

# Bringing Organic Produce to Market

although urban areas provide significant markets for organic fruit, vegetables and value-added items, the vast majority of organic products still moves through wholesale channels.

wholesale markets include processors, distributors, packers, mills, brokers and chain grocery store distribution centers.

by contrast, **consumer-direct** sales encompasses farmers' market sales, community supported agriculture (CSA) shares, U-picks, farm stands and mail/internet orders.

**direct-to-retail** includes sales to restaurants, individual grocery stores, caterers and other institutions like schools and hospitals.

FIGURE 1: organic farms & major cities of wisconsin

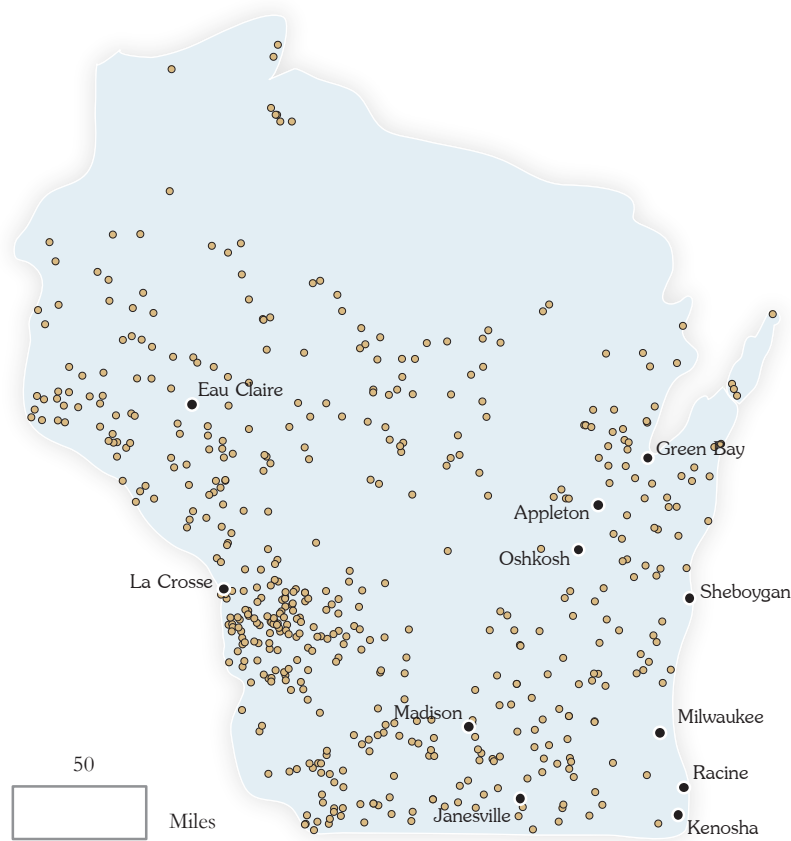


FIGURE 2: relative percentages of direct-to-retail sales by state

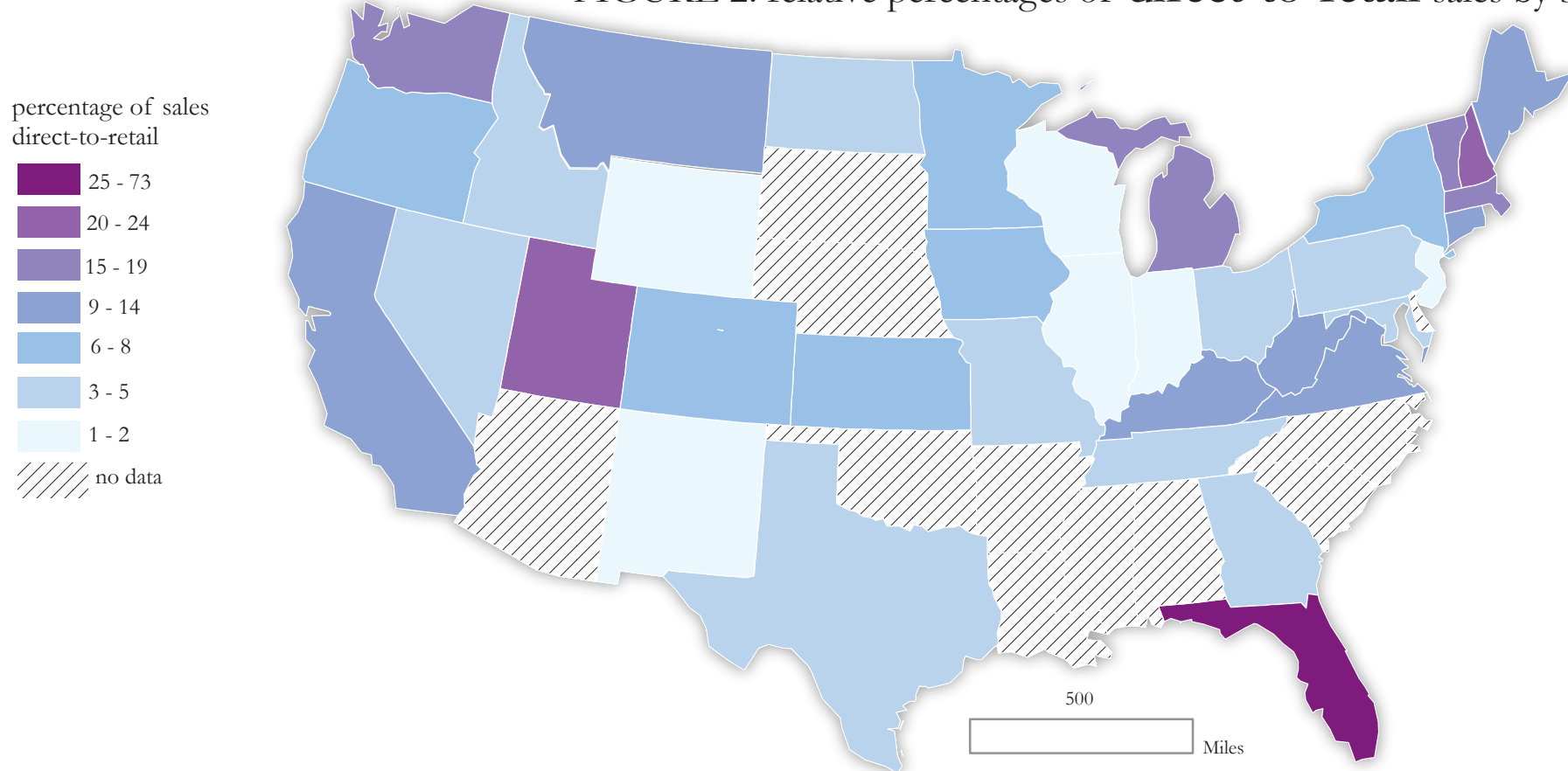


FIGURE 3: percentage of organic sales in direct-to-retail, consumer direct & wholesale markets by state

