

General & Direct Marketing

Title **12 Simple Steps to a Winning Marketing Plan**

Author(s) Geraldine A. Larkin

Year 1992

Citation

Publisher Probus Publishing Company, Chicago, Illinois

Price approximately \$15.00

Order Available through local booksellers

Abstract "The purpose of this book is to help people who don't know much about marketing to learn enough basic concepts to develop a good first draft of a marketing strategy for a company product."
(Geraldine Larkin)

Title **A Guide to Successful Direct Marketing**

Author(s) Charles R. Hall, Jeff L. Johnson

Year 1992

Citation

Publisher Texas Agricultural Extension Service, College Station, Texas

Price \$12.00

Order Web site takes you to TAMU Extension. <http://agextension.tamu.edu>
To order, email Tracy at tdavis@tamu.edu
Or send a check to TEEF #5500, Attn: Tracy Davis, Dept of Agricultural Economics, TAMU (2124),
College Station, TX 77843-2124.

Abstract This publication covers direct marketing methods, considerations in establishing a farm-to-consumer market, basic business plans, doing your own market research, pick-your-own marketing, roadside stands, farmers' markets, advertising and promotion, pricing strategies, how to calculate the break even point, and more. Includes section on further reading. 32pp.

General & Direct Marketing

Title **Agricultural Marketing Service: Farmer Direct Marketing**
Author(s) USDA, AMS
Year ongoing
Citation
Publisher USDA, Agricultural Marketing Service, Washington, D.C.
Price Free
Order Various publications are available on-line in pdf or Word format. www.ams.usda.gov/directmarketing
Abstract This site offers a variety of resources on direct marketing: descriptions of USDA-funded programs for financial and technical support, links, publications, conference calendars, a Farmers' Market Directory, direct marketing resources by state, directory of direct marketing associations and more. Under Publications, see especially: Farmer Direct Marketing Bibliography 2001 and National Directory of Farmers' Markets and Direct Marketing Associations, 2001.

Title **Building Better Rural Places: Federal programs for sustainable agriculture, forestry, conservation and community development**
Author(s) Romana A. Vysatova, Laurie S.Z. Greenberg, Valerie Berton, Jennifer Butler, Margaret Krome, ed.
Year 2001
Citation
Publisher USDA in cooperation with The Michael Fields Agricultural Institute, Washington, D.C.
Price Free
Order To download, go to <http://attra.ncat.org/guide/index.htm>. Select "pdf format" to print.
For free hard copy, contact
ATTRA
P.O. Box 3657
Fayetteville, AR 72702
Phone: 1-800-346-9140; email: askattra@ncatark.uark.edu
Abstract Describes federal assistance programs for fostering innovative enterprises in sustainable agriculture, forestry, conservation and community development. Sections include:
1. Research, Information and New Technologies
2. Financing Businesses and New Enterprises
3. Management Assistance
4. Marketing Assistance. Describes six government programs including National Organic Program, and Women, Infants, and Children (WIC) Farmers' Market Nutrition Program
5. Conservation and Resource Management
6. Community Development
7. General Information and Additional Resources (152 pp. 789 KB)

General & Direct Marketing

Title **Developing a Marketing Plan**

Author(s) Stan Bevers, Mark Waller, Steve Amosson, Dean McCorkle

Year 1998

Citation RM3-30

Publisher Texas Agricultural Extension Service, Texas A & M University, College Station, Texas

Price Free

Order Go to: <http://www.metrokc.gov/DCHS/CSD/WSU-CE/> (new site)
On left index, scroll down to "M": Marketing, General. Then find the desired title at the right and click on it to read and print. You need Acrobat Reader to open the file.

Abstract This publication addresses the essential elements of a written marketing plan, its components, and how to evaluate it. Basic advice. 3 pp.

Title **Developing New Markets to Support Local Agriculture**

Author(s) Lisa Ann McLemore

Year 1997

Citation Technical Assistance Bulletin No. 5

Publisher Farming Alternatives Program, Department of Rural Sociology, Cornell University, Ithaca, New York

Price \$5.00

Order Go to: www.cals.cornell.edu/agfoodcommunity. Select "Community Food & Agriculture Programs," then Publications. Scroll down to Resource Packets for publication information. To order, select Publication Order Form at bottom of page.
Or call Gretchen Gilbert at (607) 255-9832
Email: gcg4@cornell.edu

Abstract Materials from the last two decades compiled for workshop participants. Sections include: Tapping New Markets, Creating a Regional Product Identity, and Promoting Local Wholesaling. Chapter one focuses on state agencies that support agriculture. Useful state-specific information. 78 pp.

General & Direct Marketing

Title **Direct Farm Marketing and Tourism Handbook**

Author(s) University of Arizona, Agricultural and Resource Economics

Year 1995

Citation

Publisher The University of Arizona, Tuscon, Arizona

Price Free online, but lengthy. Hard copy available for \$25.00

Order Go to <http://ag.arizona.edu/arec/pubs/dmkt/dmkt.html>
Requires Acrobat Reader. For more information about this publication, contact:
Russ Tronstad, Extension Economist, University of Arizona
Phone: (520) 621-2425
Email: tronstad@ag.arizona.edu

Abstract This publication is designed to help farm and ranch operators (and others who grow or process food products) market their products and services directly to the consumer. It covers various types of direct marketing (farmers' markets, roadside stands, pick-your-own, CSAs, selling to restaurants) and is fairly specific. Subtitles include: Direct Marketing Alternatives, Tourism/Value Added Products, Business Planning, Market Analysis and Pricing, Consumer Profiles and Tourism Trends, Advertising and Promotion, Legal Considerations, Production Considerations, and Additional Resources. 2623kb

Title **Direct Marketing of Farm Produce**

Author(s) Vern Grubinger

Year 1998

Citation

Publisher UVM Center for Sustainable Agriculture, Burlington, Vermont

Price Single copies free of charge. Multiple copies may require a small s/h fee.

Order Go to: <http://www.uvm.edu/~susagctr/publications.html#Direct> for order information
Call (802) 656-5459 or e-mail susagctr@zoo.uvm.edu.
Or, mail your order to:
UVM Center for Sustainable Agriculture
Agricultural Engineering Building
63 Carrigan Drive
Burlington, VT 05405

Abstract Describes different methods of direct marketing, such as roadside stands, pick-your-own operations, farmers' markets, community supported agriculture, mobile marketing, and mail order. 8 pp.

General & Direct Marketing

Title **Direct Marketing of Farm Produce and Home Goods: Direct Marketing Alternatives and Strategies for Beginning and Established Producers**

Author(s) J. Cottingham, J. Hovland, J. Lenon, T. Roper, C. Techtmann

Year 1994

Citation

Publisher University of Wisconsin, Cooperative Extension Service, Madison, Wisconsin

Price Free to view online, hard copy \$3.50

Order Go to www1.uwex.edu and click on Agriculture. Put title into "Extension Search" to view in pdf format.
Url for viewing: www1.uwex.edu/ces/pubs/pdf/A3602.PDF
Hard copy available from Wisconsin County Extension, Cooperative Extension Publications
30 N. Murray St., Rm 245
Madison, Wisconsin 53715
Phone: (608) 262-3346

Abstract This publication addresses alternatives for direct marketing, developing a marketing and fiscal plan, determining business feasibility and marketing goals, regulations, merchandising (including advertising and displays), and management concerns (including liability issues). Also includes resources list. 25 pp.

Title **Direct Marketing Today: Challenges and Opportunities**

Author(s) Nelson Bills, Monika Roth, Jane Maestro-Scherer

Year 2000

Citation

Publisher Agricultural Marketing Service, USDA, Washington, D.C.

Price Free

Order Go to <http://www.ams.usda.gov/directmarketing/DirectMar2.pdf>

Abstract This publication describes focus group meetings of producer/marketers and facilitators (such as market managers, government agencies). The purpose of the focus group meetings was to understand how each group views direct marketing, explore information transfer and identify information gaps. Describes methodology and results. The most relevant sections are: "Focus Group Meeting Discussion," which outlines perceived challenges and barriers, perspectives on the future of direct marketing and information needs (pp. 19-23); and "Perfect World Summary" which outlines perspectives on the most critical needs, potential responses and alternative strategies for implementation (pp. 29-35). 69 pp.

