

**June 1996**

**E. B. 96-13**

**BIBLIOGRAPHY OF HORTICULTURAL PRODUCT MARKETING  
AND RELATED TOPIC PAPERS, Third Edition**

**Enrique E. Figueroa**

**Department of Agricultural, Resource, and Managerial Economics  
New York State College of Agriculture and Life Science  
A Statutory College of the State University  
Cornell University, Ithaca, NY 14853-7801**

**It is the Policy of Cornell University actively to support equality of educational and employment opportunity. No person shall be denied admission to any educational program or activity or be denied employment on the basis of any legally prohibited discrimination involving, but not limited to, such factors as race, color, creed, religion, national or ethnic origin, sex, age or handicap. The University is committed to the maintenance of affirmative action programs which will assure the continuation of such equality of opportunity.**

## **BIBLIOGRAPHY OF HORTICULTURAL PRODUCT MARKETING AND RELATED TOPIC PAPERS, Third Edition**

By

Enrique E. Figueroa, Ph.D.

The Third Edition of this extension publication has been organized differently than the previous editions. The changes are a reduction of "Subject Headings" and a 'shuffling' of sub-headings into different and more appropriate "Subject Headings". The new organization is intended to facilitate its use. Also, approximately 375 new publications under forty "Subject Headings" are included in the new edition. Consistent with the prior editions, most of the publications listed were published since 1980.

Briefly, the rationale for publishing such a publication is the author's perceived need for it and the continual encouragement from other horticultural product marketing academics, graduate students, extension agents, undergraduates, and industry representatives. Most importantly, many of the publications included are not found in Land Grant libraries--either in hard-copy form or electronically. Finally, since 1980 the demand for horticultural products has increased relatively faster than other agricultural products and as a consequence the availability of the materials included in this publication are also increased.

Some of the more important changes in this edition include the following. First, relatively more publications addressing issues outside the U.S. are now included, for example, "AGRICULTURAL POLICY--Mexico", "FOOD DEMAND--Third World Countries", "EXPORTS-Overview", "MARKET STRUCTURE--Third World Countries". A number of new additions can be found under "TRADE" and ""TROPICALS".

Secondly, relatively more information is found regarding world trade issues, particularly in the Western Hemisphere. Information can be found under "EXPORTS", "FRUITS AND VEGETABLES--Imports", "IMPORT DEMAND", "TRADE", and ""TROPICALS."

Third, publications related to farm labor and cost of production issues and/or data also increased, particularly farm labor oriented materials. The reader may know that within the horticultural products industry, harvest labor is of critical importance because of the perishability of many, if not most, fresh market horticultural products. The issue has relevance to marketing because it affects seasonal availability, price, and product quality.

Finally, publications related the The North American Free Trade Agreement (NAFTA) increased significantly. This would be expected since NAFTA was implemented since the publication of the Second Edition. Most publications on this issue are found under, "AGRICULTURAL POLICY-Mexico", "CANADA", "FRUITS AND VEGETABLES--Imports", and "TRADE--Mexico."

The author would appreciate any comments and suggestions for additions to the next edition.

## ADVERTISING

<i>Consumer Response</i> .....	1	<i>Estimation of Effect</i> .....	1	<i>Non-Verbal</i> .....	3
<i>Demographic vs. Media Effects</i> .....	1	<i>Generic</i> .....	2	<i>Radio</i> .....	4
<i>Direct Mail</i> .....	1	<i>Lobbying</i> .....	3	<i>Regulation</i> .....	4
<i>Economic Welfare</i> .....	1	<i>Newspapers</i> .....	3	<i>Small Business</i> .....	4

## AGRICULTURAL POLICY

<i>Congressional Voting Analysis</i> .....	4	<i>Labor</i> .....	6	<i>Sustainable Agriculture</i> .....	8
<i>Food Price Stability</i> .....	4	<i>Lobbying</i> .....	6	<i>Technological Change</i> .....	9
<i>General</i> .....	5	<i>Mexico</i> .....	6	<i>Trade</i> .....	9
<i>Horticulture Products</i> .....	5	<i>Rural Development</i> .....	7	<i>Transportation</i> .....	10
<i>Instruments</i> .....	6				

## BIBLIOGRAPHIES

<i>Agricultural Policy</i> .....	10	<i>International Agriculture</i> .....	11	<i>Nutrition</i> .....	12
<i>Farm Labor</i> .....	10	<i>Mexico</i> .....	12	<i>Population</i> .....	12
<i>Fruits and Vegetables</i> .....	10	<i>New York State</i> .....	12	<i>Trade</i> .....	12
<i>Horticulture</i> .....	11				

## CANADA

<i>Agricultural Programs</i> .....	12	<i>Horticulture Industry</i> .....	12	<i>Produce Tariffs</i> .....	13
------------------------------------	----	------------------------------------	----	------------------------------	----

## CARIBBEAN BASIN

<i>Agricultural Trade</i> .....	13	<i>Vegetable Trade</i> .....	13
---------------------------------	----	------------------------------	----

## CONSUMER PREFERENCE

<i>Beverages</i> .....	13	<i>Fruits and Vegetables</i> .....	14	<i>Ornamentals</i> .....	16
<i>Demographics</i> .....	14	<i>General</i> .....	15	<i>Tropicals</i> .....	16
<i>Environmental Concerns</i> .....	14				

## COST OF PRODUCTION

<i>Apples</i> .....	16	<i>Flowers</i> .....	19	<i>Packing House</i> .....	23
<i>Asparagus</i> .....	17	<i>Fruits and Vegetables</i> .....	19	<i>Pears</i> .....	23
<i>Azaleas</i> .....	18	<i>Gardening</i> .....	20	<i>Peppermint</i> .....	23
<i>Bedding Plants</i> .....	18	<i>Grapes</i> .....	21	<i>Pesticide Use</i> .....	24
<i>Berries</i> .....	18	<i>Greenhouse - Vegetables</i> .....	21	<i>Potatoes</i> .....	24
<i>Cabbage</i> .....	18	<i>Melons</i> .....	21	<i>Sweet Corn</i> .....	24
<i>Cherries</i> .....	18	<i>Nursery</i> .....	22	<i>Tomatoes</i> .....	24
<i>Citrus</i> .....	18	<i>Onions</i> .....	22	<i>Turfgrass</i> .....	24
<i>Custom Rates</i> .....	19	<i>Ornamentals, Woody</i> .....	22	<i>Watermelon</i> .....	24

## DIRECT MARKETING

<i>California</i> .....	25	<i>Demand</i> .....	25	<i>Regional Profile</i> .....	26
<i>Consumer Preference</i> .....	25	<i>Farmers' Markets</i> .....	26	<i>Roadside Stands</i> .....	26

## ELASTICITY

<i>Demand and Cross-Price</i> .....	26	<i>Factor Demand/Output Supply</i> .....	27	<i>Meta-Analysis</i> .....	27
<i>Export Demand</i> .....	27	<i>Long-Run</i> .....	27	<i>Potatoes</i> .....	27

## ESTABLISHING A BUSINESS

<i>Feasibility Analysis</i> .....	27	<i>Plant Shops</i> .....	28	<i>Small Scale Farming</i> .....	28
<i>Nurseries</i> .....	28				

## EXPORTS

<i>Agricultural Products</i> .....	29	<i>Overview</i> .....	30	<i>Processed Agriculture</i>	
<i>Fruits and Vegetables</i> .....	29	<i>Potential Demand</i> .....	31	<i>Products</i> .....	31
<i>Models</i> .....	30			<i>Promotion - Targeted Export</i>	
				<i>Assistance</i> .....	31

## FARM LABOR

<i>Contracting</i> .....	32	<i>Migrants</i> .....	37	<i>Policy</i> .....	40
<i>Data</i> .....	33	<i>Mushrooms</i> .....	38	<i>Regional</i> .....	40
<i>Harvest Requirements</i> .....	34	<i>Nurseries</i> .....	38	<i>Regulation</i> .....	41
<i>Housing</i> .....	35	<i>Overview</i> .....	39	<i>Theory</i> .....	42
<i>Management</i> .....	36	<i>Pesticides</i> .....	39	<i>Wages</i> .....	42

## FLORICULTURE

<i>Bulbs</i> .....	43	<i>Franchising</i> .....	45	<i>Market Structure</i> .....	46
<i>Carnations</i> .....	44	<i>General</i> .....	45	<i>Poinsettia</i> .....	47
<i>Data</i> .....	44	<i>Grades</i> .....	46	<i>Roses</i> .....	47
<i>Demand</i> .....	44	<i>Hawaii</i> .....	46	<i>Storage and Transportation</i> ...	47
<i>Firms</i> .....	45	<i>Imports</i> .....	46		

## FOOD DEMAND

<i>Brazil</i> .....	47	<i>Minorities</i> .....	49	<i>Price and Income Effects</i> .....	52
<i>Canadians</i> .....	48	<i>National Profile</i> .....	50	<i>Quality Effects</i> .....	53
<i>Chemical Residues</i> .....	48	<i>Northeast</i> .....	51	<i>Structural Estimation</i> .....	53
<i>Costs</i> .....	48	<i>Nutrients</i> .....	51	<i>Third World Countries</i> .....	54
<i>Demographic Variables</i> .....	49	<i>Overview</i> .....	52	<i>Tropicals</i> .....	54
<i>Food Service Industry</i> .....	49				

## FOOD PROCESSING

<i>Chemical Use</i> .....	54	<i>Minimally Processed</i> .....	55	<i>Site Analysis</i> .....	56
<i>Demand</i> .....	54	<i>Overview</i> .....	55	<i>Technology</i> .....	56
<i>Economics</i> .....	54	<i>Potatoes</i> .....	56	<i>Trends</i> .....	56
<i>Frozen</i> .....	55	<i>Productivity</i> .....	56		

## FOOD SAFETY

<i>Alar</i> .....	56	<i>Health Effects</i> .....	59	<i>Responsibility</i> .....	60
<i>Consumer Preferences</i> .....	57	<i>Labeling</i> .....	59	<i>Risk Perception</i> .....	60
<i>Economics</i> .....	59	<i>Micro Organisms</i> .....	60		

## FRUIT

<i>Apples</i> .....	61	<i>Juice Market</i> .....	61	<i>Marketing</i> .....	61
<i>Cherries</i> .....	61	<i>Lemons-CA and AZ</i> .....	61	<i>Michigan</i> .....	62
<i>Grapes</i> .....	61	<i>Mangoes</i> .....	61	<i>Production</i> .....	62

## FRUITS AND VEGETABLES

<i>APHIS Regulations</i> .....	62	<i>Foreign Countries</i> .....	64	<i>Locally Grown</i> .....	67
<i>Biotechnology</i> .....	62	<i>Grades and Standards</i> .....	64	<i>Packaging</i> .....	67
<i>Branded</i> .....	62	<i>History</i> .....	64	<i>Per Capita Consumption</i> .....	67
<i>Contract Regulations</i> .....	62	<i>Household Expenditures</i> .....	64	<i>Specialties</i> .....	68
<i>Data - National</i> .....	63	<i>Imports</i> .....	64	<i>States</i> .....	68
<i>Demand Analysis</i> .....	63	<i>Irradiation</i> .....	65	<i>Storage</i> .....	68
<i>Distribution</i> .....	63	<i>Labeling</i> .....	66	<i>Transportation</i> .....	69

## GATT 69

## IMPORT DEMAND

<i>Apples</i> .....	70	<i>Government Intervention</i> .....	71	<i>Onions</i> .....	71
<i>Citrus</i> .....	70	<i>Horticulture Products</i> .....	71	<i>United States Vegetables</i> .....	71
<i>European</i> .....	70				

## INTERREGIONAL COMPETITION

<i>Demand</i> .....	71	<i>Produce Transportation</i> .....	72	<i>Regional Effects</i> .....	73
<i>Fruits and Vegetables</i> .....	72	<i>Programming Model</i> .....	73	<i>Regulation</i> .....	73
<i>Monopolistic</i> .....	72				

## LANDSCAPING

<i>Design</i> .....	73	<i>Interiorscaping</i> .....	74	<i>Marketing</i> .....	74
<i>Demand</i> .....	73	<i>Labor Requirements</i> .....	74	<i>Pesticide Use</i> .....	74
<i>Golf</i> .....	74				

## MARKET ANALYSIS

<i>Alternative Enterprises</i> .....	75	<i>Efficiency</i> .....	77	<i>Market Share</i> .....	80
<i>Apple Products</i> .....	75	<i>Experimental</i> .....	77	<i>Market Window Analysis</i> .....	81
<i>Barriers to Entry</i> .....	75	<i>Feasibility</i> .....	78	<i>Price and Supply</i> .....	81
<i>Citrus Industry</i> .....	76	<i>Fruits &amp; Vegetables</i> .....	78	<i>Research Methods</i> .....	81
<i>Conjoint</i> .....	76	<i>Hedonic</i> .....	79	<i>Risk</i> .....	82
<i>Econometrics</i> .....	77	<i>Market Channel</i> .....	80		

