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## Organic Agricultural Products: Marketing and Trade Resources, Guide 5

## Guide to Organic Marketing and Trade Periodicals, Calendars and Trade Shows

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National Agricultural Library

Alternative Farming Systems  
Information Center



## ***Organic Agricultural Products: Marketing and Trade Resources Series***

This research guide is one of seven in a series. Each guide is a subject-oriented compilation that focuses on a separate type of information or research source. Sources cited in each guide were selected based on their applicability to U.S. organic production and enterprises; ready availability, especially those that are free and online; and timeliness - most sources were created or updated within the past five years. **This series updates and replaces AFSIC's *Organic Agricultural Products: Marketing and Trade Resources* (2005), Special Reference Brief Series no. 2003-01.**

***AFSIC guides are not intended as definitive guides to Federal regulations and rules or to developing a fail-proof business or marketing plan. They will, however, lead the researcher to primary resources and agencies that impact organic marketing, import or export enterprises. Research beyond cited sources, for any marketing or trade project, is highly recommended.*** Although every effort has been made to provide the most current and correct information available, the author and the National Agricultural Library assume no liability for the accuracy or completeness of the information resources presented.

Titles in this series are:

1. ***Guide to U.S. Organic Marketing: Laws and Regulations***

U.S. Federal laws and regulations; state laws and regulations pertinent to marketing organic products; other organic-related certification programs; selected background documents about U.S. standards; general Federal food-related labeling and regulatory programs and information; general state food-related labeling and regulatory programs and information; related food safety resources

2. ***Guide to International Trade in Organics: Laws and Regulations***

Exporting and importing organic products - U.S. regulations and information sources; selected international organic-specific law and policy sites; general U.S. export and import regulations, certifications and information; selected international general food law and policy sites

3. ***Guide to Organic Marketing and Trade How-to Publications***

Organic-specific marketing publications; related alternative farm marketing publications; publications about international trade; selected business guides and enterprise budgets

4. ***Guide to Organic Marketing and Trade Research Tools Online***

Internet portals, cyberguides and news services; business directories and commodity trading sites; organic price indexes; literature guides: catalogs, bibliographies and bibliographic databases

5. ***Guide to Organic Marketing and Trade Periodicals, Calendars and Trade Shows***

Trade and marketing magazines and e-zines; market research journals; selected events calendars and organic food trade shows

6. ***Guide to Organic Market, Industry and Consumer Studies*** (2004-2008)

Bibliography of publications with links to abstracts or full text

7. ***Guide to Organic Marketing Support Organizations***

Selected national support groups and resources; where and how to find additional support

These guides are available online at <http://www.nal.usda.gov/afsic/pubs/pubsindex.shtml>

For more information, or to request print copies, contact the Alternative Farming Systems Information Center – details on the back panel of this publication.

*Guide to Organic Marketing and Trade Periodicals, Calendars and Trade Shows*

**Table of Contents**

Magazines and Newsletters for Organic Marketers ..... 1

Selected Food and Marketing Trade Magazines ..... 9

Selected Scholarly Journals ..... 14

Selected Online Calendars of Events ..... 16

Organic and Specialty Food Trade Shows ..... 16

About the Alternative Farming Systems Information Center..... 18

Disclaimers ..... 18



# Guide to Organic Marketing and Trade Periodicals, Calendars and Trade Shows

## **Magazines and Newsletters for Organic Marketers**

*The most accessible and up-to-date marketing information often comes in the form of serial publications – producer magazines and newsletters, e-zines, trade magazines and scholarly journals. Each type of publication is targeted at a slightly different audience. A well-researched marketing plan benefits from reviewing as many of these tools, audiences and technologies as possible. This section focuses on serial publications aimed at producers, farm direct marketers and those involved with organic-specific retail sales.*

### **1. Acres U.S.A. - The Magazine of Organic and Sustainable Agriculture.**

Acres U.S.A.

Print; monthly. Available by paid subscription.

Contact: P.O. Box 91299, Austin TX 78709-1299; 800-355-5313 (toll free); 512-892-4400 (TX); fax 512-892-4448; e-mail [orders@acresusa.com](mailto:orders@acresusa.com)

Homepage: <http://www.acresusa.com/magazines/magazine.htm> (accessed 2/5/08)

Description: Articles cover alternative crop marketing, government regulations, organic certification and marketing and value-added processing. *Reader Toolbox* includes archived articles to download for reprinting.

### **2. AgMRC Action Newsletter.**

Agricultural Marketing Resource Center.

Electronic; quarterly. Current and archived issues (2003-2007) available free online.

URL: <http://www.agmrc.org/agmrc/agmrcnewsletter.htm> (accessed 2/15/08)

Description: The Agricultural Marketing Resource Center is an electronic, national resource for producers interested in value-added agriculture. Newsletters cover current topics in production, marketing trends, funding sources and “future events.”

**3. American Journal of Alternative Agriculture.** *Note: See: Renewable Agriculture and Food Systems, below.*

### **4. American Small Farm.**

American Small Farm.

Print; monthly. Available by paid subscription.

Contact: 560 Sunbury Road, Suite #6, Delaware OH 43015; 740-363-2395 (OH); fax 740-369-9526; e-mail [martismith@smallfarm.com](mailto:martismith@smallfarm.com)

Homepage: <http://www.smallfarm.com/> (accessed 2/5/08)

Description: “Whether you farm one acre or 10,000 acres, American Small Farm’s goal is to help you profit from your operation.” [Web site] Cover art and Table of Contents available free online for current and past issues, 2003- 2008.

### **5. BioFach Newsletter.**

NurnbergMesse GmbH (Germany).

Electronic; every 2 weeks. Available free online or by e-mail subscription.

Homepage: <http://www.biofach.de/en/newsletter/> (accessed 2/5/08)

Description: Online newsletter of the trade fair, BioFach... covers international “trends, new developments and facts concerning the ecological market.” [Web site] Available in English, Spanish or German. Three month newsletter archive also available online.

#### **6. *California Certified Organic Farmers Magazine.***

CCOF.

Print and electronic; quarterly. Print edition available with paid membership; archived issues (2002-2007) available free online.

Contact: 831-423-2263 (CA); fax 831-423-4528; e-mail [ccof@ccof.org](mailto:ccof@ccof.org)

Homepage: <http://www.ccof.org/magazine.php> (accessed 2/5/08)

Description: “The magazine educates all facets of the organic marketplace from farmers to processors and consumers. The CCOF magazine keeps you informed on regulatory changes and hot topics in organic.” [Web site]

#### **7. *Choices: The Magazine of Food, Farm and Resource Issues.***

American Agricultural Economics Association.

Electronic; quarterly. Current and archived issues available free online.

