Direct Marketing and Related Topics

January 1991 - December 1996

Quick Bibliography Series no. QB 97-02

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National Agricultural Library Cataloging Record

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(Quick bibliography series ; 97-02)
1. Farms--Marketing--Bibliography. 2. Direct marketing--Bibliography.
aZ5071.N3 no.97-02

Search Strategy
SET DESCRIPTION

1  ((MARKET* or SELL*) near (DIRECT or DIRECTLY))TI,DE,ID
2  (FARM DIRECT)TI,DE,ID
3  (((FARM PRODUCE) or (PRODUCE TRADE) or (MARKET* COOP*)) and ((SMALL FARM*) or (FAMILY FARM*) or BACKYARD or GARDEN*))TI,DE,ID
4  (MARKET* CLUB*)TI,DE,ID
5  (NICHE near MARKET*)TI,DE,ID
6  (((FARM* or RANCH* or (AGRICULTURAL LAND)) with TOURIS*) or (AGRITOURIS*)) TI,DE,ID
7  ((U PICK) or UPICK or PYO or (PICK YOUR OWN))TI,DE,ID
8  (MARKET* and (ROADSIDE or (MAIL ORDER*) or (SMALL FARMS) or (FAMILY FARM*)))TI,DE,ID
9  ((COMMUNITY SUPPORTED) near (AGRICULTURE or FARM*))TI,DE,ID
10  ((FARM* or RANCH*) with ((MAIL ORDER*) or RECREATION* or HUNTING or FISHING or HALLOWEEN))TI,DE,ID
11  (FARM HOLIDAY*)TI,DE,ID
12  (BED BREAKFAST)TI,DE,ID
13  ((FARM* or RANCH*) with (RESTAURANT* or (FOOD SERVICE*)))TI,DE,ID
14  ((FARM* or RANCH*) and ((ANCILLARY ENTERPRISE*) or (VALUE ADDED)))TI,DE,ID
15  ((MARKET* or BUSINESS*) and (INTERNET or (WORLD WIDE WEB)))TI,DE,ID
16  ((HOME near3 BUSINESS*) and (MARKET* or ENTERPRISE*))TI,DE,ID
17  (FARMERS MARKET*)TI,DE,ID
18  (MARKET* near1 ALTERNATIVE)TI,DE,ID
19  #1 or #2 or #3 or #4 or #5 or #6 or #7 or #8 or #9 or #10 or #11 or #12 or #13 or #14 or #15 or #16 or #17 or #18
20  #19 and LA=ENGLISH (Language)
21  #20 and PY=1991-1996 (Year of publication)

Direct Marketing and Related Topics
1. NAL Call No.: HD1773.A2N6
Agroecological adaptation to urbanization: farm types in northeast metropolitan areas.
Includes references.
*Descriptors*: agricultural-adjustment; urbanization; farm-enterprises; land-use; traditional-farming; urban-areas; rural-areas; farm-comparisons; farm-income; assets returns; production-costs; productivity; northeastern-states-of-usa; recreational-farming; adaptive-farming

2. NAL Call No.: GV182.15.H562--1993
Agritourism in New York State: opportunities and challenges in farm-based recreation and hospitality.
Cover title.
*Descriptors*: land-use, rural-economic-aspects-new-york-state; tourist-trade economic-aspects-new-york-state

3. NAL Call No.: TX1.H63
Alaskan direct-market consumers: perception of organic produce.
Includes references.
*Descriptors*: organic-foods; consumer-preferences; dietary-surveys; market-surveys
*Abstract*: Perception of organic produce among Alaskan direct-market patrons (N = 417) was examined in a mailed survey. Response rate was 80%. Response frequency was tabulated, and relationships were delineated using chi-square analysis. Healthfulness of the food supply was a concern, despite a perception that quality and healthfulness of the food supply had improved since 1987. These attributes were also important in fresh produce selection. Organic produce preference was related to both environmental and personal-safety concerns. More than half of these consumers had purchased organic produce within the last year; supermarkets and direct markets were the primary sources. Although organic produce was not purchased exclusively, previous purchase increased the likelihood of future purchase. A certification process was desired. Half preferred a government certification agent; 28% preferred public and private sector involvement. Information dissemination should address (a) pesticide use for cosmetic purposes, b) appearance and food safety, (c) flavor and shipping characteristics, and (d) production method and nutritive content.

4. NAL Call No.: S1.M57
All natural soap at Evening Shade Farms.
*Descriptors*: soaps; manufacture; small-farms; ancillary-enterprises

5. NAL Call No.: S494.5.A65A473--1993
Alternative agricultural enterprises: production, management & marketing.
University of Idaho. College of Agriculture. 1 v. (loose-leaf) (University of Idaho, College of Agriculture: Cooperative Extension System: Agricultural Experiment Station, [Moscow, Idaho], [1993])
Cover title. Minnesota.
*Descriptors*: alternative-agriculture-economic-aspects-idaho; entrepreneurship-idaho

6. NAL Call No.: 290.9-Am32P
Alternative marketing methods for U.S. flue-cured tobacco.
7. 
NAL Call No.: S37.F72
Aquaculture alternatives in Arkansas.
Descriptors: fish-farming; ancillary-enterprises; fish-culture; regulations; arkansas; fish-culture-systems

8. 
NAL Call No.: HN79.W43C67
Assessing/evaluating/improving your potential from wildlife.
Descriptors: wildlife-management; farm-income; fees; hunting; habitats; cost- benefit-analysis; usa

9. 
NAL Call No.: S544.3.O5O5
Assessing group marketing alternatives for livestock.
Includes references.
Descriptors: livestock; cooperative-marketing; telecommunications; oklahoma

10. 
NAL Call No.: HD62.5.A98-1991
Title from disk label.
Productivity software for small business.
Descriptors: new-business-enterprises-planning-software/ small-business-planning-software/ home-based-businesses-planning-software

11. 
NAL Call No.: HN79.W43C67
Back Roads Adventures: a private enterprise model for nature study on private and public land.
In subseries: Natural Resources Management and Income Opportunity Series: Producers' Experiences: Deer Hunting, Tree Farming, Operating a Hunting Lodge, and Back Road Adventures.
Descriptors: farm-income; recreation; crafts; wildlife; finance; resource- management; west-virginia

12. 
NAL Call No.: SB324.3.L44-1993
Backyard market gardening : the entrepreneur's guide to selling what you grow.
Lee, A. W.; DeVault, G. 351p. (Good Earth Publications, Burlington, Vt., 1993)
Includes bibliographical references (p. 344-346) and index.
Descriptors: truck-farming; organic-farming; fruit-culture; vegetables-united-states- marketing; fruit-united-states-marketing; new-business-enterprises-united-states; small-business- united-states

13. 
NAL Call No.: HD9225.A2V35- 1992
Basic formula to create community supported agriculture. Community supported agriculture.
Van En, R. 1 v. (unpaged) (R. Van En, Great Barrington, Mass. [1992])
Cover title.
Descriptors: vegetable-trade; consumer-cooperatives; agriculture,-cooperative; alternative-agriculture; truck-farming