## MARKET ORDERS

<i>Analysis of Impact</i> .....	82	<i>Fruits and Vegetables</i> .....	84	<i>References</i> .....	85
<i>Apples</i> .....	83	<i>Grades and Standards</i> .....	85	<i>Voting</i> .....	85
<i>California</i> .....	83	<i>Pecan</i> .....	85	<i>Washington</i> .....	86
<i>Demand Effect</i> .....	84	<i>Quantity Controls</i> .....	85		

## MARKET STRUCTURE

<i>Apple Industry</i> .....	86	<i>Markov Process</i> .....	89	<i>Theory</i> .....	90
<i>Asparagus</i> .....	88	<i>Ornamentals</i> .....	89	<i>Third World Countries</i> .....	90
<i>Citrus</i> .....	88	<i>Performance Measure</i> .....	89	<i>Tomatoes</i> .....	90
<i>Fruits and Vegetables</i> .....	88	<i>Raisins</i> .....	89	<i>Turfgrass</i> .....	90
<i>Kiwifruit</i> .....	89				

## MARKETING

<i>Apples</i> .....	90	<i>Electronic, Fruits, and Vegetables</i> .....	95	<i>Peaches/Pears</i> .....	100
<i>Asparagus</i> .....	91	<i>Floriculture Crops</i> .....	95	<i>Plans</i> .....	100
<i>Avocados</i> .....	91	<i>Grapes</i> .....	95	<i>Plums</i> .....	100
<i>Azaleas</i> .....	92	<i>Greenhouse Production</i> .....	95	<i>Potatoes</i> .....	100
<i>Bananas</i> .....	92	<i>Herbs</i> .....	96	<i>Produce</i> .....	101
<i>Berries</i> .....	92	<i>Hispanics</i> .....	96	<i>Recyclable Materials</i> .....	102
<i>Broccoli</i> .....	93	<i>Lettuce</i> .....	96	<i>Seasonality</i> .....	102
<i>Carrots</i> .....	93	<i>Limes</i> .....	96	<i>Small Farm Vegetables</i> .....	102
<i>Cauliflower</i> .....	93	<i>Mangoes</i> .....	97	<i>Squash</i> .....	102
<i>Christmas Trees</i> .....	93	<i>Mushrooms</i> .....	97	<i>Strategies</i> .....	102
<i>Citrus</i> .....	94	<i>Non-Profit</i> .....	98	<i>Sweet Corn</i> .....	103
<i>Coffee</i> .....	94	<i>Nursery Products</i> .....	98	<i>Theory</i> .....	103
<i>Cooperatives, Fruits and Vegetables</i> .....	94	<i>Onions</i> .....	99	<i>Tomatoes</i> .....	103

## NEW YORK STATE

<i>Agricultural Statistics</i> .....	104	<i>Farin Labor</i> .....	106	<i>Pesticides</i> .....	109
<i>Direct Marketing</i> .....	104	<i>Fruits and Vegetables</i> .....	107	<i>Population</i> .....	110
<i>Economic Development</i> .....	105	<i>Integrated Pest Management</i>	109	<i>Processed</i> .....	110
<i>Export Opportunities</i> .....	105	<i>Organic Farming</i> .....	109	<i>Seal of Quality</i> .....	110

## NURSERY INDUSTRY

<i>Bedding Plants</i> .....	110	<i>Garden Centers</i> .....	112	<i>Programming Woody Production</i> .....	113
<i>Christmas Trees</i> .....	111	<i>General</i> .....	112	<i>Retail Nursery</i> .....	113
<i>Demand</i> .....	111	<i>Labor</i> .....	113	<i>States</i> .....	113
<i>Distribution Patterns</i> .....	111	<i>Northeast</i> .....	113	<i>Wages</i> .....	114
<i>Firms</i> .....	111				

## ORGANIC FARMING

<i>California</i> .....	114	<i>Economics</i> .....	116	<i>Supermarkets</i> .....	117
<i>Costs and Profits</i> .....	115	<i>Inputs</i> .....	116	<i>Use</i> .....	118
<i>Demand</i> .....	115	<i>Overview</i> .....	117		

## PESTICIDES

<i>Consumer Information</i> .....	118	<i>Overview</i> .....	119	<i>Risk Communication</i> .....	121
<i>Cosmetics</i> .....	118	<i>Proposition 65</i> .....	120	<i>Testing/Monitoring</i> .....	121
<i>Economic Analysis</i> .....	119	<i>Regulations</i> .....	120	<i>Use</i> .....	122
<i>Environmental Effects</i> .....	119	<i>Removal</i> .....	120		

## POPULATION

<i>Projection</i> .....	123	<i>Race and Ethnicity</i> .....	124	<i>Rural</i> .....	124
-------------------------	-----	---------------------------------	-----	--------------------	-----

## PRICES

<i>Apples</i> .....	124	<i>Flowers</i> .....	125	<i>Transmission</i> .....	125
<i>Determination</i> .....	125	<i>Ornamentals</i> .....	125	<i>Vegetables</i> .....	126
<i>Developing Countries</i> .....	125				



## PROMOTION

<i>Brands</i> .....	126	<i>Coupons</i> .....	127	<i>Point of Purchase</i> .....	128
<i>Commodities</i> .....	126	<i>Measurement</i> .....	127	<i>States</i> .....	128
<i>Consumer Behavior</i> .....	127				

## STATISTICS

<i>Cabbage</i> .....	128	<i>Honduras</i> .....	129	<i>USDA</i>	130
				<i>Catalog</i> .....	
<i>Celery</i> .....	128	<i>Ornamentals</i> .....	129	<i>USDA-Contacts</i> .....	130
<i>Corn</i> .....	128	<i>States</i> .....	129	<i>World</i> .....	131
<i>Fruits</i> .....	128	<i>United States Agriculture</i> ...	129		

## SUPERMARKETS

<i>Canada</i> .....	131	<i>New Products</i> .....	132	<i>Profits</i> .....	133
<i>Ethnic Effects</i> .....	131	<i>Pricing</i> .....	133	<i>Trends</i> .....	133
<i>Floral Sales</i> .....	131	<i>Produce Department</i> .....	133	<i>Tropicals</i> .....	134
<i>Industry Structure</i> .....	132				

## SURVEY INSTRUMENT

<i>Agribusiness</i> .....	134	<i>Direct Marketing</i> .....	135	<i>Mississippi Nurseries</i> .....	135
<i>Agricultural Statistics</i> .....	134	<i>Horticultural Products</i>	135	<i>Organic Farming</i> .....	135
		<i>Producers</i> .....			
<i>Consumer Food Perspectives</i>	134	<i>Irradiation</i> .....	135	<i>Promotion</i> .....	136
<i>Design</i> .....	134	<i>Locally Grown</i> .....	135	<i>Vegetables</i> .....	136

## TRADE BARRIERS 136

## TRADE

<i>Africa</i> .....	137	<i>Development</i> .....	139	<i>Northeast</i> .....	145
<i>California</i> .....	137	<i>Education</i> .....	139	<i>Ocean Vessels</i> .....	145
<i>Central America</i> .....	137	<i>E.E.C.</i> .....	140	<i>Overview</i> .....	145
<i>Citrus</i> .....	137	<i>Fruits and Vegetables</i> .....	140	<i>Rent Seeking</i> .....	145
<i>Competitiveness</i> .....	138	<i>F. T. R.</i> .....	140	<i>United Soviet Socialist</i>	
				<i>Republic</i> .....	145
<i>Country-of-Origin Analysis</i> ...	138	<i>Guatemala</i> .....	141	<i>Venezuela</i> .....	146
<i>Data</i> .....	138	<i>Mexico</i> .....	141	<i>Western Hemisphere</i> .....	146

## TROPICALS

<i>Data</i> .....	146	<i>Imports</i> .....	147	<i>Processed</i> .....	148
<i>Ecuador</i> .....	147	<i>Industry</i> .....	147	<i>Southeast Asia</i> .....	148
<i>Exports</i> .....	147	<i>Pests</i> .....	148	<i>Transportation</i> .....	148

## VEGETABLES

<i>General</i> .....	148	<i>Snap Beans</i> .....	149	<i>States</i> .....	149
<i>Mexican Dumping</i> .....	149				

## ADVERTISING

### *Consumer Response*

- 1.) Gallo, A. E. "Advertising and Promotion in Food Marketing," United States Department of Agriculture, Economic Research Service, National Economic Division, January 1984.
- 2.) Kinnucan, H. W., and Forker, O. D. "Seasonality in the Consumer Response to Milk Advertising: Implications for Milk Promotion Policy," Department of Agricultural Economics, Cornell University, A. E. Research 82-29, September 1982.
- 3.) Simon, J. L., and Arndt, J. "The Shape of the Advertising Response Function," Journal of Advertising Research, Vol. 20, No. 4:11-28, August 1980.

### *Demographic vs. Media Effects*

- 1.) Kinnucan, H. W. "Demographic Versus Media Advertising Effects on Milk Demand: The Case of the New York City Market," Department of Agricultural Economics, Cornell University, A. E. Staff Paper 82-5, March 1982.
- 2.) Martinez, H. "Television Promotions," Garden Center Merchandising and Management, p 47-50. June 1995.
- 3.) Sun, T.Y., Blaylock, J.R., and Allshouse, J. E., "Dramatic Growth in Mass Media Food Advertising in the 1980's." Food Review, September-December 1993.

### *Direct Mail*

- 1.) American Association of Nurserymen. "Effective Direct Mail Advertising, Special Advertising Summary", Volume III.

### *Economic Welfare*

- 1.) Nichols, L. M. "Advertising and Economic Welfare," The American Economic Review, Vol. 75, No:1:213-18, March 1985.

### *Estimation of Effect*

- 1.) Ashley, R. C., Granger, W. J. and Schmalensee, R. "Advertising and Aggregate Consumption: An Analysis of Causality," Econometrica, Vol. 48, No. 5:1149-67, July 1980.
- 2.) Balasubramanian, S., and Kumar, V. "Analyzing Variations in Advertising and Promotional Expenditures: Key Correlates in Consumer, Industrial, and Service Markets," Journal of Marketing, Vol. 54:57-68, April 1990.
- 3.) Capps, O., Jr., and Lambregts, A. "Assessing Effects of Prices and Advertising on Purchases of Finfish and Shellfish in a Local Market in Texas," Southern Journal of Agricultural Economics, Vol. 23, No. 1:181-190, July 1991.
- 4.) Chang, H., and Kinnucan, H. W. "Advertising, Information and Product Quality: The Case of Butter," American Journal of Agricultural Economics, Vol. 73, No. 4:1195-1203, November 1991.

- 5.) Connor, J. M. "Advertising, Promotion, and Competition: A Survey with Special Reference to Food," Agricultural Economics Research, Vol. 33, No. 1:19-27, January 1981.
- 6.) Ehrlich, I. and Fisher, L. "The Derived Demand for Advertising: A Theoretical and Empirical Investigation," The American Economic Review, Vol. 72, No. 3:366-388, June 1982.
- 7.) Francese, P. "Managing Market Information." American Demographics, Vol 17, No. 9:56-63. September 1995.
- 8.) Ginter, J. L., Cooper, M. C., Obermiller, C., and Page, T. "The Design of Advertising Experiments Using Statistical Decision Theory: An Extension," Journal of Marketing Research, Vol. VIII:120-123, February, 1981.
- 9.) Goddard, E. W., and Amuah A. K. "The Demand for Canadian Fats and Oils: A Case Study of Advertising Effectiveness," American Journal of Agricultural Economics, Vol. 71, No. 3:741-749, August 1989.
- 10.) Goddard, E. W. and Cranfield, J. "Assessing the Effectiveness of Apple Advertising in Canada." Department of Agricultural Economics and Business, Working Paper WP95/01, University of Guelph, January 1995.
- 11.) Lee, J. and Brown, M. B. "Lag Structures in Commodity Advertising Research," Agribusiness, Vol. 8, No. 2:143-154, March 1992.
- 12.) Lee, J. Y., Brown, M., and Fairchild, G. "Some Observations on the Impact of Advertising on Demand," Agribusiness, Vol. 5, No. 6:607-617, November 1989.
- 13.) Liu, D. J., and Forker, O. D. "In Search of Optimal Control Models for Generic Commodity Promotion", Department of Agricultural Economics, Cornell University, Working Paper No. 88-5, 1988.
- 14.) McNiven, M. A. "Plan for More Productive Advertising," Harvard Business Review, pp. 130-136, March-April 1980.
- 15.) Sethuraman, R. and Tellis, G. J. "An Analysis of the Tradeoff Between Advertising and Price Discounting," Journal of Market Research, Vol. XXVIII:160-74, May 1991.
- 16.) Ward, R. W., and Myers, L. H. "Advertising Effectiveness and Coefficient Variation Over Time," Agricultural Economics Research, Vol. 31, No. 1:1-11, January 1979.
- 17.) Weinberg, C. and Weiss, D. "On the Econometric Measurement of the Duration of Advertising Effect on Sales," Journal of Marketing Research, Vol. XIX:585-591, November 1982.
- 18.) Zielske, H. A. "Does Day-After Recall Penalize 'Feeling Ads'?" Journal of Advertising Research, Vol. 22, No. 1:19-22, February/March 1982.