General & Direct Marketing

Title **Direct Marketing: Business Management Series**

Author(s) Holly Born, Katherine Adam, Radhika Balasubrahmanyam

Year 1999

Citation

Publisher Appropriate Technology Transfer for Rural Areas (ATTRA), Fayetteville, Arkansas

Price Free

Order Go to www.attra.org/attra-pub/directmkt.html

Abstract Emphasizes niche marketing, specialty and value-added crops. Features farm case studies and information on enterprise budgets and promotion/publicity. Includes a "break-even analysis." Discusses implications of internet marketing and e-commerce for agriculture, describes direct marketing of produce (livestock to a lesser extent) and lists 19 pages of additional references and resources. 55 pp.

Title **Do-It-Yourself Direct Marketing: Secrets for Small Business, 2nd edn.**

Author(s) Mark S. Bacon

Year 1997

Citation

Publisher John Wiley & Sons, Inc., New York, New York

Price \$18.00--\$20.00

Order Available through local booksellers.

Abstract Tailored to the limited budget, this is a complete guide to simple direct marketing techniques and strategies for entrepreneurs and small business owners and managers. It covers mail order, telemarketing, radio and television, newsletters, print advertising, and more. Contents include: What Is Direct Marketing?; Constructing Your Strategy; Finding Your Market; Selecting the Media; Buying, Creating, and Using Lists for Fun and Profit; Expanding Your Media and Markets; Tracking and Testing; Online Marketing; Designing Direct Marketing; Business-To-Business Direct Marketing; Customer Service. Appendices. References. 290 pp.

General & Direct Marketing

Title **Farmer to Consumer Marketing Series
Merchandising, Pricing, and Promotional Strategies, PNW 203**

Author(s) Richard Carkner, Blair Wolfley, Harvey Meier, Larry Burt, Linda Burt

Year 1980

Citation

Publisher Washington State University, Pacific Northwest Cooperative Extension and the USDA, Pullman, Washington

Price \$.50

Order Order online at: <http://pubs.wsu.edu>. At left browser, click on Agriculture. Scroll down to and click on Marketing. Scroll down to title. Minimum order \$5.00, not including shipping (s/h for \$5.00 = \$1.50). To order by mail, send the complete title and series number (PNW 201-206), along with a check or money order (payable to Oregon State University) to:
Extension & Station Communications
Oregon State University
422 Kerr Administration
Corvallis, OR 97331-2119
FAX: (541) 737-0817

Abstract Explains pricing methods and strategies, display and customer service, promotion and advertisement for selling fresh fruits and vegetables. 8 pp.

Title **Farmer to Consumer Marketing Series
Personnel Management, PNW 205**

Author(s) Richard Carkner, Blair Wolfley, Harvey Meier, Larry Burt, Linda Burt

Year 1980

Citation

Publisher Washington State University, Pacific Northwest Cooperative Extension and the USDA, Pullman, Washington

Price \$.50

Order Order online at: <http://pubs.wsu.edu>. At left browser, click on Agriculture. Scroll down to and click on Marketing. Scroll down to title. Minimum order \$5.00, not including shipping (s/h for \$5.00 = \$1.50)

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FAX: (541) 737-0817

Abstract Most small operations begin with family members. Later they may require additional employees. Starting with where to look and how to select employees, the publication provides model employee rules and suggestions for evaluation and training. 4 pp.

Title **Farmer to Consumer Marketing Series
Place of Business and Product Quality, PNW 204**

Author(s) Richard Carkner, Blair Wolfley, Harvey Meier, Larry Burt, Linda Burt

Year 1980

Citation

Publisher Washington State University, Pacific Northwest Cooperative Extension and the USDA, Pullman, Washington

Price \$.50

Order Order online at: <http://pubs.wsu.edu> At left browser, click on Agriculture. Scroll down to and click on Marketing. Scroll down to title. Minimum order \$5.00, not including shipping (s/h for \$5.00 = \$1.50). To order by mail, send the complete title and series number (PNW 201-206), along with a check or money order (payable to Oregon State University) to:
Extension & Station Communications
Oregon State University
422 Kerr Administration
Corvallis, OR 97331-2119
FAX: (541) 737-0817

Abstract The three big factors in a direct marketing business are location, convenience, and parking. This publication offers basic suggestions for picking your site. It also suggests storage, display, and product quality protection. Sanitation, inventory control, and customer tips for handling are noted. Includes a table for quality control of popular fruits and vegetables. 6 pp.

General & Direct Marketing

- Title** **Farmer to Consumer Marketing Series
Production and Marketing Costs, PNW 202**
- Author(s)** Richard Carkner, Blair Wolfley, Harvey Meier, Larry Burt, Linda Burt
- Year** 1980
- Citation**
- Publisher** Washington State University, Pacific Northwest Cooperative Extension and the USDA, Pullman, Washington
- Price** \$.50
- Order** Order online at: <http://pubs.wsu.edu> At left browser, click on Agriculture. Scroll down to and click on Marketing. Scroll down to title. Minimum order \$5.00 plus s/h for \$5.00 = \$1.50. To order by mail, send the complete title and series number (PNW 201-206), along with a check or money order (payable to Oregon State University) to:
Extension & Station Communications
Oregon State University
422 Kerr Administration
Corvallis, OR 97331-2119
FAX: (541) 737-0817
- Abstract** Offers planning methods to ensure realistic pricing of northwest crops. Explains how and why to develop a realistic budget projection, some business considerations, and a model checklist to simplify planning. Develops a break-even analysis that includes variable cost decision making, and how to select a profitable crop. 6 pp.

- Title** **Farmer to Consumer Marketing Series:
Financial Management, PNW 206**
- Author(s)** R. Carkner, B. Wolfley, H. Meier, Larry Burt, Linda Burt
- Year** 1980
- Citation**
- Publisher** Washington State University, Pacific Northwest Cooperative Extension and the USDA, Pullman, Washington
- Price** \$.50
- Order** Order online at: <http://pubs.wsu.edu> At left browser, click on Agriculture. Scroll down to and click on Marketing. Scroll down to title. Minimum order \$5.00, not including shipping (s/h for \$5.00 = \$1.50). To order by mail, send the complete title and series number (PNW 201-206), along with a check or money order (payable to Oregon State University) to:
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General & Direct Marketing

Oregon State University
422 Kerr Administration
Corvallis, OR 97331-2119
FAX: (541) 737-0817

Abstract Short introductions to financial planning, cash management and control, plus a model worksheet to guide the beginner through these steps. This publication could be useful to any small business. 8 pp.

Title **Farmer-to-Consumer Marketing Series
An Overview, PNW 201**

Author(s) Richard Carkner, Blair Wolfley, Harvey Meier, Larry Burt, Linda Burt

Year 1980

Citation

Publisher Washington State University, Pacific Northwest Cooperative Extension and the USDA, Pullman, Washington

Price \$.50

Order Order online at: <http://pubs.wsu.edu> At left browser, click on Agriculture. Scroll down to and click on Marketing. Scroll down to title. Minimum order \$5.00, not including shipping (s/h for \$5.00 = \$1.50). To order by mail, send the complete title and series number (PNW 201-206), along with a check or money order (payable to Oregon State University) to:
Extension & Station Communications
Oregon State University
422 Kerr Administration
Corvallis, OR 97331-2119
FAX: (541) 737-0817

Abstract This bulletin looks at creating a venture to meet the grower's needs within the framework of the consumer's desires. Topics focus on basic evaluation and goal determination that suggest methods to match the seller's abilities and personality with the project. Presents advantages and disadvantages of direct marketing efforts such as roadside stands, farmers markets, and rent-a-tree. 6 pp.

