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from

Cornell University, Ithaca, New York

Prepared by

R. Brian How

Marion Grabowicz

Angelina Torchia

Department of Agricultural Economics

New York State College of Agriculture and Life Sciences

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A.E. Res. 76-9

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December 1981

Direct Marketing

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Direct Marketing Business, Six Counties New York State, 1976 July 1978 A.E. Res. 80-7 Farmer-to-Consumer Direct Marketing Operations-Selling Fruits and Vegetables, New York 1979 May 1980 A.E. Ext. 77-1 Experience with a Pilot Farm Market NY State Thruway, Summer 1976 January 1977 A.E. Ext. 78-35 Selected Characteristics of Direct Marketing Businesses Six Counties, New York, 1976, Summary and Conclusions October 1978 A.E. Ext. 79-24 Direct Wholesale Marketing Opportunities for New York State Livestock Producers July 1979 A.E. Ext. 81-2 "IT WORKS FOR US" A Study Guide to Accompany the Film on Food Buying Co-ops in New York City "Stuhlmiller Emilie M. Stuhlmiller R. Brian How Stuhlmiller Emilie M. Stuhlmiller Stuhlmiller Emilie M. Stuhlmiller R. Brian How Stuhlmiller Emilie M. Stuhlmiller Emilie M. Stuhlmiller Emilie M. Stuhlmiller Stuhlmiller Emilie M. Stuhlmiller Emilie M. Stuhlmiller Emilie M. Stuhlmiller Emilie M. Stuhlmiller	A. E. Res. 76-20	With Home Gardens and Pro- duce Purchased Directly from Farmers	R. B. How
Marketing Operations-Selling Fruits and Vegetables, New York 1979 May 1980 A.E. Ext. 77-1 Experience with a Pilot Farm Market NY State Thruway, Summer 1976 January 1977 A.E. Ext. 78-35 Selected Characteristics of Direct Marketing Businesses Six Counties, New York, 1976, Summary and Conclusions October 1978 A.E. Ext. 79-24 Direct Wholesale Marketing Opportunities for New York State Livestock Producers July 1979 A.E. Ext. 81-2 "IT WORKS FOR US" A Study Guide to Accompany the Film on Food Buying Co-ops in New York City Emilie M. Stuhlmiller Emilie M. Stuhlmiller Emilie M. Stuhlmiller Emilie M. Stuhlmiller Stuhlmiller Emilie M. Stuhlmiller Emilie M. Stuhlmiller Stuhlmiller Stuhlmiller Stuhlmiller Emilie M. Stuhlmiller	A.E. Res. 78-7	Direct Marketing Business, Six Counties New York State, 1976	Stuhlmiller
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Opportunities for New York State Livestock Producers July 1979 A.E. Ext. 81-2 "IT WORKS FOR US" A Study Guide to Accompany the Film on Food Buying Co-ops in New York City	A.E. Ext. 78-35	Direct Marketing Businesses Six Counties, New York, 1976, Summary and Conclusions	Stuhlmiller
Guide to Accompany the Film Stuhlmiller on Food Buying Co-ops in New York City	A.E. Ext. 79-24	Opportunities for New York State Livestock Producers	William Lesser
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A.E. Ext. 82-19	Survey of New York Farmers Using On Farm Computers April 1982	James M. Aldrich Wayne A. Knoblauch
Staff Paper 16	Guide for Manuscript Prepara- tion and Data Compilation January 1966	Thomas T. Poleman
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The Impact of Research and Education on New York Farmers and Consumers: From the Perspective of the Social Sciences January 1982

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II. FOOD INDUSTRY MANAGEMENT PUBLICATIONS

Publications in this category deal with the specialized marketing area of food distribution. Inquiries concerning Food Chains or Discount Stores should be addressed to:

Gene German 250 Warren Hall Cornell University Ithaca, N.Y. 14853-0398

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The College of Agriculture and Life Sciences at Cornell publishes and distributes bulletins. Members of the staff in Agricultural Economics are authors of publications in these series. The identifying numbers, titles, and authors are listed below. Requests for College publications should be sent to:

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INTERNATIONAL AGRICULTURE DEVELOPMENT PUBLICATIONS

IA Bulletin 11	"The Food Economy of Ceylon" 1969	Jogarathnam, Thambpillai Poleman, Thomas
IA Bulletin 13	"Food Crops vs. Monocultural Cone: The Case of Piraciacaba, Sao Paulo, Brazil" 1969	Pedroso, Iby A. Freebairn, Donald K.
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NE 209	Farm Management for Part-Time Farmers 1980	John E. Brockett Cooperative Extension Services of the Northeast States