*Generic*

- 1.) Blissard, N. and Blaylock, J. R. "A Double-Hurdle Approach to Advertising: The Case of Cheese," Agribusiness, Vol. 8, No. 2, 109-120, March 1992.
- 2.) Brester, G. W. and Schroeder, T. C. "The Impacts of Brand and Generic Advertising on Meat Demand." American Journal, Agricultural Economics, Vol. 77, No. 4: 969-979, November 1995.
- 3.) Forker, O. D. "Generic Agricultural Commodity Advertising and Promotion," Department of Agricultural Economics, Cornell University, A. E. Ext. 88-3, March 1988.

- 4.) Forker, O. D., and Liu, D. J. "An Empirical Evaluation of the Effectiveness of Generic Advertising: The Case of Fluid Milk in New York City," Department of Agricultural Economics, Cornell University, A. E. Research Paper 86-12, April 1986.
- 5.) Hall, L., and Foik, I. "The Effectiveness of Generic Versus Brand Advertising for Manufactured Milk Products-The Case of Yogurt," Department of Agricultural Economics, Cornell University, A. E. Staff Paper 82-4, April 1982.
- 6.) Kinnucan, H., and Forker, O. D. "Allocation of Generic Advertising Funds Among Products: A Sales Maximization Approach," Northeastern Journal Agricultural and Resource Economic, Vol. 17, No. 1:64-71, April 1988.
- 7.) Lee, J. Y. "Generic Advertising, FOB Price Promotion, and FOB Revenue: A Case Study of the Florida Grapefruit Juice Industry," Southern Journal of Agricultural Economics, Vol. 13, No. 2:69-88, December 1981.
- 8.) Lin, S. "Advertising in the Florida Citrus Industry," Paper for Agricultural Economics 347, Fall 1991.
- 9.) Liu, D. J., Kaiser, H. M., Forker, O. D., and Mount, T. D. "The Economic Implications of the United States Generic Dairy Advertising Program: An Industry Model Approach," Department of Agricultural Economics, Cornell University, A. E. Res. 89-22, November 1989.
- 10.) Morrison, R. M. "Generic Advertising of Farm Products," United States Department of Agriculture, Economic Research Service, National Economics Division, Agricultural Information Bulletin, No. 481, September 1984.
- 11.) Northeast Regional Committee on Commodity Promotion Programs. "Generic Agricultural Commodity Advertising and Promotion," Department of Agricultural Economics, Cornell University, A. E. Ext. 88-3, March 1988.
- 12.) Ward, R. W., and McDonald, W. F. "Effectiveness of Generic Milk Advertising: A Ten Region Study," Agribusiness, Vol. 2, No. 1:77-89, 1986.

#### *Lobbying*

- 1.) Becker, G. S. "A Theory of Competition Among Pressure Groups for Political Influence," Quarterly Journal of Economics, No. 3, pp. 371-400, August 1983.
- 2.) Orazem, P., Otto, D., and Edelman, M. "An Analysis of Farmers' Agricultural Policy Preferences," American Journal of Agricultural Economics, Vol. 71, No 4:837-846, November 1989.

#### *Newspapers*

- 1.) American Association of Nurserymen. "Special Advertising Summary, Volume VI. Effective Newspaper Advertising," Washington, D.C.
- 2.) The SRDS Report, Vol.3, No. 12, December 1989.

#### *Non-Verbal*

- 1.) Haley, R.I., Richardson, J. and Baldwin, B. "The Effects of Nonverbal Communications in Television Advertising," Journal of Advertising Research, Vol. 24, No. 4:11-18, August/September 1984.

### *Radio*

- 1.) American Association of Nurserymen. "Special Advertising Summary, Effective Radio Advertising," Volume II, Washington, D.C.

### *Regulation*

- 1.) Cohen, D. "The FTC'S Advertising Substantiation Program," Journal of Marketing, Vol. 44:26-35, Winter 1980.
- 2.) Milburn, S. A. "Avoid the Express Warranty Gremlins," American Nurseryman , pp. 17-20, October 1, 1988.

### *Small Business*

- 1.) Bank of America. "Advertising Small Business," Small Business Reporter, Vol. 13, No. 8:1-20, 1978.

## **AGRICULTURAL POLICY**

### *Congressional Voting Analysis*

- 1.) Kau, J. B., Keenan, D., and Rubin, P. H. "A General Equilibrium Model of Congressional Voting," The Quarterly Journal of Economics, Vol. 97:271-293, May 1982.
- 2.) Lee, D. R., and Tkachyk, S. J. "An Empirical Analysis of Congressional Voting on Farm Bill Legislation," Department of Agricultural Economics, Cornell University, A. E. Staff Paper 87-21, July 1987.
- 3.) Peltzman, S. "Constituent Interest and Congressional Voting," Journal of Law and Economics, Vol. XXVII:181-210, April 1984.

### *Food Price Stability*

- 1.) Just, R. "Modeling the Interactive Effect of Alternative Sets of Policies on Agricultural Prices," Department of Agricultural Economics and Rural Sociology, Working Paper 89-08, University of Maryland, College Park, MD, 1989.
- 2.) Lopez, R. A. "Political Economy of U.S. Sugar Policies," American Journal of Agricultural Economics, Vol. 71, No. 1:20-31, February 1989.
- 3.) Timmer, C. P., and Cabot, T. D., "Food Price Stability and Welfare of the Poor," PEW Cornell Lecture Series on Food and Nutrition Policy, Division of Nutritional Sciences, Cornell University, November 1988.
- 4.) United States Department of Agriculture. Farm Commodity Programs and Their Effects. National Food Review, Economic Research Service, Vol. 13, Issue 1, January-March 1990.
- 5.) United States Department of Agriculture. Food Policies in Developing Countries, Economic Research Service, Department of Agricultural and Applied Economics, University of Minnesota. Foreign Agricultural Economic Report Number 194, Washington, DC, December 1983.

### *General*

- 1.) Brooks, N. L. and Reimund, D. A. "Where Do Farm Households Earn Their Incomes?" United States Department of Agriculture, Economic Research Service, Agricultural Information Bulletin Number 560, February 1989.
- 2.) Carter, H. O., and Sokolow, A. et. al. "Report of the Williamson Act Study Group: Executive Summary," Agricultural Issues Center, University of California, Davis, CA, December 1989.
- 3.) Council for Agriculture Science and Technology. Long Term Viability of United States Agriculture, Report No. 114, June 1988.
- 4.) Duffy, P. A., and Molnar, J. J. "Attitudes Toward Government Involvement in Agriculture: Results of a National Survey," Southern Journal of Agricultural Economics, July 1989.
- 5.) Frederick, A. L. "Policy Choices for a Changing Agriculture," A Project of the National Public Policy Education Committee, North Central Regional Extension Publication 266, June 1987.
- 6.) Gardner, B. L. "Economic Theory and Farm Politics," Department of Agricultural and Resource Economics, Working Paper No. 89-12, University of Maryland, College Park, MD, June 1989.
- 7.) Gibbs, M., and Carlson, C. editors, "Crop Productivity-Research Imperatives Revisited", An International Conference Held at Boyne Highlands Inn, October 13-18, 1985 and Airlie House, December 11-13, 1985.
- 8.) Jaeger, W. "The Impact of Policy in African Agriculture: An Empirical Investigation," Technical Department, Africa Regional Office, Working Paper Series No. 640, World Bank, Washington, DC, March 1991.
- 9.) National Association of Counties Research Foundation. Disappearing Farmlands: A Citizens Guide to Agricultural Land Preservation Washington, DC, December 1979.
- 10.) Padberg, D.I., Re-Engineering Marketing Policies for Food and Agriculture. Food and Agricultural Marketing Consortium, FAMC 94-1, Texas A&M University, College Station, TX, 1994.
- 11.) Peterson, P. G. "The Morning After," The Atlantic Monthly, pp. 43-69, October 1987.
- 12.) Petit, M. Determinants of Agricultural Policies in the United States and the European Community International Food Policy Research Institute, Research Report 51, Washington, DC, November 1985.
- 13.) Runge, C. F. "Designing Green Support: Incentive Compatibility and the Commodity Programs,". Center for International Food and Agricultural Policy, University of Minnesota, July 1994.
- 14.) United States Department of Agriculture. "Revitalizing Structure, Systems, and Strategies," Government Accounting Office/RCED-91-168, September 1991.

### *Horticulture Products*

- 1.) Dunlop, G. S. "Public Policy Issues that Challenge the Fresh Fruit and Vegetable Industry for 1992," Annual Outlook Conference '92, December 4, 1991.
- 2.) MacCannell, D. "The Effect of Agricultural Scale on Communities," Community Studies and Development Article, University of California, Davis, CA, 1986.
- 3.) Produce Marketing Association. "This is Your Future," Newark, DE, October 1991.

- 4.) United States Department of Agriculture. "Federal Legislative Initiatives and National Trends Impacting the Nursery Industry," Outlook '93, December 2, 1992.
- 5.) United States Department of Agriculture. Agricultural Outlook Forum, '96. Speech Booklet I. World Agricultural Outlook Board, Washington, D.C., February 21-22, 1996.
- 6.) Vandendorpe, R. J. "An Econometric Investigation of the Impact of Governmental Support Programs on the Production and Disappearance of Important Varieties of Dry Edible Beans," California Agricultural Experiment Station, Giannini Foundation of Agricultural Economics, Research Report No. 294, December 1967.

#### *Instruments*

- 1.) Blandford, D. "An Overview of Approaches to Modeling Agricultural Policies and Policy Reform," Department of Agricultural Economics, Cornell University, A.E. Staff Paper 89-38, December 1989.
- 2.) Knutson, R. D., Richardson, J. W., Klinefelter, D. A., Paggi, M. S. and Smith, E. G. "Policy Tools for United States Agriculture," Agricultural and Food Policy Center, Department of Agricultural Economics, B-1548, Texas A&M University, College Station, TX, August 1986.
- 3.) Thompson G. D., and Wilson P. N. "Common Property as an Institutional Response to Environmental Variability", Contemporary Economic Policy, Vol. 12:10-21, July 1994.

#### *Labor*

- 1.) Rosenberg, H. R. "Getting Work Done: Labor Issues in the Food and Fiber System," Cooperative Extension Service, FS52, Michigan State University, East Lansing, MI, 1987.

#### *Lobbying*

- 1.) Becker, G. S. "A Theory of Competition Among Pressure Groups for Political Influence," The Quarterly Journal of Economics, Vol. 98, No. 3, August 1983.
- 2.) Brock, W. A., and Magee, S. P. "The Economics of Special Interest Politics: The Case of the Tariff," American Economic Review, Vol. 68, No. 2:246-50, May 1978.
- 3.) de Gorter, H. and Zilberman, D. "On the Political Economy of Public Good Inputs in Agriculture," American Journal of Agricultural Economics, Vol. 72, No. 1:131-137, February 1990.
- 4.) Orazem, P. F., Otto, D. M., and Edelman, M. A. "An Analysis of Farmers' Agricultural Policy Preferences," American Journal of Agricultural Economics, November 1989.
- 5.) Rauser, G. C. and Foster, W. "Political Preference Functions and Public Policy Reform," American Journal of Agricultural Economics, Vol. 72, No. 3:641-52, August 1990.
- 6.) Vercaemmen, J. and Fulton, M. "The Economic Implications of Farm Interest Groups' Beliefs," American Journal of Agricultural Economics, Vol. 72, No 3:851-63, November 1990.

#### *Mexico*

- 1.) Byerlee, D., and Longmire, J. "Comparative Advantage and Policy Incentive for Wheat Production in Rainfed and Irrigated Areas of Mexico," CIMMYT Economics Program. Working Paper No. 01/86, January 1986.

- 2.) Goodman, L., Sanderson, S., Shwedel, K., and Haber, P. "Mexican Agriculture: Rural Crisis and Policy Response," United States Department of Agriculture, Economic Research Service and the Latin American Program of the Woodrow Wilson International Center for Scholars. No. 168, July 1985.
- 3.) Janssen, W., Crissman, C., Henry, G., Pereira, M., Sanint, L., and Walker, T. "CIAT, CIMMYT, and CIP: Their Role in Agricultural Research in Latin America and the Caribbean," CIAT, Cali, Colombia, July 1992.
- 4.) Lustig, N. "Food Subsidy Programs in Mexico," International Food Policy Research Institute, Working Papers on Food Subsidies No. 3, Washington, DC, January 1986.
- 5.) Thompson G. D. and Wilson P. N. "Ejido Reforms in Mexico: Conceptual Issues and Potential Outcomes", Land Economics, Vol 70, No. 4:448-465, November 1994.
- 6.) Wilson, P. N., and Thompson, G. D. "Common Property and Uncertainty: Compensating Coalitions by Mexico's Pastoral Ejidatarios," Economic Development and Cultural Change, Vol 41, No. 2: 299-318. January 1993.
- 7.) United States Government. "Review of U.S.-Mexico Environmental Issues," Washington, DC, February 1992.