Contact: Coordinating Editor, Department of Agricultural Economics, Texas A and M University, College Station TX 77843-2124; 979-845-1706 (TX); fax 979-862-8679; e-mail [choices@ag.tamu.edu](mailto:choices@ag.tamu.edu)

Homepage: <http://www.choicesmagazine.org/> (accessed 2/5/08)

Description: “Choices is an online peer-reviewed magazine published by the AAEEA for readers interested in the policy and management of agriculture, the food industry, natural resources, rural communities, and the environment.” [Web site] E-mail notification indicating release of the latest issue is available.

#### **8. *The Community Farm.***

The Community Farm.

Print and electronic; quarterly. Both versions available by paid subscription; e-mail delivery comes as a text attachment.

Contact: Editors, 3480 Potter Road, Bear Lake MI 49614; 231-889-3216 (MI).

Homepage: <http://csafarms.org/csaresources.asp> (accessed 2/5/08)

Description: “Each Issue of the newsletter features articles of special interest to CSA or other farmers, farm members and others. Recent examples include advice for forming a core group, holistic management and drip irrigation.” [Web site] Selected back issues available free online.

#### **9. *Farmers’ Markets Today.***

Scissortail Productions LLC.

Print of electronic; 6/year. Both versions (including e-mail delivery) free to qualified farmers and farm market managers; by paid subscription for others.

Contact: 120 West 4th Street, Cedar Falls IA 50613-2864; 800-959-3276 (toll free); 319-277-3599 (IA); fax 319-277-3783; e-mail [info@scissortailproductionsllc.com](mailto:info@scissortailproductionsllc.com)

Homepage: <http://www.scissortailproductionsllc.com/FMTHome.htm> (accessed 2/15/08)

Description: Articles provide information for successful planning, implementing and selling of farm produce direct to consumers.

#### **10. *FAS Worldwide.***

USDA, Foreign Agricultural Service (FAS).

Electronic; quarterly. Current and archived issues available free online.

Homepage: <http://www.fas.usda.gov/info/fasworldwide/maghome.htm> (accessed 2/5/08)

Description: FAS market/trade reports from agricultural marketing specialists at embassies and consulates around the world. A listing of international “Trade Events” is included with each issue. This online publication supersedes *AgExporter*, the monthly print magazine published by FAS through December 2004. Archived issues of both magazines available online at Web site.

**11. *GreenMoney Journal*.**

GreenMoney Journal.

Print and electronic; bi-monthly. Print edition available by paid subscription; current and archived electronic issues available free online.

Contact: 800-849-8751 (toll-free, subscriptions); 505-988-7423 (NM); e-mail [info@greenmoneyjournal.com](mailto:info@greenmoneyjournal.com)

Homepage: <http://www.greenmoneyjournal.com/> (accessed 2/11/08)

Description: “The GreenMoney Journal encourages and promotes the awareness of socially and environmentally responsible business, investing and consumer resources in publications and online.” [From Mission Statement] Occasional articles feature organic food and farming issues from the responsible consumer and investment perspective.

**12. *Growing for Market: News and Ideas for Market Gardeners*.**

GFM.

Print and electronic; monthly. Both versions available by paid subscription.

Contact: PO Box 3747, Lawrence KS 66046; 800-307-8949 (toll free); 785-748-0605 (KS); fax 785-748-0609; e-mail <http://www.growingformarket.com/static/contact>

Homepage: <http://www.growingformarket.com/> (accessed 2/11/08)

Description: Producer-oriented publication, “features practical articles about food and flower growing, selling at farmers markets, Community Supported Agriculture, and selling to restaurants, supermarkets, and florists.” [Web site] Each issue includes brief monthly organic produce price report. Online book store and RSS feed at the Web site. Access to online article archive (2003-2008) available to full-access members.

**13. *The Inspectors’ Report*.**

Independent Organic Inspectors Association (IOIA).

Print and electronic; quarterly. Most current issue available to members only; archived issues (2001-2007) available free online.

Contact: PO Box 6, Broadus MT 50317-0006; 406-436-2031 (MT); e-mail [ioia@ioia.net](mailto:ioia@ioia.net)

Homepage: <http://www.ioia.net/> (accessed 2/11/08)

Description: Newsletter “offers Training News, in-depth articles on the Organic Sector, a regular column on genetic engineering in agriculture, and much more.” [Web site]

**14. *LOHAS E-Weekly News*.**

LOHAS.

Electronic; weekly. Available by paid subscription.

Contact: 303-222-8283 (CO); fax 303-222-8250; e-mail [admin@lohas.com](mailto:admin@lohas.com) (news service subscriptions).

Homepage: <http://www.lohas.com/> (accessed 2/11/08)

Description: Searchable *Weekly News* article archive free online. *LOHAS Journal: Lifestyles of Health and Sustainability* is now published annually.

**15. *National Farm to School E-Newsletter*.**

Center for Food and Justice; Urban and Environmental Policy Institute at Occidental College.

Electronic; monthly. Current and archived issues available free online.

URL: <http://www.farmtoschool.org/newsletter.php> (accessed 2/15/08)

Description: This newsletter highlights pivotal policies, news, publications and events related to bringing local fresh ingredients from farms to schools.

**16. *Natural Food Network Magazine.***

One World Media.

Electronic; 8/year. Print edition available free to qualified professionals; current and archived electronic issues (2005-2007) available free online.

Contact: 650-286-4165 (CA, subscriptions).

Homepage: <http://www.naturalfoodnet.com/> (accessed 2/11/08)

Description: Publication includes news, features, opinion pieces, and analysis of the natural food supply industry. Also available: *Weekly News Alert* and Web site news service, supplier directory and research products for purchase.

**17. *Natural Foods Merchandiser.***

Penton Media.

Print and electronic; monthly. Print edition available free to qualified professionals; current and archived issues available free online or via NFM's free Digital Subscription

Contact: 303-998-9126 (CO); fax 303-998-9020; e-mail [http://www.newhope.com/more\\_info\\_form.cfm](http://www.newhope.com/more_info_form.cfm)

Homepage: <http://www.naturalfoodsmerchandiser.com/> (accessed 2/11/08)

Description: U.S. retail trade source covering natural and organic products - consumer surveys, regulatory issues, marketing practices, new products, etc. Site also includes searchable *Online Directory*, retailer forums/blogs, *NFM eNewsletter* subscription information and archive, events calendar and RSS feed.

**18. *Natural Grocery Buyer.***

New Hope Natural Media.

Print and electronic; quarterly.

Homepage: [http://www.newhope.com/naturalcategorybuyer/ngb\\_backs\\_toc.cfm](http://www.newhope.com/naturalcategorybuyer/ngb_backs_toc.cfm) (accessed 2/11/08)

Description: Ceased publication in 2005. Full text back issues (2002-2004) are available online.

