

# Direct Answers for Direct Marketing

Business Tools—8

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## Helpful Resources

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The following resources provide information that will assist direct marketers in making more informed managerial decisions.

## General Direct Marketing Resources

*The Direct Marketing Guide for Producers of Fruits, Vegetables, and Other Specialty Products* (PB 1711) is an overview of direct marketing strategies for the budding entrepreneur. This bulletin provides practical advice on selling through farmers' markets, roadside stands, and pick-your-own operations. Business planning, market research, advertising and promotion, and pricing are also discussed. <http://www.utextension.utk.edu/publications/pbfiles/PB1711.pdf>

The ATTRA *Direct Marketing Business Management Series* website focuses on direct marketing alternatives with emphasis on niche, specialty, and value-added crops. It features farm case studies, as well as information on enterprise budgets and promotion and publicity. A new section discusses the implications of Internet marketing and e-commerce for agriculture. <http://www.attra.org/attra-pub/PDF/directmkt.pdf>

*Profiles of Innovative Agricultural Marketing: Examples from Direct Farm Marketing and Agri-Tourism Enterprises* by the Western Extension Marketing Committee. This publication examines 17 direct farm marketing and agri-tourism enterprises from the Western United States. The end of each section provides contact information for the enterprises examined and for the contributing authors. <http://cals.arizona.edu/arec/wemc/westernprofiles.html>

*Direct Farm Marketing and Tourism Handbook*, produced by the University of Arizona Agricultural and Resource Economics department, is designed to help individuals who grow or process food products market their products and services directly to the consumer. <http://ag.arizona.edu/arec/pubs/dmkt/dmkt.html>

*Direct Marketing of Farm Produce and Home Goods*, by John Cottingham, James Hovland, Jordana Lenon, Teryl Roper, and Catherine Techtmann of University of Wisconsin Extension, discusses the different alternatives available through direct marketing. Some of the options addressed include pick-your-own, roadside markets, farmers' markets, subscription farming, home delivery, and selling to stores, restaurants, and other institutions. Topics covered in addition to marketing include financial planning, regulations, merchandising, and general management issues. <http://cecommerce.uwex.edu/pdfs/A3602.PDF>

The UT Center for Profitable Agriculture (CPA) was established to provide technical and educational assistance to agribusinesses, farmers and entrepreneurs in Tennessee who may be considering business expansion or an initial market entry. The CPA website provides a multitude of links explaining the different facets of adding value to agricultural products. The Educational Resources section includes extension publications, fact sheets, presentations and slide shows, and other published documents. <http://cpa.utk.edu>

*A PRIMER for Selecting New Enterprises for Your Farm*, by Tim Woods and Steve Isaacs of the Department of Agricultural Economics at the University of Kentucky, is an excellent resource for detailed analyses in evaluating alternatives for new enterprises. It includes detailed descriptions along with questions and worksheets to aid in determining the feasibility of the proposed enterprise under consideration. "PRIMER" is an acronym for Profitability, Resources, Information, Marketing, Enthusiasm, and Risk. [http://www.uky.edu/Agriculture/AgriculturalEconomics/pubs/ext\\_aec/ext2000-13.pdf](http://www.uky.edu/Agriculture/AgriculturalEconomics/pubs/ext_aec/ext2000-13.pdf)

*Direct Answers for Direct Marketing* is a handbook that helps you answer the questions that most direct marketing manuals tell you that you need to answer. Currently available from Gary Bullen, NCSU, email [gsbullen@ncsu.edu](mailto:gsbullen@ncsu.edu)

## **Marketing Specific Resources**

*How to Direct Market Farm Products on the Internet* provides basic information and suggestions for direct farm marketers on selecting and tailoring a website to meet their marketing needs and goals, including: (1) reasons for considering using the Web for direct farm marketing, (2) how to develop a marketing plan, (3) how to research the market, and (4) how to set up and market the website. <http://www.ams.usda.gov/tmd/MSB/PDFpubList/InternetMarketing.pdf>

*Choosing Your Market: A Direct Marketing Decision Tool for Small Farmers* is an on-line workbook by Georgia Organics to help farmers identify the direct marketing strategies that will best fit their farms. It focuses on four of the major direct-marketing strategies: farmers' markets, on-farm markets, community supported agriculture, and internet marketing. It provides up-to-date, key information on these markets in the South and additional references to successfully meet the challenges and opportunities in direct marketing. <http://www.georgiaorganics.org/markettool/workbook.pdf>