*Rural Development*

- 1.) Beaulieu, L. J., and Voth, D. E. "Southern Rural Development Research in the Land-Grant System Since 1970," Southern Rural Development Center, Mississippi State University, Revised paper from Rural Development Conference, Atlanta, GA, September 26-27, 1982.
- 2.) Bowker, J. M., and Richardson, J. "Impacts of Alternative Farm Policies on Rural Communities," Southern Journal of Agricultural Economics, Vol. 21, No. 2:35-46, December 1989.
- 3.) Community and Rural Development Institute. "President's Council on Rural America: Northeast Regional Hearing," Binghamton, NY, November 7, 1991.
- 4.) Cotterill, R. W. "Private Initiatives for Rural Development: Ideological Cop Out or Engine for Progress" Food Marketing Policy Center, Research Report No. 3, Storrs, CT, February 1989.
- 5.) Favero, P. and Heasley, D. Cooperative Extension and New Alliances for Rural Economic Development: Five Case Studies, The Northeast Regional Center for Rural Development, United States Department of Agriculture Extension Service, Publication No. 58, November 1989.
- 6.) Griffith, D. "International Labor Migration and Rural Development: Patterns of Expenditure Among Jamaicans Working Seasonally in the United States," Stanford Journal of International Law, Vol. 18, Issue 2, Summer 1983.
- 7.) Hayes, M., and Olmstead, A. "Farm Size and Community Quality: Arvin and Dinuba Revisited," American Journal of Agricultural Economics, Vol. 66, No. 3:430-36, November 1984.
- 8.) Johnson, G. D., "Limited But Essential Role of Government in Agriculture and Rural Life," Elmhirst Memorial Lecture, XXVII International Conference of Agricultural Economists, Harare, Zimbabwe, August 22, 1994.
- 9.) Lower Mississippi Delta Development Committee. The Role of Agriculture in the Social and Economic Development of the Lower Mississippi River Delta Region Proceedings of a Regional Conference. Memphis, TN, February 26-28, 1990.



- 11.) Miron, M. (editor). Social Science Research Serving Rural America, Experiment Station Committee on Organization and Policy, Wisconsin Agricultural Experimental Station. College of Agriculture and Life Sciences, University of Wisconsin, November 1989.
- 12.) Nuckton, C., Regugio, R., and Gwynn, D. "Farm Size and Rural Community Welfare: An Interdisciplinary Approach," Rural Sociology, 47(1):32-46, 1982.
- 13.) Petrusis, M., Carlin, T. and Francis, W. "Agricultural Related Employment: Farm Commodity Programs and Rural Economies," United States Department of Agriculture, Economic Research Service, Agricultural Information Bulletin No. 613, September 1990.
- 14.) Pfeffer, M. "Social Origins of Three Systems of Farm Production in the United States," Rural Sociology, Vol. 48, No. 4:540-562, Winter 1983.
- 15.) The President's Council on Rural America, "Revitalizing Rural America Through Collaboration, A Report to the President," August 1992.
- 16.) Smith, S. F., Knoblauch, W. A., and White, G. B. "Cornell Cooperative Extension Farm Business Management Program Guidelines, Suggestions and Resources," Department of Agricultural Economics, Cornell University, A. E. Ext. 89-26, September 1989.
- 17.) Southern Natural Resource Economics Committee, "Agriculture and Rural Development Issues in the South," Proceedings of Regional Workshop, May 1987.
- 18.) United States Department of Agriculture. Extension Review, Vol. 59, No. 1, Winter 1988.
- 19.) United States Department of Agriculture. "Agriculture Outlook '93: Prospects for Rural Americans," Booklet 3, Washington, DC, December 1992.
- 20.) United States Department of Agriculture. "Agriculture Outlook '93: Prospects for Rural Americans," Booklet 6, Washington, DC, December 1992.

#### *Sustainable Agriculture*

- 1.) Allen, P. "The Human Face of Sustainable Agriculture: Adding people to the Environmental Agenda", Center for Agroecology and Sustainable Food Systems, Issue Paper No. 4, University of California, Santa Cruz, CA, November 1994.
- 2.) Allen, P., Van Dusen, D., Lundy, J. and Gliessman, S. "Expanding the Definition of Sustainable Agriculture", Sustainability In The Balance, Agroecology Program, University of California, Santa Cruz, CA, 1991.
- 3.) Allen, P. and Sachs, C. "What Do We Want To Sustain? Developing A Comprehensive Vision Of Sustainable Agriculture", Sustainability In The Balance, Agroecology Program, University of California, Santa Cruz, CA, Undated.
- 4.) Alteri, M. A., Trujillo, J. A., Astier, M. A., Gersper, P. L., and Bakx, W. A. "Low-input Technology Proves Viable for Limited Resource Farmers in Salinas Valley," California Agriculture, Vol. 45, No. 2:20-23, March 1991.
- 5.) Auburn, J. S. "Society Pressures Farmers to Adopt More Sustainable Systems," California Agriculture, Vol 48, No. 5:7-10, September/October, 1994.
- 6.) California, University of. "Sustainability in the Balance: Raising the Fundamental Issues," Agroecology Program, University of California, Santa Cruz, CA. November 1990.

- 7.) California, University of. "Progress Report 1986-1990," Agriculture, Research and Education Program, Davis, CA, July 1990.
- 8.) Cordtz, D. "Tough Row to Hoe", Fortune, August, 1972.
- 9.) Council for Agricultural Science and Technology. Development of New Crops: Needs, Procedures, Strategies, and Options, Report No. 102, Ames, IA, October 1984.
- 10.) Kelvin, R. "Community Supported Agriculture on the Urban Fringe: Case Study and Survey", Rodale Institute Research Center, RU-94/01, 1994.
- 11.) Kirschenmann, F. "Switching to a Sustainable System: Strategies for Converting from Conventional/Chemical to Sustainable/Organic Farming Systems," Northern Plains Sustainable Agriculture Society, Redding, CT. 1988.
- 12.) National Priority Initiative White Paper Writing Task Force. "Competitiveness in American Agriculture," Washington, DC, August 1990.
- 13.) New York State Department of Agriculture and Markets. "Intergrated Pest Management Program 1989 Annual Report," Cornell Unviersity, February 1990.
- 14.) Taff, S. J. "Sustainable Agriculture: If It's So Great, Why Isn't Everybody Doing It?" Department of Agricultural and Applied Economics, Staff Paper P89-3, University of Minnesota, January 1989.

#### *Technological Change*

- 1.) Bonnen, J. T. "Relevancy of the Social Sciences in the Policy Arena: Implications for Agricultural Economics," Southern Journal of Agricultural Economics, pp. 41-50, July 1989.
- 2.) Carter, H. O. "Impacts of Farm Policy and Technological Change on United States and California Agriculture -A Summary Report" University of California Agricultural Issues Center, Davis, CA, June 2-3, 1986.
- 3.) Council on Food, Agricultural, and Resource Economics. "The Industrialization of Agriculture: Policy, Research, and Education Needs- A Symposium", July 1994.
- 4.) Editors of The New Farm "76 Proven Ways to Make More Money From Your Farm," Emmaus, PA., 1987.
- 5.) Huffman, W. E., "Human Capital, Adaptive Ability, and the Distributional Implications of Agricultural Policy," American Journal of Agricultural Economics, Vol. 67, No. 2:429-35, May 1985.
- 6.) Thurow, L. "Agricultural Institutions and Arrangements Under Fire," Sloan School of Management, Massachusetts Institute of Technology, Cambridge, MA, May 1990.

#### *Trade*

- 1.) Congress of the United States. "Agriculture, Trade, and Environment: Achieving Complimentary Policies," Office of Technology Assessment, OTA-Report Summary, May, 1995.
- 2.) Gardner, B. U.S. Agricultural Policy: International and External Consequences Department of Agricultural and Resource Economics, Working Paper 89-25, University of Maryland, College Park, MD, 1989.
- 3.) Taylor, T. G., Melendez, M. and Fairchild, G. F. "Preferential Trading Arrangements in the Western Hemishpere." Journal of Food Distribution Research, pp. 9-19, September 1995.

- 4.) Tweeten, L. "Agricultural Trade Policy in the Post-Uruguay-Round Era: Multilateralism, Regionalism, and Unilateralism?," Ohio State University, Columbus, Paper presented in Taiwan, ROC, April 1991.
- 5.) Zietz, J., and Valdes, A. "Agriculture in the GATT: An Analysis of Alternative Approaches to Reform", International Food Policy Research Institute, Research Report 70, Washington, DC, November 1988.

#### *Transportation*

- 1.) Johnson, M. A., and Casavant, K. L. "Transportation Policy and the Farm and Food System," The Farm and Food System in Transition - Emerging Policy Issues, Cooperative Extension Service, FS54, Michigan State University, 1986.

### **BIBLIOGRAPHIES**

#### *Agricultural Policy*

- 1.) Brown, C. L., et. al., "Agricultural Industrial Relations Bibliography," Institute of Industrial Relation, Working Paper Series No. 31, University of California, Berkeley, CA, June 1991.
- 2.) Council for Agricultural Science and Technology. "Publications Catalog: 1972-1990," Ames, IA, September 1990.
- 3.) Council for Agricultural Science and Technology. "Publications Catalog: 1989-1990," Ames, IA, September 1990.
- 4.) Emerson, R. D., and Battiste, A. L. "U.S. Agricultural and Foreign Workers: An Annotated Bibliography," United States Department of Agriculture, Economic Research Service, Bibliographies and Literatures of Agriculture No. 73, December 1988.
- 5.) Food and Agriculture Organization. "New and Most Recommended Titles," Lanham, MD, Fall 1990.
- 6.) Greenstein, R. "Center on Budget and Policy Priorities," Washington, DC, October 1989.
- 7.) Orsi, R. "A List of References for the History of Agriculture in California." Agricultural History Center, University of California, Davis, CA, June 1974.
- 8.) United States Department of Agriculture. "Agricultural Policies and Research Programs 1975-April 1987," Quick Bibliography Series, National Agricultural Library, Public Services Division, Washington, DC, September 1987.

#### *Farm Labor*

- 1.) Brown, C. et. al. "Farm Labor Research Bibliography," California Agricultural Studies 91-4 Department of Agricultural and Resource Economics, University of California, Berkeley, CA, April 1991.

#### *Fruits and Vegetables*

- 1.) Knoblauch, W., Brown, R., and Braster, M. "Organic Field Crop Production: A Review of the Economic Literature," Department of Agricultural Economics, Cornell University, A.E. Res. 90-10, July 1990.

- 2.) Norris, K. and Cook, R. "Annotated Bibliography: Economic Comparisons of Biological and Chemical Control Methods in Agriculture," Cooperative Extension, University of California, Berkeley, CA, September 1989.
- 3.) Postharvest Institute for Perishables Information Center. "New Titles," College of Agriculture, University of Idaho, Vol. 8, No. 1, April 1989.
- 4.) Postharvest Institute for Perishables Information Center. "New Titles," College of Agriculture, University of Idaho, Vol. 8, No. 3, December 1989.
- 5.) Postharvest Institute for Perishables Information Center. "New Titles," College of Agriculture, University of Idaho, Volume 12, No. 1, May 1993.
- 6.) United States Department of Agriculture. "Fruit, Vegetable, Tree Nut and Ornamental Publication," Economic Research Service, Washington, DC, October 1990.
- 7.) United States Department of Agriculture. "Fruit, Vegetable, Tree Nut and Ornamental Publication," Economic Research Service, 1994 Produce Marketing Association Convention and Exposition, San Antonio, TX, 1994.

#### *Horticulture*

- 1.) Produce Marketing Association. "Bibliography: Fruit, Vegetable, Tree Nut, and Ornamental Publications," 1991 Produce Marketing Association Convention and Exposition, 1991.
- 2.) United States Department of Agriculture. "1988 Bibliography of Recent Publications on Fruits, Vegetables, Tree Nuts, and Ornamentals," Economic Research Service, Washington, DC, October 1988.
- 3.) United States Department of Agriculture. "1987 Bibliography of Recent Publications on Fruits, Vegetables, Tree Nuts, and Ornamentals," Economic Research Service, Washington, DC, 1987.
- 4.) United States Department of Agriculture. "Marketing of Horticultural Products 1979-April 1987," National Agricultural Library, Public Services Division, United States Department of Agriculture, Quick Bibliography Series. QB-87-63, September 1987.
- 5.) United States Department of Agriculture. "Floricultural Marketing 1970-86," National Agricultural Library, Public Services Division, Quick Bibliography Series, QB 87-56, July 1987.
- 6.) United States Department of Agriculture. "1986 List of Recent Publications on the Production and Marketing of Fruits, Vegetables, Ornamentals and Miscellaneous Products," 1986.
- 7.) Weiler, T. "Information Resources, 1994." Controlled Environmental Agriculture Program, Fact Sheet R, Cornell University, 1994
- 8.) Whitmore, S., and Gilbert, H. "Marketing of Floricultural Products in the United States: An Annotated Bibliography," United States Department of Agriculture, National Agricultural Library No. 66, May 1989.

#### *International Agriculture*

- 1.) Zuidema, L., Dickson, A., and Hance, L. "Dissertation Abstracts Relating to International Agriculture and Rural Development," International Agriculture Program, Cornell University, July 1991.

### *Mexico*

- 1.) United States Department of Agriculture. "Mexico and Its Developing Agricultural Market 1979-March 1987," National Agricultural Library, Public Services Division, Quick Bibliography Series, QB 87-72, July 1987.