14.
NAL Call No.: S522.U5H37
The big show in big valley.
Descriptors: farmers'-markets; rural-communities; pennsylvania

15.
NAL Call No.: HD2346.U5R8
Boosting produce sales with speciality brokers.
Gibson, E. Rural-Enterp. v.6(3): p.3-5. (1992 Spring)
Descriptors: vegetables; fresh-products; direct-marketing; wholesale-marketing; specialization; food-marketing

16.
NAL Call No.: SB249.N6
A brief overview of naturally colored and organically grown niche cottons: production, marketing, processing, retailing.
Meeting held January 10-14, 1993, New Orleans, Louisiana.
Descriptors: gossypium; color; organic-farming; crop-production; retail- marketing; processing; natural-fibers

17.
NAL Call No.: SB457.3.F76--1993
Case studies of entrepreneurial community greening projects.
Frohardt, K.-E. 14p. (American Community Gardening Assn., [Philadelphia PA], [1993])
Descriptors: community-gardens-economic aspects-united-states-case-studies; farm-produce-united-states-marketing-case-studies

18.
NAL Call No.: HD9007.M5F75--1995
Celebrate the harvests! : Michigan farm markets, farm stands, and harvest festivals.
Includes index.
Descriptors: farm-produce-michigan-marketing; farmers'-markets-michigan

19.
NAL Call No.: LC45.4.J682
Characteristics of farmer-to-consumer direct market customers: an overview.
Access info: http://joe.org/joe/
Descriptors: direct-marketing; consumer-attitudes; new-jersey

20.
NAL Call No.: aHD1751.A42
A close-up of changes in farm organization.
Descriptors: family-farms; agricultural-production; marketing; companies; usa; nonfamily-farms

21.
NAL Call No.: HN79.W43C67
Clubs: an income producing option for recreational access.
Descriptors: private-ownership; gliding; hunting; recreation; farm-income; leases; virginia

22.
NAL Call No.: S544.3.A2C47
Commercial production: strawberry.
Includes references.
Descriptors: fragaria-ananassa; crop-production; farmers'-markets; plant-anatomy; cultivars; weed-control; insect-pests; fungal-diseases; postharvest- treatment; crop-quality; alabama

23.
NAL Call No.: TX341.C6
Community farming unites farmers & consumers.
Nutr-Week. v.22(41): p.4-5. (1992 Oct.)
Descriptors: farmers; consumers; community-involvement; usa; community-supported-agriculture

24.
NAL Call No.: HD1476.U52C27
Community supported agriculture.
Descriptors: community-involvement; support-systems; family-farms

25.
NAL Call No.: S494.5.A65C65-- 1993
Community Supported Agriculture Conference : University of California, Davis, December 6, 1993.
Cohn, G.; Community Supported Agriculture Conference (1993 : University of California, Davis. 1 v. (various pagings) ill. (Small Farm Center, [Davis, CA], 1994?)
Cover title.
Descriptors: alternative-agriculture-congresses; agriculture,-cooperative-congresses

26.
NAL Call No.: SB321.G85
Community supported agriculture: connecting consumers and farms.
Descriptors: subsistence-farming; community-involvement

27.
NAL Call No.: aZ5073.A37
Community supported agriculture (CSA): an annotated bibliography and resource guide.
Descriptors: agriculture; farming; community-involvement; support-systems; social-participation; food-production; bibliographies; usa
28. NAL Call No.: HD3271.S87-1992
Community supported agriculture in Massachusetts: status, benefits, and barriers.
Suput, D. 88p. (Tufts University, [S.l.], [1992])
Cover title.
Descriptors: agriculture,-cooperative-massachusetts; sustainable-agriculture- massachusetts

29. NAL Call No.: S494.5.A65C66-- 1995
Community supported agriculture --making the connection: a 1995 handbook for producers.
University of California (System). Cooperative Extension. Placer County. 1 v. (loose-leaf) (University of
California Cooperative Extension, Placer County; Small Farm Center, University of California, Auburn, Calif.;
Davis, Calif. 1995-)
Includes bibliographical references.
Descriptors: alternative-agriculture-handbooks,-manuals,-etc; farms,-small-handbooks,-manuals,-etc;
producer-cooperatives-handbooks,-manuals,- etc

30. NAL Call No.: 100-T25F
Consumers' perceptions and attitudes regarding Tennessee's new farmers' markets.
Includes references.
Descriptors: farmers'-markets; consumers; demography; consumer-attitudes; consumer-surveys; tennessee

31. NAL Call No.: SB321.G85
Critique checklist for a roadside market.
College of Agriculture and Natural Resources, The University of Connecticut. v.94 (9): p.2-3 (1994 Sept.)
Descriptors: markets; roadsides; customer-relations; layout; equipment; displays; prices; packaging; personnel

32. NAL Call No.: HD1491.A3C82- 1991
CSA's community supported agriculture: an alternative enterprise guidebook.
Cover title.
Descriptors: agriculture,-cooperative-guidebooks; agriculture-economic-aspects- guidebooks; farm-
management-guidebooks

33. NAL Call No.: 100-C12CAG
Culinary herb use in southern California restaurants.
Descriptors: culinary-herbs; restaurants; direct-marketing; california

34. NAL Call No.: S1.N32
Cultivating customers: here's why 100,000 of them shop at this diversified farm every year.

Descriptors: family-farms; farm-enterprises; marketing

35.
NAL Call No.: S605.5.D33--1991


36.
NAL Call No.: HC106.8.E25

Descriptors: dairy-farms; family-farms; rural-tourism; economic-development; recruitment; california; kings-county, california

37.
NAL Call No.: 280.29-Am3A


Descriptors: dairy-farming; farmers' attitudes; dairy-cooperatives; cooperative-marketing; milk-marketing; valuation; uncertainty; mathematical-models; willingness-to-pay

38.
NAL Call No.: S544.3.A2R47

Descriptors: demonstration-farms; educational-programs; recreation; alabama; demonstration-farm-of-oak-mountain-state-park

39.
NAL Call No.: 81-M58

Descriptors: fruit-crops; farms; direct-marketing; marketing-techniques; farm-income

40.
NAL Call No.: HD2346.U5R8

Reprinted from: Small Farm News, March/April 1992

Descriptors: market-planning; market-research; models; niche-marketing; sosbam-model

41.
NAL Call No.: 10 Ou8
Includes references
Descriptors: organic-foods; sustainability; environmental-protection; food-packaging; food-marketing

42.
Direct farm marketing and tourism handbook (On line) n/ap. (Arizona Dept. of Agriculture, Phoenix AZ, 1995)
Adobe Acrobat files/Access info: http://ag.arizona.edu/AREC/ dmkt/tabcontents.html
Descriptors: direct marketing; internet

43.
NAL Call No.: Videocassette--no.1752
Direct marketing for small farmers.
Descriptors: farm-produce-marketing
Abstract: Shows different marketing options for small farmers. These include pick your own, tailgating, roadside markets, and cooperative markets