*Simple and Successful Vegetable Farming: How to Sell Your Crops: Marketing*, by the Communication and Educational Technology Services, University of Minnesota Extension Service, describes various ways to market farm products. It includes wholesale marketing and direct marketing via farmers' markets or roadside stands. <http://www.extension.umn.edu/distribution/horticulture/DG7618.html>

*Marketing Alternatives for Specialty Produce* is an excellent guide for growers producing and marketing specialty crops. Worksheets are included to aid in estimating post-harvest costs. <http://extension.oregonstate.edu/catalog/pdf/pnw/pnw241.pdf>

*What Can I Do with My Small Farm? Selecting An Enterprise for Small Acreages* by Oregon State University Extension Service outlines different alternatives and characteristics needed for small farms to expand beyond the normal farming options. <http://smallfarms.oregonstate.edu/what/>

*Marketing on the Edge: A Marketing Guide for Progressive Farmers*, available from the North American Farmers' Direct Marketing Association (NAFDMA), includes topics on consumer trends, components of direct marketing, merchandising, advertising and promotions, and value added processing. Check the NAFDMA website for price and ordering information. <http://www.nafdma.com/Publications/Edge/>

*Farmers and Their Diversified Horticultural Marketing Strategies: An Educational Video on Innovative Marketing*, NRAES-139 (\$15.00 plus S&H/sales tax, 49-minute video, 1999) profiles vegetable, fruit, and horticultural growers who have pursued a variety of rewarding approaches adapted to their unique products and conditions. The video will help both new and established growers and their advisors carefully as they consider the marketing options that can enhance income and promote the sustainability of their farms. <http://www.nraes.org/publications/nraes139.html>

## **Resources on Best Business Practices**

*In the Eyes of the Law: Legal Issues Associated with Direct Farm Marketing* provides a brief introduction to legal issues that may affect direct marketing businesses to help avoid or minimize risk and liability. It is not intended to constitute legal advice or address every situation, since direct marketing can be as varied as creativity, ambition, intuition, and resources allow. <http://www.extension.umn.edu/distribution/resourcesandtourism/DB7683.html>

*Facilities for Roadside Markets* is valuable for anyone considering a roadside market or looking to improve or expand a current one. Selling produce from a roadside market can be satisfying and profitable, but only with careful planning. Three chapters cover site considerations (visibility and accessibility, utilities, drainage, zoning, and building ordinances); market layout (areas for sales, preparation, and shipping and receiving); and market structure and facilities (parking, lighting, fire protection, security, and more). <http://www.nraes.org/publications/nraes52.html>

*Produce Handling for Direct Marketing* is valuable for growers who sell seasonal produce at local farmers' markets or roadside markets. It describes post-harvest physiology, food safety, produce handling from harvest to storage, refrigerated storage, produce displays, and specific handling and display recommendations for over forty types of fruits and vegetables. <http://www.nraes.org/publications/nraes51.html>

*Refrigeration and Controlled Atmosphere Storage for Horticultural Crops* discusses general construction procedures for storage facilities, such as site selection, structural considerations, thermal insulation, vapor barriers, and attic ventilation. Different refrigeration systems are explained, including descriptions of equipment and operating procedures. <http://www.nraes.org/publications/nraes22.html>

ATTRA *Farmer's Market Marketing and Business Guide* is a resource for those farmers who want to organize a farmers' market or sell at one. <http://www.attra.org/attra-pub/PDF/farmmarket.pdf>

## **Government Resources**

The USDA Agricultural Marketing Service homepage provides links to relevant information pertaining to, among other things, direct marketing and farmers markets. USDA's website can be daunting, so you are better off using one of the links below to get to a specific publication or section than just going to the USDA website.

Farmer Direct Marketing, developed as an extension to the USDA Ag Marketing Services Website, offers a plethora of links to direct marketing information sources.

AMS Farmers Market is another link off of the Agricultural Marketing Service homepage. This site offers links to farmers' market facts, the National Directory of Farmers Markets, resources and information, and a look into the USDA Farmers' Markets in Washington, D.C. In addition it has a link to an interactive children's section. <http://www.ams.usda.gov>

Community Supported Agriculture by CSREES, NAL, and the USDA is a website dedicated to defining and locating a CSA farm and to further explain sustainable agriculture. For the CSA farmer there is a section to assist in locating specific resources and a set of direct marketing links. <http://www.nal.usda.gov/afsic/csa/>

