

# Farmer's Share of Retail Food Dollar

Did you know that farmers and ranchers receive only 20 cents of every food dollar that consumers spend on food at home and away from home?

According to USDA, off farm costs including marketing, processing, wholesaling, distribution and retailing account for 80 cents of every food dollar spent in the United States.

**Bacon**  
1 Pound



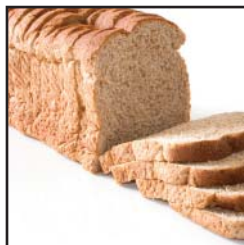
Retail: \$2.79  
Farmer: \$0.53

**Top Sirloin Steak**  
1 Pound



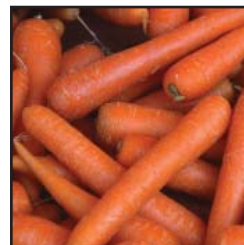
Retail: \$4.49  
Farmer: \$0.89

**Bread**  
1 Pound



Retail: \$1.49  
Farmer: \$0.10

**Fresh Carrots**  
2 Pounds



Retail: \$1.98  
Farmer: \$0.83

**Beer**  
6-Pack Cans



Retail: \$4.99  
Farmer: \$0.09

**Cereal**  
18 Ounce Box



Retail: \$4.59  
Farmer: \$0.07

**Cheddar Cheese**  
1 Pound



Retail: \$2.99  
Farmer: \$1.38

**Eggs**  
1 Dozen



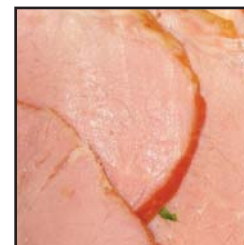
Retail: \$2.59  
Farmer: \$1.16

**Flour**  
5 Pounds



Retail: \$1.40  
Farmer: \$0.48

**Boneless Ham**  
Price per Pound



Retail: \$2.99  
Farmer: \$0.53

**Lettuce**  
1 Head (2 Pounds)



Retail: \$1.79  
Farmer: \$1.02

**Milk**  
1 Gallon, Fat Free



Retail: \$3.79  
Farmer: \$1.21

**Potato Chips**  
Lays Classic, 11oz



Retail: \$3.99  
Farmer: \$0.09

**Fresh Potatoes**  
Russet, 10 Pounds



Retail: \$2.99  
Farmer: \$0.37

**Soda**  
Two Liter Bottle



Retail: \$0.99  
Farmer: \$0.06

Farmer's share derived from USDA, NASS "Agricultural Prices," 2010.



April 1, 2010