



Marketing Organic Resources  
UT Organic Crop Production Workshop Series  
November 9, 2009

Appalachian Sustainable Agriculture Project

<http://www.asapconnections.org/Downloads/21-/28-/View-category.html>

Working with Retail Buyers  
Selling Strategies for Local Producers  
Marketing Local Food  
Direct Marketing Alternatives

ATTRA

<http://www.attra.org/marketing.html>

Bringing Local Food to Local Institutions: A Resource Guide for Farm-to-School  
and Farm-to-Institution Programs  
Farmers' Markets: Marketing and Business Guide  
Food Miles: Background and Marketing  
Green Markets for Farm Products  
Marketing Organic Grains  
New Markets for Your Crops  
Organic Marketing Resources  
Direct Marketing  
Selling to Restaurants

eOrganic Marketing and Food Systems

<http://www.extension.org/article/18630>

Consumer Perspectives about Organic and Sustainable Food  
Direct Marketing Channels & Strategy for Organic Products  
Direct Marketing Introduction for Organic Farms  
Direct Marketing of Organic Food with Value-Added Products

Growing For Market

<http://www.growingformarket.com/>

Hartman Group- Current State of the Organic Consumer” Webinar

<http://www.hartman-group.com/webinar/current-state-of-the-organic-consumer>

NCSU- Growing Small Farms

<http://chatham.ces.ncsu.edu/growingsmallfarms/marketing.html>

Tips for Marketing to Restaurants

Marketing to Independent Retailers

Rodale Institute- Organic Price Report

<http://www.rodaleinstitute.org/Organic-Price-Report>

SARE- Marketing Strategies for Farmers and Ranchers

<http://www.sare.org/publications/marketing/market02.htm>

USDA- Emerging Issues in the U.S. Organic Industry

[www.ers.usda.gov/Publications/EIB55/EIB55.pdf](http://www.ers.usda.gov/Publications/EIB55/EIB55.pdf)

USDA- Marketing U.S. Organic Foods: Recent Trends from Farms to Consumers

<http://www.ers.usda.gov/Publications/EIB58/EIB58.pdf>

UT Center for Profitable Agriculture

<http://cpa.utk.edu/level2/educmaterials/factsheets.htm>

Advertising 101

Marketing and Food Miles

Marketing Development Worksheet

Marketing for Success: Target Marketing

Marketing for Success: Developing a Customer State of Mind

Marketing Mix/Tactics

Selling at Trade Shows

Selling Price, Gross Margin and Mark-UP Determination

Simple Do's and Don'ts of Marketing

Tips for Direct Marketing Success

Tips for Developing a Marketing Plan: Heavenly Pies Example