General & Direct Marketing

- Title** **Farmers and their Diversified Horticultural Marketing Strategies: An Educational Video on Innovative Marketing**
- Author(s)** Vern Grubinger
- Year** 1999
- Citation**
- Publisher** University of Vermont Center for Sustainable Agriculture, Burlington, Vermont
- Price** \$15.00 (additional charge if mailed outside the U.S.)
- Order** Contact at (802) 656-5459 or susagctr@zoo.uvm.edu
For additional information: <http://www.uvm.edu/~susagctr/>
Or, mail your order to:
UVM Center for Sustainable Agriculture
Agricultural Engineering Building
63 Carrigan Drive
Burlington, VT 05405
Make check payable to "UVM"
- Abstract** Covers innovative marketing strategies and features eight New England farms that use roadside stands, community supported agriculture (CSA), wholesale cooperatives, pick-your-own, and farmers' markets. Running time: 48 minutes.
-
- Title** **Farming Alternatives: A Guide to Evaluating the Feasibility of New Farm-Based Enterprises**
- Author(s)** Nancy Grudens Schuck, Wayne Knoblauch, Judy Green, Mary Saylor
- Year** 1988
- Citation** NRAES#32; ISBN# 0-935817-14X
- Publisher** NRAES, Cornell University, Ithaca, New York
- Price** \$8.00 + \$3.75 s/h
- Order** Go to www.nraes.org/publications/nraes32.html
Click on NRAES publications list. Scroll down to order publications.
For information about quantity discounts or for a free publication catalog, contact NRAES by phone at (607) 255-7654, by fax at (607) 254-8770, or by e-mail at nraes@cornell.edu
- Abstract** A guidebook to assist rural and farm residents who are considering alternative enterprises. The case study and workbook format helps in evaluating personal and family considerations, resources, market potential, production feasibility, profitability, cash flow, and all factors combined. The guidebook also offers research sources for enterprise ideas. Each chapter includes exercises, self-tests, checklists, and worksheets allowing the reader to analyze an enterprise idea. 88 pp.

General & Direct Marketing

Title **From Kitchen to Market: Selling Your Gourmet Food Specialty**

Author(s) Stephan F. Hall

Year 2000

Citation

Publisher Dearborn Trade, Chicago, Illinois

Price \$20.95

Order Available through local booksellers and the publisher (www.dearborn.com).

Abstract This book outlines food marketing opportunities. It shows entrepreneurs how to identify a winning product, target the most appropriate markets, establish a variety of distribution channels, achieve visual "sizzle" with packaging and labeling, and optimize the Internet.

Title **Grassroots Marketing: Getting Noticed in a Noisy World**

Author(s) Shel Horowitz

Year 2000

Citation

Publisher Chelsea Green Publishing Co., White River Junction, Vermont

Price \$22.95

Order Go to www.chelseagreen.com
Search title. To purchase, call 1-800-639-4099. For catalogs or information, dial 1-802-295-6300 or FAX 1-802-295-6444.

Abstract Describes how to create an affordable, effective marketing communications plan, get free publicity, stretch every marketing dollar, differentiate between genuinely useful opportunities and "time-wasting money pits," tap the marketing resources of the Internet, and measure the effectiveness of your marketing. 320 pp.

General & Direct Marketing

- Title** **Marketing Alternatives for Specialty Produce**
- Author(s)** Larry Burt, Jim Kropf, Curt Moulton
- Year** 2000
- Citation** PNW 241
- Publisher** Oregon State University, Pacific Northwest Extension, Corvallis, Oregon
- Price** Free
- Order** To view, go to <http://eesc.orst.edu/agcomwebfile/edmat/pnw241.pdf>. Acrobat Reader required to download. To order copies, send the complete title and series number, along with check or money order for \$3.00 (payable to Oregon State University), to:
Publication Orders
Extension & Station Communications
Oregon State University
422 Kerr Administration
Corvallis, OR 97331-2119
Or call: 1-800-561-6719
- Abstract** This publication has a Northwest focus but is useful for general information as well. Chapters include direct marketing options; introduction to selling wholesale; meeting market requirements; organic marketing; selling to wholesalers; transportation to market. Includes a reference section with web sites and further reading. Quite specific, well-written and good, readable layout. 31 pp.

- Title** **Marketing for Success: Creative Marketing Tools for the Agricultural Industry**
- Author(s)** Robert J. Matarazzo
- Year** 1998
- Citation** ISBN: 0965338509
- Publisher** Doe Hollow Publishing, Belvidere, New Jersey
- Price** \$24.90+ \$3.50 s/h in U.S.
- Order** Contact RJM Marketing at (908) 475-4460
FAX: (908) 475-3555
- Abstract** 192 pp.

General & Direct Marketing

Title **Marketing for the Small Farmer: Direct Marketing and Quality**

Author(s) Robert Kasmire, Christie Wyman, Mark Sherman

Year 1989

Citation

Publisher UC Small Farm Center, Davis, California

Price \$5.00 (discounts available for bulk orders)

Order Sold as part of Family Farm Series (sold as a group only): Marketing (#ANRP010)
Contact the Small Farm Center (www.sfc.ucdavis.edu)
Phone: (530) 752-8136
FAX: (530) 752-7716

Abstract Addresses harvesting procedures, packaging, & post-harvest environment for the direct marketer. Includes a detailed table of Handling Information for Vegetables. 4 pp.
Also included in series:
How to Establish and Operate a Roadside Stand
Marketing for the Small Farmer: Marketing Cooperatives

Title **Marketing Herbs**

Author(s) Sylvia Kantor

Year 1999

Citation WSU King County Agriculture and Natural Resources Fact Sheet #519

Publisher WSU Cooperative Extension King County, Seattle, Washington

Price Free

Order Go to www.metrokc.gov/dchs/csd/wsu-ce/agriculture/Publications.htm
Scroll down to title under Marketing Resources. Requires Acrobat Reader to download.

Abstract A brief summary of growing and marketing herbs. Includes a useful list of resources and trade associations for more information. 2 pp.

General & Direct Marketing

Title **Marketing on the Edge: A Marketing guide for Progressive Farmers**
Author(s) Brent Warner, Charlie Touchette
Year 2002
Citation
Publisher The Canadian Farm Business Management Council, Ottawa, Ontario
Price \$29.00
Order Go to www.cfbmc.com
Click on Information Products under Farm Management Resources. Scroll down to Marketing and click on title.
Phone: 1-888-232-3262 or (613) 237-9060
Email: council@cfbmc.com
Abstract This handbook guides farm managers through planning and opening a direct marketing outlet, whether it be a roadside stand, a farmers' market operation, mail order or one of many other opportunities. You will find advice on marketing, merchandising, advertising, finance and more. Lessons and experiences from direct marketing farm managers are included. 144 pp.

Title **Marketing Specialty Cut Flowers**
Author(s) Sylvia Kantor
Year 1999
Citation Agriculture and Natural Resources Fact Sheet #520
Publisher WSU Cooperative Extension King County, Seattle, Washington
Price Free
Order Go to www.metrokc.gov/dchs/csd/wsu-ce/agriculture/PDFs/flower.pdf
Abstract Includes getting started, elements of marketing, and a table describing the attributes of various selling venues. Special insert on "Ten Most Profitable Flowers." Also includes resources section. 3 pp.

General & Direct Marketing

Title **Marketing Strategies for Vegetable Growers (FRE 144) Determining Asking Price (FRE 235)**

Author(s) J.J. Vansickle (FRE 114); P.J. van Blokland and John Holt (FRE 235)

Year 2000

Citation FRE 114 & FRE 235

Publisher University of Florida Cooperative Extension Service, Gainesville, Florida

Price Free

Order Go to <http://edis.ifas.ufl.edu/pdffiles/CV/CV11600.pdf>

Abstract FRE 144: This bulletin offers a general overview of grower marketing strategies. It also summarizes marketing methods, product design, pricing and merchandising. 8 pp.
FRE 235: This bulletin explains in specific terms how to determine the asking price for a product. It gives sample calculations that include cash costs, depreciation costs, overhead costs, income taxes, re-investment charges, principal payments and salaries. Very useful information. 4 pp.

Title **Marketing Your Produce Directly to Consumers, Ext 741**

Author(s) V.J. Parker-Clark

Year 1992

Citation

Publisher University of Idaho College of Agricultural and Life Sciences, Moscow, Idaho

Price \$1.00 + s/h: 50¢ for the first publication and 25¢ for each additional publication; Free shipping if purchased by credit card.

Order Go to: <http://info.ag.uidaho.edu/catalog/online.html>
Select Business Management & Marketing 2X's, Scroll to find title. Select Order Now for order form. Call (208) 885-7982 to pay by credit card.
Order by mail: Agricultural Publications, University of Idaho, Moscow, ID 83844-2240
Include order form or list with order number: #620 and titles.
Payment, including s/h, must accompany orders. Make checks payable to Ag. Publications.

Abstract Takes would-be direct marketers through some of the many decisions from inception to promotion of one's direct market business. 8 pp.