*Organic Produce, Price Premiums, and Eco-Labeling in U.S. Farmers' Markets* by Amy Kremen, Catherine Greene, and Jim Hanson, Outlook Report No. VGS-301-01, April 2004, describes the significance of farmers' markets as market outlets for many organic farmers and recent shifts in relationships between organic growers, market managers, and customers. Market managers in more than 20 states answered questions by phone pertaining to the 2002 market season. Their responses provide insight into recent grower, manager, and customer decision-making and attitudes about foods advertised and sold as organic at farmers' markets. The popularity of farmers' markets in the United States has grown concurrently with organic production and consumer interest in locally and organically produced foods. <http://www.ers.usda.gov/publications/VGS/Apr04/vgs30101/>

*Tax Information for Businesses*, a website provided by the IRS, is a good source of information for tax rules and regulations. The Small Business/Self-Employed web-page, also provided by the IRS, offers information and links for starting a business, employee records, employer id numbers, and many other aspects of owning and operating a small business. <http://www.irs.gov/businesses/index.html>

## **Association Resources**

American Community Garden Association is a national, nonprofit organization that supports community greening in urban and rural communities. How to start a community garden or what benefits are gained by having a community garden, and other issues are addressed through this list of publications. A few of the publications are offered for a fee, others are available for free. <http://www.communitygarden.org/publications.php>

North American Farmers' Direct Marketing Association website is for family farmers, extension agents, and farm market managers to network with each other on issues affecting the profitability of direct marketing operations. This website has links explaining the benefits of membership, the purpose of the association, conferences, membership application form, and contact information. <http://www.nafdma.com>

*Pickyourn.org* and *Localharvest.org* (not case sensitive) offer free listings to small farms and farm businesses. These sites also allow prospective customers to search for farms and related businesses by state, product, etc.

Farm to School programs are appearing all over the U.S. These programs connect schools with local farms with the objectives of serving healthy meals in school cafeterias, improving student nutrition, providing health and nutrition education opportunities, and supporting local small farmers. <http://www.farmentoschool.org>

## **Demographic Information Sources**

A Guide to Sources of Information - <http://www.loc.gov/rr/business/marketing/>

Advertising Age -Database related to advertising - <http://adage.com/datacenter/>

U.S. Census Bureau -[www.census.gov](http://www.census.gov).

QuickFacts -<http://quickfacts.census.gov/qfd/index.html>

American FactFinder.- <http://factfinder.census.gov>

The Right Site offers numerous free demographic profiles [www.easidemographics.com/cgi-bin/login\\_free.asp](http://www.easidemographics.com/cgi-bin/login_free.asp)

Development Alliance - Religious affiliation - [www.adherents.com](http://www.adherents.com)

Demographics USA - [www.tradedimensions.com](http://www.tradedimensions.com) , published by Market Statistics Reference:  
Click on Demographics

USADATA - fee based service- <http://dtg.usadata.com/geography> /[http:// www.usadata.com/](http://www.usadata.com/)  
 Trade Associations - Trade associations collect information on their members or the customer group their members are interested in. This information generally includes lifestyle information. Contact a trade associations that represents their industry and inquire.  
 Universities—Collect and publish applied research that includes lifestyle information.  
 Electronic and Print Media—Collect information on their subscribers, including lifestyle information. Contact them and ask about the possibility of advertising with them and request a subscriber profile.

## Sources of Lifestyle Information

Claritas - Some information is free, have to pay for detailed reports. Lifestyle Profile by Zip code [www.claritas.com/MyBestSegments/ Default.jsp? ID=30&SubID=&pageName=Segment%2BLook-up](http://www.claritas.com/MyBestSegments/Default.jsp?ID=30&SubID=&pageName=Segment%2BLook-up)  
 Advertising Age—Database related to advertising - <http://adage.com/datacenter/>  
 Trade Associations—Trade associations collect information on their members or the customer group their members are interested in. This information generally includes lifestyle information. Contact a trade associations that represents their industry and inquire.  
 Universities—Collect and publish applied research that includes lifestyle information.  
 Electronic and Print Media—Collect information on their subscribers, including lifestyle information. Contact them and ask about the possibility of advertising with them and request a subscriber profile.

