



Local Food Program



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## DATA SOURCES & DEFINITIONS FOR LOCAL FARMS & FOOD PROFILES

Profile Data Item	<a href="#">2017 USDA Ag Census</a> Definition (Appendix B)	Source
Acres of Farms	Land in Farms, Acres: <i>Agricultural land used for crops, pasture, or grazing. It also includes woodland and wasteland not actually under cultivation or used for pasture or grazing, provided it was part of the farm operator's total operation. Land in farms includes acres in government conservation programs including CRP, WRP, FRP, and CREP.</i>	<a href="#">County Profile</a>
Farms	Farm, Number: <i>A farm is "any place from which \$1,000 of agricultural products were produced and sold, or normally would have been sold, during the Census year."</i>	<a href="#">County Profile</a>
Average Size of Farm	Calculation; Land in Farms, Acres divided by Farms, Number	<a href="#">County Profile</a>
Farmland Components	Land in Farms by Use, Percent: <i>Includes Cropland, Pastureland, Woodland, &amp; Other uses.</i>	<a href="#">County Profile</a>
Total Ag Products Sold	Market Value of Agricultural Products Sold: <i>The gross market value before taxes and production expenses of all agricultural products sold. It is equivalent to total sales and it includes sales by the producers as well as the value of any shares received by partners, landlords, contractors, or others associated with the operation. It includes value of organic sales, direct sales and the value of commodities placed in the Commodity Credit Corporation (CCC) loan program.</i>	<a href="#">County Profile</a>
Animal Farms	Market Value of Agricultural Products Sold, Total sales, Value of Sales by Commodity or Commodity Group, Livestock, Poultry, and their Products, Farms: <i>The combined total of farms that sold Poultry and Eggs, Cattle and Calves, Milk from Cows, Hogs and Pigs, Sheep, Goats, and Products, Equine, Aquaculture, and other Animals and their Products. North American Industry Classification System (NAICS) 112.</i>	<a href="#">Ag Census Table 2</a>
Value of Animal Products	Market Value of Agricultural Products Sold, Total sales, Value of Sales by Commodity or Commodity Group, Livestock, Poultry, and their Products, Sales (\$): <i>Sales from preceding category above.</i>	<a href="#">Ag Census Table 2</a>
Total Crop Farms, incl. Nursery & Greenhouse	Market Value of Agricultural Products Sold, Total sales, Value of Sales by Commodity or Commodity Group, Crops, including Nursery and Greenhouse Crops, Farms: <i>The combined total of farms, orchards, groves, greenhouses, and nurseries, primarily engaged in growing crops, plants, vines, or trees and their seeds. NAICS 111</i>	<a href="#">Ag Census Table 2</a>
Value of Crop incl. Nursery & Greenhouse	Market Value of Agricultural Products Sold, Total sales, Value of Sales by Commodity or Commodity Group, Crops, including Nursery and Greenhouse Crops, Sales (\$): <i>Sales from preceding category above.</i>	<a href="#">Ag Census Table 2</a>
Sod, Greenhouse Floriculture Farms	Market Value of Agricultural Products Sold, Total sales, Value of Sales by Commodity or Commodity Group, Nursery, Greenhouse, Floriculture, and Sod, Farms: <i>Establishments primarily engaged in growing crops of any kind under cover and / or growing nursery stock and flowers. "Under cover" is generally defined as greenhouses, cold frames, cloth houses, and lath houses. Crops grown are removed at various stages of maturity and have annual and perennial life cycles. The category includes short rotation woody crops and Christmas trees that have a growing and harvesting cycle of 10 years or less. NAICS 1114</i>	<a href="#">Ag Census Table 2</a>

