

FURTHER READING

This is a short list of publications that may be of interest to readers of this handbook. It is not intended as a comprehensive bibliography of material on direct farm marketing and tourism, but rather as a short list of the most recent and comprehensive information in this area. Many other publications are listed at the end of individual articles in the other sections.

- Small Farm Center, University of California, Davis. ***Small Farm Handbook***. 1994. 170 pages. \$20.00
Available from: Division of Agriculture and Natural Resources, University of California, 6701 San Pablo Avenue, Oakland, CA 94608-1239. Phone: 510-642-2431, FAX: 510-643-5470
- Gibson, Eric. ***Sell What You Sow. The Grower's Guide to Successful Produce Marketing***. 1994. 302 pages. \$25.00 (including postage)
Available from: New World Publishing, 3701 Clair Dr., Carmichael, CA. 95608-2601. Phone: 916-622-2248
- Sleders, Arthur, Ransom Blakeley, Grant Wells, Robert Martin, Francis Gilman, Lynne H. Irwin and Otho S. Wells. ***Facilities for Roadside Markets***. 1992. 33 pages. \$7.00
- Schuck, Nancy, Wayne Knoblauch, Judy Green, and Mary Saylor. ***Farming Alternatives. A Guide to Evaluating the Feasibility of New Farm-Based Enterprises***. 1988. 88 pages. \$ 8.00
Both are available from: Northeast Regional Agricultural Engineering Service, 152 Riley-Robb Hall, Cooperative Extension, Ithaca, NY 14853-5701. Phone: 607-255-5701, FAX: 607-255-4080
- Hilchey, Duncan. ***Agritourism in New York State. Opportunities in Farm-Based Recreation and Hospitality***. 1993. 122 pages. \$8.50
Available from: Farming Alternatives Program, Department of Rural Sociology, Warren Hall, Cornell University, Ithaca, NY 14853. Phone: 607-255-9832.
- Hall, Charles and David Moorman. ***Handbook for Establishing and Operating Farmers' Markets***. 52 pages. (price not known)
- Hall, Charles and J.L. Johnson. ***A Guide to Successful Direct Marketing***. 1992. 32 pages. \$12.00
Both are available from: Dr. Charles Hall, Department of Agricultural Economics, Texas A & M University, College Station, Texas 77843-2124. Phone: 409-845-1751
- Feingold, Jean P. ***Creating a Farmer's Market Starting from Nowhere***. 1990. 174 pages. \$15.00
Available from: Florida Cooperative Extension Service, Institute of Food and Agricultural Sciences, University of Florida, Gainesville, FL, 32611.

ASSOCIATIONS

The following is a list of some of the associations that provide information, training and support for people interested in direct marketing and agricultural tourism.

American Horticultural Society, 7931 E. Boulevard Dr., Alexandria, VA 22308-1300; (703) 768-5700. 1995 dues are \$35. This is a nonprofit organization of gardeners. They have a monthly magazine, seed exchange, toll-free gardeners information service and book discounts.

Association of Specialty Cut Flower Growers (ASCFG), 155 Elm St., Oberlin, OH 44074. Information center for the fresh and dried flower industries. Newsletter, conferences, membership directory.

California Association of Family Farmers (CAFF), P.O. Box 363, Davis, CA 95617, 916-756-7420. Provides small farm advocacy, education, member networking, insurance and a bimonthly newsletter.

California Rare Fruit Growers Inc., The Fullerton Arboretum, California State University, Fullerton, CA 92634. Provides information on rare and leading-edge fruit varieties. Publishes The Fruit Gardener, a bi-monthly magazine.

The Herb Growing and Marketing Network, P.O. Box 245, Silver Spring, PA 17575-0245, 717-898-3017.

Publishes a trade journal, The Herbal Connection, and an annual guide, The Herbal Resource Guide.

International Herb Growers and Marketers Association (IHGMA), 1202 Allanson Rd., Mundelein, IL 60060, 708-566-4566. Publishes a quarterly newsletter with trade news, growing and marketing tips, and more. Holds special seminars, annual conference and a trade show. Provides excellent information on products, suppliers, etc.

National Farmers Direct Marketing Association (NFDMA), c/o Ed Stritzkes, 14850 Countryside Dr., Aurora, OR 97002, 503-678-2455. This is the national organization of direct marketers. NFDMA publishes a newsletter, acts as a resource and holds the annual National Farmers Direct Marketing Conference, usually in February of each year.

Office for Small-Scale Agriculture, H.W. Kerr, Jr., USDA/CSRS, OSSA, Ste. 328-A, Aerospace Center, Washington, D.C. 20250-2200, 202-401-1805, FAX 202-401-1804. Provides information to small-scale and specialty agricultural producers. Publishes a newsletter and the Directory for Small-Scale Agriculture.

Small Farm Center, University of California, Davis, CA 95616, 916-757-8910. Offers workshops, conferences and a bimonthly newsletter, Small Farm News. The Center also has numerous publications for sale and an extensive library.

Note: This directory is largely based on a more comprehensive directory in Eric Gibson's **Sell What You Sow!** (See reference list for full citation and how to order).

FROM:

Direct Farm Marketing and Tourism Handbook.

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