### *New York State*

- 1.) Miller, M. "A Complete Guide to New York State Publications 1990," Prepared by New York State Assembly Speaker, Albany, NY, May 1990.

### *Nutrition*

- 1.) Cornell Nutritional Surveillance Program. "List of Publications," Division of Nutritional Sciences, Cornell University, December 1987.

### *Population*

- 1.) John, P. C. "Population Migration in Rural America: January 1979-September 1990," United States Department of Agriculture, Rural Information Center, Quick Bibliography Series, QB91-40, September 1990.
- 2.) John, P. C. "Poverty in Rural America: January 1979-March 1990," United States Department of Agriculture, Rural Information Center, Quick Bibliography Series QB90-86, September 1990.

### *Trade*

- 1.) Lassany, M. E. "Directory of Export and Trade Assistance," United States Department of Agriculture, National Agricultural Library, Special Reference Briefs, NAL SRB 89-03, September 1989.

## **CANADA**

### *Agricultural Programs*

- 1.) Agriculture Canada. Food Market Commentary, Vol. 3, No. 4, December 1981.
- 2.) Agriculture Canada. Food Market Commentary, Vol. 12, No. 3, October 1990.
- 3.) Agriculture Canada. Food Market Commentary, Vol. 13, No. 2, July 1991.
- 4.) Huot, M. "Federal Agri-Food Expenditures 1970-71 to 1982-83," Production Development Policy Division, Development Policy Directorate, Working Paper, Agriculture Canada, December 1984.
- 5.) Rodier, M. "Federal Agri-Food Expenditures 1982-1983 and 1983-1984," Farm Finance and Resources Division, Development Policy Directorate, Working Paper, Agriculture Canada, September 1985.

### *Horticulture Industry*

- 1.) Anderson, R. W. "Canada's Fresh Horticultural Produce Market (Consumption-Imports-Promotion)," Agriculture Canada. draft paper.
- 2.) Harling, K. F. "Competitiveness of Ontario's Horticultural Industries," Ontario Ministry of Agriculture and Food, Ontario, Canada. Final Report, February 1987.

### *Produce Tariffs*

- 1.) Nyankori, J. C., Rosson, C. P., and Rathwell, P. J. "Estimates of the Effects of Canadian Tariff on Fresh Peach Imports from the United States," Canadian Journal of Agricultural Economics, Vol. 35:75-87. , March 1987.

## **CARIBBEAN BASIN**

### *Agricultural Trade*

- 1.) Muraro, R. and Fairchild, G. F. "Economic Implications of the Caribbean Basin Initiative for Florida Citrus," Proceedings of the Florida State Horticultural Society. Vol. 99:82-86, 1986.
- 2.) Rosa, S. "U.S. Horticultural Trade With Caribbean Basin Initiative Beneficiary Countries, 1992," Horticultural Products Review, pp. 17-29. September 1993.
- 3.) Steele, H. L. "The Role of Foreign Assistance Programs in the Development of Exportable Horticultural Crops," Horticultural Science Vol. 25, No. 1:38-48, January 1990.

### *Vegetable Trade*

- 1.) Brown, R. N., and Suarez, N. R. "U.S. Markets for Caribbean Basin Fruits and Vegetables: Selected Characteristics for 17 Fresh & Frozen Imports, 1975-87," United States Department of Agriculture, Economic Research Service, Economic Statistical Bulletin 821, March 1991.
- 2.) Editors. "US Trade of horticultural Products with Caribbean Basin Initiative Countries Reached Record Levels in 1995," World Horticultural Trade and US Export Opportunities, United States Department of Agriculture, Foreign Agriculture Service, Circular Series FHORT 5-96, May 1996, pp. 9-25.
- 3.) Federal-State Market News Service. "Marketing Caribbean Basin Fruits and Vegetables: 1988-89 Season," Miami, FL, 1990.
- 3.) Rosa, S. "U.S. Horticultural Trade With Caribbean Basin Initiative Beneficiary Countries Increases Again in 1993," World Horticultural Trade & U.S. Export Opportunities, June 1994.
- 4.) Seale, J. L. Jr. "Vegetable Trade and The Caribbean Basin Initiative," University of Florida, Gainesville, FL. Draft paper.
- 5.) United States Department of Agriculture, "U.S. Imports of Horticultural Products From Caribbean Basin Initiative Countries Increase in 1994." World Horticultural Trade & U.S. Export Opportunities. pp. 30-53. August 1995.

## **CONSUMER PREFERENCE**

### *Beverages*

- 1.) d'Hauteville, F. "Consumer Acceptance of Innovation: A Marketing Approach Applied to the Case of Low Alcohol Wines," Ecole Nationale Supérieure d'Agronomie, Dept. of Business Management, Montpellier, France, \*no date.

### *Demographics*

- 1.) Block, L. "By the Numbers," American Nurseryman, pp. 54-58, January 15, 1990.
- 2.) Crispell, D. "The Number News." American Demographics, Inc. Vol. 15, No. 3, March 1995.
- 3.) Kokoski, M. "Emperical Analysis of Intertemporal Demographic Variations in Consumer Preferences," American Journal of Agricultural Economics, Vol. 68, No. 4:894-907, November 1986.
- 4.) Miller, B. "A Beginner's Guide to Demographics." Marketing Tools, pp. 54-64, October 1995.
- 5.) Piirto, R. "Changing Minds in the 1990s," American Demographics, pp. 31-35, December 1990.
- 6.) Senauer, B. "Major Consumer Trends Affecting the United States Food System," Department of Agricultural Economics, Staff Paper P89-16, University of Minnesota, April 1989.

### *Environmental Concerns*

- 1.) Johnson, S.C. & Son, Inc. The Environment: Public Attitudes and Individual Behavior. The Roper Organization, July 1990.

### *Fruits and Vegetables*

- 1.) Eastwood, D. B., Brooker, J. R., and Orr, R. H. "Consumer Preferences for Selected Fresh Produce: A Case Study," Department of Agricultural Economics and Rural Sociology, Bulletin 650, University of Tennessee Agricultural Experiment Station, Knoxville, TN, January 1987.
- 2.) Eastwood, D. B., Orr, R. H., and Brooker, J. R. "Consumer Stated Preference for Fresh Fruits and Vegetables," The University of Tennessee Agricultural Experiment Station, Research Report 86-06, Knoxville, TN, April 1986.
- 3.) Editors of ThePacker. "Fresh Trends: A Profile of Fresh Produce Consumer, " Vance Publications, Overland Park, KS, 1996.
- 4.) Editors of ThePacker. "Fresh Trends: A Profile of Fresh Produce Consumer, " Vance Publications, Overland Park, KS, 1995.
- 5.) Editors of The Packer. "Fresh Trends: A Profile of Fresh Produce Consumers," Vance Publications, Overland Park, KS, 1994
- 6.) Editors of The Packer. "Fresh Trends: A Profile of Fresh Produce Consumers," Vance Publications, Overland Park, KS, 1993.
- 7.) Gao, X. M., Reynolds, A. and Lee, J. Y. "A Sturctural Latent Variable Approach to Modelling Consumer Perception: A Case Study of Orange Juice." Agribusiness, Vol. 9, No. 4: 317-324, July 1993.
- 8.) Resurreccion, A. V. A. "Consumer Use Patterns For Fresh and Processed Vegetable Products," Journal of Consumer Studies and Food Economics, Vol. 10:317-321, 1986.
- 9.) Schertz, H. G., and Lorenz, O. A. "Consumer Preferences for Vegetables Grown Under "Commercial" and "Organic" Conditions," Journal of Food Science, Vol. 41:70-74, 1976.

- 10.) Smith, D. A., Peavey, S. R, and Kezis, A. S. "Consumer Satisfaction With Maine Potatoes in Home Use: Three Round White Varieties," Business Management Staff Paper 23-ARE 385, University of Maine Center for Economic Statistics, August 1988.
- 11.) Stone, K., Young, D., Dixon, E., and Padberg, D. "Consumer Preferences for New York Onions," Department of Agricultural Economics, A.E. Ext. 75-19, Cornell University, June 1975.
- 12.) Subar, A. S., Heimendinger, J., Krebs-Smith, S. M., Patterson, B. H., Kessler, R., and Pivonka, E. 5 A Day For Better Health: A Baseline Study Of Americans' Fruit And Vegetable Consumption, National Cancer Institute, July 1992.
- 13.) Sun, T., and Conklin, N. C. "Consumer's View of Tomato Quality," National Food Review, Vol. 35:27-29, Fall 1986.
- 14.) Union Nacional de Productores de Hortacicas. "The Produce Consumer: An Annual Audit of Attitudes," Temple, ME, 1988.
- 15.) Union Nacional de Productores de Hortacicas. "The Producer Consumer 1989." Temple, ME, 1990.
- 16.) Zehner, M. D. "Understanding Consumers" Department of Agricultural Economics, Staff Paper No. 88-31, Michigan State University, March 1988.
- 17.) Zehner, M. D. "Consumers' Taste Acceptance of Cherry Royale " Department of Agricultural Economics. Staff Paper 88-112, Michigan State University, December, 1988.
- 18.) Zind, T. and Tomes, B. "Fresh Produce Market Profile Reveals New Breed of Consumer." Mushroom News, Vol. 39, No. 7:7-16, July 1991.

*General*

- 1.) Alston, J. M., Chalfant, J. A. "Consumer Demand Analysis According to GARP," Northeastern Journal of Agricultural and Resource Economics, Vol. 21, No. 2:125-139, October 1992.
- 2.) Blanciforti, L. A. "Consumer Demand Analysis According to GARP: Discussion," Northeastern Journal of Agricultural and Resource Economics, Vol. 21, No. 2:140-141, October 1992.
- 3.) Bucklin, R. E. and Srinivasan, S. "Determining Interbrand Substitutability Through Survey Measurement of Consumer Preference Structures," Journal of Marketing Research, Vol. XXVIII, pp. 58-71, February 1991.
- 4.) Cardello, A. V., Maller, O., Masor, H. B., DuBose, C. and, Edelman, B. "Role of Consumer Expectancies in the Acceptance of Novel Foods," Journal of Food Science, Vol. 50, No. 4:1707-1714, 1985.
- 5.) Heiner, R. A. "The Origin of Predictable Behavior," The American Review, Vol. 73, No. 4:560-95, September 1983.
- 6.) Lynch, N. M., Kastner, C. L., and Kropf, D. H. "Consumer Acceptance of Vacuum Packaged Ground Beef as Influenced by Product Color and Educational Methods," Journal of Food Science, Vol. 51, No. 2:253-55, 1986.
- 7.) McCracken, V. A. "Consumption Trends of Consumers in Major Market Areas," Impact Center Information Series No. 5, Washington State University, February 1986.



- 8.) Miller, D. C., Casavant, K. L., and Buteau, J. R. "An Analysis of Japanese Consumer Preferences for Pacific Northwest and Japanese Sweet Cherries," Agriculture Research Center, XB 974, Washington State University, 1986.
- 9.) Miller, D. C., Casavant, K. L., Buteau, J. R., and McCracken, V. A. "An Analysis of Japanese Demand for Fresh Sweet Cherries," Agriculture Research Center, XB 977, Washington State University, 1986.
- 10.) Price, L. L., Feick, L., and Higie, R. A. "Information Sensitive Consumers and Market Information," Journal of Consumer Affairs, Vol. 21, No. 2:328-41, Winter, 1987.
- 11.) Schutz, H. G., Fridgen, J. D., and Damrell, J. "Consumer Perceptions of Rice and Related Products," Journal of Food Science, Vol. 40, No. 1:277-281, 1975.

#### *Ornamentals*

- 1.) American Floral Endowment. "Consumer Floral Purchases Tracking Study." *Flora-Stats* Vol 2, No. 3, March-May 1994.
- 2.) Editors. "U.S. Research Shows Consumer Attitude," World Flower Trade Magazine pp. 10-13, June 1986.
- 3.) Johnson, D. C. "U.S. Horticulture Blooming Brightly," Farmline, September 1989.
- 4.) Trust, L. "Gasa Odense Creates Consumer Satisfaction," World Flower Trade Magazine, pp. 16-17, March 1987.
- 5.) Turner, S., and Fletcher, S. "An Economic Analysis of Retail Outlet Selection For Consumer Purchases of Environmental Plants," SNA Research Conference Vol. 34, pp. 172-75, 1989.
- 6.) Zehner, M.D., and Krauskopf, D. "What Customers Want in Annual Flowering Plants and Containers," Department of Agricultural Economics, Staff Paper 88-111, Michigan State University, December 1988.

#### *Tropicals*

- 1.) Proval, C. "Boasting \$3 Million in Produce Sales After One Year," Produce Business, pp. 40-45, April 1992.
- 2.) Robinson, T. M., and Amack, R. "Exotic Fruit and Vegetables: A Consumer Profile," Food Marketing, pp. 14-27.
- 3.) Scott, F. S. Jr., Macario-Weidman, M. C., and, Sisson, J. S. "Characteristics of Consumer Demand for Fresh Papayas in Los Angeles and Orange Counties," College of Tropical Agriculture and Human Resources, Research Series 048, University of Hawaii, Manoa, HI, December 1986.
- 4.) Smith, J., and Easton, P. S. "Specialty Produce Knowledge in the Industry," Proceedings from the Florida State Horticultural Society Vol. 101 pp. 259-261, 1988.

