

# Where Does Your Food Dollar Go?

What a Dollar Paid for in 2006

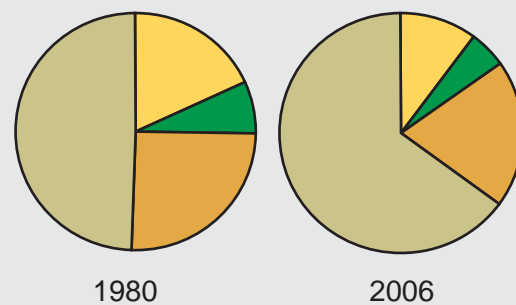
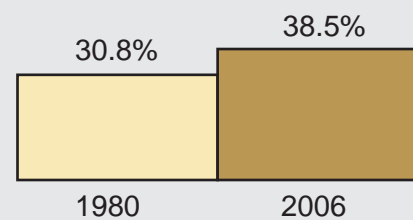


Value-added services 81¢

## Labor

As the largest marketing cost component, labor exerts the greatest impact on food marketing costs. The restaurant sector employs the largest percentage of food industry workers, followed by foodstores, food manufacturers, and food wholesalers.

Labor as a percent of consumer food expenditures



Food industry employees by sector

- Manufacturing
- Wholesale
- Retail
- Eating & drinking

Consumers are demanding a greater variety of foods that are also convenient to eat, including more away-from-home foods. As more processing and other marketing services are added to foods, the total value of these services tends to become larger relative to the food's farm value.

