



DIRECT MARKETING : RESOURCES

BUSINESS MANAGEMENT SERIES

ATTRA is the national sustainable agriculture information center funded by the USDA's Rural Business - Cooperative Service

Sustainable Farming programs, such as those as Cornell University and the University of California, are often the best sources of recently published guides, as are private initiatives such as the Hartford Food Project. Increasingly, such information is most easily accessed through the Internet. Extension personnel in several states say that all their current publications are listed (and should be accessed) on their websites, as did other organizations.

For out-of-print Extension publications, a U.S. Government Documents repository (generally located at a major landgrant university) or private library may provide access.

Publications which inform small farmers and specialty growers on direct marketing options include The Business of Herbs, Small Farm Today, Growing for Market, and the new electronic publication Sustainable Farming Connection at <http://sunsite.unc.edu/farming-connection>.

A variety of conferences on marketing and agriculture are held every year around the country. The largest is the national North American Farmers' Direct Marketing conference held at the beginning of each year. The Year 2000 conference will be held on February 10-12 Cincinnati, OH. For information on conferences or proceedings, contact Vicki Parker-Clark at (208) 667-6426. (There is no conference website this year.) Information on the annual Mid-Atlantic Direct Marketing Conference, usually held in mid February, may be obtained from Dr. Ramu Govindasamy at Rutgers Coop Extension at 732-932-9171, ext. 25.

Publications

Beck-Chenowith, Herman. No. date. Free-range Poultry Production & Marketing. [3-ring binder]. Back Forty Books, Creola, OH. 120 p.
Order for \$39.50 + \$4.50 s/h from Back Forty Books, 26328 Locust Grove Road, Creola, OH 45622. Call (740) 596-4379 for information about short courses for farmers.

Byczynski, Lynn. 1997. The Flower Farmer; An Organic Grower's Guide to Raising and Selling Cut Flowers. Chelsea Green Publications, VT.
*Chelsea Green Publications, VT.
P.O. Box 428
205 Gates Briggs Bldg.
River Junction, VT 05001.
800-639-4099*

Campidonica, Mark. 1997. How to Find Agricultural Information on the Internet. Publication 3387. University of California.

*Walks readers through real life examples of how farmers and others have used e-mail and the Internet to improve their business. Available for \$15 ppd from: UC DANR Communication Services
6701 San Pablo Avenue
Oakland, CA 94608-1239
800-994-8849 or 510-642-2431
Internet address is www.sarep.ucdavis.edu/*

CAPAP (ed.). 1990. The Alternative Field Crops Manual. Center for Alternative Animal and Plant products, Minnesota.
Provides information on the production of many minor or new field crops. Costs \$45. Also available is the Alternative Agricultural Opportunities, a bibliography listing over 1600 articles on alternative plants and animals. Cost is \$5. Contact:

Publications: (continued)

CAPAP
352 Alderman Hall
1970 Folwell Avenue
St. Paul, MN 55108.
612-625-4707; FAX 612-625-4237
<http://capap.coafes.umn.edu>

Desai, Mihir. 1994. The U.S. Market For Miscellaneous Oriental Vegetables. A Lac Tech Report, U.S. Agency for International Development, Washington, D.C. 20523. Available free from USAID.

Economic Research Service (ERS) ed. No date. Agricultural Research and Development, Public and Private Investments Under Alternative Markets and Institutions. AER-735. ERS-NASS, Virginia. (703) 605-6900. A copy may be obtained by sending a check or money order for \$29.50 to:
ERS-NASS
5285 Port Royal Road
Springfield VA 22161
800-999-6779
See publication at www.econ.ag.gov/
Order from ers.nass@ntis.fedworld.gov

Engel, Allison and Engel, Margaret. 1991. Food Finds—America's Best Local Foods and the People Who Produce Them. Harper Perennial, New York, NY. 346 p.

Gibson, Eric. 2000 [in press]. The New Farmers Markets. New World Publishing, Vista, CA.

Gibson, Eric. 1996. Farmers Markets 96: The What's Hot/What's Not Guide for Growers and Managers. New World Publishing, Vista, CA. 12 p.
Interviews with market managers and vendors from around the country. Available for \$5 from:
New World Publishing
3037 Grass Valley Highway #8185
Auburn CA 95602
916-823-3886

Gibson, Eric. 1994. Sell What You Sow! The Grower's Guide to Successful Produce Marketing. 302 p. Available for \$25.50 from New World Publishing (see above address).