Value of Sod, Greenhouse, Floriculture Products	Market Value of Agricultural Products Sold, Total sales, Value of Sales by Commodity or Commodity Group, Nursery, Greenhouse, Floriculture, and Sod, Sales (\$): <i>Sales from preceding category above.</i>	<a href="#">Ag Census Table 2</a>
Grain, Oilseed, Bean, Pea Farms	Market Value of Agricultural Products Sold, Total sales, Value of Sales by Commodity or Commodity Group, Grains, Oilseeds, Dry Beans, and Dry Peas, Farms: <i>Establishments primarily engaged in (1) growing oilseed and/or grain crops and/or (2) producing oilseed and grain seeds. These crops have an annual life cycle and are typically grown in open fields. This category includes corn silage and grain silage. NAICS 1111</i>	<a href="#">Ag Census Table 2</a>
Value of Grain, Oilseed, Bean, Pea Products	Market Value of Agricultural Products Sold, Total sales, Value of Sales by Commodity or Commodity Group, Grains, Oilseeds, Dry Beans, and Dry Peas, Sales (\$): <i>Sales from preceding category above.</i>	<a href="#">Ag Census Table 2</a>
Fruit, Nut, & Berry Farms	Market Value of Agricultural Products Sold, Total sales, Value of Sales by Commodity or Commodity Group, Fruits, Tree Nuts, and Berries, Farms: <i>Establishments primarily engaged in growing fruit and / or tree nut crops. These crops are generally not grown from seeds and have a perennial life cycle. NAICS 1113</i>	<a href="#">Ag Census Table 2</a>
Value of Fruit, Nut, & Berry	Market Value of Agricultural Products Sold, Total sales, Value of Sales by Commodity or Commodity Group, Fruits, Tree Nuts, and Berries, Sales (\$): <i>Sales from preceding category above.</i>	<a href="#">Ag Census Table 2</a>
Vegetable, Melon, & Potato Farms	Market Value of Agricultural Products Sold, Total sales, Value of Sales by Commodity or Commodity Group, Vegetables, Melons, Potatoes, and Sweet Potatoes, Farms: <i>Establishments primarily engaged in one or more of the following: (1) growing vegetables and/or melon crops, (2) producing vegetable and melon seeds, and (3) growing vegetable and/or melon bedding plants. NAICS 11121</i>	<a href="#">Ag Census Table 2</a>
Value of Vegetable, Melon, & Potato	Market Value of Agricultural Products Sold, Total sales, Value of Sales by Commodity or Commodity Group, Vegetables, Melons, Potatoes, and Sweet Potatoes, Sales (\$): <i>Sales from preceding category above.</i>	<a href="#">Ag Census Table 2</a>
Farms that sell direct to consumer	Food Marketing Practices, Value of Food Sold Directly to Consumers, Farms: <i>Farms that sell edible products, including value added products, produced and sold for human consumption directly to consumers at farmers markets, on-farm stores or farm stands, roadside stands or stores, u-pick, CSA (Community Supported Agriculture), online marketplaces, etc. In 2012 this item was labeled Value of food sold directly to individuals for human consumption. Data are not directly comparable to 2012. In 2012, Value of food sold directly to individuals for human consumption excluded value added sales.</i>	<a href="#">Ag Census Table 2</a>
Direct to Consumer Sales	Food Marketing Practices, Value of Food Sold Directly to Consumers, Sales (\$): <i>Sales from preceding category above.</i>	<a href="#">Ag Census Table 2</a>
Farms with Intermediated Sales	Food Marketing Practices, Value of Agricultural Products Sold Directly to Retail Markets, Institutions, and Food Hubs for Local or Regionally Branded Products, Farms: <i>This item is new for 2017 Ag Census and represents the value of products, including value added products, produced and sold for human consumption directly to retail markets, institutions, or food hubs for locally or regionally branded products. Examples include supermarkets, restaurants, caterers, independently owned grocery stores, food cooperatives, K-12 schools, colleges or universities, hospitals, workplace cafeterias, prisons, food banks, etc.</i>	<a href="#">Ag Census Table 2</a>
Value of Intermediated Sales	Food Marketing Practices, Value of Agricultural Products Sold Directly to Retail Markets, Institutions, and Food Hubs for Local or Regionally Branded Products, Sales (\$): <i>Sales from preceding category above.</i>	<a href="#">Ag Census Table 2</a>
Agritourism Farms	Total Income from Farm-related Sources, Agri-tourism and Recreational Services, Farms: <i>Income from recreational services such as hunting, fishing, farm or wine tours, hay rides, etc.</i>	<a href="#">Ag Census Table 6</a>

