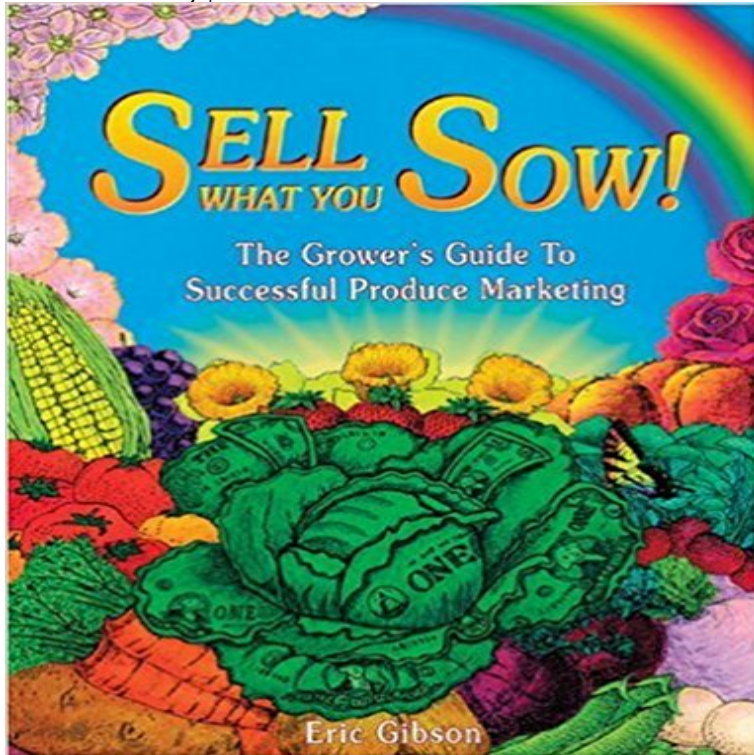


Sell What You Sow!: The Grower's Guide to Successful Produce Marketing



The definitive book on high-value produce marketing for farmers and market gardeners, this book delivers hands-on information for becoming a master marketer. Topics covered include marketing plans; promotion and advertising; processed products; customer service; merchandising; pricing strategies; rules, regulations, and insurance; selecting crops for maximum return; and selling through venues such as farmers markets, restaurants, roadside markets, pick-your-own operations, rural recreation farms, subscription farming, mail-order and retail outlets, and specialty wholesale channels.

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