General & Direct Marketing

Title **Marketing Your Produce: Ideas for Small-Scale Farmers**

Author(s) Lynn Byczynski

Year 1992-2000

Citation

Publisher Growing for Market, Lawrence, Kansas

Price \$12.00 - \$20.00 + \$3.00 s/h

Order Call 1-800-307-8949
For further information, visit: www.growingformarket.com

Abstract Collections of Growing for Market's best articles from 1992-2000. Growing for Market is a monthly magazine about the business of growing and selling produce, herbs and flowers. 62-112 pp. When you subscribe to GFM, you become part of a network of market farmers who are willing to share their expertise. On GFM's Web site, you'll find information that will help you start or expand your market farming business: books, back issues and special reports, color photos, additional information that supplement printed articles, and links to other resources. This site changes every month.

Title **Produce Handling for Direct Marketing**

Author(s) James A. Bartsch, Roger Kline

Year 1992

Citation NRAES-51

Publisher Natural Resources, Agricultural and Engineering Service, Ithaca, New York

Price \$8.00 plus \$3.75 s/h for a single copy; quantity discount available.

Order Available through: NRAES Cooperative Extension
152 Riley-Robb Hall, Ithaca, New York, 14853-5701
Phone: (607) 254-8770
Email: nraes@cornell.edu
FAX: (607) 254-8770.
Complete ordering instructions available online. Go to www.nraes.org Choose Guide to Great Publications, then Index by Product Number. Product # is NRAES-51. Choose 43-59, then scroll down to #51.

Abstract Written for growers who sell seasonal produce at local farmers' markets or roadside markets. Describes food handling issues including post-harvest physiology, food safety, produce handling from harvest to storage, refrigerated storage, produce displays, and specific handling and display recommendations for over 40 types of fruits and vegetables. Nicely produced publication. 26 pp.

General & Direct Marketing

Title **Promotion and Advertising For Kentucky's Direct Markets, #106**
Understanding Produce Marketing For Kentucky's Direct Marketers, #107

Author(s) Forrest Stegelin, John Strang, Randy Weckman

Year 1991

Citation

Publisher Cooperative Extension Service, University of Kentucky, Lexington, Kentucky

Price Free

Order Go to www.ca.uky.edu
Select Cooperative Extension Service, then Ag and Natural Resources, then Publications. Search titles and view or print from web.

Abstract #106: Advertising strategies with a focus on roadside, print and radio. The pros and cons of media choices in direct marketing. Questions to ask yourself. More widely applicable than just Kentucky. 6 pp.
#107: Promotion and advertising methods useful to the individual producer. Observations about buyers. Advice on containers, timing (market window) and implementing market research. More widely applicable than just Kentucky. 11 pp.

Title **Reap New Profits: Marketing Strategies for Farmers and Ranchers**

Author(s) Sustainable Agriculture Network

Year 1999

Citation

Publisher The Sustainable Agriculture Network and National Center for Appropriate Technology, Washington, D.C.

Price Free

Order Go to www.sare.org/market99/market99.pdf
View and print.

Abstract This bulletin from USDA's Sustainable Agriculture Network (SAN) offers snapshots of the many alternatives to marketing through conventional channels. Written for producers and the agricultural professionals who work with them, this bulletin offers practical tips on how to get started in alternative marketing enterprises, and numerous examples of people using such strategies in the field. Provides general information on farmers markets, pick-your-own operations and farm stands, entertainment farming, Community Supported Agriculture (CSA), cooperatives, and how to sell to restaurants or through mail order and the Internet. The bulletin also lays out ways to direct-market meat, and process and add value to farm products. Very nice layout with beautiful color photos. 20pp.

General & Direct Marketing

Title **Sell What You Sow! The Growers Guide To Successful Produce**

Author(s) Eric Gibson

Year 1998

Citation

Publisher New World Publishing, Auburn, California

Price \$24.95 + varying shipping costs

Order Available through local booksellers.
To order, send \$24.95 + \$4.50 s/h to QP Distribution, 22260 "C" St., Winfield, KS, 67156
Credit card orders, call 888-281-5170. CA residents add \$1.75 tax. Quantity order discounts, call (530) 823-3886.
Have order # ready: #B70133

Abstract This publication focuses on high-value produce marketing. It provides practical information on how to sell what you grow, including marketing options for small, medium-scale, full and part-time growers. 302 pp.

Title **Smart Marketing Newsletters (1988--2002)**

Author(s) Faculty members in the Department of Applied Economics and Management at Cornell University.

Year 1988--2002

Citation

Publisher Cornell University Cooperative Extension, Ithaca, New York

Price Free

Order Go to http://aem.cornell.edu/special_programs/hortmgt/pubs/smartmkt/index.htm
Requires Acrobat Reader to view articles.
For further information, visit: www.cals.cornell.edu/agfoodcommunity

Abstract A monthly marketing newsletter. Reviews the elements critical to successful marketing in the food and agricultural industry. Examples of article titles include: "Farm Direct Marketers Should Band Together," "Knowing Your Market--The Most Challenging Part of a Business Plan," and "Using a Web site to Keep the Attention of Your Customers."

General & Direct Marketing

Title **Specialty and Minor Crop Handbook**

Author(s) James Beutel et. al.

Year 1998

Citation Publication # 3346-B3

Publisher DANR, University of California, Oakland, California

Price \$35.00 Call for shipping and sales tax information.

Order Contact the University of California, Division of Agriculture and Natural Resources
Communication Services-Publications
6701 San Pablo Avenue, 2nd floor
Oakland, CA 94608
Phone: 1-800-994-8849 or (510) 642-2431

Abstract Describes niche marketing for produce growers and sellers of specialty or minor crops. These are defined as fruits or vegetables imported to the U.S. or grown here on a limited scale. Features profiles of crops uniquely suited to small-scale production and a multicultural glossary. 180 pp.

Title **Successful Direct Marketing Methods, 7th edition**

Author(s) Bob Stone, Ron Jacobs, H. Robert Wientzen

Year 2001

Citation ISBN: 0658001450

Publisher McGraw Hill Professional Publishing, Lincolnwood, Illinois

Price approximately \$40.00

Order Available through local booksellers

Abstract This publication includes material on using the Internet and other digital media, and discusses consumer privacy issues. Also includes information on e-business, e-commerce and e-services, customer relationships and teleservices. Covers database marketing, including data mining and online databases. Chapters cover basic concepts: direct marketing essentials, how to shape your proposition to the customer, choosing the best media, the creative process, and marketing to businesses. Very detailed. 563 pp.

General & Direct Marketing

Title **Sustainable Vegetable Production From Start-up to Market**

Author(s) Vernon P. Grubinger

Year 1999

Citation NRAES-104

Publisher Natural Resource, Agriculture, and Engineering Service, Ithaca, New York

Price \$42.00

Order Go to: www.nraes.org/publications/nraes104.html
Click on NRAES publications list. Scroll down to order publications.

Abstract This publication is written for beginning and experienced vegetable growers, extension personnel, classroom educators, and serious gardeners. It is a resource for developing and managing a commercial vegetable farm using ecological practices. It addresses the management of money, people, and natural resources. Covers a wide range of topics, which all tie into marketing. Includes several short marketing profiles. 268 pp.

Title **The Direct Marketing Resource Notebook**

Author(s) Steve Bonney, Cris Carusi, Paul Johnson, Meg Moynihan, MSAWG Marketing and Rural Development Committee

Year 1996

Citation

Publisher Midwest Sustainable Agriculture Working Group, Hartington, Nebraska

Price \$20.00

Order Send your name, organization, address, phone number, number of copies desired and a check, payable to the Nebraska Sustainable Agriculture Society to:
Nebraska Sustainable Agriculture Society
P.O. Box 736, Hartington, NE 68739
Phone: (402) 254-2289
Nebraska residents add \$1 sales tax per copy. Allow 3-4 weeks for delivery.

Abstract This publication provides advice on how to keep processing, packaging, labeling and marketing dollars on the farm. It includes case studies of different direct marketing enterprises, midwestern state and federal marketing contacts, an extensive resources section, information on direct marketing strategies, examples of farmers who raise and direct market produce, beef, and poultry and over 100 pages of practical ideas for farmers, educators and organizers.