Gregson, Bob and Gregson, Bonnie. 1996. Rebirth of the Small Family Farm. IMF Associates, WA. 65 p.

The book focuses on what to grow and how to sell it. Available for \$9.95 (\$10.65 for WA residents) from:
IMF Associates
PO Box 2542
Vashon Island, WA 98070.

Growing For Market (ed.) Marketing Your Produce: Ideas For Small-Scale Farmers.
Fairplain Publications
P.O. Box 365
Auburn, KS 66402.

Grubinger, Vernon. 1999. Sustainable Vegetable Production from Start-Up to Market. NRAES. Cornell Cooperative Extension, Ithaca, NY. \$49.85.

Hakenson, Dan. 1995. The Small Commercial Garden: How to Make \$10,000 A Year In Your Backyard. 198 p. Send \$20.90 (ND residents \$20.98) to:
PC-Services
PO Box 7294
Bismarck, ND 58507-7294.
800-871-4296.

Hall, Charles R. And Johnson, Jeff L. 1992. A Guide To Successful Direct Marketing. Texas Agricultural Extension Service, Texas A&M University, College Station, Texas. 32 p.
Send \$12 by check payable to:
Account 5500 Texas Extension Education Foundation
Attn: Charles Hall
464 Blocker Building
College Station, TX 77843-2124
409-845-1772

Hall, Stephen F. From Kitchen to Market; Selling Your Gourmet Food Specialty. Upstart Publishing. Available for \$24.95 from:
Upstart Publishing
155 N. Wacker,
Chicago, IL 60606.
800-235-8866.

Hamilton, Neil D. 1999. The Legal Guide for Direct Farm Marketing. USDA/SARE grant. 235 p.
Order for \$20.00 from:
Agricultural Law Center
Drake University
Des Moines, IA 50311
515-271-2947

Publications: (continued)

Henderson, Elizabeth with Robyn Van En. 1999. Sharing the Harvest: A Guide to Community Supported Agriculture. Chelsea Green Publishing, White River Junction, VT. \$25.00.

Order from Chelsea Green Publ., 205 Gates-Briggs Bldg., P.O. Box 428, White River Junction, VT 05001.

(800) 639-4099

<http://www.chelseagreen.com>

Ishee, Jeff. 1997. Dynamic Farmers' Marketing. Bittersweet Farmstead, 130 p. *Bittersweet Farmstead
P.O. Box 52
Middlebrook, VA 24459
Describes how family farmers can make the best of the explosive growth in farmers' markets. Copies may be obtained by calling 540-886-8477. Send 14.95 plus \$2.50 shipping and handling.*

Island Meadow Farm (ed.) Fifty Small Farm Ideas. *Send \$3.75 to:
Island Meadow Farm
295 Sharpe Road
Anacortes-Fidalgo Island, Washington, 98221.*

Jenkins, R.P. 1991. Establishing and Operating A Farmers' Market: A Manual for Sponsors, Boards of Directors, and Managers of Farmers' Markets. University of Tennessee Agricultural Extension Service. 24 p. Order as Pub. 847 from: Wanda Russell, Co-op Ext. (423) 974-7360

Jozwik, Francis X. How To Make Money Growing Plants, Trees and Flowers: A Guide to Profitable Earth-Friendly Ventures. Andmar Press. 180 p. *Andmar Press
P.O. Box 217
Mills, WY 82644.
Also by the same author:
Perennials For Profit or Pleasure: How To Grow and Sell in Your Own Backyard. 80 p.*

Kamoroff, Bernard. 1992. Small-Time Operator: How to Start Your Own Small Business, Keep Your Books, Pay Your Taxes and Stay Out of Trouble! Bell Springs Publishing, Laytonville, CA 95454. 188 p.

Larkin, Geraldine A. 1992. 12 Simple Steps to a Winning Marketing Plan. Probus Publishing Co., Chicago, IL. 217 p.