## **COST OF PRODUCTION**

#### *Apples*

- 1.) Carkner, R., Havens, D., MacConnell, C. "Cost of Establishing a 10-Acre Jonagold Apple Orchard in Northwest Washington," Farm Business Management Reports, Cooperative Extension, Washington State University, January 1994.

- 8.) Miller, D. C., Casavant, K. L., and Buteau, J. R. "An Analysis of Japanese Consumer Preferences for Pacific Northwest and Japanese Sweet Cherries," Agriculture Research Center, XB 974, Washington State University, 1986.
- 9.) Miller, D. C., Casavant, K. L., Buteau, J. R., and McCracken, V. A. "An Analysis of Japanese Demand for Fresh Sweet Cherries," Agriculture Research Center, XB 977, Washington State University, 1986.
- 10.) Price, L. L., Feick, L., and Higie, R. A. "Information Sensitive Consumers and Market Information," Journal of Consumer Affairs, Vol. 21, No. 2:328-41, Winter, 1987.
- 11.) Schutz, H. G., Fridgen, J. D., and Damrell, J. "Consumer Perceptions of Rice and Related Products," Journal of Food Science, Vol. 40, No. 1:277-281, 1975.

#### *Ornamentals*

- 1.) American Floral Endowment. "Consumer Floral Purchases Tracking Study." Flora-Stats Vol 2, No. 3, March-May 1994.
- 2.) Editors. "U.S. Research Shows Consumer Attitude," World Flower Trade Magazine pp. 10-13, June 1986.
- 3.) Johnson, D. C. "U.S. Horticulture Blooming Brightly," Farmline, September 1989.
- 4.) Trust, L. "Gasa Odense Creates Consumer Satisfaction," World Flower Trade Magazine, pp. 16-17, March 1987.
- 5.) Turner, S., and Fletcher, S. "An Economic Analysis of Retail Outlet Selection For Consumer Purchases of Environmental Plants," SNA Research Conference Vol. 34, pp. 172-75, 1989.
- 6.) Zehner, M.D., and Krauskopf, D. "What Customers Want in Annual Flowering Plants and Containers," Department of Agricultural Economics, Staff Paper 88-111, Michigan State University, December 1988.

#### *Tropicals*

- 1.) Proval, C. "Boasting \$3 Million in Produce Sales After One Year," Produce Business, pp. 40-45, April 1992.
- 2.) Robinson, T. M., and Amack, R. "Exotic Fruit and Vegetables: A Consumer Profile," Food Marketing, pp. 14-27.
- 3.) Scott, F. S. Jr., Macario-Weidman, M. C., and, Sisson, J. S. "Characteristics of Consumer Demand for Fresh Papayas in Los Angeles and Orange Counties," College of Tropical Agriculture and Human Resources, Research Series 048, University of Hawaii, Manoa, HI, December 1986.
- 4.) Smith, J., and Easton, P. S. "Specialty Produce Knowledge in the Industry," Proceedings from the Florida State Horticultural Society Vol. 101 pp. 259-261, 1988.

## **COST OF PRODUCTION**

#### *Apples*

- 1.) Carkner, R., Havens, D., MacConnell, C. "Cost of Establishing a 10-Acre Jonagold Apple Orchard in Northwest Washington," Farm Business Management Reports, Cooperative Extension, Washington State University, January 1994.

- 2.) Castaldi, M. "The Cost of Establishing and Operating a McIntosh, Red Delicious, and Empire Orchard in the Hudson Valley of Eastern New York," Hudson Valley Laboratory, Highland, NY, 1986.
- 3.) Castaldi, M., and Forshey, C. G. "A Survey of the Cost of Growing and Harvesting Apples in Eastern New York in 1986," Hudson Valley Laboratory, Highland, NY, February 1986.
- 4.) DeMarree, A. "Costs to Grow and Harvest Processing Apples, Western N.Y. 1985," Cooperative Extension Association of Orleans County, Newsletter #8, Cornell University, 1985.
- 5.) DeMarree, A. M. "Fruit Farm Business Summary, Lake Ontario Region 1986," Department of Agricultural Economics, Cornell University, A. E. Ext. 87-29, November 1987.
- 6.) Forshey, C. G. "A Survey of the Cost of Producing and Harvesting Apples in Eastern New York in 1971," Hudson Valley Laboratory, Highland, New York, 1971.
- 7.) Hinman, H. R., Hunter, R. E., and Tukey, R. B. "1985 Cost of Establishing An Apple Orchard, Columbia Basin, Washington," Cooperative Extension Bulletin 0960, Washington State University, June 1987.
- 8.) Hinman, H. R., Hunter, R. E., and Tukey, R. B. "1985 Estimated Cost of Producing Red Delicious Apples, Columbia Basin, Central Washington," Cooperative Extension Bulletin 1159, Washington State University, Revised August 1985.
- 9.) Lawrence, R. T. "A Survey of the Cost of Growing and Harvesting Apples in Eastern New York In 1975," Cooperative Extension Specialist, Hudson Valley Laboratory, Highland, New York, 1976.
- 10.) Perrin, R. K. and Proctor, E. A. "The Economics of Replacing Apple Trees - A Guide for Producer Decision Making," Department of Economics, Economics Information Report No. 36, North Carolina State University, February, 1974.
- 11.) Peterson, A. B., and Hinman, H. R. "Cost of Establishing A Jonagold or Gala Apple Orchard In Central Washington," Washington State University, Cooperative Extension, Home Economic Bulletin 1312, April 1988.
- 12.) Schotzko, R. T. "Apple Packing Systems: Comparison of Selected Costs Between Conventional And Presize Systems" Washington State University, Cooperative Extension Bulletin 0935, August 1981.
- 13.) Stanton, B. F. and Dominick, B. A. Jr. "A Comparison of Costs and Returns in Producing Apples on Your Farm with 90 Western New York Fruit Farms, 1957," Department of Agricultural Economics, Cornell University, A.E. Ext. 40, April 1959.
- 14.) Stanton, B. F. Dominick, B. A. Jr. and Fan, S. C. "Variability in Apple Production Costs and Returns," Department of Agricultural Economics, Cornell University, A.E. Res. 17, May 1959.
- 15.) White, G. B., and DeMarree, A. "Economics of Apple Orchard Planting Systems," Cornell Cooperation Extension Information Bulletin, No. 227, August 1992.

#### *Asparagus*

- 1.) Joshua, T., Folwell, R., Holmes, D. "Asparagus Establishment and Production Costs in Washington, 1994," Farm Business Management Reports, Cooperative Extension Washington State University, March 1994.

- 2.) Kirpes, D. J., Folwell, R. J., Gefre, J. A., Schorr, J. W., and Tamaki, G. "Establishment and Production Costs for Asparagus in South Central Washington, 1983," Washington State University, Cooperative Extension Bulletin 1228, November 1983.

#### *Azaleas*

- 1.) Tennessee Agricultural Experiment Station. "Factors Affecting Southern Regional Production Advantages For Kurume Azaleas," Southern Cooperative Series Bulletin 241, Knoxville, TN, August, 1979.

#### *Bedding Plants*

- 1.) Jenkins, C. R., and Brumfield, R. G. "An Economic Analysis of the Pennsylvania Bedding Plant Industry " Acta Horticulturae Vol. 203, pp. 131-135, 1987.
- 2.) Brumfield, R. G. "In The Greenhouse: Know the Costs of Bedding Plant Production," American Vegetable Grower, p. 54, November 1989.

#### *Berries*

- 1.) Carkner, R. W., and Shawa, A. Y. "1984 Cranberry Establishment and Production Costs and Returns, Southwestern Washington, Wet Harvest," Cooperative Extension Bulletin 1296, Washington State University, July 1984.
- 2.) Carkner, R. W., Scheer, W. P. A., and MacConnell, C. "1982 Strawberry Enterprise Budget, Western Washington," Cooperative Extension Bulletin 1077, Washington State University, November 1982.

#### *Cabbage*

- 1.) Pincock, M. G. "Costs and Returns in Producing Processing Cabbage (Sauerkraut) 1958," Department of Agricultural Economics, Cornell University, A. E. Res. 19, June, 1958.

#### *Cherries*

- 1.) Hinman, H. R., Tukey, R. B., Watson, J. W., and Peterson, A. B. "Estimated Costs of Establishing A Sweet Cherry Orchard In Central Washington," Cooperative Extension Bulletin 1196, Washington State University, July 1983.
- 2.) Hinman, H. R., Tukey, R. B., Watson, J. W., and Peterson, A. B. "Estimated Costs of Producing Sweet Cherries In Central Washington," Cooperative Extension Bulletin 1222, Washington State University, December 1983.

#### *Citrus*

- 1.) Buxton, B. M. "Costs of Producing Oranges in California and Florida, 1988/89," United States Department of Agriculture, Economic Research Service, Agricultural Economic Report Number 650, June 1991.
- 2.) Castaldi, M. "Frost Protection Economics," Fruit Grower, pp. 5-7, January 1990.
- 3.) Rock, R. C. "California and Arizona Oranges: Acreage and Production Trends, Costs and Returns," Cooperative Extension Leaflet 2355, Division of Agriculture and Natural Resources, University of California, Davis, CA, 1987.
- 4.) Takele, E. "Economic Trends in the California Grapefruit Industry," Cooperative Extension Leaflet 2354, Agriculture and Natural Resources, University of California, Davis, CA, 1987.

### *Custom Rates*

- 1.) Reed, A. D., and Horel, L. A. "Custom Rates for Farm Operations," Division of Agricultural Sciences, Leaflet 2232 University of California, Davis, CA, March 1976.
- 2.) Snyder, D. P. "1987 Custom Rates for Farm Operations in New York State," Department of Agricultural Economics, Cornell University, A. E. Res. 88-9, August 1988.

### *Flowers*

- 1.) Brumfield, R. G., and Sim, L. E. "An Analysis of Pennsylvania Floricultural Production Differentiated by Technology," Acta Horticulturae, Vol. 203, pp. 139-146, 1987.
- 2.) Furuta, T., Breece, J., Humphrey, W., Besemer, S. "So You Want To Produce Ornamental Plants! For Profit!," Division of Agricultural Sciences, University of California, November 1977.
- 3.) Heinz-Maas, C. "The Green Market in West Germany," World Flower Trade Magazine, pp. 28-29, March 1987.

### *Fruits and Vegetables*

- 1.) DeMarree, A. "Fruit Farm Business Summary: Lake Ontario Region 1987," Department of Agricultural Economics, Cornell University, A.E. Ext. 88-17, August 1988.
- 2.) Dhillon, P. S., and Latimer, R. G. "Costs of Producing Fresh Market Vegetables in Southern New Jersey, 1986 Update," Department of Economics and Marketing, New Jersey Agricultural Experiment Station, Cook College, P-0/2131-1-86, September 1986.
- 3.) Hinson, R. A., and Lavergne, D. R. "Projected Costs for Selected Louisiana Vegetable Crops, 1987 Season," Department of Agricultural Economics and Agribusiness, Louisiana State University. D.A.E. Research Report No. 668, January 1987.
- 4.) Hinson, R. A., and Broussard, K. A., Lavergne, D. R. "Projected Costs for Selected Louisiana Vegetable Crops - 1988 Season," Louisiana Agricultural Experiment Station A.E.A. Information Series No. 63, January 1988.
- 5.) Kearn, C. D., and Foster, J. Q. "Cost and Returns on Snap Bean Production," Department of Agricultural Economics, Cornell University, A. E. Res 118, June 1963.
- 6.) Kee, E., and Rider, L. "1988 Vegetable Crop Budgets," Delaware Cooperative Extension, University of Delaware, Newark, 1988.
- 7.) Mizelle, W. O. Jr. "1988 Vegetable Production Costs and 'Risk Rated' Returns," The Cooperative Extension Service, University of Georgia, Miscellaneous Publication No. 258, January 1988.
- 8.) O'Dell, C. "Selected Production Cost Budgets for 27 Horticultural Crops," Department of Horticulture, Virginia Tech., No. 438-898, Blacksburg, September 1986.
- 9.) Phelps, J., and How, B. "Planning Data for Small Scale Commercial Vegetable and Strawberry Production in New York," Department of Agricultural Economics, Cornell University, A. E. Res. 81-20, October 1981.
- 10.) Rathwell, P. J., Cook, W. P, and Luke, D. B. "Vegetable Budgets-Estimated Cost and Returns," Cooperative Extension, Clemson University, EER-98, November 1987.

