

Risk Management

[Agricultural Risk Management - English and Spanish Curriculum](#) (link through ATTRA website)

[Organic Certification for Southern Farmers](#) (link through ATTRA website)

Conservation Easements

Other Marketing Topics

Beef Marketing Alternatives

The Economics of Grass-based Dairying

Food Miles: Background and Marketing

Grazing Contracts for Livestock

Green Markets for Farm Products

Pork: Marketing Alternatives

Cooperatives (USDA-RBS Publications)

[Rural Cooperatives Magazine](#)

[How to Start a Cooperative](#) (PDF / 135 kb)

[Small Fresh Fruit and Vegetable Cooperative Operations](#) (PDF / 2.3 mb)

[Understanding Cooperatives: Ag Marketing Cooperatives](#) (PDF / 179 kb)

[Cooperative Feasibility Study Guide](#) (PDF / 505 kb)

[Cooperative Farm Bargaining and Price Negotiations](#)

[Cooperative Marketing Agencies-in-Common](#) (PDF / 2.7 mb)

Links to Other Marketing and Business Information

[Agricultural Marketing Resource Center](#) (AgMRC)

[FoodMAP: Food Marketing and Processing](#)

[Reap New Profits: Marketing Strategies for Farmers and Ranchers](#), SARE

[How to Direct Market Your Beef](#), SARE

[The Rodale Institute Organic Price Report](#)

[The Rodale Institute Farm Locator](#)

[FarmStop.com](#)

[Taking the First Step: Farm and Ranch Alternative Enterprise and Agritourism Resource Evaluation Guide](#) (PDF / 1.3 mb), NRCS

[Western Profiles of Innovative Agricultural Marketing: Examples from Direct Farm Marketing and Agri-Tourism Enterprises](#)

[USDA Fruit and Vegetable Market News](#)

[USDA Livestock and Grain Market News](#)

[Meat, Poultry and Egg Product Inspection Directory](#)

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Direct Marketing Options

Bringing Local Food to Local Institutions: A Resource Guide for Farm-to-School and Farm-to-Institution Programs

Community Supported Agriculture

Direct Marketing

Entertainment Farming and Agri-Tourism

Farmers' Markets

Selling to Restaurants

Nuevos Mercados para Su Cosecha

Local Food Directories

Value-Added and Processing

Adding Value to Farm Products: An Overview

Grain Processing: Adding Value to Farm Products

Oilseed Processing for Small-Scale Producers

Keys to Success in Value-Added Agriculture

Food Dehydration Options

Soyfoods: Adding Value to Soybeans

Edamame: Vegetable Soybean

Sorghum Syrup

Value-added Dairy Options

Adding Value through Sustainable Agriculture Entrepreneurship: Overview and Resources

Business Planning and Management

Evaluating a Rural Enterprise

Market Gardening: A Start-up Guide

Moving Beyond Conventional Cash Cropping

Agricultural Business Planning Templates and Resources

Enterprise Budgets and Production Costs for Organic Production



ATTRA Resources in Marketing, Business & Risk Management

www.attra.org/marketing.html

No matter what you grow, you'll need to sell it at a profit if you're going to stay in business. These resources can guide agricultural business planning and help farmers manage the amount of risk in their enterprises. In addition, some of these resources offer advice on diversifying, developing new markets and adding value to farm products to increase income.

Organic Marketing and Labeling

NCAT's Organic Crops Workbook – A Guide to Sustainable and Allowed Practices

NCAT's Organic Livestock Workbook – A Guide to Sustainable and Allowed Practices

Marketing Organic Grains

Organic Farm Certification & the National Organic Program

National Organic Program Compliance Checklist for Producers

National Organic Program Compliance Checklist for Handlers

Organic Field Crops Documentation Forms

Organic Livestock Documentation Forms

Organic Orchard, Vineyard, and Berry Crop Documentation Forms

Organic Certification Process

Preparing for an Organic Inspection: Steps and Checklists

Organic Marketing Resources

Eco-Labeled Foods: Profit or Problems

Funding

Building Better Rural Places

[Funding Opportunities](#) (link through ATTRA website)