

Market Research Resources:
(In no particular order or ranking)

**Building a Sustainable Business - A Guide to Developing a
Business Plan for Farms and Rural Businesses.**

<http://www.misa.umn.edu/publications/bizplan.html>

A great publication developed by the Minnesota Institute for Sustainable Agriculture (MISA) and the Sustainable Agriculture Network (SAN). Produced in a very friendly, easy to understand format with worksheets and examples.

The publication can be downloaded at the above address.

To order printed copies send \$14.00 & \$3.95 shipping and handling to:

MISA
411 Borlaug Hall
1991 Buford Circle
St. Paul, MN 55108-1013

Phone: (800) 909-6472
Email: misamail@umn.edu

AgMARC

<http://www.agmrc.org/homepage.html>

The Agricultural Marketing Resource Center (AgMARC) brings together experts from three of the nation's leading agricultural universities - Iowa State University, Kansas State University and the University of California - into a dynamic, electronically based center to create and present information about value-added agriculture.

Goals

Create an electronic, Web based library with powerful search capabilities to make value-added market, economic and business information and other resources available to producers.

Provide value-added business and economic analysis tools, including information on business principles, legal, financial and logistical issues.

Conduct research and analysis on economic issues facing producers involved in value-added business ventures.

Link producers with electronically available information and resources.

For More Information

Agricultural Marketing Resource Center

1111 NSRIC

Ames, IA 50011

Toll free phone: 866-277-5567

Email: agmrc@iastate.edu

Web site: www.agmrc.org

<http://www.agmrc.org/homepage.html>

Organic Trade Association

<http://www.ota.com/index.html>

Source of information about markets for organic food items including facts about organic food production and consumers of organic foods.

Food Marketing Institute

<http://www.fmi.org/>

Some facts and figures about grocery stores and retail food purchasing by consumers. Some information is free; some requires membership or small fee for publication access. Where the BIG boys go for information on retailing.

New Hope

<http://www.newhope.com/index.cfm>

Information and media on natural and organic food retailing.

USDA Farmer Direct Marketing

<http://www.ams.usda.gov/directmarketing/>

Information, publications and other resources to help farmers direct market to consumers.

University of California Sustainable Agriculture Research and Education Program

<http://www.sarep.ucdavis.edu/cdpp/farmersmkt.htm>

Information on selling directly to restaurants and retailers. Case studies on farmers markets, e-commerce, institutional marketing.

ATTRA – Appropriate Technology Transfer for Rural Areas

<http://www.attra.org>

Publications and information on sustainable agriculture are available by calling 1-800-346-9140. Also, many on-line publications available for downloading from the web site on topics related to marketing, organic production, grazing management, livestock production.

Western Extension Marketing Committee

<http://ag.arizona.edu/arec/wemc/wemc.html>

The mission of the Western Extension Marketing Committee is to improve the quality of marketing education programs throughout the Western region. Expertise and resources are pooled together by committee members to address common agricultural marketing issues. The committee consists of extension economists from the 13 Western states, including Alaska and Hawaii. Support for the committee is provided by state extension directors, Farm Foundation, and the Cooperative State Research Education and Extension Service.

Center for Profitable Agriculture

<http://cpa.utk.edu/default.htm>

It is envisioned that the Center for Profitable Agriculture (CPA), a partnership between The University of Tennessee Institute of Agriculture (UTIA) and the Tennessee Farm Bureau Federation, will be widely recognized as an important resource that provides a valuable service and contributes to the establishment and improvement of successful opportunities for Tennessee.

The Center for Profitable Agriculture has taken the place of the Agricultural Development Center (ADC). The CPA has been created to increase the value of Tennessee's economy through new, expanded and improved processing and marketing of agricultural, aquacultural and forestry products, as well as home-based industries.