	Your Food - Policy Basebook 1977 Your Food - Folder 1976	Coordinator Wallace Barr Editor Marsha Hall National Public Policy Education Committee Coop. Extension Serv.
	Marketing Alternatives for Agriculture - Is There A Better Way? (13 papers - various authors)	Produced by N.Y.S. College of Agricul- ture & Life Sciences Cornell University
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Vol. 9, No. 2	Economics of Federal Flood Insur- ance and Loan Programs	Michael J. Rettger Richard N. Boisvert
No. 11- 1980	Buffer Stock Price Stabilization: An Application of Optimal Control Theory	Seon Lee David Blandford

IV. OTHER PUBLICATIONS

The following publications can be obtained by writing directly to the author:

c/o Department of Agricultural Economics Warren Hall Cornell University Ithaca, N.Y. 14853-0398

"Who Owns the Land? A Preliminary report for the Northeast States." ESCS Staff Paper No. 80-8, NRED-ESCS-USDA, Washington, D.C., August 1980. Nelson L. Bills Arthur Daugherty

"Perinton, New York: A Case Study in Farmland/ Open Space Preservation." Northeast Regional Center for Rural Development Publication 24, Cornell University, Ithaca, N.Y., March 1980. Nelson L. Bills Kenneth Gardner

"Peri-Urban Agriculture: The New York Experience."
Working Paper No. 30, NRED-ERS-USDA,
Washington, D.C., July 1977.

Nelson L. Bills

"Quantifying the Nutrition Situation in Developing Countries," Food Research Institute Studies, Vol. XVIII, No. 1, 1981

T. T. Poleman

- "A Reappraisal of the Extent of World Hunger," Food Policy, Vol 6, No. 4, Nov. 1981.
- T. T. Poleman
- "World Food: Myth and Reality," World Development, Vol. 5, Nos. 5-7, 1977.
- T. T. Poleman
- "The Food-Population Prospect: 175 Years Later," An Occasional Paper, Institute of Nutrition, The University of North Carolina.

Thomas T. Poleman

V. BOOKS BY MEMBERS OF THE DEPARTMENT

The books listed below are $\underline{\text{NOT}}$ available from the Department of Agricultural Economics. Inquiries concerning books should be directed to a bookstore or to the publisher.

THE PAPALOAPAN PROJECT - AGRICULTURAL DEVELOPMENT IN THE MEXICAN TROPICS The Food Research Institute, Stanford University,	Thomas T. Poleman
1964	
THE ECONOMICS OF AGRICULTURAL DEVELOPMENT Cornell University Press, 1966	John W. Mellor
DEVELOPING RURAL INDIA - PLAN AND PRACTICE Cornell University Press, 1968	John W. Mellor Thomas F. Weaver Uma J. Lele Sheldon R. Simon
NOTAS SOBRE LA TENENCIA DE LA TIERRA ICIRA Santiago, Chile, 1968	Solon Barraclough
AGRICULTURAL MARKETING IN THE PHILIPPINES College of Agriculture, University of The Philippines, 1969	L. B. Darrah F. A. Tiongson
INFORMATION FOR MANAGEMENT DECISIONS - A SYSTEM FOR ECONOMIC ANALYSIS AND ACCOUNTING PROCEDURES Cornell University Press, 1970	Yaaqov Goldschmidt
AMERICA LATINA: EL HOMBRE Y LA TIERRA Editorial Universitaria, 1971	Solon Barraclough
INTERSECTORAL CAPITAL FLOWS IN THE ECONOMIC DEVELOPMENT OF TAIWAN, 1895-1960 Cornell University Press, 1971	Ten-hui Lee
FOOD GRAIN MARKETING IN INDIA - PRIVATE PERFORMANCE AND PUBLIC POLICY Cornell University Press, 1971	Uma J. Lele
THE FOOD SUPPLY OF KAMPALA: A STUDY IN THE MARKETING OF BASIC FOOD-STUFFS IN AN AFRICAN METROPOLITAN AREA Makerere Institute of Social Research, 1972	J. J. Oloya T. T. Poleman
CUSTOMER SERVICE - THE ROAD TO GREATER PROFITS Chain Store Publishing Corp., New York, 1973	L. W. Moseley
FOOD POPULATION AND EMPLOYMENT - THE IMPACT OF THE GREEN REVOLUTION Process Publishers 1973	T. T. Poleman D. K. Freebairn

