

Most of Retail Food Dollar Not Going to Farmers

OFF-FARM

costs (marketing expenses associated with processing, packaging, wholesaling, distributing, transporting, and retailing of food products) account for **81 cents** of every retail dollar spent on food eaten at home and away from home.

FARMERS and RANCHERS

receive only **19 cents** out of every retail dollar spent on food that is eaten at home and away from home. In 1980, farmers received **31 cents**.



**81¢
OFF FARM**

**19¢
FARM**