Lee, Andy. 1993. Backyard Market Gardening: The Entrepreneur's Guide to Selling What You Grow. Good Earth Publications. 351 p. *Good Earth Publications
P.O. Box 898
Burlington VT 05482
Practical guide on growing food for income. Describes membership gardens, CSA, growing for restaurants, producers' cooperatives, farmers' market et. To order call 802-425-3201 or e-mail goodearth@jgc.apc.org.*

Makus, L.D. et al. 1993. Planning Your Business. CIS 978. University of Idaho, Coop. Extension System. Ord. #422 Available for 50 cents from: *Ag. Publications
Idaho Street
University of Idaho
Moscow, ID 83844-2240.
208-885-7982.
<http://info.ag.uidaho.edu/Catalog/>*

Also available are:

Makus, L.D., J.F. Guenther, and J.C. Foltz. 1992. IS942. Pricing Nontraditional Products and Services. Cooperative Extension, University of Idaho. 4 p. Ord. #386. *and:*

Parker-Clark, V.J. 1992. Marketing Your Produce Directly To Consumers. University of Idaho, Coop. Extension System. 6 p. Ord. # 620.

Parker-Clark, V.J. 1989. Assessing the Potential for Farm and Ranch Recreation. *EXT699, Ord. #596. \$1.00.*

Smathers, R.L. 1992. Understanding Budgets and the Budgeting Process. CIS 945. University of Idaho Coop. Extension, Moscow, ID. 5 p. *Order. 389. \$1.00.*

Maue, Patricia et al. 1995. Growing Your Own Specialty Food Business - From Farm to Kitchen to Market. Publication of the NYS Small Business Development Center, Ulster County Community College, Stone Ridge, NY.

MSAWG (compiler). 1996. Direct Marketing Resource Notebook. Midwest Sustainable Agriculture Working Group. *Contains over 100 pages of practical information on direct marketing with examples of farmers, contacts for state and federal marketing regulations in the*

Publications: (continued)

midwestern states, and other resources. Send check for \$20 (NE residents add \$1 per copy) payable to: Nebraska Sustainable Agriculture Society An update of this book is being planned for 2000.

*PO. Box 736
Hartington, NE 68739
402-254-2289.*

Mississippi's Southern Rural Development Center produced the Food Processing Industry—Resource Directory (1997) as a step toward addressing food processing development issues in the southern region. SRDC #205 is currently out of print, but hard copies, when available, will be \$10 from:

*SRDC
Box9656
Mississippi State, MS 39762.
601-325-3207*

NRAES. No date. Facilities For Roadside Markets. Northeast Regional Agricultural Engineering Service (NRAES) Cornell University Ithaca, NY 14853-5701.

The booklet, NRAES-52, is available for \$5.50. Also available from NRAES are:

Farming Alternatives: A Guide to Evaluating the Feasibility of New Farm-Based Enterprises (NRAES-32) for \$8 plus \$3.50 s&h and Produce Handling For Direct Marketing (NRAES-51) \$7 plus s&h. Write to:

*NRAES
152 Riley-Robb Hall
Cornell University
Ithaca, New York 14853.
607-255-7654; FAX 607-254-8770*

Nebraska Extension (ed.) Setting Up Your Own Business: Financing Your Business (NebFact 96-278). Note: Only available from NE county extension offices. See www.ianr.unl.edu/pubs.

Nebraska Sustainable Agriculture Society. No date. The Direct Market Resource Notebook. Hartington, NE 68739.

*To order, send \$20 to:
NSAS, P.O.
Box 736,
Hartington, NE 68739.
402-254-2289.*

O'Neill, Kelly. 1997. Emerging Markets for Family Farms. Center for Rural Affairs, Walthill, Nebraska. 62 p. Available for \$7 from: CRA
PO Box 406
Walthill, NE 68067-0406.
402-846-5428.

Pacific Northwest Coop. Extension (ed.) 1980. Farmer-to-Consumer Marketing: An Overview. Published by Washington State University Coop Extension, Oregon State University Coop. Extension, University of Idaho Coop. Extension and the USDA. Also available are:

- ✓1. *Farmer-to-Consumer Marketing: An Overview*
- ✓2. *Farmer-to-Consumer Marketing: Production and Marketing Costs*
- ✓3. *Farmer-to-Consumer Marketing: Merchandising, Pricing and Promotional Strategies*
- ✓4. *Farmer-to-Consumer Marketing: Place of Business and Product Quality*
- ✓5. *Farmer-to-Consumer Marketing: Personnel Management*
- ✓6. *Farmer-to-Consumer Marketing: Financial Management*

Order on-line at::

http://caheinfo.wsa.edu/pub_home-page/pub.html

Packer, The (ed.) [Yearly]. The Packer's Produce Availability and Merchandising Guide. The Packer, Lenexa, Kansas.

