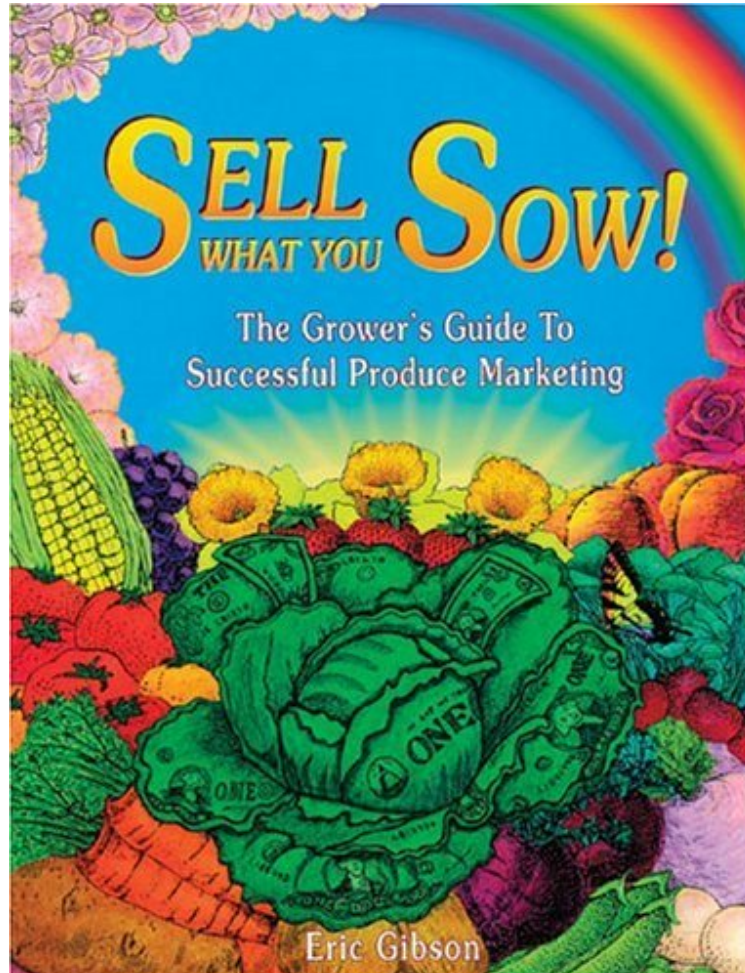


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# Sell What You Sow!: The Growers Guide to Successful Produce Marketing

*Eric Gibson*

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**Eric Gibson : Sell What You Sow!: The Growers Guide to Successful Produce Marketing** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Sell What You Sow!: The Growers Guide to Successful Produce Marketing:

1 of 1 people found the following review helpful. Four Stars By P. J. Mercier Very good if you're interested in a larger scale marketing program. 0 of 0 people found the following review helpful. Five Stars By K. Blanchard Great book for starting out. 0 of 0 people found the following review helpful. Five Stars By Mary J Rutherford BEST.

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.

From Library Journal Gibson is an agricultural journalist whose writings have appeared in numerous farm publications. His book is intended for small farmers, gardeners, and anyone interested in marketing their own produce. As implied by the title, Gibson's emphasis is on the many aspects of marketing crops as opposed to growing them. His first several chapters deal entirely with market planning; additional chapters discuss such direct marketing options as roadside markets, pick-your-own operations, and mail order. Selling to retailers and wholesalers is also covered, as are other considerations of running a business such as pricing, promotion, insurance, and coping with government regulations. Gibson cites many additional publications and resources, adding to the usefulness of his volume. With its practical "how-to" approach, this book is recommended for public libraries. - William H. Wiese, Iowa State Univ. Lib., Ames Copyright 1994 Reed Business Information, Inc. From Booklist Gibson begins by noting that corporate farming's economies of scale have led to a decline in produce quality. Fruit is picked green, so that it may be shipped; fewer varieties are available, because only a few can withstand mechanical harvest; infestations of insects abound--in turn leading to higher use of pesticides--because of repeated, concentrated plantings. Therefore, there has never been a better time to become a niche marketer, not only by producing the "Yuppie fruits" that California became known for in the 1980s, but simply by providing organic tomatoes, tree-ripened peaches, and fresh sweet corn. The key is marketing: Gibson discusses roadside markets and pick-your-own operations, suggesting ways to enliven these old methods (by making your farm into a sort of theme park for city dwellers, or providing information on canning and freezing, or passing out recipes). Then he moves to more ingenious methods: contacting local restaurants, and planting crops they will buy directly; selling "subscriptions," or growing produce on order; advertising; establishing a brand; and joining a co-op. Given Gibson's focus--marketing, rather than growing, produce--it's hard to imagine a more thorough treatment. John Mort A must for anyone interested in turning a hobby garden or small farm into a money-making enterprise. -- The Growing EDGE magazine, May, 1994 A tremendously comprehensive and useful book exploring market farming from A to Z. -- Garden City Seeds 1994 Catalog Filled with nuts-and-bolts knowledge directly applicable to making a living from selling produce. -- HortIdeas magazine, June, 1994