**19. *Natural Products Industry Insider.***

Virgo Publishing, Inc.

Print and electronic; monthly. Print edition available by paid subscription; current and archived articles available free online.

Contact: 480-990-1101 ext. 1285 (AZ); fax 602-567-6855; e-mail [cs@vpico.com](mailto:cs@vpico.com)

Homepage: <http://www.naturalproductsinsider.com/> (accessed 2/11/08)

Description: U.S. wholesale/retail trade source coverage includes nutritional supplements, ingredients, private labels, food and personal care issues. News items, features and columns available online at Web site. Other resources; Buyers' guide, blog, events calendar and RSS feed.

**20. *The New Farm: Farmer-to-Farmer Know-How from the Rodale Institute.***

Rodale Institute.

Electronic; monthly. Current and archived issues available free online.

Homepage: <http://www.newfarm.org/> (accessed 2/11/08)

Description: In addition to being an online magazine featuring success stories with expert resources for crop and livestock production, direct marketing, local food systems, etc., this resource includes organic price reports (OPR and Grassroots OPX), New Farm forums, *Resource Directory*, *Farm Locator*, *Certifier Directory* and classifieds. E-mail notification (*New Farm Newsletter*, also archived) of the latest news and features is available.

**21. *New Nutrition Business.***

New Nutrition Business.

Print and electronic; 11/year. Both versions available by paid subscription.

Contact: e-mail [info@new-nutrition.com](mailto:info@new-nutrition.com)

Homepage: <http://www.new-nutrition.com/> (accessed 2/11/08)



Description: UK publication covers global food and nutrition business including companies, brands, products, ingredients, markets and regulations. Searchable database of archived articles (1998-2008); selected issues available free online. Free e-mail alerts available.

## 22. *Nutrition Business Journal*.

Penton Media.

Print and electronic; monthly. Both versions available by paid subscription.

Contact: 303-998-9399 (CO); fax 303-385-0046; e-mail [info@nutritionbusiness.com](mailto:info@nutritionbusiness.com)

Homepage: <http://www.nutritionbusiness.com> (accessed 2/11/08)

Description: U.S.-based journal provides data and analysis of nutrition industry segments: dietary supplements (vitamins, minerals, herbs and botanicals, sports nutrition, specialty supplements); natural and organic foods; functional foods; and natural and organic personal care and household products. Free weekly e-mail updates, NBJ blog, and archived issue index (1996-2007) and issue table of contents available free online. Full text articles, research data and reports available for purchase.

## 23. *OCIA Communicator*.

Organic Crop Improvement Association International.

Print and electronic; quarterly. Both versions available with paid membership; current and archived issues available free online.

Contact: 402-477-2323 (NE); fax 402-477-4325; e-mail [info@ocia.org](mailto:info@ocia.org)

Homepage: <http://www.ocia.org/Communications/Communicator/Communicator.aspx> (accessed 2/11/08)

Description: Organic certification agency newsletter includes articles about current research and regulatory issues as well as organizational news.

## 24. *OFARM Quarterly*.

Organic Farmers' Agency for Relationship Marketing (OFARM).

Print and electronic; quarterly. Print edition available with paid membership; current and archived issues available free online.

Contact: OFARM Executive Director; 920-825-1369 (WI); e-mail [jbobbe@centurytel.net](mailto:jbobbe@centurytel.net)

Homepage: <http://www.ofarm.org/newsletters.html> (accessed 2/11/08)

Description: OFARM strives to "coordinate the efforts of producer marketing groups to benefit and sustain organic producers." [Mission Statement] Information focuses on market, pricing and regulatory information for U.S. organic grain farmers.

## 25. *OMRI Materials Review*.

Organic Materials Review Institute.

Print and electronic; quarterly. Both versions available by paid subscription.

Contact: Box 11558, Eugene OR 97440-3758; 541-343-7600 (OR); fax 541-343-8971; e-mail

[info@omri.org](mailto:info@omri.org)

Homepage: [http://www.omri.org/OMRI\\_subscribe\\_info.html](http://www.omri.org/OMRI_subscribe_info.html) (accessed 2/11/08)

Description: Newsletter focusing on the latest organic news, including guidance on new standards and materials. Subscription also includes: *OMRI Products List* (directory of products for use in organic agriculture and food processing); *OMRI Generic Materials List* (catalog of over 900 materials and whether they may be used in organic agriculture and food processing); and *OMRI Products List Changes and Updates* (quarterly).

## 26. *The Organic and Non-GMO Report*.

Writing Solutions, Inc.

Print and electronic; monthly. Both versions available by paid subscription.

Contact: Ken Roseboro, PO Box 436, Fairfield IA 52556; 800-854-0586 (toll free); 641-472-1491 (IA);

e-mail [ken@non-gmoreport.com](mailto:ken@non-gmoreport.com)

Homepage: <http://www.non-gmoreport.com/> (accessed 2/11/08)

Description: “Information to help you capitalize on markets for organic and non-genetically modified products.” [Web site] Selected past articles and Web links directory available free online. Site also provides information about directories: *The 2007 Non-GMO Sourcebook* and *A Guide to Experts in GMO Testing, Identity Preservation, and Non-GMO Certification*.

### **27. *Organic and Wellness News.***

Premergo International.

Print and electronic; 2/year. Both versions available by paid subscription.

Contact: 1-613-526-6207 (Canada); fax 1-613-526-0480 (Canada); e-mail [info@organic-and-wellness-news.com](mailto:info@organic-and-wellness-news.com)

Homepage: <http://www.organic-and-wellness-news.com/> (accessed 2/11/08)

Description: Newsletter focuses on entrepreneurial networking: “direct contact with producers, transformers, traders of organic food and beverages, natural cosmetics and health products, organic textiles and other goods.” [Web site] Selected articles from current and past issues available free online. Access to electronic newsletter and all news posted on the Web site is free with required log on.

### **28. *Organic Business News: The Voice of the Organic Food Industry.***

Hotline Publishing.

Print; monthly. Available by paid subscription.

Contact: PO Box 1203, Plymouth FL 32768-1203; 407-886-8782 (FL); fax 407-886-8326; e-mail [obn@hotlineprinting.com](mailto:obn@hotlineprinting.com)

Homepage: <http://hotlineprinting.com/obn/home.html> (accessed 2/11/08)

Description: Trade magazine that covers the “latest national and state government regulatory news, economic trends, and special reports on niche markets within the organic food industry.” [Web site] Site also offers free news service, links directory and the free e-mail *Organic Business News E-zine*, subscription, information: [organicmail@hotlineprinting.com](mailto:organicmail@hotlineprinting.com)

### **29. *Organic Bytes.***

Organic Consumers Association.