Information about display and promotion, post-harvest handling of major vegetable and fruit crops. Also publishes Fresh Trends annually.

Contact:

*The Packer 2000 Guide
Circulation Department
10901 West 84th Terrace
Suite 20, Lenexa, KS 66214.
800-255-5116.*

Visit <http://www.thepacker.com>. The 1998 guide will be available in June.

Richards, Keith and Wechsler, Deborah S. 1996.

Making It On The Farm. Increasing Sustainability Through Value-Added Processing and Marketing. Southern Sustainable Agriculture Working Group.

For copies, send check for \$12 payable to SSAWG Publications

*PO Box 324
Elkins, AR 72727*

Publications: (continued)

Rocky Mountain Institute (ed.) 1987. "Marketing," How To Survive As A Small Farmer. Rocky Mountain Institute. 40 p.
*Rocky Mountain Institute
1739 Snowmass Creek Road,
Snowmass, CO 81654*

Salatin, Joel. 1995. Salad Bar Beef. Polyface, Inc., Swoope, VA. 368 p.

Salatin, Joel. 1993. Pastured Poultry Profits. Polyface, Inc., Swoope, VA. 330 p.

Salt, Steve. 1999. Specialty Ethnic Produce. *Order from Steve Salt, Green Valley Farm, Kirksville, MO. E-mail: saltsgvf@istlaplata.net.*

Schermerhorn, R. W. 1991. Is Your Agribusiness Project Feasible? University of GA Cooperative Extension, Athens, GA. 15 p. At: <http://www.ces.uga.edu/pubed/b1066-2.html>.

Schmidt and Acock. Marketing Fruits and Vegetables. #570. Mississippi State Extension, Mississippi State, MS 39762.

Smith, Lauren K. and Cathy Roth (ed.) 1993. To Market! To Market!: Promotional Ideas That Will Bring Customers to Your Farmers' Market. AG-MARK. Cooperative Extension, University of Massachusetts, Pittsfield, MA. 20 p. To order a copy of this booklet, send \$1.50 to:
*US Extension Bookstore
Draper Hall, B32010
Amherst, MA 01003-2010
413-448-8285. (no phone orders)*

Sullivan, G.H. et al. 1981. Direct Farm to Consumer Marketing: A Profitable Alternative for Family Farm Operations. #HO-160. Purdue University Extension Service, West Lafayette, IN 47907. Sustainable Agriculture Research & Education. 1999. Farming for Profit, Stewardship & Community. Tipsheet #2: Add Value Through Marketing.
<http://www.sare.org/san/tipsheet/tip2.htm>. 3 p.

University of California (ed.) 1999. Specialty and Minor Crops Handbook. Publication #3346. Division of Ag. and Natural Resources, Oakland, CA.

Available from the Small Farm Center for \$30 (see list of organizations for address).

University of California (ed.) No date. Growing Across the Seasons: A Season and Harvest Extension Guide for the Small-Acreage Farmer. UC Extension. Available for \$13.73 ppd from:
*UC Coop Extension
11477 E. Avenue
Auburn, CA 95603
Should I Sell at the Farmer's Market available from UC Davis Coop Extension, Davis, CA 95616*

University of Delaware (ed.) No date. Guide to Planning the Farm Retail Market. University of Delaware Cooperative Extension. 85 p. Available from:
*University of Delaware
College of Agricultural Sciences
Ag. Experimental Station Cooperative Extension
Newark, DE 19717-1303*

University of Illinois Urbana-Champaign College of Agriculture(ed.) 1990. A Grower's Guide to Marketing Fruits, Vegetables and Herbs in Illinois. Available from:
*Cooperative Extension Publications
69 Mumford Hall
1301 West Gregory Drive
Urbana, IL 61801*

University of Wisconsin (ed.) No date. Direct Marketing of Farm Produce and Home Goods. Coop Extension. Available from:
*Extension Publications
630 W. Mifflin St. Room 170
Madison, WI 53703-2636
608-262-3346*

Wallin, Craig. 1989. Backyard Cash Crops: The Sourcebook for Growing and Selling Over 200 High-Value Specialty Crops, Homestead Design, Inc., Friday Harbor, WA. 231 p.

