Transitioning to the Long-Term
Share of the US Food Dollar, Source: USDA Economic Research Service
Farm Production Share of Food Dollar, Source: USDA Economic Research Service
Animal & Genetic Suppliers includes livestock breeding services, genetics suppliers, and cattle and hog stockers and breeders.

Rendering & Byproducts Processing includes rendering and meat byproduct processing, and leather tanning and finishing.

Source: IBISWorld, Wes Davis Thesis
Source: IBISWorld, Wes Davis Thesis

1 Animal & Genetic Suppliers includes livestock breeding services, genetics suppliers, and cattle and hog stockers and breeders
2 Rendering & Byproducts Processing includes rendering and meat byproduct processing, and leather tanning and finishing
Processors vertically integrate activities across the chains to create differentiated products...

Sources: RMA eStatements Studies, Seeking Alpha, Wes Davis Thesis
Source: USDA Economic Research Service, Food Expenditure Series
Median income (dollars per household)

- Income from farming
- Income from off-farm sources
- Total household income

All-farm median household income ($75,994)
U.S. median household income ($61,372)

Sales* class

- Less than $10,000
- $10,000 to $349,999
- $350,000 to $999,999
- $1,000,000 or more

*Sales = Annual gross cash farm income before expenses (the sum of the farm's crop and livestock sales, government payments, and other cash farm-related income).
Operating profit margin by Farm Typology

USDA ERS
Amber Waves (2015)
Profit Margin Increases With Farm Size
by Robert Hoppe
The diagram illustrates the concepts of **Product Leadership**, **Product Differentiation**, **Operational Competence**, and **Customer Responsiveness**. It portrays the interplay between these factors in achieving the goals of **Best Total Cost** and **Best Total Solution**. The image also references The Discipline of Market Leaders by Michael Treacy & Fred Wiersema, highlighting the role of leadership value and threshold value in market strategy.
Operational Excellence

Agricultural Production’s Traditional Market Value
U.S. Corn Production Economic Costs

Economic costs per bushel

Source: USDA Economic Research Service
Inflation Adjusted using GDP Deflator from US Bureau of Economic Analysis
US Corn Experience Curve

Slope = 87%

\[ R^2 = 0.5834 \]
Dairy Experience Curve

\[ R^2 = 0.6081 \]

\[ \text{Slope} = 89\% \]

\[ \ln(\text{Price Received per cwt}) \]

\[ \ln(\text{Cumulative cwts of Milk Produced}) \]
Indexes, 1948=1

Total output  Capital (excluding land)  Land  Labor  Intermediate goods

Note: Data are expressed with an index that is calculated relative to the data in 1948, where data in 1948 are set to equal 1. Intermediate goods include feed and seed, energy use, fertilizer and lime, pesticides, purchased services, and other materials used.

USDA ERS
*Amber Waves* (2018)
Wang, Nehring, and Mosheim
Product Excellence
Creating Value through Product Differentiation
Consumers Driving Product Quality
RAISED WITH CARE

MEET OUR FARMERS & RANCHERS

Family Farmers
We’re proud to support the nation’s largest network of family farmers and ranchers—more than 725 and growing. Find out more about the people who bring you the finest tasting meat in the world.

Sustainability
We believe sustainability balances the needs we have today, without compromising the needs we will have tomorrow, from an environmental, economic and people perspective.

Humane Animal Care
All Niman Ranch livestock are humanely raised by small, family farmers and ranchers according to the strictest animal handling protocols.

Finest-Tasting Meat
Niman Ranch offers a complete line of fresh beef, pork and lamb as well as a variety of smoked and prepared items.

#1
Customer Intimacy
Creating Value through Close Value Chain Relationships
Closely Coordinated Customer Relationships

• Close coordination with end consumers
  Agricultural Tourism
  Community Sponsored Agriculture

• Close coordination with restaurants and chefs

• Close coordination with food processors
What is Agritourism?

**An original way of experiencing the countryside**

**The hills**

**Lands and landscapes**

**The mountains**

**Farms, farmhouses, country houses, trulli and farmsteads and...**

**Character and diversity**

**The natural and the man-made landscape**

**The originality of Italy**

**The countryside around cities**

**The fundamental values of Italian agritourism**

---

**An original way of experiencing the countryside**

Italian agritourism is an original form of tourism in the countryside that has developed in Italy over the last thirty years. Its unique feature is that it can only be practiced on farms and by farmers, who are its true protagonists.
Welcome

Welcome to The Family Garden!

We are glad you dropped by. Stay a while, browse around through our gallery and get to know us.

We bring Certified Organic and FAIR food to the good folks of Gainesville and North Central Florida. We work everyday to bring you produce that is grown without the use of synthetic chemicals, and without exploiting the people who care for your food.

You can find us on Saturdays at 8:30-12 at the Alachua County 4-H Market or sign-up for a CSA share and receive a weekly basket of the season’s best! Community Supported Agriculture program, or CSA, shares are available for pick-up at The University of Florida, College of Medicine, Miramar, Tonewood Family Music, the Alachua 4-H Market, or on the Farm in Southeast Gainesville.
Home.