General & Direct Marketing

- Title** **The Flower Farmer: An Organic Grower's Guide to Raising and Selling Cut Flowers**
- Author(s)** Lynn Byczynski
- Year** 1997
- Citation** ISBN 0-930031-94-6
- Publisher** Chelsea Green Publications and Gardeners' Supply Company, White River Junction, Vermont
- Price** \$24.95
- Order** Available through local booksellers
Available through Gardeners' Supply Co. For sales: 1-800-639-4099
For catalogs or information: 1-802-295-6300
FAX: 1-802-295-6444
To order online, go to www.chelseagreen.com/Livelihood/FlowerFarmer.htm
- Abstract** Provides the avid home gardener or commercial grower with the a guide to the techniques, practices, economics, and rewards of operating a small scale flower farm. Includes information on the best varieties to grow, with an A-Z list of more than 100 recommended annuals and perennials. Also included are sections on how to cut, store and preserve flowers, how to dry flowers for pleasure or business, flower arranging basics, and marketing options. 208 pp.

- Title** **The Legal Guide For Direct Farm Marketing**
- Author(s)** Neil D. Hamilton
- Year** 1999
- Citation**
- Publisher** Drake University, Des Moines, Iowa
- Price** \$20.00 + \$3.00 s/h
- Order** Send check to: Drake University Agricultural Law Center
2507 University Avenue, Box S
Des Moines, Iowa 50311
Phone: (515) 271-2065
Volume discounts for orders of 20 copies or more.
For information, visit: www.law.drake.edu/lawCenters/agLawCenter
- Abstract** This book provides answers to legal questions commonly posed by direct marketers and their advisers. It includes specific examples of court cases, state laws, and local regulations involving direct farm marketing. Some chapter headings include Contracts, Food Stamps, Land Use and Property Law, Labor and Employment, and Insurance and Liability. A thorough legal reference book. 235 pp.

General & Direct Marketing

- Title** **The New American Farmer: Profiles of Agricultural Innovation**
- Author(s)** John Ikerd, Craig Cramer, Valerie Berton, Jill Auburn, Jennifer Butler, Andy Clark, Kim Kroll, Diane Mayerfield, Gwen Roland, Ken Schneider
- Year** 2001
- Citation**
- Publisher** Sustainable Agriculture Research & Education (SARE), Washington, D.C.
- Price** \$10.00 for book; \$5.00 for CD-ROM; Free online
- Order** Order and print entire book at www.sare.org/newfarmer
Or, send check (payable to Sustainable Agriculture Publications) to:
Sustainable Agriculture Publications
210 Hills Building
University of Vermont
Burlington, VT 05405-0082
Indicate quantity and shipping address.
To pay by credit card, call (802) 656-0484. Allow 3-5 weeks for delivery.
Email: sanpubs@uvm.edu
- Abstract** A collection of in-depth interviews with farmers and ranchers across America. Profiles include direct marketing strategies and detail the effects of farming practices on profitability, quality of life, rural communities and the environment. 160 pp. For links to more case studies and profiles, go to: www.sare.org/newfarmer

- Title** **The New Organic Grower: A Master's Manual of Tools and Techniques for the Home and Market Gardener**
- Author(s)** Elliot Coleman
- Year** 1995
- Citation** ISBN: 0-930031-75-X
- Publisher** Chelsea Green Publishing Co., White River Junction, Vermont
- Price** \$24.95
- Order** Available through local booksellers or Gardeners' Supply Co.
View at www.chelsaegreen.com/Coleman/NewOrganicGrower.htm
For sales, call 1-800-639-4099
For catalogs or information, call 1-802-295-6300 or visit: www.chelsaegreen.com
FAX: 802-295-6444
Available for order online at www.chelsaegreen.com/Livelihood/FlowerFarmer.htm

General & Direct Marketing

Abstract Introduction by Paul Hawken. Written for the serious gardener or small market farmer. This new edition presents information on ways of growing top-quality organic vegetables. Emphasis of the book is on management and production techniques, but there is also a chapter with good, practical information on marketing. Other topics include soil fertility, greenhouse construction/management, winter gardening, and pest management. 352 pp.

Title **Tips For Designing a Market Web site**

Author(s) Barbara Balkin

Year 1999

Citation

Publisher OPENAIR-MARKET NET

Price Free

Order Go to: www.openair.org/opair/sitetip2.html

Abstract This publication provides tips for designing a Web site for a farmers' market. It addresses content, design, accessibility and includes examples of how to make an effective presentation. 4 pp.

Farmers' Markets

Title **Direct Farm Marketing: Guidebook for Farmers' Markets**

Author(s) Minnesota Department of Agriculture

Year undated

Citation

Publisher Minnesota Department of Agriculture, St. Paul, Minnesota

Price Free

Order E-mail brian.j.erickson@state.mn.us
Phone Brian at (651) 296-4939 or Ruth White at (651) 297-5794
For information, visit: <http://www.mda.state.mn.us/>

Abstract A general how-to on establishing, organizing and operating a farmers' market in Minnesota. Includes where to get help and sample forms for organizers, such as an invitation to potential participating growers, market evaluations and market petition. Also includes rules and regulations for Minneapolis and St. Paul farmers' markets, plus state regulations. 60 pp.

Title **Dynamic Farmers' Marketing: A Guide to Successfully Selling Your Farmers' Market Products**

Author(s) Jeff Ishee

Year 1997

Citation

Publisher Bittersweet Farmstead, Middlebrook, Virginia

Price \$14.95 plus \$2.50, s/h. VA residents add 4.5% tax = 67cents; \$19.95 through Amazon

Order Contact Jeff Ishee at Bittersweet Farmstead, P.O. Box 52, Middlebrook, VA 24459
info@emarketfarm.com
Send check, payable to Bittersweet Farmstead. Or if paying by credit, indicate Visa or Mastercard, include card #, expiration date, phone #, signature, date and shipping address.

Abstract Written, published, marketed and distributed from a small farm. Focuses on elements that ensure vendors' success and the efficient organization of a public farmers' market. Includes tips to improve customer satisfaction, and increase gross sales and net gain. Also includes actual testimonials from the frontlines of the marketplace, an appendix of sample market rules and more. 129 pp.

Farmers' Markets

Title **Establishing and Operating a Community Farmers' Market**

Author(s) Forrest Stegelin

Year undated

Citation AEC-77, Sept. 1992

Publisher University of Kentucky Cooperative Extension, Lexington, Kentucky

Price Free

Order Go to www.ca.uky.edu. Click on Publications. Use search function to locate title. To print, click on pdf icon.

Abstract This publication is designed to help community leaders, policy-makers, consumers, and marketers establish and manage a community farmers' market. Topics include market feasibility and sponsorship, creating a favorable environment, locating a site, and market facilities. Other topics: hiring employees, handling supplies and equipment, items to sell, pricing, packaging and grading, building a clientele, and legal concerns. Includes a month-by-month timeline for planning. 8 pp.

Title **Farmers' Market Workbook: How to Start a Farmers' Market in Your Community**

Author(s) Sustainable Food Center

Year 1995

Citation

Publisher Sustainable Food Center/Austin Community Gardens, Austin, Texas

Price \$7.00 (tax and s/h included)

Order Send a check or money order to:
Sustainable Food Center/Austin Community Gardens
PO Box 13323
Austin, TX 78711
(512) 385-0080
For information, visit: www.main.org/sfc/index.html

Abstract Details the benefits of local farmers' markets and explains how to establish one in your community. Focuses on community and social aspects of markets from the point of view of a community group wanting to start a market on a low budget. Based on the idea that creating links between family farmers and low income consumers will encourage self-sufficiency in these two at-risk groups. 11 pp.

Farmers' Markets

Title **Farmers' Markets: Marketing & Business Guide**

Author(s) Radhika Bala

Year 2000

Citation

Publisher Appropriate Technology Transfer for Rural Areas (ATTRA), Fayetteville, Arkansas

Price Free

Order For pdf version, go to: <http://www.attra.org/attra-pub/PDF/farmmarket.pdf>
For information about ATTRA's publications, visit www.attra.org.
Phone: 1-800-346-9140

Abstract A general overview for those who want to organize or sell at a farmers' market. It includes six pages of suggested readings, resources, relevant Web sites and related publications. Most useful for its references. 5 pp.

Title **Hot Peppers & Parking Lot Peaches: Evaluating Farmers' Markets In Low Income Communities**

Author(s) Andy Fisher

Year 1999

Citation

Publisher Community Food Service Coalition, Venice, California

Price \$10.00 + s/h (\$4.00 for up to \$20.00 order)

Order Go to www.foodsecurity.org
Choose publications. Scroll down to title and click order form at bottom. Submit order online.
Phone: (310) 822-5410
FAX: (310) 822-1440

Abstract This publication "explores a breadth of issues associated with farmers' markets in low-income communities." Chapter one explores consumer preferences of low-income people and shoppers' perceptions of farmers' markets. Chapter two contains eight case studies and presents characteristics of successful low income markets. The third chapter focuses on Policy Barriers and Opportunities, and a final section makes specific policy recommendations. 61 pp.