Whatley, Booker T. 1987. How To Make \$100,000 Farming 25 Acres. Regenerative Ag. Association, Emmaus, PA. 1987.
*Focuses on location, crop selection and mix, and marketing. Gives insight on marketing strategies, equipment, high value crops. Available for \$22.50 from:
American Botanist Sellers
P.O. Box 532, Chillicothe IL 61523.
309-274-5254; FAX: 309-274-6143.*

Directories:

National Organic Directory (400 + p)
Available for \$50.95 (CA residents add \$3.48)
from:
CAFF
PO Box 363
Davis, CA 95617
800-852-3832
(lists farmers, buyers, and brokers, sustainable agriculture publications, organic certification groups, state laws etc.)

Agencies/Associations:

Alternative Farming Systems Information Center
National Ag. Library
10301 Baltimore Avenue, Room 304
Beltsville, MD 20705-2351
301-504-6559;
E-mail: afsic@nal.usda.gov

Farming Alternatives Program
17 Warren Hall
Cornell University
Ithaca, NY 14853
607-255-9832

Food and Agricultural Products Research and
Technology Center
Oklahoma State University
Stillwater, OK
The Center's objective is to help develop successful value-added enterprises in OK. For a free fax subscription to the Food Fax Newsletter, fax a request to Peter Muriana at 405-744-6313 or call him at 405-744-5563.

Food Processing Center
University of Nebraska
60 Filley Hall
Lincoln, NE 68583-0928
402-472-5791
Contact Allis Burney
The Entrepreneur Assistance Program helps prospective manufacturers with issues like product development, food safety, market research and selection, packaging and label design, business risk protection, product pricing, image development, regulatory issues, etc.

Hartford Food System (Mark Winne)
509 Wethersfield Ave.
Hartford, CT 06114
860-296-9325; FAX: 860-296-8326

Institute of Food Technologists
221 N. LaSalle St., Suite 300
Chicago, IL 60601
800-IFT-FOOD

Missouri Alternatives Center
628 Clark Hall
Colombia, MO 65211
573-882-1905 or 800-433-3704
Provides information on alternative crops, small farm options and alternative rural opportunities.

National Farmers Direct Marketing Association
14850 Countryside Drive
Aurora, OR 97002
503-678-2455

Organic Farmer's Marketing Association
8364 S. State Road 39
Clayton, IN 46188
317-539-6935; E-mail: cvof@iquest.net
Publishes The Organic Organizer.

Restorative Development Initiative
Collective Heritage Institute
826 Camino de Monte Rey, Suite A6
Sante Fe, New Mexico 87505
505-986-0366; FAX 505-986-1644
Program linking family farmers, including native American growers, directly with progressive companies and markets to facilitate the creation of an alternative agricultural economy outside the commodities market.

Small Farm Center
University of California
Davis, CA 95616-8699
916-752-8136
Published the Specialty and Minor Crops Handbook that describes seed sources, cultivation, production and marketing alternatives for 62 crops. A bimonthly newsletter called Small Farm News is also published. Also available are Considerations in Enterprise Selection, How to Determine Your Cost of Production, Direct Marketing and Quality Control, Marketing Cooperatives, and Setting Up a Roadside Stand, three booklets that cover marketing opportunities for small farmers, and the Small Farm Handbook (169 pp, \$24.55) an easy to follow book for prospective farmers, new farmers and farmers who want to start new enterprises.

Agencies/Associations: (continued)

USDA/RBS Program
Stop 3201, 1400 Independence Avenue S.W.
Washington, D.C. 20250-3201
202-690-4730]

(Rural Business-Cooperative Service (RBS) helps farmers and other rural residents develop cooperatives to obtain supplies and services at lower cost and to get better prices for the products; advises rural residents on developing existing resources through cooperative action to enhance rural living; helps cooperatives improve services and operating efficiency; informs members, directors, employees, and the public on how cooperatives work and benefit their members and their communities; and encourages international cooperative programs. RBS also publishes research and educational materials, including the Farmer Cooperatives magazine).