Agritourism Revenue	Total Income from Farm-related Sources, Agri-tourism and Recreational Services, Farms: <i>Income from preceding category above.</i>	<a href="#">Ag Census Table 6</a>
Female Producers	Total Producers, Sex, Female: <i>The total count of female producers involved in decisions for the operation reported by the respondent. Data collected for a maximum of four producers per farm.</i>	<a href="#">County Profile</a>
Male Producers	Total Producers, Sex, Male: <i>The total count of male producers involved in decisions for the operation reported by the respondent. Data collected for a maximum of four producers per farm.</i>	<a href="#">County Profile</a>
New & Beginning Producers	Total Producers, Other Characteristics, New and Beginning Farmers: <i>This is a new category for 2017 and includes producers operating on any operation for 10 years or less. They may be on farms with producers who are not beginning producers. Data collected for a maximum of four producers per farm.</i>	<a href="#">County Profile</a>
Producers with Military Service	Total Producers, Other Characteristics, With Military Service: <i>This item is new in 2017 and includes individuals who currently or previously served on active duty in the U.S. Armed Forces. Data collected for a maximum of four producers per farm.</i>	<a href="#">County Profile</a>
Principal Producer Average Age	Principal Producer Characteristics, Average Age	<a href="#">Ag Census Table 45</a>

## DATA SOURCES

- USDA Agricultural Census documents from 2017 and 2012 were utilized to produce these infographics. 2017 files are listed below; 2012 data can be obtained by using the same URL and replacing 2017 with 2012  
[https://www.nass.usda.gov/Publications/AgCensus/2017/Online\\_Resources/County\\_Profiles/North\\_Carolina/index.php](https://www.nass.usda.gov/Publications/AgCensus/2017/Online_Resources/County_Profiles/North_Carolina/index.php)
- [https://www.nass.usda.gov/Publications/AgCensus/2017/Full\\_Report/Volume\\_1,\\_Chapter\\_2\\_County\\_Level/North\\_Carolina/st37\\_2\\_0002\\_0002.pdf](https://www.nass.usda.gov/Publications/AgCensus/2017/Full_Report/Volume_1,_Chapter_2_County_Level/North_Carolina/st37_2_0002_0002.pdf)
- [https://www.nass.usda.gov/Publications/AgCensus/2017/Full\\_Report/Volume\\_1,\\_Chapter\\_2\\_County\\_Level/North\\_Carolina/st37\\_2\\_0006\\_0006.pdf](https://www.nass.usda.gov/Publications/AgCensus/2017/Full_Report/Volume_1,_Chapter_2_County_Level/North_Carolina/st37_2_0006_0006.pdf)
- [https://www.nass.usda.gov/Publications/AgCensus/2017/Full\\_Report/Volume\\_1,\\_Chapter\\_2\\_County\\_Level/North\\_Carolina/st37\\_2\\_0045\\_0045.pdf](https://www.nass.usda.gov/Publications/AgCensus/2017/Full_Report/Volume_1,_Chapter_2_County_Level/North_Carolina/st37_2_0045_0045.pdf)
- [https://www.nass.usda.gov/Publications/AgCensus/2017/Full\\_Report/Volume\\_1,\\_Chapter\\_1\\_US/usappxb.pdf](https://www.nass.usda.gov/Publications/AgCensus/2017/Full_Report/Volume_1,_Chapter_1_US/usappxb.pdf)

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