Farmers' Markets

Title **National Directory of Farmers' Market and Direct Marketing**
Author(s) Agricultural Marketing Service
Year 2001
Citation
Publisher Agricultural Marketing Service, USDA, Washington, D.C.
Price Free
Order Go to www.ams.usda.gov/directmarketing. Under Resources, click on Direct Marketing. Click on Publications. Scroll to title and click.
Abstract Lists farmers' market associations, not individual markets. Organized by state and city. Entire directory available as pdf file. Individual state listings available on the Web. Print copies also available. 20pp.

Title **National Directory of Farmers' Markets**
Author(s) D.N. Johnson, E.R. Bragg
Year 1998
Citation
Publisher USDA, Washington, D.C.
Price Free
Order Go to www.ams.usda.gov, Direct Marketing, then Publications. Click on title. For print version, contact USDA at (202) 720-8317.
On-line, map version of directory is accessible at www.ams.usda.gov.
Abstract Lists hundreds of farmers' markets across the country. Organized by state. 242pp.

Farmers' Markets

Title **Organizing a Certified Farmers' Market**

Author(s) California Department of Food and Agriculture, Direct Marketing Program

Year 1992

Citation

Publisher California Department of Food and Agriculture, Direct Marketing Program, Sacramento, California

Price \$15.00 for copying and mailing

Order Contact the CA Federation of Certified Farmers' Markets (not accessible for ordering on-line)
P.O. Box 1813, Davis, CA 95617
Contact person: Randii Macnear
Phone: (916) 753-9999
FAX: (916) 756-1858
Email: rmacnear@wheel.dcn.davis.ca.us

Abstract Addresses the "what" and the "how" of Certified Farmers' Markets. Includes choosing a location; initiating grower contacts; contacting officials; setting up liability insurance; working with health standards and more. Discusses the benefits of certification and explains rules and regulations. Familiarizes producers with expectations and practices of certified markets. Includes lists of contacts. 84 pp.

Title **Selections from The New Farmers' Market**

Author(s) Eric Gibson

Year 2001

Citation

Publisher New World Publishing, Auburn, California

Price Free (Entire book is \$24.95 + s/h)

Order Go to www.nwpub.net
Click on New Farmers' Market. Scroll down to Free Downloads. Click Free Selections.

Abstract The following selections are available in pdf format:
Benefits of Farmers' Markets for Farmers, Customers & Communities
Selling to Ethnic Groups
Hottest Products to Sell
Getting Grants for your Market
Market Issues & How to Deal With Them
Salad Bar Program

Farmers' Markets

School Lunch Program
Special Events for Your Market
What's in a Name (Finding a Great Name for Your Market)
Resources from "Embracing the Community" & "Expanding the Vision" chapters
Educating the Public About Local Agriculture & Farmers' Markets
Getting Top Dollar for What You Sell at Farmers' Markets
Top Trends in Farmers' Markets

- Title** **The New Farmers' Market: Farm-Fresh Ideas for Producers, Managers & Communities**
- Author(s)** Vance Corum, Marcie Rosenzweig, Eric Gibson
- Year** 2001
- Citation** ISBN: 0-9632814-2-9
- Publisher** New World Publishing, Auburn, California
- Price** \$24.95; Free selections online
- Order** Available through local booksellers.
To order, send \$24.95 + \$4.50 s/h to QP Distribution, 22260 "C" St., Winfield, KS 67156
Credit card orders, call 888-281-5170. CA residents add \$1.75 tax.
Quantity order discounts, call (530) 823-3886.
Selections available at www.nwpub.net. See "Selections from New Farmers' Market" in this guide.
- Abstract** A wealth of practical information for producers, market managers, market planners and community members. Case studies and many quotes. For farmer/producers: Key concepts for establishing a successful farmers' market business; discovering niches; innovative strategies; creative marketing tips; ways to entice customers; record keeping; logistics of planting and harvesting for farmers' markets. For market managers: managing and promoting the market, setting up an Internet site, key market issues and challenges. For market planners: planning & starting a market, legal advice, dealing with rules and regulations, getting community support. For community: building community support, buying local agricultural products, Internet discussion groups, farmers' market resources. 272 pp.

Community Supported Agriculture

Title **Community Supported Agriculture (CSA) Farms by State (online)**

Author(s) Alternative Farming Systems Information Center

Year

Citation

Publisher The Alternative Farming Systems Information Center, Washington, D.C.

Price Free

Order Go to: www.nal.usda.gov/afsic/csa/csastate.htm

Abstract Find CSAs in your area with this online directory.

Title **Community Supported Agriculture Conference**

Author(s) UC Small Farm Center, Gerry Cohn, ed.

Year 1993

Citation NAL Call No. S494.5A65C65-1993

Publisher UC Small Farm Center, Davis, California

Price \$9.00

Order Contact the Small Farm Center
Phone: (530) 752-8136
FAX: (530) 752-7716

Abstract Summarizes four California farmers' presentations and panel discussions at a CSA conference. Includes an excerpt from Eric Gibson's "Sell What You Sow," additional articles, and an Annotated Bibliography and Resource Guide on alternative farming systems. 19 pp.

Community Supported Agriculture

- Title** **Community Supported Agriculture--Making the Connection: A 1995 Handbook for Producers**
- Author(s)** Bill Blake, Sharon K. Junge, Roger Ingram, Garth E. Veerkamp, UC Small Farm Center, Marcie A. Rosenzweig
- Year** 1995
- Citation** NAL Call No. S494.5.A65C66-1995
- Publisher** University of California Cooperative Extension, Placer County, Auburn, California
- Price** \$31.75 includes shipping and tax
- Order** Send your name, address, phone number, number of copies requested and a check, payable to UC Regents, to UC Cooperative Extension, Attn: CSA Handbook, 11477 E Avenue, Auburn, CA 95603. For information, call (916) 889-7385 or email ceplacer@ucdavis.edu.
- Abstract** This handbook is in loose leaf notebook format. Designed for CSA producers, it pulls together the experiences of innovative CSA farms around the country. In addition to narrative examples, the handbook includes sample charts and worksheets to use when designing CSA projects. It also provides detail on such topics as legal issues, writing newsletters, and post-harvest handling. 191 pp.

- Title** **Community Supported Agriculture: Business Management Series**
- Author(s)** Katherine Adam
- Year** 2002
- Citation**
- Publisher** Appropriate Technology Transfer for Rural Areas (ATTRA), Fayetteville, Arkansas
- Price** Free
- Order** Go to www.attra.org/attra-pub/csa.html
- Abstract** This site points the reader to a USDA site that give extensive information on CSAs and further references about CSAs. The USDA site gives regional as well as national information. <<http://www.nal.usda.gov/afsic/csa>>. 2pp.

Community Supported Agriculture

Title **Community Supported Agriculture: Local Food Systems for Iowa**
Author(s) Diane Mayerfeld, Jerry DeWitt, Ricardo Salvador, Shelly Gradwell
Year 1999
Citation PM-1692, 1999
Publisher Iowa State University Cooperative Extension Service, Ames, Iowa
Price Free
Order To download, go to <http://www.extension.iastate.edu/Publications/PM1692.pdf>
Abstract Offers general information on how CSAs work and outlines their advantages for producers and consumers. Some Iowa-specific information. Includes one-page resource list of organizations, handbooks, books, videos and articles. 4 pp.

Title **Community Supported Agriculture: Organizing a Successful CSA**
Author(s) Cathy Roth, Elizabeth Keen
Year 1999
Citation
Publisher UVM Center for Sustainable Agriculture, Burlington, Vermont
Price Single copies free of charge. Multiple copies may require a small s/h fee.
Order Go to www.uvm.edu/~susagctr/publications.html#CSA for order information.
Phone: (802) 656-5459 or email susagctr@zoo.uvm.edu.
If ordering by mail, send your order to:
The Center for Sustainable Agriculture
University of Vermont
590 Main Street
Burlington, VT 05405
Abstract Explains how a CSA works in terms of budget, crop variety, land, distribution systems, community-wide communication, and economic vitality. Makes suggestions regarding production, membership, and the future of community supported agriculture. Lists references. 8 pp.