44.
NAL Call No.: HD9000.A1J68
Direct marketing in the 1990s: Tennessee's new farmers' markets.
In the series analytic: Managing challenges in food distribution. Proceedings of the 33rd annual meeting, November 4, 1992, Boston, Massachusetts.
Descriptors: farmers'-markets; shopping; consumer-attitudes; comparisons; tennessee; jackson,-tennessee; knoxville,-tennessee

45.
NAL Call No.: S544.3.V8V52
Direct marketing lambs and wool to the public.
Includes references.
Descriptors: lambs; sheep; lamb-meat; mutton; wool; pelts; direct-marketing; management; commodity-markets; public-relations; advertising; financial-planning

46.
NAL Call No.: S571.D57--1994
Direct marketing of farm produce and home goods : direct marketing alternatives and strategies for beginning and established producers.
Cottingham, J. 25p. (University of Wisconsin-- Extension, Cooperative Extension Service, Madison, WI , [1994])
Cover title.
Descriptors: farm-produce-marketing; roadside-marketing; farmers'-markets; pick- your-own-farms

47.
NAL Call No.: HD9000.1.J6
Direct marketing of fresh produce and the concept of small farmers.
Includes references. 
Descriptors: fruit; vegetables; fresh-products; food-industry; food-marketing; direct-marketing; rural-urban-relations; location-theory; small-farms; usa; tennessee

48. 
NAL Call No.: 23-W52J 
Diversification in the woolbelt. 
Descriptors: farm-enterprises; wool-production; diversification; profitability; floriculture; aquaculture; hay; exports; rural-tourism; farm-forestry; horticulture; deer-farming; goats; livestock-farming; game-farming; alpacas; emus; ostriches

49. 
NAL Call No.: HF5415.126.B33-1992 
Do-it-yourself direct marketing : secrets for small business. 
Includes bibliographical references [p. 270] and index. 
Descriptors: direct-marketing; small-business

50. 
NAL Call No.: HD30.335.C76--1994 
Doing business on the Internet : how the electronic highway is transforming American companies. 
Includes bibliographical references and index. The world of networked information -- A manager's guide to the Internet -- The desktop as global village -- Reach out and touch--everyone -- Transforming research and development -- Customer connections -- The entrepreneurial edge - - Putting the network to work -- Looking forward. 
Descriptors: business-enterprises-united-states-communication-systems; internet- computer-network; information-networks; communication,- international

51. 
NAL Call No.: SB379.A9A9 
Dollars in your mailbox. 
Descriptors: marketing; direct-marketing; marketing-techniques; mail-order

52. 
NAL Call No.: HD9417.M6K73--1995 
Economic impact of directly marketed livestock in Minnesota. 
"August 1995." 
Descriptors: animal-industry-minnesota; meat-industry-and-trade-minnesota; livestock-minnesota-marketing; direct-marketing-minnesota

53. 
NAL Call No.: aSB319.4.F6 
The Empire apple finds a niche market in the United Kingdom. 
Descriptors: apples; international-trade; markets; uk; usa

54. 
NAL Call No.: HD1775.S8E262-no.92-7
An empirical analysis of the efficiency of four alternative marketing methods for slaughter cattle.
Feuz, D. M.; Wagner, J. J.; Fausti, S. W.; South Dakota State University. Economics Dept. 23 leaves (Economics Dept., South Dakota State University, Brookings, S.D. [1992])
"September 1992."
Descriptors: cattle-marketing; cattle-economic-aspects

55.
NAL Call No.: 100-C12CAG
The Estonian Turg and the California Certified Farmers' Market.
Descriptors: farmers'-markets; collectivization; prices; consumer-preferences; california; estonian-ssr

56.
NAL Call No.: DNAL-FNC TX341.J6
An evaluation of the Connecticut farmers' market coupon program.
Includes references.
Descriptors: coupons; farmers'-markets; purchasing-habits; fresh-products; vegetables; fruit; consumption-patterns; program-evaluation; nutrition- programs; demography; household-surveys; low-income-groups; ethnic-groups; blacks; hispanics; connecticut-frespa; caucasians; wic-program
Abstract: A study was conducted to evaluate the Connecticut Farmers' Market Project. Hypotheses were that the distribution of Farmers' Market coupons would lead to increased use of farmers' markets and increased frequency of consumption of fresh fruits and vegetables. Four hundred eighty-nine WIC participants were surveyed: 411 from six WIC programs that provided Farmers' Market coupons (treatment group) and 78 from three programs that did not provide the coupons (control group). Data were collected through a pre-assessment interview and follow-up by telephone or mail. One hundred seventy-two treatment and 44 control group subjects completed the follow-up. Participants who received Farmers' Market coupons were significantly more likely to go to farmers' markets, but the use of coupons was not significantly associated with differences in the overall consumption of fresh produce. However, treatment subjects who spent their own money or food stamps in addition to coupons at the farmers' markets and/or went back to the farmers' markets after using their Farmers' Market coupons showed significantly greater increases in the consumption of fresh fruits and vegetables than treatment subjects who did not do so.

57.
NAL Call No.: aTX361.W55G3
Evaluation of the farmers' market coupon demonstration project.
"Revised draft."
Descriptors: women-united-states-nutrition; diet-united-states; food-relief-united- states; farms,-small-government-policy-united-states; farmers- united-states-economic-conditions

58.
NAL Call No.: 81-M58
Expanding farm market opportunities.
Descriptors: fruit-crops; farms; retail-marketing; direct-marketing; farm-income; michigan

59.
NAL Call No.: 80-AM371
Expanding your customer base. A small nursery in a rural setting can expand its customer base (and thus its market share) by copying techniques used by mail-order companies.
Descriptors: nurseries; rural-areas; customer-relations; usa
60. NAL Call No.: 100-F92
Experiment station tests specialty crops for Connecticut farmers.
Includes references.
Descriptors: globe-artichokes; brassica-pekinensis; allium-cepa; cultivars; farmers'-markets; connecticut; radicchio

61. NAL Call No.: SB379.A9A9
Export and domestic niche markets drive new fruit varieties.
Descriptors: cherries; apples; cultivars; exports; prices; flavor; domestic-markets; oranges; california; japan

62. NAL Call No.: SB249.N6
Extension marketing clubs: Lubbock area cotton farmers.
Includes references.
Descriptors: cotton; farmers; extension; marketing; texas

63. NAL Call No.: 275.29-Id13Idc
Farm and ranch recreation.
Descriptors: farm-holidays; recreation; marketing; resources; time-management; insurance; outdoor-recreation; public-domain; idaho

64. NAL Call No.: 23-W52J
Farm and station stay--an alternative industry, not a hobby.
Descriptors: farms; rural-tourism; profitability; marketing; western-australia

65. NAL Call No.: aHN90.C6R873
Farm holidays and ranch vacations.
Bibliography.
Descriptors: farm-holidays; vacations; bibliographies; rural-tourism; usa

