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NF92-107 Resource List for Marketing Alternative Crops

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Resource List for Marketing Alternative Crops

by Laurie Hodges, Extension Vegetable Specialist, Department of Horticulture

FACILITIES FOR ROADSIDE MARKETS

NRAES-52
Northeast Regional Agricultural Engineering Service
(NRAES/RM)
152 Riley-Robb Hall, Cooperative Extension
Ithaca, NY 14853-5701
607-255-7654

Growers interested in starting or improving an existing roadside market will benefit from this 32 page book. It is written primarily for persons planning a large farm market. The cost of the publication is \$5.50. Checks should be payable to NRAES.

PRODUCE HANDLING FOR DIRECT MARKETING

NRAES-51
Northeast Regional Agricultural Engineering Service
(NRAES/RM)
152 Riley-Robb Hall, Cooperative Extension
Ithaca, NY 14853-5701
607-255-7654

Growers who sell at farmers' markets or from roadside markets will appreciate the guidelines provided in this 29 page book. Successful direct marketing depends on providing quality products, and this book discusses handling through harvest, transport, storage and display. The cost per publication is \$5.50. Make checks payable to NRAES.

FARMING ALTERNATIVES: A GUIDE TO EVALUATING THE FEASIBILITY OF NEW FARM-BASED ENTERPRISES

Northeast Regional Agricultural Engineering Service
(NRAES)
152 Riley-Robb Hall
Cornell University
Ithaca, NY 14853
607-255-7654

Guidebook using case study and workbook format and includes studies on market potential, production feasibility, profitability and cash flow to help conduct a step-by-step analysis of potential new enterprises. Guidebook is \$6. Checks should be made out to NRAES.

GROWING FOR MARKET

Fairplain Publications
P.O. Box 365
Auburn, KS 66402

A monthly newsletter for professionals edited and published by experienced market gardeners. The newsletter costs \$24/year and sample copies are available for \$2.

MARKET WHAT YOU GROW

The Chicot Press
c/o Randy Whatley
Box 5198
Atlanta, GA 30355
1-800-888-6088

An idea book and hands-on workbook for small growers. Cost: \$9.95.

MARKETING: HOW TO SURVIVE AS A SMALL FARMER

Tom McKinney
Agriculture Program
Rocky Mountain Institute
1739 Snowmass Creek Road
Snowmass, CO 81654
303-927-3851

50 SMALL FARM IDEAS

B. Berst
National Lilac
2310 17th
Anacortes, WA 98221
206-293-3345

Office for Small-Scale Agriculture (OSSA), USDA

14th & Independence Avenue, SW
Washington, D.C. 20251-2200
Dialcom AGS3037 H. Kerr or FAX 202-475-3179.

A GROWER'S GUIDE TO MARKETING FRUITS, VEGETABLES, AND HERBS IN ILLINOIS

C1300
University of Illinois
OACE
69-R3 Mumford Hall
1301 West Gregory Drive
Urbana, IL 61801

A GUIDE TO STARTING, OPERATING, AND SELLING IN FARMERS MARKETS

Charles Marr & Karen Gast
Cooperative Extension Service
Kansas State University
Manhattan, KS 66506
913-532-6170

ENTREPRENEURS IN FOOD PROCESSING WORKSHOP

Food Processing Center
Marketing Office
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60 H.C. Filley Hall, East Campus
Lincoln, NE 68583-0946
402-472-2819

RURAL ENTERPRISE

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"FARMING ALTERNATIVES: INNOVATION ON NORTHEAST FARMS" - A VCR TAPE

Northeast Regional Agricultural Engineering Service (NRAES)
152 Riley-Robb Hall
Cornell University
Ithaca, NY 14853
607-255-7654

NF92-107 — Page 2

A 44-page paper. Cost: \$9.

This pamphlet contains ideas for small farms. Cost: \$3.75.

Topics, technologies and a calendar of events.

Published by the Illinois Extension Service, the guide covers more than 20 specialty crops in 100 pages. It is designed to link producers with area wholesales and shippers. The publication includes a listing of more than 100 major produce distributors in Illinois, Wisconsin and Missouri, as well as information on pricing, packaging and quality standards. \$5 per copy.

This publication provides an overview of the organization and operation of farmers' market, how to use the market effectively, pricing and merchandising strategies, advertising and display.

A half-day workshop presented at various times throughout the year. Although specifically designed for those interested in producing and marketing a processed food item such as jam or a snack food, the information on preparing a business plan, defining objectives and markets and locating markets are applicable to those involved in other business ventures. The workshop cost is \$75.

Magazine emphasizing entrepreneurial enterprises in rural areas. Frequent articles on farmers' markets, mail-order and other marketing systems. This publication has been recommended by other Nebraska subscribers.

A 14-minute video based on the guidebook described above. VCR tape is \$20. Checks should be made out to NRAES.

USDA Marketing & Inspection Service
Washington, DC
202-447-6576

PUBLIC MARKET NEWS

Hilary Baum and Ted Spitzer, Editors
Public Market Collaborative
153 Waverly Place
New York, NY 10014
212-620-5660
FAX: 212-620-3821

FEDERAL GRADE STANDARDS

Fresh Products Branch
Agricultural Marketing Service,
Fruit and Vegetable Division, USDA
P.O. Box 96456, Room 2056-South Bldg
Washington, DC 20090-6456

CHICAGO WHOLESALE FRUIT & VEGETABLE REPORT

Fruit and Vegetable Market News Service
USDA
536 S. Clark Street., Rm 942
Chicago, IL 60605
312-353-0111
FAX: 312-886-3766

VEGETABLES & SPECIALTIES: SITUATION & OUTLOOK REPORT

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USDA Economic Research Service
U.S. Department of Agriculture
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P. O. Box 1608
Rockville, MD 20849
1-800-999-6779

HOMEMADE MONEY

Barbara Brabec
Published by Betterway Publications
P. O. Box 219
Cozet, VA 22932
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The Public Market Collaborative publishes a quarterly newsletter specifically for farmers' market managers and community leaders. They also sponsor a yearly educational conference. The purpose of the collaborative is to assist communities in preserving and establishing public markets.

Single copies of federal grade standards are free. Be sure to specify which crops you are interested in, and whether you want the fresh market or processing grades.

Chicago wholesale prices only. Issued daily at 10 a.m. with source (state), package type and price range. Mushrooms are included in this report. This source also publishes market reports on herbs and ornamental flowers. Available for \$180/year. Selected months are also available, either daily (\$15/month) or weekly (\$8/month, Monday reports). Summaries of previous years are available for \$10 each. FAX fees are base rates plus long-distance phone charges. Sample copies available by request.

Published semi-annually and supplemented by a yearbook. Single copies \$8 or \$12 per year. A general economic overview of vegetable and specialty crops, including herbs and organic produce. Information on production and marketing in the U.S. with special articles at the end is also included. Helps individuals understand where they fit into the total picture, the competitive position in the marketplace and the impact of imports on the U.S. market.

Cost:\$19.45 including shipping in 1992. Also available through local libraries (interlibrary loan). Recommended by a Nebraska grower. This is a guide and resource book for home-based businesses. Chapters include assessing your situation, marketing strategy, time management, pricing for profit and direct and wholesale marketing. Includes many worksheets to guide you through decision-making. Good listing of additional references in the resource chapter, although some addresses may not be current. A library may be able to assist in obtaining current addresses.

File Under: HORTICULTURE

C-9, Vegetables

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Kenneth R. Bolen, Director of Cooperative Extension, University of Nebraska, Institute of Agriculture and Natural Resources.

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