THE EMERGENCE OF THE FOOD VOTER

92% believe that producing food in a sustainable way is a high priority

74% say dietary guidelines should include sustainability measures

79% want scientists—not politicians—to set dietary guidelines

52% would be less likely to re-elect a politician if they ignored sustainability in the dietary guidelines

As reflected in a national survey of American voters.
## Table 1

**Direct Farm Sales of Food, by Type of Buyer, 2015**

<table>
<thead>
<tr>
<th></th>
<th>$ billion</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer</td>
<td>3.0</td>
<td>35</td>
</tr>
<tr>
<td>Retailer</td>
<td>2.4</td>
<td>27</td>
</tr>
<tr>
<td>Institution and local intermediary business</td>
<td>3.4</td>
<td>39</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>8.7</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

*Source: USDA NASS, 2015 Local Food Marketing Practices Survey.*
Fig. 1
Direct Farm Sales of Food by Regional Share, 2015

Total U.S. = $8.7 billion

Adapted by Christy Shi, Center for Environmental Farming Systems.
From: Wilkins, J. and Eames-Shealy, M. Discovering the Food System: An experiential learning program for young and inquiring minds. Cornell University, Departments of Nutritional Science and Horticulture. http://www.discoverfoodsys.cornell.edu/
WE LIKE ART
WE LIKE COWS
"It's like a Swiss Army knife."

- President Obama 2/7/14