

The Farm-to-Market Process

Most food products pass through a complicated farm-to-market process before they reach your table. Below are the steps required for getting a jar of berry jelly from the farm to the supermarket where it can be purchased. Answer the questions that accompany each description.

Agricultural Producer

A farmer or rancher who

- Plants
- Irrigates
- Fertilizes
- Controls pests
- Prunes
- Performs other cultivation
- Cares for livestock

Why might a farmer or rancher need to hire help?

Processor

Makes the berries into jelly, puts the jelly in jars and packs jars into boxes.

What are some of the things the processor needs to make the berries into jelly?

Retailer

The food store sells the jelly to people who spread it on toast or bread.

What are some of the expenses retailers would have in order to operate their stores?

Distributor

Picks up the boxes of jars of jelly and delivers them to grocery stores or keeps them in a warehouse.

What kind of equipment does the distributor need?

Consumer

That's you, the person for whom the jelly was made.

What are some ways the consumer influences the production process?