Electronic; bi-monthly. Current and archived editions (2002-2008) available free online; e-mail subscription also available.

Contact: 218-226-4164 (MN); fax 218-353-7652.

Homepage: <http://www.organicconsumers.org/organicbytes.htm> (accessed 2/11/08)

Description: “Environmental, consumer and health news tidbits with an edge!” [Web site]

### **30. *Organic Processing Magazine: Strategies for Best Practices in Food, Fiber and Personal Care.***

The Target Group, Inc.

Print and electronic; quarterly. Both versions available by paid subscription.

Contact: 310-745-0941 (CA); fax 310-745-0997; e-mail [info@organicprocessing.com](mailto:info@organicprocessing.com)

Homepage: <http://www.organicprocessing.com/> (accessed 2/11/08)

Description: “Business-to-business publication for the organic food, fiber and personal care industries...” [Web site] Full text archived issues (2003-2007) free online.

### **31. *The Organic Report.***

Organic Trade Association (OTA).

Print; quarterly. Available with paid membership.

Contact: 413-774-7511 (MA); fax 413-774-6432; e-mail [info@ota.com](mailto:info@ota.com)

URL: <http://www.ota.com/membership/benefits.html> (accessed 2/11/08)

Description: “Member news magazine of the Organic Trade Association.” [Web site]

### 32. *The Organic Standard*.

Grolink AB.

Print and electronic; monthly. Both versions available by paid subscription.

Contact: Torfolk, 684 95 Hoje Sweden; +46-563-723 45 (Sweden); fax +46-563-720 66; e-mail [office@organicstandard.com](mailto:office@organicstandard.com)

Homepage: <http://www.organicstandard.com/> (accessed 2/11/08)

Description: "The Organic Standard is an international monthly journal that enables individuals and organisations to keep up-to-date on developments concerning worldwide standards and certification issues in the organic sector." [Web site] Table of contents, first pages and selected articles available free online.

### 33. *Peas N' News*.

Farmers Market Coalition.

Electronic; seasonal. Current and archived issues available free online.

URL: <http://www.farmersmarketcoalition.org/newsletter/> (accessed 2/15/08)

Description: Seasonal electronic newsletter covers progress, public policy changes, and potential funding sources for farmers markets. Began publication in 2007.

### 34. *The Provender Journal*.

Provender Alliance.

Print and electronic; bi-monthly. Both versions available with paid membership. Archived issues (2006-2007) free online.

Contact: 888-352-7431; 503-859-3600 (OR); fax 503-859-3608; e-mail [info@provender.org](mailto:info@provender.org)

Homepage: <http://www.provender.org/journal.htm> (accessed 2/11/08)

Description: "News and information about the Northwest's Natural Foods Network and those who make it work." [Web site]

### 35. *Rural Cooperatives Magazine*.

USDA, Rural Business Cooperative Service.

Print and electronic; bi-monthly. Print edition available by paid subscription through Government Printing Office (GPO); current and archived electronic issues available free online.

Homepage: <http://www.rurdev.usda.gov/rbs/pub/openmag.htm> (accessed 2/11/08)

Description: Publication carries a wide variety of articles about the nation's farm and utility cooperatives, with the goal of expanding understanding and use of the co-op business model. Archived issues (1998-2007) available free online. New issue e-mail notification available.

### 36. *Small Farm News*.

University of California, Small Farm Center.

Print and electronic; quarterly. Current and archived issues available free online (contributions encouraged).

Contact: One Shields Avenue, Davis CA 95616; 530-752-8136 (CA); e-mail [sfcenter@ucdavis.edu](mailto:sfcenter@ucdavis.edu)

Homepage: <http://www.sfc.ucdavis.edu/pubs/SFNews/news.html> (accessed 2/11/08)

Description: Features farmer and farm advisor profiles, research articles, farm-related print and web site resources, news items, and a calendar of state, national, and international events. Archived issues (1997-2007) free online.

### 37. *Small Farm Today*.

Missouri Farm Publishing, Inc.

Print; 6/year. Available by paid subscription.

Contact: 3903 West Ridge Trail Road, Clark MO 65243-9525; 800-633-2535 (toll free); 573-687-3525 (MO); fax 573-687-3148; e-mail [smallfarm@socket.net](mailto:smallfarm@socket.net)

Homepage: <http://www.smallfarmtoday.com> (accessed 2/11/08)

Description: “How-to magazine of alternative and traditional crops, livestock, and direct marketing.” [Web site] Publisher also sponsors an annual National Small Farm Trade Show and Conference.

**38. *Smart Marketing*.**

Cornell University, Department of Applied Economics and Management.

Electronic; monthly. Current and archived issues available free online.

Homepage: [http://aem.cornell.edu/special\\_programs/hortmgt/smart\\_marketing/index.htm](http://aem.cornell.edu/special_programs/hortmgt/smart_marketing/index.htm) (accessed 2/11/08)

Description: Extension newsletter.

**39. *The Stockman Grass Farmer: The Grazier’s Edge*.**

Mississippi Valley Publishing Corp.

Print; monthly. Available by paid subscription.

Contact: PO Box 2300, Ridgeland MS 39158-9911; 800-748-9808 (toll free); 601-853-1861 (MS); fax 601-853-8087; e-mail [SGF@StockmanGrassFarmer.com](mailto:SGF@StockmanGrassFarmer.com)

Homepage: <http://www.stockmangrassfarmer.com/sgf/> (accessed 2/11/08)

Description: Publication “devoted solely to the art and science of making a profit from grassland agriculture... *The Stockman Grass Farmer* serves as an information network for grassland farmers sharing the latest in intensive grazing technology and pasture management.” [Web site] Selected archived articles and blog free online. Also at this site: books, CDs and audio tapes for purchase.

**40. *Wellness Foods Magazine*. Note: See: *Food Processing Magazine*, above.**

**41. *What’s News in Organic*.**

Organic Trade Association (OTA).

Electronic; 3-4/year. Current and archived issues (1999-2007) available free online.

URL: <http://www.ota.com/news/whatsnews.html> (accessed 2/11/08)

Description: Flier geared primarily for members of the press.

**42. *Whole Foods Magazine*.**

WFC, Inc.

Print; 13/year. Available by paid subscription.

Contact: 4041G Hadley Road, Suite 101, South Plainfield NJ 07080; 908-769-1160 (NJ); fax 908-769-1171; e-mail [info@wfcinc.com](mailto:info@wfcinc.com)

Homepage: <http://www.wfcinc.com/> (accessed 2/11/08)

Description: “Informing and educating natural products retailers on dietary supplements, herbs, HBC, homeopathy, foods.” [Web site] Subscription includes three supplements: Industry’s “Who’s Who of Manufacturers;” an annual *Retailer Survey*; and the *Source Directory*. Current issue’s table of contents and selected content available online.