66. NAL Call No.: 275.29-Ar4Mi
Farm pond management for recreational fishing.
Descriptors: fish-ponds; farms; angling; design; construction; watersheds; fishes; stocking-density; balances; liming; fertilizers; aquatic-weeds; biological-control; physical-control; chemical-control; water-quality

67. NAL Call No.: S1.M57
Farm vacations can mean extra dollars.
Descriptors: farming; ancillary-enterprises; bed-and-breakfast-accommodation; non-farm-income

68. NAL Call No.: KF1681.A246
The farmer's comprehensive liability insurance policy: business pursuits exclusion.
Part of a series.
Descriptors: farm-management; insurance; legal-liability; ancillary-enterprises; off-farm-employment; usa

69. NAL Call No.: S1.M57
Farmer's market bakery.
Descriptors: small-farms; ancillary-enterprises; bakery-products

70. NAL Call No.: HD9000.A1J68
Farmer-to-consumer direct marketing: sales and advertising aspects of New Jersey operations.
Paper presented at the thirty-fifth annual meeting, "Strategies for meeting global competition"
Descriptors: direct-marketing; farmers; advertising; sales-promotion; new-jersey

71. NAL Call No.: HD9003.F37-- 1994
Farmers first marketing conference marketing resource directory. Marketing resource directory.
Southern Sustainable Agriculture Working Group. 10, 2, 3, 3p. (Southern Sustainable Agriculture Working Group, [S.1], [1994?])
Includes bibliographical references.
Descriptors: farm-produce-united-states-marketing-directories; farm-produce-united-states-marketing

72. NAL Call No.: TX361.A3J63
The farmers' market coupon program for low-income elders.
Includes references.
Descriptors: elderly-nutrition; low-income-groups; farmers'-markets; nutritional-adequacy; risk; coupons; program-evaluation; elderly; men; women-; massachusetts
Abstract: The Massachusetts Farmers' Market Coupon Program provides coupons to low-income elders redeemable for fresh produce at farmers' markets. The program was conceived to create new direct marketing opportunities for small farmers, while at the same time introducing people at nutritional risk to farmers' markets. This article reports on the results of an evaluation of the program by participating elders and draws conclusions regarding program successes based on the data.

73. NAL Call No.: TX341.C6
Farmers' market nutrition program to gain status.
Descriptors: nutrition-programs; farmers'-markets; low-income-groups; food-aid
Abstract: The farmers' market nutrition demonstration project--an innovative effort to support small farmers and low-income food consumers at the same time--may soon become a federal program. The House committees on Agriculture and on Education and Labor are considering legislation to authorize the small program for four years and sharply increase its potential funding.

NAL Call No.: TX341.C6
Farmers' market program boosts food stamp use.
Second of a two-part series.
Descriptors: farmers'-markets; food-stamp-program; nutrition-programs; usa; special-supplemental-food-program-for-women,-infants-and-children

NAL Call No.: TX341.C6
Farmers' market program fulfilling its dual mission, national survey indicates.
Descriptors: farmers'-markets; federal-programs; nutrition-programs; low-income- groups; usa

NAL Call No.: SB379.A9A9
Farmers market selling can increase returns.
Descriptors: farmers'-markets; returns; fruit; vegetables; food-marketing; california

NAL Call No.: HD9005.G532-- 1996
Descriptors: farm-produce-united-states-marketing

NAL Call No.: HD1773.A4H53-- 1995
Farmers' markets and rural economic development : entrepreneurship, business incubation, and job creation in the Northeast.
Hilchey, D.; Lyson, T.; Gillespie, G. W.; Cornell Farming Alternatives Program. 12p. (Farming Alternatives Program, Department of Rural Sociology, Cornell University, [Ithaca, N. Y.], 1995)
Title from cover.
Descriptors: agriculture-economic-aspects-northeastern-states; farmers'-markets- economic-aspects-northeastern-states; rural-development- economic-aspects-northeastern-states; new-business-enterprises

NAL Call No.: S605.5.A43
Farmers' markets and the local community: bridging the formal and informal economy.
Includes references.
Descriptors: community-development; farmers'-markets; informal-sector; agricultural-sector; economic-development; regional-surveys; northeastern- states-of-usa
Abstract: Farmers' markets are important but inadequately studied contributors to local economies. They allow individual entrepreneurs and their families to contribute to the economic life of local communities by providing goods and services that are not readily available through formal, mass markets, and they bring producers and consumers together to solidify bonds of local identity and solidarity. Using data collected from 115 farmers' market vendors in three regions of New York in 1993, examined the characteristics and operations of three categories of vendors: full-time growers, part-time growers, and non-grower artisans and craftspeople. Drawing on theories of mass production and mass markets, we show how farmers' markets represent intermediate social structures that bridge the formal and informal sectors of the economy.

80. NAL Call No.: S1.M57
Farmers' markets are growing.
Descriptors: food-marketing; farmers'-markets; california

81. NAL Call No.: SB317.5.L65
Farmers' markets "incubate" rural businesses.
Descriptors: farmers'-markets; businesses; new-york

82. NAL Call No.: S1.N32
Farmers take charge of marketing: new co-ops capture the value of quality.
Descriptors: crops; organic-farming; cooperative-marketing

83. NAL Call No.: HN79.W43C67
Fee fishing: income opportunities for rural areas.
Descriptors: salmo-trutta; angling; farm-income; fees; recreation; marketing; water-quality; pennsylvania

84. NAL Call No.: 60.18-J82
Fee hunting in the Texas Trans Pecos area: a descriptive and economic analysis.
Includes references.
Descriptors: hunting; enterprises; game-farming; economic-analysis; ranching; farm-income; returns; multiple-land-use; rangelands; wildlife- management; livestock-farming; texas
Abstract: Previous studies of fee hunting have focused only on fee-hunting ranches with little consideration given to ranches that choose not to operate fee-hunting enterprises. Our study compares fee-hunting with non-fee-hunting ranches. The most important reasons given for engaging in fee hunting were increased income, trespass control, and prevention of nuisance requests for free hunts. The most important reason offered for choosing not to have fee hunting was to keep the ranch available for hunting by family and friends. The potential exists for a large expansion of private land fee hunting by current non-fee-hunting ranches. Ranchers with fee hunting were more likely to manage the grazing resources, wildlife population, and wildlife habitat than non-fee-hunting ranchers. The typical hunting enterprise in the Texas Trans Pecos ares provided a total annual net revenue of about $7,900. Average annual net grazing returns per livestock animal unit were smaller on fee-hunting ranches but fee-hunting revenue offset the difference. The fee-hunting enterprises also reduced risk by providing a second source of cash returns.
85. **NAL Call No.: SB118.48 Y26**  
Finding a niche.  
Descriptors: nurseries; landscaping; products; services; businesses; market- competition; marketing-techniques; specialization; niche-marketing

86. **NAL Call No.: aHD1401.A7**  
Finding a niche may be key to breaking into markets.  
Descriptors: agricultural-trade; marketing-techniques