Periodicals:

Acreage Advisor
15400 N 56th St.
Lincoln, NE 65814-9706
402-785-2220

Bimonthly 24-page publication geared toward the small farm and acreage owner. One year subscription is \$9.95. Contact Phil Pfeiffer.

American Fruit Grower
American Vegetable Grower
Meister Publishing Co.
37733 Euclid Avenue
Willoughby, OH 44094
216-942-2000

The Business of Herbs
439 Ponderosa Way
Jemez Springs, NM 87025-8036
505-829-3448; FAX 505-829-3449
E-mail: olives@jemez.com
Bimonthly, \$20 per year.

Country Journal
P.O. Box 500
Mt. Morris, IL 61054

Farm Direct Marketing Digest
P.O. Box 4612
Pasco, WA 99302
509-547-5538; FAX 509-547-5563

Farmers Market Monthly and Farmers Market
Outlook
PO Box 4220
Culver City, CA 90231
310-673-8366

Bi-monthly newsletters on California's farmers markets. Carries farmer profiles, updates on new crops, legal and regulatory issues, interviews with chefs, authors, policy-makers and others with and interest in farmers markets. Annual subscription costs \$20.

Farming Alternatives Newsletter
c/o Farming Alternatives Program
17 Warren Hall
Cornell University
Ithaca, NY 14853
607-255-9832

Gourmet News
PO Box 1056
Yarmouth, ME 04096

The Gourmet Retailer
3301 Ponce de Leon Boulevard, Suite 300
Coral Gables, FL 33134
305-446-3388

Growing for Market
Fairplain Publications
P.O. Box 365
Auburn, KS 66402
Subscription is \$24/yr.

Labels: Linking Consumers and Producers
Free monthly electronic newsletter from the Institute for Agriculture and Trade Policy that provides news, events and resources related to the labeling of products for environmental, social and regional sustainability. To subscribe, send e-mail to majordomo@igc.apc.org. Leave subject blank. In body, type subscribe label-news.

MFA Marketing Digest
Minnesota Food Association
2395 University Avenue, Room 309
St. Paul, MN 55114
612-644-2038

Contact: Anne deMeurisse
Reports information of interest to small-scale food producers and processors who are creating a sustainable food system in Minnesota. Features profiles of producers, processors and buyers.

Periodicals: (continued)

Maine Organic Farmer and Gardener
PO Box 2176
283 Water Street
Farrell Building, 4th Floor
Augusta, ME 04338
207-622-3118

The March-May issue 1996 is full of marketing and production ideas from the Farmer-to Farmer conference. Back issues are available for \$4.50.

The Packer
10901 West 84th Terrace
Suite 20
Lenexa, KS 66214
800-255-5116

Gives weekly news about marketing and production of fruits and vegetables. Produces The Packer's Produce Availability and Merchandising Guide with information on vegetable and fruit crops, display and promotion, post-harvest handling, major production areas and other useful details.

Produce Business
Phoenix Media Network
P.O. Box 810425
Boca Raton, FL 33481
561-447-0810

A monthly magazine available for \$48. Ask for Fran.

Rural Enterprise
P.O. Box 878
Menomonee Falls, WI 53052-0878
414-255-0100

(discontinued but some back (1986-1992) issues still available. \$3 each.)

Small Farm Digest
USDA-CSREES
Mail Stop 2220
1400 Independence Avenue S. W.
Washington, DC 20250-2220
800-583-3071; FAX 202-401-5179
smallfarm@reeusda.gov

Free quarterly newsletter on farm-related trends and developments, announcements, etc. Also available from this office is the "Getting Started in Farming" series and other factsheets. See <http://www.reeusda.gov/smallfarm>.

Small Farm Today
3903 Ridgetrail Road
Clark, MO 65243-9525
800-633-2535

Specialty Crop Digest
Homestead Design, Inc.
P.O. Box 1058
Bellingham, WA 98227
360-676-5647

Stockman Grass Farmer
P.O. Box 2300
Ridgeland, MS 39158-2300
800-748-9808

University of Wisconsin Coop Extension
Direct Marketing Newsletter
c/o John Cottingham
Ag. Marketing Specialist
717 Pioneer Tower
University of Wisconsin, Platteville
Platteville, WI 53818-3099
608-342-1392

Videos and Audios:

High-Value Marketing, 1992. Farmer-To-Farmer Series. Rodale Press, Emmaus, PA.