**43. *Women’s Agricultural Network Newsletter*.**

Women’s Agricultural Network Newsletter.

Electronic; quarterly. Current and archived (1997-2007) electronic issues available free online.

Contact: WAgN, 617 Comstock Road Suite 5, Berlin VT 05602; 802-223-2389 (VT); fax 802-223-6500; e-mail [wagn@zoo.uvm.edu](mailto:wagn@zoo.uvm.edu)

URL: <http://www.uvm.edu/~wagn/newsletter.html> (accessed 2/15/08)

Description: Vermont-based organization provides business, marketing and training information for anyone interested in on-the-job learning.

## **Selected Food and Marketing Trade Magazines**

*This section highlights selected print and electronic magazines that focus on the natural and conventional retail food industry. Many are free online or are available in print to “qualified professionals” – agribusiness and marketing personnel. They cover food market and industry trends, report on consumer studies and regulatory issues and offer company and commodity sector profiles. They often cover natural and organic products within their pages and can act as a useful orientation to the larger agribusiness scene.*

### **44. Cooperative Grocer.**

Cooperative Grocer.

Print and electronic; 6/year. Print edition available by paid subscription; all issues available in electronic format free online.

Contact: 612-692-8560, ext. 207 (MN); fax 612-692-8563; e-mail [dave@cooperativegrocer.coop](mailto:dave@cooperativegrocer.coop)

Homepage: <http://www.cooperativegrocer.coop/> (accessed 2/5/08)

Description: Magazine “is committed to addressing their [natural food co-ops] needs by providing a venue through which our best ‘retailers and cooperators’ can share ideas and practices on operations, governance, and strategy.” [Web site] Search engine and index of articles available online.

### **45. Food Chemical News.**

Agra Informa, Inc.

Print and electronic; weekly. Both versions available by paid subscription.

Homepage: <http://www.foodchemicalnews.com/home.asp> (accessed 2/11/08)

Description: Features monitoring and reporting on FDA, USDA and other federal state agencies. Information on food regulation includes issues in food and color additives, food packaging, meat and poultry inspection and global developments. Included with subscription: *Daily News Updates*, *Weekly Issue Online* and in print online archive.

### **46. Food Industry News Internet Edition.**

Foodservice Publishing Co, Inc.

Print; monthly. Available by paid subscription.

Contact: O’Hare Office Center 3166 South River Road, Suite 40/44, Des Plaines IL 60018; 847-699-3300 (IL); fax 847-699-3307; e-mail [info@foodindustrynews.com](mailto:info@foodindustrynews.com)

Homepage: [http://www.foodindustrynews.com/NPublication\\_Facts.html](http://www.foodindustrynews.com/NPublication_Facts.html) (accessed 2/5/08)

Description: Focuses on the “Chicagoland” foodservice industry; features information of “interest to major hospitality and food service operators nationally.” [Web site] Web site features many other information products.

### **47. The Food Institute Report.**

Food Institute.

Print and electronic; weekly. Both versions available with paid membership.

Contact: One Broadway, Elmwood Park NJ 07407; 201-791-5570 (NJ); fax 201-791-5222; e-mail [info@foodinstitute.com](mailto:info@foodinstitute.com)

Homepage: <http://www.foodinstitute.com/> (accessed 2/5/08)

Description: Focuses on emerging trends and pending legislation.

### **48. Food Processing.**

Food Processing.

Print and electronic; monthly. Print edition available free to qualified professionals; current and archived issues available free online.

Contact: 630-467-1300 (IL); fax 630-467-1179.

Homepage: <http://www.foodprocessing.com/issues/current.html> (accessed 2/9/08)

**Description:** U.S. trade magazine. Past issues archive and related products including several free e-mail newsletters and RSS feed also available at site. *Wellness Foods Magazine* (print and electronic versions) is included as a supplement to *Food Processing*.

#### 49. **Food Safety Magazine.**

The Target Group, Inc.

Print and electronic; bi-monthly. Print edition available free to qualified professionals; current and archived issues (2003-2008) available free online.

Contact: 818-842-4777 (CA); fax 818-769-2939; e-mail [info@foodsafetymagazine.com](mailto:info@foodsafetymagazine.com) or [allison@foodsafetymagazine.com](mailto:allison@foodsafetymagazine.com) (customer service).

Homepage: <http://www.foodsafetymagazine.com/> (accessed 2/10/08)

**Description:** U.S. trade journal “dedicated to meeting the information needs of food safety and quality assurance professionals at food and beverage processors, foodservice companies, and agri-food laboratories worldwide.” [Web site] International subscribers will receive the digital edition.

#### 50. **Food Technology.**

Institute of Food Technologists (IFT).

Print and electronic; monthly. Both editions available with paid membership. Current issue available free online.

Contact: 525 West Van Buren, Suite 1000, Chicago IL 60607; 800-438-3663 (toll-free); 312-782-8424 (IL); fax 312-782-8348; e-mail [info@ift.org](mailto:info@ift.org)

Homepage: <http://members.ift.org/IFT/Pubs/FoodTechnology/> (accessed 2/10/08)

**Description:** Magazine “coverage includes the latest research developments, industry news, consumer product innovations, and professional opportunities.” [Web site]

#### 51. **Food Traceability Report.**

Agra Informa USA.

Print and electronic; monthly. Both versions available by paid subscription. Washington DC.

Homepage: <http://www.foodregulation.com/aius/home.jsp?pagetitle=aiusfp&pubId=ag098> (accessed 2/10/08)

**Description:** This service “covers the technology, trade, economic and regulatory issues that shape traceability in the U.S.” [Web site] Weekly e-mail news service is included with subscription. Agra Informa U.S. publishes related trade publications including *Food Chemical News*, *Food Chemical News Guide*, *Obesity Policy Report*, *Pesticide & Toxic Chemical News* and *Pesticide Chemical News Guide*.

#### 52. **Foodnews.**

Agra Informa Europe.

Electronic; weekly. Available by paid subscription.

Contact: e-mail [marketing@agra-net.com](mailto:marketing@agra-net.com)

Homepage: <http://www.agra-net.com/NASApp/cs/ContentServer?pagename=agra/puboptions&PageName=menu&pubId=ag005> (accessed 2/10/08)

**Description:** International food trade publication/service covers “prices, production and trade news for the juice and juice concentrates, processed fruits, nuts, processed vegetables, tomato and canned fish industries.” [Web site] Agra Informa Europe publishes several related trade publications including, *Agra Europe Weekly*, *AgraFood East Europe*, *Farm Law*, *AgraFood Europe*, *WorldFish Report*, *World Drinks Report*, *Eurofood*, *Chocolate & Confectionery International*, *Dairy Markets*, *EU Food Law Weekly*, *Eurofood Monitor*, *Food and Drink Law Monthly* and *World Food Law*.