87. **NAL Call No.: S1.M57**  
Finding the market niche for the small producer.  
Descriptors: small-farms; farm-enterprises; marketing

88. **NAL Call No.: 389.2538-F82**  
Fishin' on the farm.  
Descriptors: salmon; fish-farming; seafoods; food-consumption; aquaculture; restaurants; usa

89. **NAL Call No.: SB443.S87-1992**  
Flowers for sale: growing and marketing cut flowers: backyard to small acreage.  
Sturdivant, L. 197p. (San Juan Naturals, Friday Harbor WA, 1992)  
"A Bootstrap Guide"/ Includes bibliographical references (p.189-190) and index  
Descriptors: floriculture; flowers-marketing

90. **NAL Call No.: HN79.W43C67**  
Fort Lewis Lodge: a place for high quality outdoor recreation.  
In subseries: Natural Resources Management and Income Opportunity Series: Producers' Experiences: Deer Hunting, Tree Farming, Operating a Hunting Lodge, and Back Road Adventures.  
Descriptors: farm-income; hunting; recreation; fees; guest-houses; angling; virginia

91. **NAL Call No.: 1-Ag84Ab-no.640**  
From farming to food service: the food and fiber system's links with the U.S. and world economies.  
Cover title.  
Descriptors: agriculture-economic-aspects-united-states; input-output-analysis; food-industry-and-trade-united-states
92. NAL Call No.: 166.2-N47
Furrow to farrow: new hog technology helps local cooperatives add value to corn.
Descriptors: pig-farming; cooperative-farming; maize; value-added; market-prices; usa

93. NAL Call No.: HN79.W43C67
The future of access to private lands.
Descriptors: private-ownership; right-of-access; resource-management; farm-income; recreation; organizations; usa

94. NAL Call No.: 424.8-AM3
Get more out of your honey.
Descriptors: honey; beekeeping; commodity-markets; direct-marketing; health-foods; marketing-techniques; market-prices; utah

95. NAL Call No.: S1.M57
Growing echinacea for profit.
Descriptors: echinacea; crop-production; ancillary-enterprises; small-farms; medicinal-plants; saskatchewan; alternative-crops

96. NAL Call No.: 1.90-C2OU8
Growing markets for value-added farm products.
Descriptors: agricultural-products; value-added; markets; exports; agricultural-trade; usa

97. NAL Call No.: HD9007.T4H35- 1991
A guide to marketing organic produce.
Hall, C. R.; Johnson, J. L.; Edwards, R. A. 1 v. unpaged (Texas Agricultural Extension Service, College Station TX, [1991?])
Includes bibliographical references.
Descriptors: farm-produce-texas-marketing; organic farming-texas

98. NAL Call No.: 275.29--D37Co- no.52
Guide to planning the farm retail market : 1994. Farm retail market.
German, C. L.; University of Delaware. Cooperative Extension. vi, 85p. (University of Delaware, College of Agricultural Sciences, Agricultural Experiment Station, Cooperative Extension, Newark, DE , [1994])
Cover title.
Descriptors: farmers'-markets; retail-trade

99. NAL Call No.: S544.3.K2K3
A guide to starting, operating, and selling in farmers markets.
Descriptors: farmers'-markets; marketing-techniques; kansas

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106.
NAL Call No.: S1.M57
Home-based business: the calf-hook.
Descriptors: ancillary-enterprises; home-based-businesses; equipment; marketing; calves; ranching
107. NAL Call No.: HF5466.B678-- 1993
Home-based catalog marketing : a success guide for entrepreneurs.
Includes index.
Descriptors: mail-order-business; home-based-businesses; direct-marketing

108. NAL Call No.: HD62.38.E95-- 1994
The home business bible : everything you need to know to start and run your successful home-based business.
System requirements for computer disks: IBM-compatible PC; MS-DOS 3.1.
Descriptors: home-based-businesses-management; new-business-enterprises

109. NAL Call No.: HD62.5.C657-- 1992
Home business, big business : how to launch your home business and make it a success.
Includes bibliographical references and index.
Descriptors: new-business-enterprises-management; home-based-businesses-management

110. NAL Call No.: HN79.A14R87
Homegrown effort cultivating path between farm and farmers market.
Descriptors: farmers'-associations; farmers'-markets; publications; Missouri

111. NAL Call No.: SB317.5.H68
Horticultural crop sales and participation rural farmers' markets.
Includes references.
Descriptors: farmers'-markets; feasibility; rural-communities; Nebraska

112. NAL Call No.: S1.M57
How small farms can compete with big farms.
Descriptors: small-farms; large-farms; farm-management; market-competition

113. NAL Call No.: GV198.97.A8T66-1991
How to establish farm tourism projects. 4th ed.
Tonge, R. 58 leaves : ill. (Gull Publishing, Coolum Beach, Qld.)
Descriptors: farms-australia-recreational-use; tourist-camps,-hostels,-etc-australia; tourist-trade-australia

114. NAL Call No.: SB126.5.S23-- 1994
How to start on a shoestring and make a profit with hydroponics : including set-up, production and maintenance, and marketing.
Includes bibliographical references (p. 131).

Descriptors: hydroponics; new-business-enterprises; home-based-businesses

115.

NAL Call No.: SD12.O5O34

Hunting leases offer benefits to landowners, hunters and wildlife.
Descriptors: farm-leases; hunting; wildlife-management; farm-income; oklahoma

116.

NAL Call No.: HN79.W43C67

Hunting preserves for sport or profit.
In subseries: Natural Resources Management and Income Opportunity Series: Fish and Wildlife Management:
Hunting Preserves.
Descriptors: game-reserves; hunting; private-ownership; cooperatives; game-birds; game-farming; recreation;
fees; hunting-dogs; cost-benefit- analysis; usa

117.

NAL Call No.: HD9000.A1J68

Illinois produce growers study--viability of South Water Market in Chicago as an outlet for marketing
produce and analysis of net returns received through alternate marketing channels.
In the series analytic: Managing challenges in food distribution. Proceedings of the 33rd annual meeting,
November 4, 1992, Boston, Massachusetts.
Descriptors: direct-marketing; growers; wholesale-marketing; returns; illinois

118.

NAL Call No.: HD9000.1.J6

Implications of forecasting farmers' market prices for food marketing in an economy in transition.
Includes references.
Descriptors: farmers'-markets; market-prices; food-marketing; milk-products; potatoes; onions; forecasting;
econometric-models; arima; poland

119.

NAL Call No.: TX1.H63

In-home businesses: profiles of successful and struggling craft producers.
Includes references.
Descriptors: home-based-businesses; crafts; individual-characteristics; management; employment; products;
development; consumer-prices; marketing; sales- promotion; product-development

120.

