

# Marketing Program

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The overall goal of the Mississippi Small Farm and Agribusiness Center's Marketing Program is to take a systematic approach for farmers to understand the importance of planning for each market and having marketing strategies that generate sustainable levels of farm income. This systematic approach connects the farmers to the marketplace by building a relationship with the buyers and assures a consistent and quality product to the consumers. Knowing the basics of supply and demand is necessary. But, also understanding the various marketing methods and tools helps in making the right marketing decisions. The program provides resource information that includes, but not limited to, direct marketing, marketing, pricing, competition, delivery methods and strategies on how to access markets strategically and successfully.

The Marketing Program also provides education to farmers on food safety and quality assurance, risk management, cooperative marketing, and farm business management skills with the ultimate goal of increasing their income. The program fosters an inter-disciplinary approach by working with other units that include the ASU Extension Program, Family and Consumer Sciences, Agricultural Economics and various centers of excellence on the campus. Additionally, workshops and trainings on identifying marketing risks and developing marketing plans are also provided.

The Marketing Program focuses on local, niche, regional, national and international markets, to provide reliable research-based market analyses, and an understanding of the economic environment, marketing institutions, policy, regulatory, and global settings that are constantly changing. Currently the program is assisting farmers/producers with contracts, signed marketing agreements and memoranda of understanding with major buyers (i.e., C.H. Robinson Worldwide, Wal-Mart, Oakley Training School and Cash and Carry Wholesale) to provide opportunities for small farmer cooperatives to supply their primary products. The program is currently exploring marketing agreements with Glory Foods and Rawl Farms for various products.

The following specifically outlines the programmatic areas developed to assist producers and cooperatives in the state of Mississippi:

1. Marketing
2. Database and Information
3. Food Safety and Quality Assurance
4. Vegetable Scale Up
5. Meeting Specification of the Commercial Buyer

## **For More Information**

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