**53. *Frozen Food Age*.**

Cygnus Business Media.

Print and electronic; monthly. Print edition available free to qualified professionals; current and archived issues (2005-2008) available free online. Flipbook versions available.

Contact: 631-845-2700 (NY).

Homepage: <http://www.frozenfoodage.com/> (accessed 2/11/08)

Description: Retail trade source that is “exclusively devoted to retail, manufacturing, and logistics decision-makers in the frozen and refrigerated food industry. It covers this critical subset across the grocery, mass, supercenter, wholesale club, convenience, and drug retail segments.” Includes industry news, searchable article archives, classifieds and more.” [Web site] Online *Frozen Food Age Buyers Guide*, *Industry* and RSS feed also available.

**54. *Gourmet News*.**

United Publications.

Print and electronic; monthly. Both versions available free to qualified professionals; archived articles free online with required log on.

Contact: 207-846-0600 (ME); 215-788-7112 (PA, subscription information only); e-mail

[info@gourmetnews.com](mailto:info@gourmetnews.com)

Homepage: <http://www.gourmetnews.com/> (accessed 2/11/08)

Description: U.S. retail trade source also features: *Gourmet eNews*, weekly e-mail service; buyers’ guide; classified ads; events calendar; blogs and online supplements/reports (e.g. *Cheese Trends 2007*).

**55. *The Gourmet Retailer Magazine*.**

Nielsen Business Media, Inc.

Print and electronic; monthly. Print edition available by paid subscription; current and archived articles available free online.

Contact: 847-647-7987 (FL); 847-763-9050 (FL, print subscriptions only); fax 847-647-9566; e-mail [GO@halldata.com](mailto:GO@halldata.com) (print subscriptions only).

Homepage: <http://www.gourmetretailer.com/gourmetretailer/index.jsp> (accessed 2/11/08)

Description: U.S. retail trade magazine “features news, national and international sources of specialty foods and innovative housewares, consumer trends, new product ideas, creative merchandising, and proper education of store personnel for successful specialty retailing.” [Web site] Site also contains signup for *Gourmet Retail Breaking News Dispatch*, vendor links, events calendar, business directory, marketing reports for purchase and RSS feed.

**56. *The National Provisioner*.**

BNP Media.

Print and electronic; monthly. Print edition available free to qualified professionals; current and archived issues available free online.

Contact: 847-763-9534 (IL, subscriptions); e-mail [np@halldata.com](mailto:np@halldata.com) (subscriptions)

Homepage: <http://provisioneronline.com/> (accessed 2/11/08)

Description: Trade magazine focusing on the meat, poultry and seafood processing industry.

*Provisioneronline*, a daily e-mail newsletter is available free online. Site also offers buyer’s guide, classifieds and events calendar.

**57. *New Products Magazine*.**

BNP Media.

Print and electronic; monthly. Print edition available free to qualified professionals; current and archived issues available free online.

Contact: 847-763-9534 (IL); fax 847-763-9538; e-mail [NEWPROD@halldata.com](mailto:NEWPROD@halldata.com)

Homepage: <http://www.newproductsmag.com/> (accessed 2/11/08)

**Description:** Trade magazine focuses on new food and beverage products with the aim of improving their success rate. E-mail daily copy subscription of *NewProductsOnline.com* also available. Site provides access to other BNP networked publications: *Beverage Industry*, *Candy Industry*, *The National Provisioner*, *Refrigerated & Frozen Foods*, *Snack Food & Wholesale Bakery*, *Food Engineering*, *Prepared Foods*, *Food Master* and *Dairy Foods*

**58. *The Packer*.**

Vance Publishing Corporation, Produce Division.

Print and electronic; weekly. Both versions available by paid subscription.

Contact: 913-438-8700 (KS); fax 913-438-0691; e-mail [subscription@thepacker.com](mailto:subscription@thepacker.com)

Homepage: <http://www.thepacker.com/> (accessed 2/11/08)

**Description:** News and analysis related to crops and markets, and handling and distribution. There is a searchable archive of articles (since 1992) from *The Packer*, *Produce Merchandising*, *Global Produce* and *Produce Concepts* and fee-based reprint service. Site also includes Industry Links, a free e-mail newsletter and an events calendar (free log-in required). Subscription includes *The Guide* and *Fresh Trends* supplements. Other Vance magazines: *Produce Merchandising*, *The Grower* and *Citrus & Vegetable*.

**59. *Prepared Foods*.**

BNP Media.

Print and electronic; monthly. Print edition available free to qualified professionals; current and archived issues available free online.

Contact: 847-763-9534 (IL, subscription information); fax 947-763-9538 (MI); e-mail [PF@halldata.com](mailto:PF@halldata.com) (subscription information).

Homepage: <http://www.preparedfoods.com/> (accessed 2/11/08)

**Description:** Trade source focused on the domestic food and beverage ingredients industry. Also available at this site: *Prepared Foods eNewsletter*, RSS feed and many other information products.

**60. *Produce Business*.**

Phoenix Media Network, Inc.

Print and electronic; monthly. Both versions available by paid subscription. Archived issues (2007) available free online.

Contact: 561-994-1118 (FL); fax 561-994-1610; e-mail [info@producebusiness.com](mailto:info@producebusiness.com)

Homepage: <http://www.producebusiness.com/> (accessed 2/11/08)

**Description:** "The International Business Magazine Serving the Fruit, Vegetable and Floral Industries... marketing, merchandising, management, procurement." [Web site]

**61. *Progressive Grocer*.**

Progressive Grocer.

Print and electronic; 18/year. Print edition available free to qualified professionals; current and archived electronic issues available free online.

Contact: 847-763-9050 (IL, subscriber services); e-mail [info-progressivegrocer@pubservice.com](mailto:info-progressivegrocer@pubservice.com)

Homepage: <http://www.progressivegrocer.com/progressivegrocer/magazine/index.jsp> (accessed 2/11/08)

**Description:** "The Comprehensive Source for Food Retailers" [Web page] Searchable database of recent articles is free online; full access to *Progressive Grocer's Retail Industry Archives* (back to 1996) is available by paid subscription. Site also offers *Progressive Grocer Daily Email Newsletter*, reports and analysis, business resources, events calendar and RSS feed.



62. ***Specialty Food Magazine.***

National Association for the Specialty Food Trade, Inc.

Print and electronic; monthly. Print edition available free to qualified professionals; current and archived issues available free online.