NAL Call No.: S31.T84

Increasing low-income family participation in the Montgomery State Farmers Market.
Sch. of Agric. & Home Econ., Tuskegee Univ., George Wash. Carver Agric. Exp. Stn. v. 3 (1): p.23 (1992 Spring-
1992 Summer)
Descriptors: farmers'-markets; low-income-groups; transport; consumer-surveys; alabama
121. 
**NAL Call No.: HD1775.I615**
**Indiana restaurants as a market for farm-raised fish: results from a 1991 survey.**
Includes references.
**Descriptors:** restaurants; marketing-channels; fish; regional-surveys; indiana

122. 
**NAL Call No.: S441.S855**
**Integrated hog farming and market gardening for small farmers in tropical areas of the western region.**
Fleming, K. *Sustainable Agriculture Research and Education SARE or Agriculture in Concert with the Environment ACE research projects.* [6] 9p. (1993)
**Descriptors:** pig-farming; composting; agricultural-wastes; market-gardens; tree- fruits; sustainability; economic-analysis; small-farms; demonstration- farms; tropics; hawaii

123. 
**NAL Call No.: HD30.335.A54-- 1995**
**The Internet business companion : growing your business in the electronic age.**
Includes index. The Internet and virtual commerce -- Developing your Internet business plan -- Getting your business wired to the Internet -- Setting up shop on the Internet -- Using E-Mail for your business communications -- Tapping into network news for research and promotion -- Sharing your business information with FTP -- Establishing your business presence in gopherspace -- Multimedia marketing with the World-Wide Web.
**Descriptors:** business-enterprises-united-states-computer-networks; internet- computer-network; information-networks; communication,- international

124. 
**NAL Call No.: SF274.U6U93**
**Inventing a new niche product.**
**Descriptors:** cheesemaking; product-development; market-research; market planning; market-planning

125. 
**NAL Call No.: SB435.5.A645**
**Is the time right.**
**Descriptors:** arboriculture; databases; computer-techniques; computer-software; marketing-techniques; internet; world-wide-web

126. 
**NAL Call No.: Videocassette--no. 1800**
**Know your market first.**
**Descriptors:** farm-produce-marketing
**Abstract:** Discusses various aspects of marketing farm produce. Topics covered include planning, executing the plan, pricing, promoting, and selling

127. 
**NAL Call No.: S544.3.O5O5**
Lease hunting opportunities for Oklahoma landowners.
Descriptors: landowners; hunting; leases; farm-income; wildlife; oklahoma

128.
NAL Call No.: 275.29-F66C
Leasing for outdoor recreation in Florida: results of a survey of private landowners and recreationists.
Includes references.
Descriptors: farms; recreation; leases; hunting; farm-income; farm-surveys; statistics; angling; off-road-vehicles; boating; florida

129.
NAL Call No.: S544.3.N7A4
Leisure trends create opportunities for farmers.
Descriptors: leisure-activities; farmers; farm-families; rural-communities; agritourism

130.
NAL Call No.: 280.8-J822
Limited resource farmers and the marketing system.
Descriptors: fruit; vegetables; crop-enterprises; small-farms; marketing-channels; food-marketing; usa

131.
NAL Call No.: 280.29-Am3A
Live marketing: a cooperative alternative in the livestock industry.
Descriptors: meat-and-livestock-industry; cooperative-marketing; marketing- techniques; auctions; usa

132.
NAL Call No.: SB379.A9A9
Mail order medflies.
Special Insert to California Grower - "The Trifly Menace"
Descriptors: citrus-fruits; ceratitis-capitata; detection; direct-marketing; import- controls; california; hawaii

133.
NAL Call No.: S1.M57
Make that farm pay--now.
Descriptors: small-farms; ancillary-enterprises; marketing

134.
NAL Call No.: S1.M57
Making the most of it! Marketing the small farm product.
Descriptors: livestock-enterprises; small-farms; marketing
135.  
**NAL Call No.: 100-Or3M- no.877**  
Malheur County alternative crops and alternative marketing research. Malheur Experiment Station, Ontario, Oregon.  
Oregon State University. Agricultural Experiment Station. 107 p. (Agricultural Experiment Station, Oregon State University, Corvallis, [1991])  
At head of title: Malheur Experiment Station, Ontario, Oregon.  
Descriptors: agriculture-research-oregon-malheur-county

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136.  
**NAL Call No.: 100-Or3M- no.900**  
Malheur County alternative crops and marketing research. 48p. ill. (Agricultural Experiment Station, Oregon State University, [Corvallis, Or.], [1992])  
"June 1992."

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137.  
**NAL Call No.: SH157.85.F52M36--1994**  
Management of recreational and farm ponds in Louisiana.  
Louisiana Cooperative Extension Service. 45p. (Louisiana State University, Agricultural Center, Louisiana Cooperative Extension Service, [Baton Rouge?], [1994])  
Cover title.  
Descriptors: farm-ponds-louisiana; fish-ponds-louisiana; fish-culture-louisiana

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138.  
**NAL Call No.: HD2346.U5R8**  
Managing a U-pick operation for success.  
Descriptors: strawberries; picking; farm-management; marketing; advertising; sales-promotion

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139.  
**NAL Call No.: 81-M58**  
Many little things contribute to marketing success.  
Descriptors: fruit-crops; farms; retail-marketing; direct-marketing; farm-income; marketing-techniques; michigan

---

140.  
**NAL Call No.: S1.M57**  
Maple syrup: a good sideline for northern farmers.  
Includes references.  
Descriptors: small-farms; ancillary-enterprises; maple-syrup; marketing

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141.  
**NAL Call No.: SD1.O7-no.70**  
The market for waterfowl hunting on private agricultural land in western Oregon.  
Title from cover.

Descriptors: waterfowl-shooting-oregon; waterfowl-management-oregon; farms- oregon-recreational-use

142.

NAL Call No.: aHD1401.A7
Market niche opens for U.S. asparagus in Switzerland.
AgExporter. v.6(10): p.15. (1994 Oct.)
Descriptors: asparagus; exports; agricultural-trade; import-controls; usa; switzerland

143.

NAL Call No.: HD9000.1.J6
Includes references.
Descriptors: small-farms; farm-closures; market-competition; family-farms; land- prices; unemployment; exports; time; multivariate-analysis; projections; usa; market-share

144.

NAL Call No.: SB249.N6
Market potential of organically grown cotton as a niche crop.
Includes references.
Descriptors: gossypium; organic-farming; markets; demand

145.

NAL Call No.: HD2346.U5R8
Marketers learn to survive changes.
Descriptors: direct-marketing; farmers'-markets; conferences

146.

NAL Call No.: S31.T84
Marketing a market.
Descriptors: farmers'-markets; consumer-education; food-costs; food-marketing; food-merchandising; alabama

147.

NAL Call No.: HD1775.F6F6
Marketing alternatives for north Florida Shiitake mushroom producers.
Includes references.
Descriptors: mushrooms; market-research; retail-marketing; florida

148.

NAL Call No.: SB321.G85
Marketing alternatives: pick-your-own.
Descriptors: fruit-crops; vegetables; direct-marketing

149.

