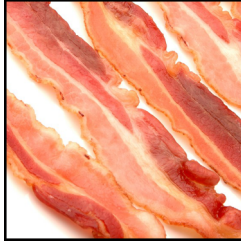


# Farmer's Share of Retail Food Dollar

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: \$3.29  
**Farmer: \$0.40**

**Top Sirloin Steak**  
1 Pound



Retail: \$7.99  
**Farmer: \$0.89**

**Bread**  
1 Pound



Retail: \$2.69  
**Farmer: \$0.20**

**Fresh Carrots**  
2 Pounds



Retail: \$1.89  
**Farmer: \$0.32**

**Cereal**  
18 Ounce Box



Retail: \$5.05  
**Farmer: \$0.15**

**Cheddar Cheese**  
1 Pound



Retail: \$5.49  
**Farmer: \$2.05**

**Eggs**  
1 Dozen



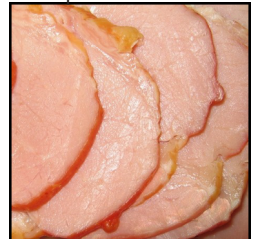
Retail: \$3.09  
**Farmer: \$1.12**

**Flour**  
5 Pounds



Retail: \$2.49  
**Farmer: \$0.98**

**Boneless Ham**  
Price per Pound



Retail: \$4.29  
**Farmer: \$0.40**

**Beer**  
6-Pack Miller Lite Cans



Retail: \$5.05  
**Farmer: \$0.11**

**Lettuce**  
1 Head (2 Pounds)



Retail: \$1.99  
**Farmer: \$0.36**

**Milk**  
1 Gallon, Fat Free



Retail: \$3.50  
**Farmer: \$1.74**

**Potato Chips**  
Lay's Classic, 13.5 oz.



Retail: \$3.49  
**Farmer: \$0.07**

**Fresh Potatoes**  
Russet, 10 Pounds



Retail: \$3.29  
**Farmer: \$0.68**

*Farmer's share derived from USDA, NASS "Agricultural Prices," 2007.  
Retail based on Safeway (SE) brand except where noted.*