Community Supported Agriculture

Title **Community Supported Agriculture: The Producer/ Consumer**

Author(s) Liz Manes

Year 1995

Citation XCM-189

Publisher Colorado State University Cooperative Extension, Fort Collins, Colorado

Price \$5.00 + \$3 s/h (First 2 pages free at www.uog.edu/cals/people)

Order Go to www.cerc.colostate.edu/titles/XCM189.html. Click "order here."
CERC
115 General Services Bldg.
Colorado State University
Fort Collins, CO 80523
Phone: (970) 491-6198; FAX: (970) 491-2961

Abstract Explains how community supported agriculture works, how money and members are managed, what's involved with distribution, risk factors, and how decisions are made. 10 pp.

Title **Sharing the Harvest: A Guide to Community Supported Agriculture**

Author(s) Liz Henderson, Robyn Van En

Year 1999

Citation

Publisher Chelsea Green in cooperation with SARE, White River Junction, Vermont

Price \$24.95 + \$5.00 s/h

Order Available through local booksellers.
Or go to www.chelseagreen.com
Search "Sharing the Harvest," click "buy this book" and follow ordering instructions.
Or call Chelsea Green sales at 1-800-639-4099

Abstract Foreword by Joan Dye Gussow. This handbook lays out the basic tenets of CSAs. It provides information for both farmers and consumers on starting and running a successful community farm project, and describes strategies that have worked (or not worked) for CSAs from Alaska to Florida. Sharing the Harvest should be of interest to both large and small farmers, consumers, backyard gardeners, food activists, chefs, and anyone who recognizes the benefits of "eating within the seasons." 270 pp.

Cooperatives

Title **Marketing for the Small Farmer: Marketing Cooperatives**

Author(s) Mark Gustafson, Chris Moulton

Year 1989

Citation #ANRP 010

Publisher UC Small Farm Center, Davis, CA

Price \$5.00

Order Sold as part of Family Farm Series: Marketing (#ANRP 010)
Contact the UC Davis Small Farm Center
Phone: (530) 752-8136
FAX: (530) 752-7716
For further information, visit: www.sfc.ucdavis.edu

Abstract Answers the questions:
What are marketing cooperatives? How can they benefit small farmers?
How are they established? And is a marketing cooperative right for you? 2 pp.
Also included in the series:
How to Establish and Operate a Roadside Stand
Marketing for the Small Farmer: Direct Marketing and Quality Control

Title **Starting an Agricultural Marketing Cooperative**

Author(s) UC Center for Cooperatives

Year 1994

Citation

Publisher UC Center for Cooperatives, Davis, California

Price \$10.00 (\$8.00 for volume orders >10)

Order Go to <http://anrcatalog.ucdavis.edu>
Click on Publications. Click on Agriculture & Natural Resources. Scroll down to title.
For ordering information, return to Publications page.

Abstract This publication answers key questions related to the development and operation of an agricultural marketing cooperative. It was written for the small-scale cooperative, but provides key information for any producer cooperative. Includes sample legal and accounting documents. 45 pp.

Farm to School / Selling to Institutions

- Title** "Innovative Marketing Opportunities for Small Farmers: Local Schools as Customers" (Four Bulletins)
1. Marketing Fresh Produce to Local Schools: The North Florida Cooperative Experience
2. Cultivating Schools as Customers in a Local Market: The New North Florida Cooperative
3. Acquiring Capital and Establishing a Credit History: The North Florida Cooperative Experience
4. Success of the New North Florida Cooperative: A Progress Report on Producer Direct Sales to School Districts
- Author(s)** Daniel Schofer et. al.
Year 1999
Citation Small Farmer Success Story, Bulletins 1-4
Publisher USDA, Washington, D.C.
Price Free
Order Go to www.ams.usda.gov/tmd/mta/publications.htm and scroll down. For more information or to obtain a copy of the report or the bulletins, contact Dan Schofer, USDA-AMS-TMP-MTA
1400 Independence Avenue, Room 1207-S
SW, Washington, D.C. 20250,
Phone: (202) 690-1170
FAX: (202) 690-3616
Or email Dan.Schofer@usda.gov.
- Abstract** Each of these bulletins summarizes a particular aspect of the North Florida Cooperative Project, a project targeted to inform small farmers across the country of the potential of innovative marketing enterprises. This series focuses on Farm to School enterprises. See complete results in "Innovative Marketing Opportunities for Small Farmers: Local Schools As Customers." 3 pp. each.

Farm to School / Selling to Institutions

Title **Farm To School: National Outlook**

Author(s) Southwest Oregon Resource Conservation & Development Council

Year 2001

Citation

Publisher Southwest Oregon Resource Conservation & Development Council, Grants Pass, Oregon

Price Free

Order Contact SW Oregon R&D Council at (541) 476-5906

Abstract This publication summarizes a statewide (Oregon) meeting of organizations involved, or interested in, farm-to-school projects. It includes practical information, project feasibility and development. Participants included representatives from California projects, the U.S. Department of Defense, the school food service sector, the chef community, a cooperative food store, agriculture and community agencies and the farming community. Participants identified opportunities and ideas to further their goals in making farm-to-school connections. 9 pp.

Title **Healthy Farms, Healthy Kids**

Author(s) Andrea Misako Azuma, Andrew Fisher

Year 2001

Citation

Publisher Community Food Security Coalition, funded by UC SAREP, Venice, California

Price \$12.00 + s/h (\$4.00 for up to \$20.00 order)

Order Go to www.foodsecurity.org
Choose publications. Click order form at bottom. Submit order online.

Abstract This report takes an in-depth look at the barriers and opportunities for school food services to purchase food directly from local farmers. It highlights case studies from seven farm-to-school programs in five different states. Includes lessons learned and policy recommendations. 64 pp.

Farm to School / Selling to Institutions

Title **How Local Farmers and School Food Service Buyers Are Building Alliances: Lessons Learned from the USDA Small Farm/School Meals Workshop, May 1, 2000**

Author(s) Debra Tropp, Surajudeen Olowolayemo

Year 2000

Citation

Publisher USDA, Agricultural Marketing Service, Washington, D.C.

Price Free

Order Go to: www.ams.usda.gov/tmd/localfar.pdf

Abstract Summarizes the highlights of the USDA Small Farm/ School Meals Initiative Southeast Regional Workshop, in which participants shared information and strategies aimed at boosting the use of locally produced fresh food in school cafeteria programs. Focuses on Kentucky experiences. Includes perspectives from food service directors. 82 pp.

Title **Innovative Marketing Opportunities for Small Farmers: Local Schools As Customers**

Author(s) Daniel P. Schofer, Glyen Holmes, Vonda Richardson, Charles Connerly

Year 2000

Citation

Publisher USDA, Washington, D.C.

Price Free

Order Go to : <http://www.ams.usda.gov/tmd/smlfarm.pdf>
View and print.

Abstract Results of North Florida Cooperative's two-year pilot project. The goal of the project was to create marketing opportunities for limited-resource growers and to serve local school districts with fresh agricultural products. Describes how the cooperative was organized and built into a successful business. Provides examples of practical solutions to the various challenges farmers faced along the way. Very thorough and useful case study. 61 pp.

Farm to School / Selling to Institutions

- Title** **Local Food Connections: From Farms to Schools**
- Author(s)** Mary Gregoire, Catherine A. Strohbahn, Jim Huss, Gary Huber, Robert Karp, Susan Klein, Richard Pirog
- Year** 2000
- Citation**
- Publisher** Iowa State University Extension, Ames, Iowa
- Price** Free
- Order** Go to www.extension.iastate.edu
Search title.
- Abstract** Presents the concerns of foodservice directors when considering the purchase of locally grown food. Directs producers in their effort to sell to local school districts as individual producers or through an organized group effort. 4 pp.

Direct Marketing Livestock

Title **Marketing out of the Mainstream: A Producer's Guide to Direct Marketing of Lamb and Wool**

Author(s) Tamra Kirkpatrick Kazmierczak, James B. Bell

Year 1992

Citation

Publisher American Sheep Industry Association
6911 South Yosemite, Suite 200

Price Free

Order Go to: www.sheepusa.org. At bottom of home page, click on Marketplace. Title is listed under category Lamb Marketing. Can download section by section or order entire document. For ordering information, click back to the home page.