NAL Call No.: S1.M57
Marketing meat comes naturally to these farmers.
Descriptors: low-input-agriculture; alternative-farming; rotational-grazing; beef-production; lamb-production; marketing; beef; lamb-meat

150.
NAL Call No.: HD9000.1.J68
Marketing of fresh vegetables and fruits by small farmers in Tennessee.
Includes references.
Descriptors: fruits; vegetables; direct-marketing; small-farms; food-marketing; location-of-production; mathematical-models; tennessee

151.
NAL Call No.: HD1476.U52C27
Marketing organic produce in Certified Farmers' Markets.
Descriptors: farmers'-markets; organic-foods; surveys; prices; market-regulations; california; certified-farmers'-markets-cfm

152.
NAL Call No.: HD9436.U62M37-1992
Marketing out of the mainstream : a producers' guide to direct marketing of lamb and wool.
Cover title.
Descriptors: lambs-united-states-marketing; wool-united-states-marketing; market- segmentation-united-states

153.
NAL Call No.: HD1476.U52C27
Marketing to distant places--mail order marketing.
Descriptors: marketing-orders; marketing-techniques; direct-marketing

154.
NAL Call No.: 100-Id14
Marketing your produce directly to consumers.
Descriptors: direct-marketing; marketing-techniques

155.
NAL Call No.: S1.N32
Mini-farm, maxi-profits: diverse crops and savvy marketing give these high-value growers the edge.
Descriptors: horticultural-crops; organic-farming; small-farms; farm-management; marketing; farmers'-markets

156.
NAL Call No.: S1.M57
Money making marketing for the small farm and market garden.
Descriptors: market-gardens; small-farms; marketing; farmers'-markets

157.
NAL Call No.: S1.M57
Mushrooms for profit.
Descriptors: mushrooms; cultivation; small-farms; ancillary-enterprises

158.
NAL Call No.: HD9436.U62N38-1992
Includes bibliographical references.
Descriptors: lambs-united-states-marketing; wool-united-states-marketing; niche- marketing-united-states

159.
NAL Call No.: 30.98-AG8
New England farmers and the marketplace, 1780-1865: a case study.
Literature review.
Descriptors: farmers; case-studies; history; markets; marketing; milk-prices; plant- products; animal-products; literature-reviews; massachusetts; new-england

160.
NAL Call No.: HD2346.U5R8
Hosey, K. Rural-Enterp. v.6(4): p.3-5. (1992 Summer)
Descriptors: farmers'-markets; crafts; fresh-products; market-planning; tennessee; knox-county,-tennessee

161.
NAL Call No.: 389.8-F7398
Niche marketing and product refinements.
Descriptors: food-marketing; prepared-foods
Abstract: This article describes some of the new foods that will be available in the stores in the near future.

162.
NAL Call No.: aHD1491.A1U542-no.111
Niche marketing opportunities through lamb cooperatives.
Includes bibliographic references (p. 18)
Descriptors: lambs-united states.; livestock-united states-cooperative-marketing; market-segmentation-united states

163.
NAL Call No.: HN49.C6N5-- 1995
Niche markets and rural development : workshop proceedings and policy recommendations.
Published also in French as: Creneaux commerciaux et developpement rural: compte rendu d'un atelier et
recommandations pour l'action.
Descriptors: rural-development-projects-congresses; market-segmentation- congresses

164.
NAL Call No.: SB191.W5N672- 1994
Niche markets and value added products.
Descriptors: wheat; agribusiness; agroindustrial-sector; market-planning; market- research; paradigm-shifts

165.
NAL Call No.: HD2330.N53-- 1995
Niche markets as a rural development strategy.
Published in French under the title: Des creneaux commerciaux pour une strategie de developpement rural.
Descriptors: rural-industries; rural-development

166.
NAL Call No.: SB249.N6
Niche markets for cage ginned fiber.
Descriptors: cotton-ginning; markets

167.
NAL Call No.: HN79.W43C67
Nontraditional uses of rangelands for income producing activities.
Descriptors: rangelands; farm-income; recreation; hunting; leases; fees; wildlife; management; exotics; usa

168.
NAL Call No.: 448.8-C162
Occurrence of thermotolerant campylobacters in fresh vegetables sold at farmers' outdoor markets and supermarkets.
Includes references.
Descriptors: spinach; lettuces; radishes; onions; parsley; potatoes; campylobacter- jejuni; decontamination; supermarkets; farmers'-markets; green-onions

169.
NAL Call No.: 60.18-J82
Optimal vegetation management under multiple-use objectives in the Cross Timbers.
Includes references.
Descriptors: grassland-management; pastures; vegetation-management; multiple-land-use; econometric-models; linear-programming; livestock-farming; hunting; wildlife-management; decision-making; brush-control; cost-benefit-analysis; returns; oklahoma

Abstract: The relatively low productivity of the herbaceous stratum of the oak-hickory forests of North America has prompted land managers to evaluate alternative means of increasing large herbivore production. A mathematical programming model was developed to evaluate alternative vegetation management programs for large herbivore production in the Cross Timbers Region of the Ozark Plateaus. The optimization determined the combination of livestock enterprises, lease-hunting enterprises, and vegetation management practices that maximized discounted net returns over a 15-year period. Results indicated that by integrating both herbicides and prescribed fire into vegetation management programs, sufficient herbivory can be sustained to support an economically viable level of livestock production. Vegetation management programs derived under multiple-enterprise objectives differ significantly from those in conjunction with a single enterprise. Economic returns from cattle production are maximized by applying herbicides that induce large increases in grass production, and thus, allow for significant expansion of the cattle enterprise. Under multiple-enterprise objectives, 2 herbicides and prescribed burning may be integrated effectively to sustain sufficient production of grasses, forbs, and browse to support expanded cattle, Angora goat, and white-tailed deer populations. Economic returns from the land resource can be increased approximately 46% as a result of employing multiple-enterprise management objectives.

170.
NAL Call No.: S1.N32
Organic farmers tap super markets: savvy customers and growers flock to 'Fresh Fields'.
Descriptors: organic-foods; marketing; supermarkets

171.
NAL Call No.: S451.N9E98-- no.8
Outlook and marketing strategies for North Dakota farmers.
Cover title.
Descriptors: grain-trade-north-dakota; soybean-industry-north-dakota; oil-industries-north-dakota

172.
NAL Call No.: S544.3.F6F55
Outlook for the Florida State Farmers' Market System.
Descriptors: agricultural-products; farmers'-markets; economic-viability; public-ownership; regional-surveys; trade; environmental-policy; florida

173.
NAL Call No.: SF487.S16-- 1993
Pastured poultry profits.
Includes index.
Descriptors: chickens; chicken-industry; pastures; home-based-businesses; new-business-enterprises

174.
NAL Call No.: aHD1401.J68
Perspective on farm size and structure provided by value-added measures.
Includes references.
Descriptors: farm-size; value-added; structural-change; agricultural-production; usa
Abstract: Much wider use of net value-added, instead of gross sales, can lend perspective on how farm size and
structure are changing in the United States. Net value-added is a more appropriate economic measure to use in comparing farms by size or type on a consistent basis. Net value-added emphasizes the net returns to farm households from the use of their land, labor, capital, and management in agricultural production. Net value-added as a percentage of gross farm income is highest (over 60 percent) on vegetable, greenhouse and nursery, and cash grain farms. It is much lower on livestock farms that buy substantial amounts of their inputs (fed cattle and hogs). Wider use of net value-added directs attention to the economic impact of resources used in agricultural production in the form of returns to those resources.