The North Central Initiative for Small Farm Profitability

<http://www.farmprofitability.org/index.htm>

The North Central Initiative for Small Farm Profitability is a four-state, multi-institutional, farm-to-fork effort designed to improve the profitability and competitiveness of small and mid-size farms in the Midwest. This initiative brings together a unique and powerful blend of farmers, food and social scientists, marketers, extension educators, economists, and others who are attempting to identify, adapt and apply practical, science-based, market-driven strategies that work.

Iowa Agricultural Opportunities

<http://www.iowaagopportunity.org/>

Many materials from the Center for Industrial Research and Service (CIRAS) at Iowa State University. Many information packages include a complete business outline with case studies for various value added operations.

Contains many interesting value added options. The three strongest, most in-depth areas are listed below:

Steps to Agribusiness Development

<http://www.iowaagopportunity.org/steps/stepshomepage.html>

Adding Value to Beef Production

<http://www.ciras.iastate.edu/BeefManual/intro.html>

Adding Value to Pork Production

<http://www.ciras.iastate.edu/porkmanual/>

Peerspectives.org

<http://peerspectives.org/>

PeerSpectives.org is a Web site for business owners looking to take their companies to the next level. We view PeerSpectives as a combination of two things. 1) Peer Networking (peer learning) and 2) Next-Level Thinking

The Insights section on *Defining and Serving a Market* is great resources for any potential business to investigate prior to spending a lot of money.

New Farm Options – University of Wisconsin Extension

<http://www.uwex.edu/ces/agmarkets/condresearch.html>

Multiple marketing resources compiled in a single site
Some additional links from the same site, this site needs updated materials, but the links that do work are good resources.

<http://www.montana.edu/wwwpb/pubs/mt9013.html>

http://www.onlinewbc.gov/docs/market/mk_research_trad.html

<http://ohioline.osu.edu/cd-fact/1252.html>

Tallgrass Prairie Producers Coop

<http://www.kansasruralcenter.org/heartland/tallgrass.htm>

Tallgrass Prairie Producers Co-op operated from 1995 to 2000, raising and marketing grass-fed beef from ten Kansas ranches. It ceased active operation in 2000. The article at the above web site offers some of the lessons learned in hopes that others will benefit from what they've learned.

Kansas Rural Center

<http://www.kansasruralcenter.org/heartland/index.html>

The Kansas Rural Center operates Heartland Sustainable Agriculture Project which has many small producer groups, called Heartland Clusters, working together to improve markets and marketing skills for farmers. The above link provides information about the various clusters

Fresh Air Pork

http://www.pfi.iastate.edu/Local_Food_Syst/Fresh_Air_Pork_Frantzen.htm

Fresh Air Pork was an Iowa Coop begun in 1999 to market pork directly. They disbanded in April 2002 due to inability to market meat at profitable levels in an area where commodity meat supplies are both plentiful and cheap.

Practical Farmers of Iowa

<http://www.pfi.iastate.edu/PFIhomenew.htm>

Grass roots organization with emphasis on family farms and sustainability. Site offers information on things such as case studies, and results from funded research, such as marketing to hotels, restaurants and institutions.

FoodMap (Food Marketing and Processing)

<http://www.foodmap.unl.edu/>

A comprehensive clearinghouse of marketing and processing information on identifying new markets, learning about alternative agriculture opportunities, locating processing equipment, understanding processing requirements and ingredients and finding information on a large variety of other topics.

How to Direct-Market Farm Products on the Internet

http://www.foodmap.unl.edu/report_files/HowToDirectMarketInternet.pdf

Farm direct marketing on the Internet provides many opportunities for producers to expand their existing businesses. Internet technology is similar to opening a branch store or having a billboard. It can be used to improve customer service, educate consumers, and save valuable resources such as time and money.

Farm direct marketers should consider the various ways in which they can adopt the Web and adapt it to the uniqueness of their farm or ranch. Producers can have a Web site to sell or promote their products or can be listed in online directories. E-mail can be used to communicate with customers and distribute newsletters. Before beginning direct marketing on the Internet, producers should develop an Internet marketing plan with specific objectives that fit in with the needs of the business operation as a whole.