Contact: 212-482-6440 (NY); fax 212-482-6459.

Homepage: <http://www.specialtyfood.com/do/media> (accessed 2/11/08)

Description: Retail trade source and official publication of the Fancy Food Shows. Product finder, *Specialty Food News* (daily e-mail update) and searchable news archive also available.

63. ***World Food Law.***

Agra Informa Europe.

Print and electronic; monthly. Both versions available by paid subscription.

Contact: e-mail [marketing@agra-net.com](mailto:marketing@agra-net.com)

Homepage: <http://www.agra-net.com/portal/puboptions.jsp?Option=menu&pubId=ag052> (accessed 2/11/08)

Description: An “international report on the regulation of food and food products, World Food Law monitors and reports on all the latest regulatory news from Europe, Asia, Africa, the Americas, Australia and New Zealand.” [Web site]

64. ***World Food Regulation Review.***

Research Information Ltd.

Print and electronic; monthly. Both versions available by paid subscription.

Contact: e-mail [info@researchinformation.co.uk](mailto:info@researchinformation.co.uk)

Homepage: <http://www.researchinformation.co.uk/wfr.php> (accessed 2/11/08)

Description: EU-based journal provides “month-by-month coverage of the latest legal and regulatory developments affecting the food industry around the world,” [Web site] Free contents alert service available.

65. ***The World of Food Science.***

Institute of Food Technologists (IFT) and The International Union of Food Science and Technology (IUFoST).

Electronic; dynamic. Available free online.

Contact: 312-782-8424 (IL); fax 312-782-8348; e-mail [info@ift.org](mailto:info@ift.org)

Homepage: <http://www.worldfoodscience.org/cms/> (accessed 2/11/08)

Description: Magazine’s “purpose is to inform the world community of food scientists and technologists and those interested in the promotion of a safe and sufficient food supply through timely news, business activities, regulatory measures, government policies, scientific advances, regional reports, product development, consumer trends and association conference schedules.” [Web site] Site also offers free online *International Regulatory Update* (and *Update* archive), policy papers and events calendar.

## **Selected Scholarly Journals**

*Academic journals can provide depth to marketing plans and strategies. Subjects covered range from in depth studies of consumer behavior, to the impacts of local food purchases on cities and communities, to the logistics of food safety controls in organic production. The publications below may be found at your library and some are “open access” journals available free online.*

### **66. *Amber Waves*.**

USDA, Economic Research Service (ERS).

Print and electronic; 5/year. Print version available by paid subscription; electronic version free online.

Contact: ERS-NASS, 5285 Port Royal Road, Springfield VA 22161; 800-363-2068 (toll free); 703-605-6060 (VA); fax 703-605-6880; e-mail [Amberwaveseditor@ers.usda.gov](mailto:Amberwaveseditor@ers.usda.gov)

Homepage: <http://www.ers.usda.gov/Amberwaves/> (accessed 2/5/08)

Description: Contains articles by ERS researchers and their collaborators pertaining to economic and policy issues related to agriculture, food, marketing, natural resources and rural development. Online version offers additional articles and data between scheduled issues. E-mail notification of each magazine release and new updates available.

### **67. *American Journal of Agricultural Economics*.**

American Agricultural Economics Association; Blackwell Publishing.

Print and electronic; 5/year. Both versions available by paid subscription.

Information/abstract only: <http://www.blackwell-synergy.com/loi/ajae> (accessed 2/15/08)

Description: Scholarly journal covering the economics of agriculture, natural resources and the environment, and rural and community development. Table of contents for current and past issues, e-mail alerts and RSS feed available free online.

### **68. *International Journal of Sociology of Agriculture and Food*.**

The Research Committee on Food and Agriculture (RC40). International Sociological Association (ISA).

*Note:* Open access journal. In English and Spanish.

Electronic; 1-2/year. Current and archived issues (1991-2007) available free online.

Homepage: <http://www.csafe.org.nz/ijsaf/> (accessed 2/15/08)

Description: “The journal publishes theoretical and empirical articles in the general area of the sociology of agriculture and food. This includes the study of labor, production, market, policy, technology, and global and local change.” [Web site] Coverage is international.

### **69. *Journal of Food Distribution Research*.**

Food Distribution Research Society.

Print and electronic; 3/year. Current and archived issues free online via the searchable full-text database, *AgEcon Search* at <http://agecon.lib.umn.edu/cgi-bin/pubview.pl?pubid=9> (accessed 2/15/08).

URL: <http://fdrs.ag.utk.edu/journal.html> (accessed 2/15/08)

Description: “The Journal’s emphasis is on the flow of products and services through the food wholesale and retail distribution system. Related areas of interest include patterns of consumption, impacts of technology on processing and manufacturing, packaging and transport, data and information systems in the food and agricultural industry, market development, and international trade in food products and agricultural commodities.” [Web site]

### **70. *Journal of Food Law and Policy*.**

Robert A. Leflar Law Center, University of Arkansas.

Print; 2/year. Available by paid subscription.

Contact: Office of Communications; 479-575-6111 (AR); e-mail [foodlaw@uark.edu](mailto:foodlaw@uark.edu)

Homepage: [http://law.uark.edu/publications/journal\\_of\\_food\\_law\\_and\\_policy/](http://law.uark.edu/publications/journal_of_food_law_and_policy/) (accessed 2/11/08)

Description: “The *Journal of Food Law & Policy* is the first student-edited legal journal in the country

devoted to the study of food law and its impact on society. The inaugural issue of the Journal was published in July 2005 and features several prestigious authors, including renowned food law expert, Peter Barton Hutt.” [Web site]

**71. *Journal of Food Products Marketing.***

Haworth Press, Inc.; Food Products Press.

Print and electronic; quarterly. Both versions available by paid subscription.

Contact: 800-429-6784 (toll free); 607-722-5857 (MA); e-mail [getinfo@haworthpressinc.com](mailto:getinfo@haworthpressinc.com)

Homepage: <http://www.haworthpressinc.com/store/product.asp?sku=J038> (accessed 2/11/08)

Description: “The journal includes refereed research studies as well as opinions, guidelines, and speeches by practitioners that contribute to the better practice and understanding of food marketing. The journal provides a single forum for both food marketing academicians and food marketing practitioners.” [Web site] Table of contents and article abstracts (1993-2008) available free online. RSS feed available.

**72. *Journal of International Food and Agribusiness Marketing.***

Haworth Press, Inc.; Food Products Press.

Print and electronic; quarterly. Both versions available by paid subscription.