175. NAL Call No.: S1.M57
Piedmont Triad Farmers Market.
Descriptors: food-marketing; farmers'-markets; north-carolina

176. NAL Call No.: HD9000.A1J68
Planning for the retail farm market.
Paper presented at the thirty-fifth annual meeting, "Strategies for meeting global competition"
Descriptors: direct-marketing; retail-marketing; market-planning; location-theory

177. NAL Call No.: 100-C12Cag
Popularity has spawned diversity--and rules--at certified farmers' markets.
Descriptors: farmers'-markets; growers; market-regulations; participative-management; california

178. NAL Call No.: S522.U5H37
The postal orchard.
Descriptors: horticulture; perennials; trees; fruit-trees; direct-marketing; sources; culinary-herbs; nurseries

179. NAL Call No.: HD9005.P88-- 1994
Cover title.
Descriptors: farms,-small-cost-of-operation-congresses; farm-produce-marketing- cost-effectiveness-congresses

180. NAL Call No.: 275.29-K4152
The production and marketing of fruits and vegetables in Kentucky.
Includes references.
Descriptors: fruits; vegetables; family-farms; farm-management; marketing; land; irrigation; labor; kentucky

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181. NAL Call No.: 275.29-M58B
Promoting fee-fishing operations as tourist attractions.
Includes references.
Descriptors: angling; ancillary-enterprises; fish-ponds; tourist-attractions; farm- holidays; michigan

182. NAL Call No.: S1.M57
Promoting llamas.
Descriptors: llamas; animal-husbandry; small-farms; ancillary-enterprises; marketing-channels; pennsylvania

183. NAL Call No.: S544.3.K4K42
Promotion & advertising for Kentucky's direct markets.
Descriptors: farmers'-markets; food-advertising; publicity; fruits; vegetables; kentucky

184. NAL Call No.: 1-Ag84Mr- no.1154
Proposed farmers' market for northern Kentucky.
Caption title.
Descriptors: farmers'-markets-kentucky

185. NAL Call No.: HN79.W43C67
Protective legal measures and concerns of private landowners.
Rademacher, J. J. RD. (744): p.36-51. ([1993?])
In subseries: Natural resources management and income opportunity series: legal issues.
Descriptors: private-ownership; recreation; legal-liability; state-government; federal-government; farm-workers; usa

186. NAL Call No.: HN79.W43C67
Public recreation on private land: research needs and considerations.
Descriptors: farm-income; recreation; decision-making; research; cost-benefit- analysis; regulations; fees; consumer-preferences; usa

187. NAL Call No.: S1.N32
Pumpkin power.
Descriptors: ancillary-enterprises; family-farms; pumpkins

188. NAL Call No.: SB317.5.H68
Reactions by consumers in a farmers' market to prices for seedless watermelon ratings of eating quality.
Includes references.
*Descriptors*: watermelons; seedlessness; consumer-preferences; food-preferences; consumer-surveys

189.
NAL Call No.: S1.M57
**Red deer marketing.**
*Descriptors*: red-deer; livestock-farming; livestock-enterprises; small-farms; markets

190.
NAL Call No.: TX901.C67
**Restaurant marketing on the worldwide web.**
Includes references.
*Descriptors*: food-service-management; restaurants; computers; marketing; marketing-techniques; customer-relations; internet

Abstract: A large portion of the so-called information superhighway is the internet, which allows people to communicate through computers using electronic mail, bulletin boards, and news groups, among other means. One section of the internet, the worldwide web (WWW), is a network of computers carrying information for public dissemination. Many companies, institutions, and individuals have created WWW "home pages," which are computer files with text, graphics, and links to other, related pages. "Visitors" to web pages are said to be "surfing the net," checking new sites for interesting information or graphics. The WWW now has many commercial sites that seek to get companies' messages to the public in a new and untested medium. While some hospitality companies have WWW sites, most do not, and restaurants are underrepresented. Existing restaurant sites, however, make reasonably sophisticated use of the web's capabilities (e.g., text, graphics, sound, and interactive screens). The technology of the internet may allow marketers to take the ultimate step in mass customization, which is to create a distinct message (and package of product and services) for each customer. It almost certainly will allow personal interaction between restaurateurs and customers.

191.
NAL Call No.: KF27.A3336-1990c
**Review of the use of food stamps in farmers' markets : hearing before the Subcommittee on Domestic Marketing, Consumer Relations, and Nutrition of the Committee on Agriculture, House of Representatives, One Hundred First Congress, second session, September 18, 1990.**
Distributed to some depository libraries in microfiche.
*Descriptors*: food-stamp-program-united-states; farm-produce-united-states-marketing

192.
NAL Call No.: S1.N32
**Room for wildlife.**
*Descriptors*: alternative-farming; wildlife; habitats; hunting

193.
NAL Call No.: A00061
**Rural bounty in Manhattan.**
*Descriptors*: farmers'-markets; new-york; union-square-greenmarket

194.
NAL Call No.: S131.M64
**Rural development strategies for farm and ranch recreation.**
Includes references.
Descriptors: farmland; rangelands; recreation-management; ancillary-enterprises; rural-development

195.
NAL Call No.: G155.A1I518--1994
"This book is also available as a special issue of the *Journal of sustainable tourism*, vol. 2, nos 1&2, 1994"--T.p. verso.
Descriptors: tourist-trade-congresses; farms-recreational-use-congresses; rural-development-congresses

196.
NAL Call No.: 81-M58
*Seizing the moment.*
Descriptors: fruit-growing; farm-management; direct-marketing; farm-income; ohio; pick-your-own

197.
NAL Call No.: HD9005.G53 1994
*Sell what your sow!: the grower's guide to successful produce marketing*
Some chapters available On line/ Access info: http://www.openair.org/cyjour/sow.html
Descriptors: produce-trade-united-states; handbooks, -manuals, -etc.; farm-management-united-states-handbooks, -manuals, -etc.; gardening-united-states

198.
NAL Call No.: 424.8-AM3
*Selling honey to roadside markets.*
Descriptors: honey; markets; roadsides; sales-promotion; delaware

199.
NAL Call No.: A00069
*Share the land: an innovative way to shoulder the burden & save the family farm.*
Descriptors: family-farms; community-involvement; investment; maryland; community-supported agriculture

200.
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Descriptors: farm-management; marketing; direct-marketing

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So you want to start a business.  
Descriptors: small-businesses; market-research; financial-planning; market-planning-regulations

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Descriptors: cotton; crop-production; sustainability; markets

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Descriptors: nutrition-programs; farmers'-markets; food-stamp-program; usda; usa; special-supplemental-program-for-women,-infants-and-children

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