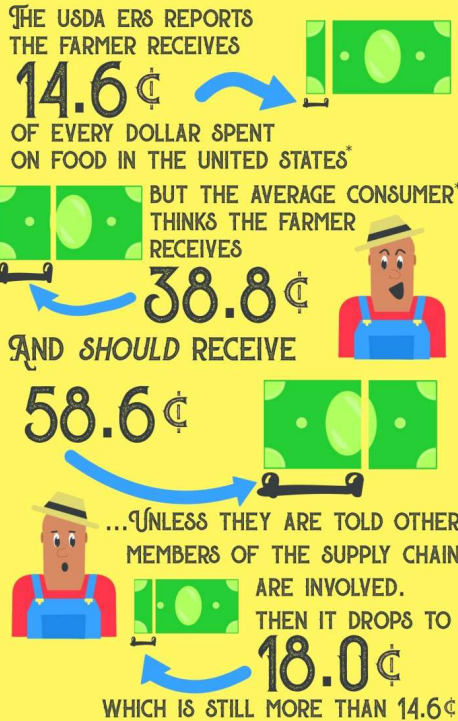
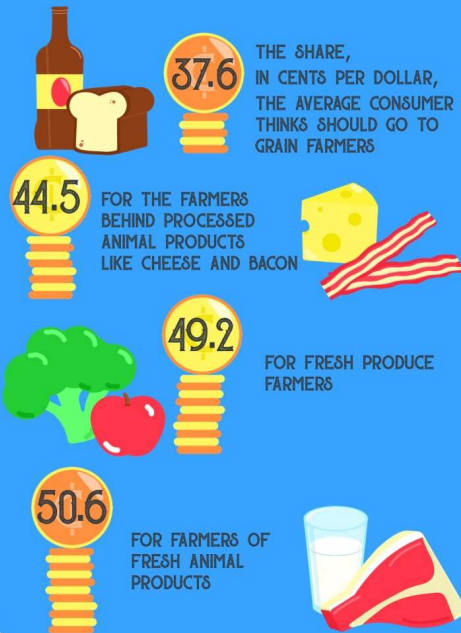


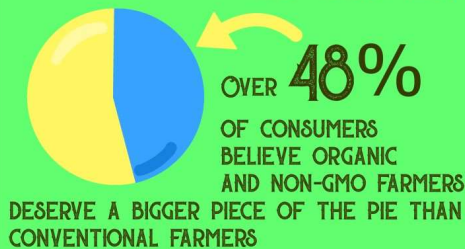
# WHAT'S THE FARMER WORTH?



NOT ALL FOOD IS CREATED EQUAL- CONSUMERS THINK SOME FARMERS DESERVE MORE THAN OTHERS



HOW CAN A FARMER INCREASE THEIR WORTH TO CONSUMERS? GET CERTIFIED!



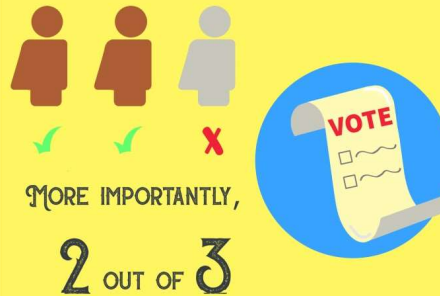
ON AVERAGE, CONSUMERS THINK CERTIFIED FARMERS DESERVE:



A FEW PENNIES MAY NOT SOUND LIKE MUCH, BUT WHEN YOU CONSIDER THE

**\$1.7 TRILLION**

FOOD DOLLARS SPENT IN THE UNITED STATES EACH YEAR†, THOSE PENNIES START TO ADD UP!!



\*Economic Research Service (ERS), U.S. Department of Agriculture (USDA), Food Dollar Series, <https://www.ers.usda.gov/data-products/food-dollar-series/> (March 2020).

\*\*All data is from a nationally representative survey of 998 consumers conducted by the authors in February 2019, unless otherwise noted

†Economic Research Service (ERS), U.S. Department of Agriculture (USDA), Food Prices and Spending, <https://www.ers.usda.gov/data-products/ag-and-food-statistics-charting-the-essentials/food-prices-and-spending/> (Feb 2021).

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