PROFIT--DIRECTED MARKETING STRATEGIES for Small Farmers through Group Action

PRESENTED BY

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On-Farm Sustainable Integrated Systems

Presented by:
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On-Farm Sustainable Integrated Systems

- Economically Feasible Systems
- Sustainability
- On-Farm Integrated Systems Defined
- Feasible Technical Systems
FOOD DELIVERY SYSTEM

MARKET DEMAND

SUPPLY RESPONSE

INPUT PROCUREMENT

PRODUCTION

HARVESTING

POST-HARVESTING HANDLING

MARKETING
✓ Wholesale
✓ Retail

VALUE-ADDED PRODUCT DEVELOPMENT

MARKETING
✓ Wholesale
✓ Retail

CONSUMPTION

SOURCE: Small Farm Development Center
MARKETS

- What Are Markets
- How They Work
- Why They Are So Important
- Key Factors to Know
- Importance of the Consumer
MARKETING

- Moving Product from Producer to Consumer
- Having A Plan
- Having Viable Strategies
- Operating Efficiently
- Managing Risks
- Bottom Line: Net Income
TRENDS

- Economies of Scale
- Substitution of Capital for Labor
- Cost-price Squeeze
- Greater Competition from Abroad
- Shrinking Share of Marketing Bill
- Food Security
- Information Technology Explosion
TYPES OF Farm Businesses

- Sole Proprietorship
- Family
- Partnership
- Farmer Cooperative
- Marketing Association
- Corporation
Integrated Enterprises

- Goats, Mung Beans, & Organic Orchard
- Range Chickens, Vegetable or Small Fruit Operation
Inputs and Technology

- Land, Labor, Capital and Management
- Educational Resources
- Following Recommended Practices
- Animal Health Care
- Respect for the Environment
- Risk Management
Goats to be Integrated with Crops or Forest
Post-harvest Handling and Value-Added Product Development

- Fresh Produce
- Value-Added Products
- Niche Markets
- Organic Markets
- Whole Foods Markets
PACKAGING AND BRANDING

- Greater Control of Processing
- Greater Control of Prices

Marks Processing Facility
Marks, Mississippi
CONTRACTS AND MOUS

- New Deal Supermarket
- Mid-South Produce Company

Will White, Owner

Greg Price, Owner
COORDINATION

- Processing Facility
- University Farm Production
- Established Markets