- 11.) Smith, S. A, and Taylor, T. G. "Production Cost for Selected Vegetables in Florida," Cooperative Extension Service, University of Florida, Circular 1146, 1993-1994.
- 12.) Snyder, D. "Fruit and Vegetable Crops Costs and Returns from Farm Cost Accounts (Final Report). Department of Agricultural Economics, Cornell University, A.E. Res. 84-20, December 1984.
- 13.) Snyder, D. P. "Cost of Production Update for 1977 on Snap Beans for Processing," Department of Agricultural Economics, Cornell University, A. E. Res 78-11, July 1978.
- 14.) Snyder, D. and DeMarree A. "Fruit Farm Business Summary: Lake Ontario Region New York 1990," Department of Agricultural Economics, Cornell University, A.E. Ext. 91-22, September 1991.
- 15.) Stanton, B. F. "Costs and Returns in Producing Broccoli for Processing," Department of Agricultural Economics, Cornell University, A. E. 975, March 1955.
- 16.) Stevens, D. M., and Stanton, B. F. "Costs of Spraying and Dusting Vegetable Crops for Processing," Department of Agricultural Economics, Cornell University, A. E. 989, June 1975.
- 17.) Taylor, T. G., and Smith, S. A. "Production Costs for Selected Florida Vegetables, 1986-87," Food & Resource Economics Department, University of Florida, Economic Information Report 234, July 1987.
- 18.) Taylor, T. G., and Smith, S. A. "Production Costs for Selected Florida Vegetables, 1987-88," Food and Resource Economics Department, Agricultural Experimental Station, University of Florida, Economic Information Report 245, May 1988.
- 19.) Taylor, T. G., and Smith, S. A. "Production Costs for Selected Vegetables, 1988-90," Food and Resource Economics Department, Agricultural Experimental Station, University of Florida, Economic Information Report 273, June 1990.
- 20.) Wadsworth, H. A. "Costs and Returns in Producing Processing Beets 1958," Department of Agricultural Economics, Cornell University, A. E. Res. 18, June 1959.
- 21.) Warner, M. "Enterprise Budgets for Potatoes, Wheat, Cauliflower, Peaches and Table Grapes on Long Island. New York: A Comparison of Costs, Returns and Labor Requirements," Department of Agricultural Economics, Cornell University, A.E. Res. 85-12, June 1985.
- 22.) Williams, D. G. "Cost and Returns in Producing for Processing Carrots," Department of Agricultural Economics, Cornell University, A. E. Res. 17, August 1961.

### *Gardening*

- 1.) Gladwin, C. H. "Budgeting Garden Costs for the Individual Garden Using Gardbud," Proceedings of the Florida State Horticultural Society, Vol. 98:331-334, 1985.
- 2.) Kearl, C. D., How, R. B., and Schreiner A. J. "Changes in Enterprise Costs and Returns on A Market Garden Farm 1958-61 to 1968-71," Department of Agricultural Economics, Cornell University, A. E. Res. 73-70, November 1973.
- 3.) Kearl, C. D., Foster J. Q., and Hayes, S. "Enterprise Costs and Returns on A Market Garden Farm," Department of Agricultural Economics, Cornell University, A. E. Res. 17, June 1963.

### *Grapes*

- 1.) Bowers, K. W., Sisson, R. L., Bearden, B. E., Kasimatis, A. N., and Klonsky, K. M. "Sample Costs to Establish and Produce Wine Grapes in the North Coast Countries 1982," Cooperative Extension, Division of Agricultural Sciences, University of California, Publication 3086, Davis, 1983.
- 2.) Davis, B., Anderson, J. J., and Roberts, R. L. "Grape Production Budgets for the First Ten Years, Texas High Plains," Department of Agricultural Economics, Publication No. T-1-226, College of Agricultural Sciences, Texas Tech University, Lubbock, TX, June 1985.
- 3.) Snyder, D. P., and White, G. B. "Cultural Practices and Results for Concord Grapes, New York 1984," Department of Agricultural Economics, Cornell University, A. E. Res. 87-24, September 1987.
- 4.) White, G. B. and Kamas J. S. "The Economics of Concord and Niagara Grape Production in the Great Lakes Region of New York 1989," Department of Agricultural Economics, Cornell University, A. E. Ext. 90-3, February 1990.
- 5.) White, G. B., and Smith, J. L. "Cost of Production for Vinifera Grapes on Long Island, 1985," Department of Agricultural Economics, Cornell University, A. E. Res. 86-11, April 1986.

### *Greenhouse - Vegetables*

- 1.) Dillon, P. S., and Brumfield, R. G. "Greenhouse Tomato Production in New Jersey," New Jersey Agricultural Experiment Station, Bulletin P-02131-1-90, New Brunswick, NJ, September 1990.
- 2.) Guenther, J.F. and Colt, W. M. "Cost of Producing Hydroponic Greenhouse Tomatoes and Cucumbers," University of Idaho Cooperative Extension Service, Agricultural Experiment Station, Current Information Series No. 636. \* No date.
- 3.) Hickman, G. W. "Greenhouse Cucumbers - Bag Culture, Cost of Production and Equipment in San Joaquin Valley, 1986," Cooperative Extension, University of California, Stockton, CA, 1986.
- 4.) Krafka, B. D. L., Shumway, C. R., and Reed, D. W. "Space Allocation in Foliage Production Greenhouses," Journal Environmental Horticulture, Vol. 7, No. 3:95-98, September 1989.
- 5.) Johnson, H., Jr. "Greenhouse Vegetable Production - General Information and Bibliography," Division of Agricultural Sciences, Leaflet 2667, University of California, Berkeley, CA, January 1980.
- 6.) Johnson, H., Jr., and Hickman, G. W. "Greenhouse Cucumber Production," Cooperative Extension, Division of Agriculture and Natural Resources, Leaflet 2775, University of California, Berkeley, CA, Revised January 1984.
- 7.) Maier, B., Falk, C. L., and Gorman, W. D. "Comparative Performance Analysis: Greenhouse Cucumber Production," Final Draft Technical Report, Department of Agricultural Economics, New Mexico State University, Albuquerque, NM, September 1990.
- 8.) Stathacos, C. J. and White, G. B. "An Economic Analysis of New York Greenhouse Enterprises," Department of Agricultural Economics, Agricultural Experiment Station, Cornell University, A.E. Res. 81-21, November 1981.

### *Melons*

- 1.) Berle, D., Estes, E. A., Sanders, D. C., and Lamont, W. J. "Economic Evaluation of Different Cultural Systems for Muskmelon Production," HortScience, Vol. 23, No. 2:324-26, April 1988.

- 2.) Meline, C. D. and Hochmuth G. J. "Economics of Watermelon and Muskmelon Planting Systems in North Florida," Proceedings of the Florida State Horticultural Society, Vol. 101:404-407, 1988.

#### *Nursery*

- 1.) Hall, C. R., Phillips, T. D., Laiche, Jr., A. J., and Newman, S. E. "Update of Production Systems and Cost of Production Estimates for Container-Grown Landscape Plants, Climatic Zones 8 and 9, 1987," Department of Agricultural Economics, Mississippi State University, A. E. Res. Report 176, November 1987.
- 2.) Johnson, D. R. "Calculating Costs," American Nurseryman, pp. 59-65, October 15, 1988.
- 3.) McConnell, D. B. "Growth Rate and Economic Considerations of *Dieffenbachia X 'Bausei'*," Proceedings from the Florida State Horticultural Society, Vol. 95:95-98, 1985.
- 4.) Strain, J. R., and Hodges, A. W. "Business Analysis of Container Nurseries in Florida, 1984," Food & Resource Economics Department, University of Florida, Economic Information Report 218, December 1985.
- 5.) Strain, J. R., and Hodges, A. W. "Business Analysis of Container Nurseries in Florida, 1985," Food & Resource Economics Department, University of Florida, Economic Information Report 229, December 1986.
- 6.) Strain, J. R., and Hodges, A. W. "Tracking Your Nursery's Economic Indicators," American Nurseryman, pp. 30-46, September 15, 1988.
- 7.) Taylor, R. D., Smith, E. L., Beattie, D. J., and Pealer, G. P. "Requirements and Costs of Establishing and Operating a Three-Acre Herbaceous Perennial Container Nursery," Ohio Agricultural Research and Development Center, Southern Cooperative Series Bulletin for Southern Research Project No. S-103, Ohio State University, Wooster, OH, March 1990.

#### *Onions*

- 1.) How, R. B., and Young, D. H. "Costs to Grow and Harvest Lettuce and Onions: Sample Estimates, Oswego County, New York, 1979," Department of Agricultural Economics, Cornell University, A. E. Ext. 80-19, June 1980.
- 2.) Long, J. W. "Costs and Returns in Producing Dry Onions," Department of Agricultural Economics, Cornell University, A. E. 1075, September 1950.
- 3.) Shapley, A. E. and Dudek, T. A. "Costs of Producing Onions on Muck Soils in Michigan," Cooperative Extension Service, Michigan State University, Extension Bulletin E-2026, January 1987.
- 4.) Young, D. "Yellow Seed Onions: Estimated Cost of Production, on Muck Soils, Ontario, 1986," Muck Notes, p. 4, January 26, 1987.

#### *Ornamentals, Woody*

- 1.) Badenhop, M. B. "Factors Affecting Southern Regional Production Advantages for *Juniperus chinensis* 'Pfitzeriana'," The Tennessee Agricultural Experiment Station, A Southern Cooperative Series Bulletin 237, Knoxville, TN, March 1979.
- 2.) Badenhop, M. B., and Wright, R. D. "Cost of Producing and Marketing a Shade Tree: The Pin Oak," Tennessee Agricultural Experiment Station, Southern Cooperative Series Bulletin 244, Knoxville, TN, January 1980.



- 3.) Badenhop, M. B, Witte, W. T., and Glasgow, T. E. "Production Systems and Costs for Producing Balled and Burlapped Trees of Dogwood, Tennessee, 1984," The University of Tennessee Agricultural Experiment Station, Bulletin 637, Knoxville, TN, May 1985.
- 4.) Coartney, J. S., Luckham, W. R., and Smeal, P. L. "A Guide to the Commercial Production of Dogwoods," Virginia Cooperative Extension, Virginia Cooperative Extension #430-016, Virginia Tech and Virginia State Universities, Blacksburg, VA, 1989.
- 5.) Hinson, R. A. "Estimating Cost of Producing Woody Ornamental Plants in Containers," Department of Agricultural Economics and Agribusiness, Louisiana State University, D.A.E. Report No. 673, January 1987.
- 6.) Johnson, D. C., and Johnson, T. M. "Financial Performance of U.S. Floriculture and Environmental Horticulture Farm Businesses, 1987-91," United States Department of Agriculture, Economic Research Service, Statistical Bulletin Number 862, September 1993.
- 7.) Perry, F. B., and Badenhop, M. B. "Production and Marketing of Woody Ornamentals in Alabama," Alabama Agricultural Experiment Station, Auburn University, Bulletin 546, December 1982.

#### *Packing House*

- 1.) Burt, S. W. "An Experimental Packing Line for McIntosh Apples," United States Department of Agriculture, Agricultural Marketing Service, Marketing Research Division, in Cooperation with New York State Department of Agriculture and Markets, Division of Markets, and Maine Agricultural Experiment Station, Department of Agricultural Economics, AMS No. 330, Washington, D.C., August 1959.
- 2.) Burt, S. W. "Apple Handling and Packing in the Appalachian Area," United States Department of Agriculture, Agricultural Marketing Service, Transportation and Facilities, Research Division, Marketing Research Report No. 476, Washington, D.C., June 1961.
- 3.) Burt, S. W. "Packing Apples in the Northeast," United States Department of Agriculture, Agricultural Marketing Service, Transportation and Facilities Research Division in Cooperation with Maine Agricultural Experiment Station, Marketing Research Report No. 543, Washington, D.C., October 1962.
- 4.) Carman, H. F. "An Analysis of Apple-Packing Costs in Michigan," United States Department of Agriculture, Economic Research Service, in Cooperation with Michigan Agricultural Experiment Station, Michigan State University, Marketing Research Report No. 786, March 1967.
- 5.) Podany, J. C. and Bohall, R. W. "Regional Costs of Harvesting, Storing and Packing Apples," United States Department of Agriculture, Economic Research Service, Marketing Economics Division, ERS-496, November 1971.

#### *Pears*

- 1.) Hinman, H. R., Tvergyak, P. J., and Tukey, R. B. "Cost of Producing Pears In The Wenatchee River Valley," Cooperative Extension, Washington State University, Bulletin 1374, February 1986.

#### *Peppermint*

- 1.) Hinman, H. R., and Griffin, J. H. "Cost of Establishing And Producing Peppermint in the Yakima Valley," Cooperative Extension, Washington State University, Extension Bulletin 1029, February 1982.

### *Pesticide Use*

- 1.) Fohner, G. R., and White, G. B. "Cost of Pesticides for Potatoes in Upstate New York, 1981," Department of Agricultural Economics, Cornell University, A. E. Res. 82-30, October 1982.

### *Potatoes*

- 1.) Curvey, B. A. "Costs in Producing Potatoes on Long Island 1959," Department of Agricultural Economics, Cornell University, A. E. Res. 41, July 1960.
- 2.) Snyder, D., Sieber, J., White, G. B., and Bills, N. "Feasibility of Expanded Potato Production in Western New York," Department of Agricultural Economics, Cornell University, A. E. Res 87-14, May 1987.