Praeger Publishers, 1973

AGRARIAN STRUCTURE IN LATIN AMERICA Lexington Books, Lexington, Mass., 1973	S. L. Barraclough
DOS ANOS DE LA REFORMA AGRARIA CHILEAN Siglo XXI, Mexico, 1973	S. L. Barraclough
THE NEW ECONOMICS OF GROWTH - A Strategy for India and the Developing World Cornell University Press, 1976	John W. Mellor
CAPITAL INVESTMENT ANALYSISUSING DISCOUNTED CASH FLOWS Grid, Inc., Columbus, Ohio, 1973	R. D. Aplin G. L. Casler C. P. Francis
THE STRUCTURE OF THE U.S. PETROLEUM INDUSTRY U.S. Government Printing Office, Washington, D.C. June 1976	D. Chapman T. Flaim K. Cole J. Locken S. Flaim
USER'S GUIDE TO PETROLEUM INDUSTRY SURVEY DATA TAPE National Technical Information Service, Washington, D.C., 1976	J. Locken K. Cole D. Chapman
METRICS FOR THE FOOD INDUSTRY Cornell University, Ithaca, N.Y., 1976	George S. Hayward
THE FOOD STORE DISTRIBUTOR: A RETAIL SALES GUIDE Chain Store Publishing Corp., New York, N.Y., 1976	
WATER PRODUCTION FUNCTIONS FOR IRRIGATED AGRICULTURE Iowa State University Press, Ames, Iowa, 1978	R. W. Hexem E. O. Heady
ECONOMICS FOR BUSINESS (3rd Edition) Cornell University, Ithaca, N.Y., 1979	Lillian E. Edds
WESTERN COAL: PROMISE OR PROBLEM Lexington Books, Lexington, Mass., 1979	W. E. Tyner R. J. Kalter
FOOD MERCHANDISING PRINCIPLES AND PRACTICES, second edition, Chain Store Publishing Co., New York City, 1979	G. A. German
FLORAL MARKETING Lebhar-Friedman Books, New York, 1980	Dana C. Goodrich, Jr.
AGRICULTURAL PRODUCT PRICES (2nd Edition) Cornell Press, 1981	William G. Tomek Kenneth L. Robinson

Contributions to Books

"Alternative Assumptions about Life Style, Population, and Income Growth: Implications for Power Generation and Environmental Quality" In TOWARDS AN ENERGY POLICY (K. Roberts, ed.), Sierra Club, San Francisco, Calif., 1972

D. Chapman

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"The Economics of Water Development and Environmental Quality" In ENVIRONMENTAL QUALITY AND WATER DEVELOPMENT (C. R. Goldman, ed.), W. H. Freeman Co., San Francisco, Calif., 1973

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"Modeling Electricity Demand Growth" In ENERGY MODELLING: ART, SCIENCE, AND PRACTICE (M. Searl, ed.), Resources for the Future, Washington, D.C., 1973

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"Internalizing an Externality: Sulfur Emission Tax and the Electric Utility Industry" In ENERGY DEMAND, CONSERVATION, AND INSTITUTIONAL PROBLEMS (M. Macrakis, ed.), MIT Press, Cambridge, Mass., 1974

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"Electricity Demand in the United States: Econometric Analysis" In ENERGY DEMAND, CONSERVATION, AND INSTITUTIONAL PROBLEMS (M. Macrakis, ed.), MIT Press, Cambridge, Mass., 1974

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In ENVIRONMENTAL QUALITY AND FOOD SUPPLY (P. White and D. Robins, eds.), Futura Publishing Co. for the American Medical Association, Mt. Kisco, N.Y., 1974 D. Chapman

"Electricity in the United States" In THE ENERGY QUESTION: NORTH AMERICA (E. Erickson and L. Waverman, eds.), University of Toronto Press, Toronto, 1974.

D. Chapman

"Effects of Increasing the Use of Electricity on Environmental Quality in the U.S." In ENERGY DEMAND WORKSHOP: PROCEEDINGS (W. D. Nordhaus, ed.), International Institute for Applied Systems Analysis, Vienna, Austria, 1975

T. Mount D. Chapman

"Relating Research Resource allocation to Multiple Goals"

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