Contact: 800-429-6784 (toll free); 607-722-5857 (MA); e-mail [getinfo@haworthpressinc.com](mailto:getinfo@haworthpressinc.com)

Homepage: <http://www.haworthpress.com/store/product.asp?sku=J047> (accessed 2/11/08)

Description: Journal “serves as a forum for the exchange and dissemination of food and agribusiness marketing knowledge and experiences on an international scale. Designed to study the characteristics and workings of food and agribusiness marketing systems around the world, the journal critically examines marketing issues in the total food business chain prevailing in different parts of the globe by using a systems and cross-cultural/national approach to explain the many facets of food marketing in a range of socioeconomic and political systems.” [Web site] Table of contents and article abstracts available free online. RSS feed available.

**73. *Journal of Marketing.***

American Marketing Association (AMA).

Print and electronic; 6/year. Both versions available by paid subscription.

Homepage: <http://www.marketingpower.com/content1053.php> (accessed 2/15/08)

Description: This scholarly journal’s primary “objectives are (1) to lead in the development, dissemination, and implementation of marketing concepts, practice, and information and (2) to probe and promote the use of marketing concepts by businesses, not-for-profits, and other institutions for the betterment of society.” [Web site] Table of contents for current and past issues available free online.

**74. *Renewable Agriculture and Food Systems.***

Cambridge Journals, Cambridge University Press.

Print and electronic; quarterly. Both versions available by paid subscription.

Contact: 800-872-7423 (toll free); 845-353-7500 (NY); fax 845-353-4141; e-mail

[subscriptions\\_newyork@cambridge.org](mailto:subscriptions_newyork@cambridge.org)

Homepage: <http://journals.cambridge.org/action/displayJournal?jid=RAF> (accessed 2/11/08)

Description: RAFA (formerly known as *American Journal of Alternative Agriculture*) “is a multi-disciplinary journal which focuses on the science that underpins economically, environmentally, and socially sustainable approaches to agriculture and food production. The journal publishes original research and review articles on the economic, ecological, and environmental impacts of agriculture; the effective use of renewable resources and biodiversity in agro-ecosystems; and the technological and sociological implications of sustainable food systems.” [Web site] Free e-mail new content alerts and RSS feed available.

## **Selected Online Calendars of Events**

*Start your search for marketing conferences, professional society meetings, trade events and networking opportunities at the following Web sites.*

### **75. The Agriculture Network Information Center Ag Calendar.**

AgNIC.

URL: <http://www.agnic.org/events> (accessed 2/15/08)

Description: One of the most complete guides to events online; covers all aspects of agriculture, agribusiness and marketing.

### **76. Calendar of Events and Happenings.**

North American Farmers' Direct Marketing Association.

URL: <http://www.nafdma.com/Public/Happenings/> (accessed 2/15/08)

### **77. Calendar of Sustainable Agriculture Events.**

Sustainable Agriculture Network (SAN).

URL: [http://www.sare.org/events/show\\_events.asp](http://www.sare.org/events/show_events.asp) (accessed 2/15/08)

Description: Includes organic business and marketing events.

### **78. IFT Events.**

Institute of Food Technologists (IFT).

URL: <http://members.ift.org/IFT/Calendar> (accessed 2/15/08)

Description: Focuses on all kinds of food processing and safety conferences and short courses.

### **79. Industry Events.**

Gourmet Retailer.

URL: [http://www.gourmetretailer.com/gourmetretailer/industry\\_events/index.jsp](http://www.gourmetretailer.com/gourmetretailer/industry_events/index.jsp) (accessed 2/15/08)

### **80. Organic Trade Association Calendar of Events.**

OTA.

URL: <http://www.ota.com/news/calendar.html> (accessed 2/15/08)

## **Organic and Specialty Food Trade Shows**

*Several annual trade events focus on natural and organic foods. Here are the largest.*

### **81. All Things Organic Conference and Trade Show.**

Diversified Business Communications. *Note*: North America event sponsored by the Organic Trade Association.

Homepage: <http://www.organicexpo.com/> (accessed 2/15/08)

### **82. BioFach: Where Organic People Meet.**

NurnbergMesse GmbH (Germany).

Contact: e-mail [biofach@nuernbergmesse.de](mailto:biofach@nuernbergmesse.de)

Homepage: <http://www.biofach.de/en/> (accessed 2/15/08)

Description: Annual World Organic Trade Fairs/Expos and related international events in Nuremberg, Germany; Shanghai, China; Rio de Janeiro, Brazil; Tokyo, Japan; and Baltimore, MD, USA.

83. ***Fancy Food Shows.***

National Association for the Specialty Food Trade (NASFT).

Homepage: <http://www.specialtyfood.com/do/fancyFoodShow/LocationsAndDates> (accessed 2/15/08)

84. ***The Natural Marketplace: Annual Tradeshow and Conference.***

Natural Products Association. *Note:* The Natural Products Association is the former National Nutritional Foods Association (NNFA)

Contact: 800-966-6632 (toll free); 714-460-7732, ext. 238 (CA); e-mail

[attending@NaturalProductsAssoc.org](mailto:attending@NaturalProductsAssoc.org)

Homepage: [http://www.naturalproductsassoc.org/site/PageServer?pagename=tp\\_home](http://www.naturalproductsassoc.org/site/PageServer?pagename=tp_home) (accessed 2/15/08)

85. ***Natural Products Expo - West and East.***

Penton Media.

Homepage: <http://www.expowest.com/> or <http://www.expoeast.com/> (accessed 2/15/08)

## ***About the Alternative Farming Systems Information Center***

The Alternative Farming Systems Information Center (AFSIC) specializes in locating and accessing information related to many aspects of sustainable and alternative agriculture, crops and livestock – sustainable and organic crop and livestock farming systems; renewable farm energy options; alternative marketing practices; crop and livestock diversification including aquaculture, exotic and heritage farm animals, alternative and specialty crops, new uses for traditional crops, and crops grown for industrial production; and small farm issues.

AFSIC was founded in 1985 and is an integral part of the National Agricultural Library (NAL) in Beltsville, Maryland. The Center is supported, in part, by USDA's Sustainable Agriculture Research and Education (SARE) program, and a cooperative agreement with the University of Maryland, College Park, MD. NAL is part of the U.S. Department of Agriculture (USDA) and the USDA Agricultural Research Service (ARS).

A current list of AFSIC information products and full-text publications are available electronically on the AFSIC Web site. Recent publications are also available, on request, in hard copy.

For further information:

Alternative Farming Systems Information Center  
National Agricultural Library, ARS, USDA  
10301 Baltimore Ave., Room 132  
Beltsville MD 20705-2351  
phone: 301-504-6559; fax: 301-504-6927  
E-mail form: <http://www.nal.usda.gov/afsic/contact/ask.php>  
Web site: <http://afsic.nal.usda.gov/>

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