This publication provides basic information and suggestions for direct farm marketers on selecting and tailoring a Web site to meet their marketing needs and goals, including:

- Reasons for considering using the Web for direct farm marketing
- How to develop a marketing plan
- How to research the market
- How to set up and market the Web site

References are cited to enable producers to undertake additional research on Internet marketing. Feedback from producers who use the Internet is included to demonstrate the challenges and the benefits of using this marketing tool. 50 pages

Energy-Efficient Grass-Based Meat and Veal Production and Marketing Manual

<http://www.cadefarms.org/pdf/Production%20Manual.pdf>

54 page manual devoted to the production and marketing of grass-fed meats within a regional coop. Resource provides insight into how one marketing coop produces and markets their products.

Contact Information:

The Center for Agricultural Development & Entrepreneurship
250 Main Street
Oneonta, NY 13820
Phone: (607) 431-6034
Email: khodne@cadefarms.org

Reap New Profits: Marketing Strategies for Farmers and Ranchers

HTML version: <http://www.sare.org/bulletin/marketing/>

PDF version: <http://www.sare.org/market99/market99.pdf>

This bulletin from USDA's Sustainable Agriculture Network (SAN) offers snapshots of the many alternatives to marketing commodities through conventional channels. Written for producers and the agricultural professionals who work with them, "Reap New Profits: Marketing Strategies for Farmers and Ranchers" offers practical tips on how to get started in alternative marketing enterprises, peppered with numerous examples of people using such strategies in the field. The bulletin describes how to break into farmers markets, establish pick-your-own operations and farm stands, begin entertainment farming, open a Community Supported Agriculture (CSA) farm, join or start a cooperative, sell to restaurants or through mail order and the Internet. The bulletin also lays out ways to direct-market meat, process and add value to farm products.

American Journal of Alternative Agriculture

<http://www.cabi-publishing.org/Journals.asp?SubjectArea=&PID=21>

Quarterly Journal published by CABI publishing that often has researched articles on marketing efforts by farmers, farmer cooperatives, consumer issues with food, and marketing studies. The web site allows you to review the table of contents for each issue. Individual articles can be downloaded for a small fee. You may also get access through libraries that carry the Journal or via Inter-library loan. The cost of two full articles will equal the cost of a personal, internet only subscription in most cases.

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A *PRIMER* for Selecting New Enterprises for Your Farm

<http://www.uky.edu/Ag/AgEcon/publications/ext2000-13.pdf>

This publication is designed to help producers evaluate new enterprises for their farms or family businesses. It is based on a set of worksheets to help evaluate the **Profitability**, **Resource** requirements, **Information** needs, **Marketing** decisions, **Enthusiasm** for, and the **Risk** associated with a new enterprise. **PRIMER** is the acronym for these six factors. The text of the publication includes a discussion of each of these factors along with some introductory Yes/No/Maybe questions about each factor. There is also an introductory score sheet for each factor to get you thinking about the feasibility of a new endeavor. The worksheets at the end of the publication are more detailed and ask for information or ask questions that need to be answered *before* the decisions are made about the new enterprise.

Tim Wood and Steve Issacs, University of Kentucky Agricultural Economics Extension, Bulletin 00-13, 2000.

The NEW FARM – Mid Atlantic Marketing Page

http://www.newfarm.org/depts/midatlantic/market_home.shtml

A marketing resource for farmers in the mid-Atlantic region from the NEW Farm at Rodale Institute. While the information is targeted for farmers in New Jersey, Maryland and Pennsylvania, it may provide valuable insight into strategies various producers have used to market their farm products.

Farm Fresh – Direct Marketing Meats and Milk By Allan Nation

<http://www.stockmangrassfarmer.com/sgf/bookshelf.html>

Soft cover book.

Can be ordered from:
Stockman Grassfarmer
P.O. Box 2300
Ridgeland, MS 39158-2300

Or by calling 1-800-748-9808.
Cost \$33.50 includes postage and handling.