Abstract Describes how to identify and target market outlets for lamb and wool, identify customers and methods of promotion and advertising, and manage direct marketing operations. Includes six appendices, including nutrition and processing information. 57 pp.

Title **Pastured Poultry Profit: Net \$25,000 in 6 Months on 20 Acres**

Author(s) Joel Salatin

Year 1996

Citation

Publisher Polyface Farms, Inc., Swoope, Virginia

Price \$28.00 -- \$35.00

Order Available through local booksellers
Or at www.chelseagreen.com

Abstract A how-to manual for direct marketing of poultry. 334 pp.

Direct Marketing Livestock

- Title** **Salad Bar Beef**
- Author(s)** Joel Salatin
- Year** 1996
- Citation** ISBN: 0-9638109-1-X
- Publisher** Polyface Farms, Inc., Swoope, Virginia
- Price** \$35.00
- Order** Available through local booksellers
Or at www.chelseagreen.com
- Abstract** This guide addresses production methods for raising beef on pasture, and how to market the final product. It shows how to make a significant profit with a small beef cattle operation, despite today's low cattle prices. 368 pp.

Roadside Stands / Markets

Title **Critique Checklist for a Roadside Market**

Author(s) David Seavey, Otho Wells

Year 1994

Citation Grower v. 94 no. 9 pp. 2-3, Sept. 94 (NAL Call No. SB321.G85)

Publisher Cooperative Extension Service, University of Connecticut, Storrs, Connecticut

Price Free

Order Go to www.hort.uconn.edu/agmarketing
Click on Title.

Abstract This publication includes a 79-question "Yes or No" checklist with the following categories: Customers, Image, Exterior Layout, Interior Layout, Equipment and Facilities, Display, Packaging, Pricing, and Personnel. Useful list for the many details required for establishing a roadside market. Includes many questions the beginning entrepreneur may not have considered. 2 pp.

Title **Facilities for Roadside Markets (NRAES-52)**

Author(s) Arthur W. Selders, Ransom Blakeley, Grant Wells, Robert Martin, Francis Gilman, Lynn Irwin, Otho Wells

Year 1992

Citation NRAES-52

Publisher Northeast Regional Agricultural Engineering Service (NRAES), Ithaca, New York

Price \$8.00

Order Go to <http://search.cas.psu.edu/pubs>
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Print and fill out order form; Mail to: Publications Distribution Center, Pennsylvania State University, 112 Agricultural Administration Building, University Park, PA 16802-2602.
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Abstract Designed for persons planning a large roadside market, this publication addresses the factors that

Roadside Stands / Markets

affect whether a market will succeed or fail. This is a good publication for people considering opening a roadside market or looking to improve or expand a current one. Three chapters cover site considerations (visibility and accessibility, utilities, drainage, zoning, and building ordinances); market layout (areas for sales, preparation, and shipping and receiving); and market structure and facilities (parking, lighting, fire protection, security and more). Also included are 26 illustrations, four tables and two sets of plans. Very detailed and specific. 32 pp.

Title **Family Farm Series: How to Establish & Operate a Roadside Stand**

Author(s) Michelle Woods, Anne Zumwalt

Year 1990

Citation ANRP 010

Publisher UC Small Farm Center, Davis, CA

Price \$5.00

Order Sold as part of Family Farm Series: Marketing (Sold as a series only #ANRP 010)
 Contact the Small Farm Center
 Phone: (530) 752-8136
 FAX: (530) 752-7716
 For further information, visit: www.sfc.ucdavis.edu

Abstract This publication is full of specific information about what is involved in the planning, evaluating, merchandising, promotion and advertising of a roadside stand. Factors to consider before opening a roadside stand and sample ledgers. 29 pp. Also included in series: Marketing for the Small Farmer: Direct Marketing and Quality Control; Marketing Cooperatives.

Title **Plan the Farm Market**

Author(s) Carl L. German, Richard VanVranken

Year 2000

Citation A sub-site of Agri-Culture Health

Publisher Agricultural Experiment Station, Cooperative Extension Service, Delaware

Price Free

Order Go to www.agri-culturehealth.com
 Click on "Agri-Marketing," then "Plan the Market."
 Start at Introduction and click next at the bottom of each page.

Abstract This guide outlines the process involved in establishing a new, or improving an existing farm retail market operation. Covers marketing, budgeting and management considerations, including market layout, product handling, merchandising, pricing, and customer service. Additional sources of information provided. Includes worksheets, cash flow, budgeting and auditing information. About 10pp. Can be downloaded.

Selling to Restaurants

Title **Selling Produce to Restaurants, A Marketing Guide for Small**

Author(s) Diane Green

Year 1999

Citation

Publisher Greentree Naturals, Sandpoint, Idaho

Price \$10.00

Order Contact Diane Green at
Greentree Naturals
2003 Rapid Lightening Road
Sandpoint, ID 83864
Phone: (208) 263-8957 or Email: greentree@coldreams.com

Abstract A handy 5x8" how-to booklet based on the author's successful marketing venue. It includes a sample restaurant market survey as well as chapters on taking advantage of a tourism economy, deciding priorities, developing alternative markets, restaurant selection, what to grow, pricing, other marketing opportunities, deliveries and sales, and working with other groups. 49 pp.

Value-added Production / Marketing

- Title** **Adding Value for Sustainability: A Guidebook for Cooperative Extension Agents and Other Agriculture Professionals**
- Author(s)** Kristen Markley, Duncan Hilchey
- Year** 1998
- Citation**
- Publisher** Pennsylvania Association for Sustainable Agriculture and the Cornell Farming Alternatives Program, Milheim, Pennsylvania
- Price** \$8.50 + \$3.00 s/h
- Order** Go to www.cals.cornell.edu/agfoodcommunity/afs_temp1.cfm?topicID=86
Send check (payable to Cornell University) to:
Community Food & Agriculture Program
216 Warren Hall
Cornell University
Ithaca, NY, 14853
Phone: (607) 255-9832
- Abstract** This is a detailed guidebook for developing small-scale, value-added food processing enterprises. It includes practical information on finding a niche market, locating sources for covering capital expenses, coping with food safety and other regulations, processing, financing, marketing and building strategies for community support. Uses case studies and gives references. Users are encouraged to copy pages and develop handouts or overheads from the guidebook to educate others (authors and source must be cited). Specific, detailed, thorough and interesting. 75 pp. plus reproducible handouts.
-
- Title** **Keys to Success in Value-Added Agriculture**
- Author(s)** Holly Born
- Year** 2001
- Citation**
- Publisher** SSAWG & ATTRA, Fayetteville, Arkansas
- Price** Free
- Order** Go to: www.attra.org/attra-pub/keystosuccess.html
Call to order: 1-800-346-9140
FAX: (479) 442-9842
- Abstract** Fourteen farmers in the Southern U.S. relate lessons they learned in adding value to their farm products, marketing directly to consumers, and the keys to their success in value-added agriculture. Very well organized. Valuable sections on "Keys to Success in the Short Run" and "Keys to Success in the Long Run." 24 pp.

Value-added Production / Marketing

Title **Making it on the Farm: Increasing Sustainability Through Value-Added Processing and Marketing**

Author(s) Southern Sustainable Agriculture Working Group

Year 1996

Citation

Publisher Southern Sustainable Agriculture Working Group Publications, Elkins, Arkansas

Price \$12 (includes s/h)

Order Make check payable to "Southern SAWG" and send to:
Southern SAWG Publications
P.O. Box 324
Elkins, AR 72727
Phone: (501) 587-0888
Email: ssfarm@lynks.com

Abstract This booklet is written for farmers who want to do more of their own processing, packaging, labeling and marketing, as well as rural community leaders who want to encourage farm-based value-added businesses in their communities. Southern farmers and ranchers who are adding value to their products describe their practices and discuss ten keys to success. Includes a list of resources. 40 pp.

Title **Market Planning for Value-Added Agriculture Products**

Author(s) Lynda Brushett, Gregory Franklin

Year 2001

Citation

Publisher University of New Hampshire, Cooperative Extension, Durham, New Hampshire

Price \$13.75 plus \$5.00 s/h for one copy. For more copies it will then depend on the weight.

Order Contact: the University of New Hampshire Cooperative Extension Publication Center
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16 Nesmith Hall
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Abstract This publication is a market planning workbook, and compilation of special topic articles. Topics include practical market research, pricing, break-even analysis, product differentiation and direct-to-consumer markets. Worksheets and organizers make this publication a useful tool. 50 pp.