## Sources of Geographic Market Area Information

### Geographic Information

A Guide to Sources of Information: <http://www.loc.gov/rr/business/marketing/>  
 Claritas—some information is free, have to pay for detailed reports: [www.claritas.com/ MyBestSegments/Default.jsp?ID=0&SubID=&pageName=Home](http://www.claritas.com/MyBestSegments/Default.jsp?ID=0&SubID=&pageName=Home)  
 U.S. Census Bureau: [www.census.gov](http://www.census.gov).  
 QuickFacts: <http://quickfacts.census.gov/qfd/index.html>  
 American FactFinder: <http://factfinder.census.gov>  
 Demographics USA: [www.tradedimensions.com](http://www.tradedimensions.com) , Click on Demographics  
 USADATA—fee based service: <http://dtg.usadata.com/geography> /[http:// www.usadata.com/](http://www.usadata.com/)  
 Advertising Age—Database related to advertising: <http://adage.com/datacenter/>  
 U.S. Census Bureau: [www.census.gov](http://www.census.gov). Other Census data sources.  
 QuickFacts —<http://quickfacts.census.gov/qfd/index.html>  
 American FactFinder: <http://factfinder.census.gov>  
 The Right Site offers numerous free demographic profiles: [www.easidemographics.com/cgi- bin/login\\_free.asp](http://www.easidemographics.com/cgi-bin/login_free.asp)  
 Development Alliance—Religious affiliation: [www.adherents.com](http://www.adherents.com)

## Ring Information

The Right Site offers numerous free demographic profiles: [www.easidemographics.com/cgi-bin/login\\_free.asp](http://www.easidemographics.com/cgi-bin/login_free.asp)

TetraFLY—Ring study reports: [www.terrafly.com/TP/reports.html](http://www.terrafly.com/TP/reports.html)

ESRI Mapping Software—fee service: [www.esri.com/software/busmap/about/ringstudy.html](http://www.esri.com/software/busmap/about/ringstudy.html)

## Drive Time Analysis

Spatial Insights—fee based service: [www.spatialinsights.com/catalog/default.aspx?category=18](http://www.spatialinsights.com/catalog/default.aspx?category=18)

Empower Geographics—fee service: [www.empower.com/pages/services\\_drive.htm](http://www.empower.com/pages/services_drive.htm)

Imaptools—demonstration service—more sophisticated for a fee: <http://imaptools.com/demos1/?tab=3>

ESRI Mapping Software—fee service: [www.esri.com/software/busmap/about/ringstudy.html](http://www.esri.com/software/busmap/about/ringstudy.html)

ESRI Mapping Software—fee service: [www.esri.com/software/busmap/about/ringstudy.html](http://www.esri.com/software/busmap/about/ringstudy.html)

## Sources of Consumption Information

The U.S. Bureau of Labor Statistics—Consumer Expenditure Survey information on consumers [www.bls.gov/cex/](http://www.bls.gov/cex/)

Bureau of Economic Analysis: [www.bea.gov](http://www.bea.gov)

Census Bureau's Survey of Income and Program Participation (SIPP): [www.sipp.census.gov/sipp/sipphome.htm](http://www.sipp.census.gov/sipp/sipphome.htm)

The American Customer Satisfaction Index focuses on goods and services from major companies in a limited industries: [www.theacsi.org](http://www.theacsi.org)

Surveys of Consumers: [www.sca.isr.umich.edu](http://www.sca.isr.umich.edu)

Demographics USA: [www.tradedimensions.com/prod\\_dus.aspx](http://www.tradedimensions.com/prod_dus.aspx) published by Market Statistics

USADATA —fee based service : <http://dtg.usadata.com/geography/>

USDA —Food consumption data sets: [www.ers.usda.gov/data/foodconsumption/FoodAvailabilitySpreadsheets.htm](http://www.ers.usda.gov/data/foodconsumption/FoodAvailabilitySpreadsheets.htm)

ERS—Food Consumption, Prices and Expenditures <http://usda.mannlib.cornell.edu/data-sets/food/89015/>

ARS—What we eat in America: [www.ars.usda.gov/is/pr/2004/040923.htm](http://www.ars.usda.gov/is/pr/2004/040923.htm)

## Sources of Competitor Information

Sites USA—fee service: <http://www2.sitesusa.com/data/merchantwizard/>

Allows a ring search: [www.superpages.com](http://www.superpages.com)

Yahoo directory: [http://dir.yahoo.com/Reference/Phone\\_Numbers\\_and\\_Addresses/Businesses](http://dir.yahoo.com/Reference/Phone_Numbers_and_Addresses/Businesses)

Use white pages to determine competitors in their market: [www.Whitepages.com](http://www.Whitepages.com)

Use yellow pages to determine competitors in their market: [www.yellowpages.com](http://www.yellowpages.com)

Trade associations  
Trade shows  
Chambers of Commerce and their websites  
Magazines and journals targeting their specific industry  
Websites  
Advertising  
Fliers  
Visiting the business

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