

## Ohio State Reports Volume 59



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***(Mitchell Kuhn III)***

## OHIO STATE REPORTS VOLUME 59



RareBooksClub. Paperback. Book Condition: New. This item is printed on demand. Paperback. 70 pages. Original publisher: Washington, D. C. : Marketing Services Branch, 2002 OCLC Number: (OCoLC)53120347 Subject: Direct marketing -- California. Excerpt: . . . CIRS Immigrant Agricultural Entrepreneurship An Alternative Paradigm Direct marketing ( DM ) allows the farmer to capture a higher proportion of the food dollar. Instead of competing directly with large agribusiness firms, local growers are able to carve out a local market niche and thereby increase their financial viability. DM allows growers to redefine the entire marketing mix of product, price, placement ( channel of distribution ), and promotion. Within the context of DM, the producer has the benefit of dramatically increased product quality, prices that are competitive with chain supermarkets, a distribution strategy that short-circuits the channel intermediaries and 6 operates at a much smaller scale, and promotion that focuses on low to negligible costs. This alternative scheme can be characterized in terms of consumers and producers acting less as atomized units of consumption and production, respectively, and more as part of an embedded social network ( Granovetter 1985; Hinrichs 2000 ). Economic 7 activities within such an embedded context rely upon multiplex social relations that govern transactions and resource flows. DM farms efficiency losses due to scale are countered by advantages from establishing relationships with consumers, suppliers, 8 lateral farmers, cooperative extension agencies, DM groups, and associations. What DM offers is an avenue for agricultural entrepreneurship, in an arena that typically has high entry barriers. DM production tends to be smaller scale with diverse cropping. Farmers engaging in DM need to be flexible, timing their production schedule with their distribution strategy. There is also an emphasis on fostering social linkages with others that shape economic activity within the DM paradigm. Finally, truly...



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