*To order, send \$29.95 to:
Farm Videos, c/o Rooy Media
7407 Hilltop Drive, Frederick, MD 21702
301-473-8797
Contact Rooy Media for other titles in the series.*

Gerber, Michael. 1995. The E Myth Seminar.
Nightingale-Conant Corp., Niles, IL
(Six sound cassettes on how to run a business. Suggests that most businesses are started by people who want to turn a beloved interest into an occupation.)

Databases and listservs:

Foodline is a trio of databases providing international coverage of food marketing, technical and regulatory information. Foodline: International Food Market Data is a bibliographic database of global market information from approximately 250 food and beverage and related publications, Foodline: Food Science and Technology, which consists of abstracts from over 550 journals, books, reports and papers; and Foodline: Current Food Legislation, a database summarizing provisions of current food additive regulations and food composition and labeling standards for the U.S. and seven European Union countries.

The USDA's market news service gives daily or weekly updates on wholesale produce/herb/cut flower prices.

<http://www.ams.usda.gov/marketnews.htm>

Databases and listservs: (cont.)

The Maine Organic Farmers and Gardeners Association started a bi-weekly price report in 1996. Prices are compiled by interviewing 20 farms about what they are charging for currently available organic produce. Items for which retail and wholesale prices are listed include vegetables, berries, tree fruit, herbs, bunched flowers, seedlings, and organic meats. Report available by mail for \$10 per season from:

*MOFGA,
PO Box 2176,
Augusta, ME 04338.*

The Massachusetts Department of Ag. Has information on farmers' markets and direct marketing, mail order businesses at their website www.massgrown.org

For 12 years of research reports, including marketing, try the SARE database at www.sare.org/san/projects/.

New Crop Resource Online Program at <http://www.hort.purdue.edu/newcrop> provides a look at new and specialty crops.

*A discussion group about marketing is available on the Internet. To subscribe to direct-mkt, send the following message to majordomo@reeusda.gov
subscribe direct-mkt*

*For a similar discussion group for small farmers, send message to majordomo@reeusda.gov
Leave subject blank. In the body, type: subscribe
smallfarm-mg*

Organic Farmers Marketing Association web site has a public page and a private page where certified organic farmers can discuss markets, prices and other subjects. The private page is open only to members of the Organic Farmers Marketing Association. Send \$25 to:

*OFMA
PO Box 159
La Farge, WI 54639*

Or look up <http://www.iquest.net/ofma/>

*SMALLFARM-MG is a listserv that identifies small farm contacts, farmers and others interested in strengthening the capacity of small and mid-size farmers to improve their income through a systems approach. To subscribe, send mail to majordomo@reeusda.gov. Leave subject blank. In the body, type subscribe smallfarm-mg
Sustainable Farming Connection is an interactive website with innovative production and marketing information. Visit <http://sunsite.unc.edu/farming-connection>
Contact:*

USDA

*AMS, F&V Division
Market News Branch, Room 2503
South Building,
PO Box 96456
Washington DC 20090-6456
<http://www.ams.usda.gov/marketnews.htm>*

A privately published report called the Organic Market News is available for \$65/year by mail and \$75 by fax. Contact

*Farmer's Information Network
PO Box 2067
Santa Clara, CA 95055
408-247-6778*

Another is the Organic Food Business News Fax Bulletin available for \$205 and published by:

*Hotline Printing and Publishing
P.O. Box 161132
Altamonte Springs, FL 32716
407-628-1377*

A private website promising Today's Market Prices has, as of October 1999, "reopened the registration to consult" their daily and historical prices database, free of charge. See <http://www.todaymarket.com> for culinary herbs, fruits, and vegetables.

The CA-based federal-State Market News Service gives daily reports of prices and supplies, annual summaries of shipments and prices.

*California Department of Food & Agriculture
Division of Marketing Services
State Market News Service
1220 N Street
Room 126
Sacramento, CA 95814
(916)654-1240
<http://www.cdfa.ca.gov>*

Prepared by Katherine Adam, Radhika Balasubrahmanyam, and Holly Born

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