms & Activities

<table>
<thead>
<tr>
<th>Type of Activity</th>
<th>Percentage of sales, on average, amongst farms with activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-farm Sales (n=74)</td>
<td>47.8</td>
</tr>
<tr>
<td>Off-farm Sales (n=58)</td>
<td>32.5</td>
</tr>
<tr>
<td>On-farm Food Services (n=42)</td>
<td>9.3</td>
</tr>
<tr>
<td>Educational Activities (n=41)</td>
<td>4.7</td>
</tr>
<tr>
<td>Cash Crops &amp; Livestock Sales (n=38)</td>
<td>24.2</td>
</tr>
<tr>
<td>Agri-tainment (n=37)</td>
<td>18.7</td>
</tr>
<tr>
<td>Special Events (n=28)</td>
<td>5.8</td>
</tr>
<tr>
<td>Outdoor Recreation (n=16)</td>
<td>1.4</td>
</tr>
<tr>
<td>Accommodations (n=15)</td>
<td>0</td>
</tr>
</tbody>
</table>

Note: doesn’t total to 100 as farms participate in multiple activities
2005 - over half had more than 10,000; almost 20% 50,000+
2009 - more than one-third estimated serving over 25,000 customers
2016 - close to half had more than 10,000; more than one-third had 35,000+ customers
Total Gross Farm Sales
(percentages)

TGS of $250,000 or more:

2005 - ½ of farms
2009 - less than half (45%) of farms
2016 - 60% of farms
Total Gross Farm Sales (percentages)

TGS of $250,000 or more:

- **2005** - ½ of farms
- **2009** - less than half (45%) of farms
- **2016** - 60% of farms

Median $375,000
2016 STUDY RESULTS found that over the past three years:

- Slightly over 50% of DFM Farms had increased revenue.
- Almost 60% made capital investments.
- 1680 DFM farms operating across the province.
- Hired more than 3/4 of employees.

Average gross direct farm market income as computed from 112 farm respondents:

- Gross sales from all Ontario DFM farms is $630,000,000.
- Data based on 2015 survey results.

Direct-farm markets in Ontario contributed approximately $1,260,000,000.
7,474

2016 STUDY RESULTS found that over the past three years:

- Slightly over 50% of DFM Farms increased revenue
- Almost 3/4 of DFM Farms increased revenue
- Almost 60% of DFM Farms hired more employees

AVERAGE GROSS DIRECT FARM MARKET INCOME as computed from the 112 farm respondents:

Gross sales from all Ontario DFM farms is $630,000,000

$149,480,000

Direct farm markets in Ontario contributed approximately $1,260,000,000

For more information, visit us online at www.OntarioFarmFresh.com
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Acknowledgement:
To Georgian College Research Analyst Program for use of FluidSurvey in the 2016 OFFMA Members Study