### *Sweet Corn*

- 1.) Ferguson, D. B. "Costs and Returns in Growing and Harvesting Sweet Corn," Department of Agricultural Economics, Cornell University, A. E. Res. 452, November 1943.
- 2.) Hoffmann, T., Warnock, W., and Hinman, H. "1994 Crop Enterprise Budgets Timothy-Legume and Alfalfa Hay, Sudan Grass, Sweet Corn and Spring Wheat Under Rill Irrigation - Kittitas County, Washington," Farm Business Management Reports, Cooperative Extension Washington State University, January 1994.

### *Tomatoes*

- 1.) Editors. "Welty Outlines Escalatin Grower Costs," CTGA's 1996 District Meetings, California Tomato Grower, pp. 4-8, November, 1995

### *Turfgrass*

- 1.) Adrian, J. L., White, R., and Dickens, R. "Turfgrass - Sod production as An Alternative Use for Farm Resources," Journal of the American Society of Farm Managers and Rural Appraisers, Vol 56:41-46, 1992.
- 2.) Cockerham, S. Turfgrass Sod Production. Cooperative Extension University of California, Division of Agricultural and Natural Resources, Publication 21451, University of California, Riverside, CA, 1988.
- 3.) Hall, C. R., Kizer, L. G., Krans, J. V., Phillips, T. D., and Coats, G. E. "Economic and Agronomic Analysis of Mississippi Turfgrass Sod Farms," Department of Agricultural Economics, Mississippi State University, Agricultural Economic Research Report 182, September 1988.
- 4.) Landschoot, P. and Harper II, J. C. "Liming Turfgrass Areas", College of Agricultural Sciences and Cooperative Extension, Pennsylvania State University, Extension Circular 415, 1994.
- 5.) McNitt, A. S., Landschoot, P. J., Hoyland, B. F. and Waddington, D. V. "Golf Green Topdressing Physical and Chemical Properties of Commercial Mixes", College of Agricultural Sciences and Agricultural Experiment Station, Pennsylvania State University, July 8, 1994.

### *Watermelon*

- 1.) Taylor, T. and Smith, S. "An Economic Overview of Watermelon Production and Marketing in Florida," Food and Resource Economics Department, University of Florida, Economic Information Report 243, March 1988.

## **DIRECT MARKETING**

### *California*

- 1.) California Department of Food and Agriculture. "Southern California Farmer-To-Consumer Directory 1988: A Guide to Buying Food Directly From Farmers," Direct Marketing Program, Volume N-10, Sacramento, CA, Spring 1988.
- 2.) California Department of Food and Agriculture. "Northern California Farmer to Consumer Directory," Direct Marketing Program Volume N-11, Sacramento, CA, Spring 1989.
- 3.) California Department of Food and Agriculture "Southern California Farmer to Consumer Directory," Direct Marketing Program, Volume N-12, Sacramento, CA, Spring 1989.

### *Consumer Preference*

- 1.) Brooker, J. R., Eastwood, D. B. and Gray, M. D. "Direct Marketing in the 1990s: Tennessee's New Farmers' Markets," Journal of Food Distribution Research, Vol. XXIV, No. 1:127-138, February 1993.
- 2.) Bruhn, C. M., Vossen, P. M., Chapman, E., and Vaupel, S. "Consumer Attitudes Towards Locally Grown Produce," California Agriculture, Vol. 46, No. 1:13-16, July-August 1992.
- 3.) Connell, C. M., Beierlein, J. G., and Vroomen, H. L. "Consumer Preferences and Attitudes Regarding Fruit and Vegetable Purchases from Direct Market Outlets," Department of Agricultural Economics and Rural Sociology, Pennsylvania State University, A.E. & R.S. 185, May 1986.
- 4.) Eastwood, D. B., Brooker, J. R. , and Gray, M. D. "An Intrastate Comparison of Consumer's Patronage of Farmers' Markets in Knox, Madison, and Shelby Counties," Department of Agricultural Economics and Rural Sociology, Agricultural Experiment Station, Research Report 95-03, University of Tennessee, Knoxville, TN, February 1995.
- 5.) Rhodus, T., Schwartz, J., and Hoskins, J. "Ohio Consumer Opinions of Roadside Markets and Farmers' Markets," Greydon Press, May 1994.
- 6.) Toensmeyer, U. C., and Ladzinske, K. "Consumer Attitudes Concerning Marketing of Fresh Fruits and Vegetables Through Direct Markets, Delaware," Department of Agricultural and Food Economics, University of Delaware, Bulletin 443, February 1983.
- 7.) Vermont, University of. "Consumers at Farmers' Markets and Roadside Stands in Vermont," Agricultural Experimental Station, Research Report 41, Burlington, VE, October 1984.

### *Demand*

- 1.) Gooch, J. J. "Selling Direct To Retail Chains." American Vegetable Grower, Vol. 43, No. 12: 36-37, December 1995.
- 2.) Gunn, J. "Greenmarkets and Farmers' Markets: Are They Cutting Into Retail Sales," Produce Business, pp. 12-16, August 1992.
- 3.) Mararazzo, R. J. "The Dos and Don'ts of Entertainment Farming." American Vegetable Grower, Vol. 43, No. 12: 20-23, December 1995.
- 4.) Schatzer, R., Tilley, D., and Moesel, D. "Consumer Expenditures at Direct Produce Markets," Southern Journal of Agricultural Economics, Vol. 21, No. 1:131-138, July 1989.

### *Farmers' Markets*

- 1.) Heimlich, R. E., and Brooks, D. H. "Metropolitan Growth and Agriculture: Farming in the City's Shadow." United States Department of Agriculture, Economic Research Service. Agricultural Economic Report 619. September 1989.

### *Regional Profile*

- 1.) Bartsch, J. A. and Kline, R. "Produce Handling for Direct Marketing," Cooperative Extension, Northeast Regional Agricultural Engineering Service, Roadside Marketing Series, NRAES-51, February, 1992.
- 2.) Farnsworth, R. L., Thompson, S. R., Drury, K. A. and Warner, R. E. "Community Supported Agriculture: Filling a Niche Market," Journal of Food Distribution Research, Vol. 27, No. 1: 90-98, February 1996.
- 3.) Henderson, P. L., and Linstrom, H. R. "Farmer-to-Consumer Direct Marketing, Selected States, 1979-80," United States Department of Agriculture, Economic Research Service, Statistical Bulletin No. 681, February 1982.
- 4.) Washington State Department of Agriculture. The Regulation Handbook for Direct Farm Marketers Third Edition, Olympia, WA, 1989.

### *Roadside Stands*

- 1.) Eastwood, D. B., Brooker, J. R., Orr, R. H. and Stout, C. L. "Selling Produce at Farmers' Markets and Roadside Stands," University of Tennessee Agricultural Experiment Station, Reprinted from Tennessee Farm and Home Science, Issue 144:37-38, Fall 1987.
- 2.) University of California, "How to Establish & Operate a Roadside Stand," Cooperative Extension, Small Farm Center, Family Farm Series, ANRP-010.
- 3.) Selders, A. et al. "Facilities for Roadside Markets." Northeast Regional Agricultural Engineering Service, Cornell Cooperative Extension, NRAES 52, February 1992.
- 4.) Zimet, D., Hewitt, T., and Henry, G. "Characteristics of Successful Vegetable Farmers' Retail Markets," Proceedings of the Florida State Horticultural Society, Vol. 99:291-293, 1986.

## **ELASTICITY**

### *Demand and Cross-Price*

- 1.) Marsh, J. M. "Derived Demand Elasticities: Marketing Margin Methods Versus an Inverse Demand Model for Choice Beef," Western Journal of Agricultural Economics, Vol. 16(2):382-391, December 1991.
- 2.) McKinzie, L., Paarlberg, P. L., and Huerta, I. P. "Estimating a Complete Matrix of Demand Elasticities for Feed Components Using Pseudo Data: A Case Study of Dutch Compound Livestock Feeds," European Review of Agricultural Economics, Vol. 13: 023-042, 1986.
- 3.) Miller, S. E., Capps, O. Jr., and Wells, G. J. "Confidence Intervals for Elasticities and Flexibilities from Linear Equations," American Journal of Agricultural Economics, Vol 66, No. 3:392-394, August 1984.

- 4.) Price, D., and Mittelhammer, R. "A Matrix of Demand Elasticities for Fresh Fruit," Western Journal of Agricultural Economics, Vol. 2, No. 1:69-86, July 1979.
- 5.) Villezca-Becerra, P. A., and Shumway, R. C. "State-Level Output Supply and Input Demand Elasticities for Agricultural Commodities," Journal of Agricultural Economics Research, Vol. 44, No. 1:22-34, March 1992.

*Export Demand*

- 1.) Cronin, M. R. "Export Demand Elasticities with Less Than Perfect Markets," Australian Journal of Agricultural Economics, Vol. 23, No. 1:69-72, April 1979.

*Factor Demand/Output Supply*

- 1.) Houck, J. P. "An All-Elasticity Approach to Factor Demand and Output Supply," North Central Journal of Agricultural Economics, Vol. 11, No. 1:75-81, January 1989.
- 2.) Huang, K.S. "A Further Look at Flexibilities and Elasticities," American Journal of Agricultural Economics, No. 76:313-317, May 1994.

*Long-Run*

- 1.) Parker, P. "Price Elasticity Dynamics Over the Adoption Life Cycle," Journal of Marketing Research, Vol. 29 No. 3:358-67, August 1992.

*Meta-Analysis*

- 1.) Tellis, G. J. "The Price Elasticity of Selective Demand: A Meta-Analysis of Econometric Models of Sales," Journal of Marketing Research, Vol. 25:331-341, November 1988.

*Potatoes*

- 1.) McLaughlin, E. W., and Lesser, W. H. "Experimental Price Variability and Consumer Response: Tracking Potato Sales With Scanners," Department of Agricultural Economics, Cornell University, A. E. Staff Paper 86-28, September 1986.

**ESTABLISHING A BUSINESS**

*Feasibility Analysis*

- 1.) Bank of America. "Business Management: Advice From Consultants", Small Business Reporter, Volume 11, No.3, undated.
- 2.) Bank of America. "Financing Small Business", Small Business Reporter, Volume 13, No. 7, undated.
- 3.) Bank of America. "Understanding Financial Statements", Small Business Reporter, Volume 7, No. 11, 1978.
- 4.) Schermerhorn, R. W., and Makus, L. D. "Economic Feasibility Studies For Agribusiness Firms," Cooperative Extension Service, University of Idaho, Bulletin No. 675, November 1975
- 5.) Krefetz, G., and Gittelman Film Associates. "More Than A Dream: Raising The Money", United States Department of Labor, Employment and Training Administration, 1981.

- 6.) Krefetz, G., and Gittelman Film Associates. "More Than A Dream: Running Your Own Business", United States Department of Labor, Employment and Training Administration, 1981.
- 7.) Pizam, A., Richardson, L., and Seymour, W. "Vacation Farm Cooperatives", United States Department of Agriculture, A.C.S. Service Report No. 5, June 1981.

#### *Nurseries*

- 1.) Badenhop, M. B. "Fixed Costs of Operating Field Nurseries Differentiated by Size of Firm and Species of Plant," University of Tennessee Agricultural Experiment Station, Reprint from Tennessee Farm and Home Science Issue 136:13-20, October, November, December 1985.
- 2.) Badenhop, M. B., Phillips, T. D., and Perry, F. B., Jr. "Costs of Establishing and Operating Field Nurseries Differentiated by Size of Firm and Species of Plant in United States Department of Agriculture Climatic Zones 7 and 8," Department of Research Information, Auburn University, Southern Cooperative Series Bulletin 311, December 1985.
- 3.) Bank of America. "Retail Nurseries," Small Business Reporter Vol. 9, No. 10:1-12, 1970.
- 4.) Perry, F. B. Jr., Badenhop, M. B., and Phillips, T. D. "Costs of Establishing and Operating a Small and Large Size Container Nursery in United States Department of Agriculture Climatic Zones 7 and 8," Department of Research Information, Auburn University, Southern Cooperative Series Bulletin 327, September 1987.
- 5.) Prevatt, J. W., and Harbaugh, B. K. "Economic Considerations of Starting an Ornamental Enterprise," Proceedings from the Florida State Horticultural Society, Vol. 98, pp. 131-134, 1985.
- 6.) Strain, J. R., and Hodges, A. W. "Business Analysis of Ornamental Field Nurseries in Florida, 1985," Food & Resource Economics Department, University of Florida, Economic Information Report 232, March 1987.
- 7.) Taylor, R. D., Kneen, H. H., Smith, E. M., Hahn, D. E., and Uchida, S. "Costs of Establishing and Operating Field Nurseries Differentiated by Size of Firm and Species of Plant in United States Department of Agriculture Plant Hardiness Zones 5 and 6," Ohio Agricultural Research and Development Center, Ohio State University, Research Bulletin 1177, May 1986.
- 8.) Taylor, R. D., Kneen, H. H., Hahn, D. E., and Smith, E. M. "Costs of Establishing and Operating Container Nurseries Differentiated by Size of Firm and Species of Plant in United States Department of Agriculture Climatic Zone Six," University of Tennessee Agricultural Experiment Station, Southern Cooperative Series Bulletin 301, November 1983.

#### *Plant Shops*

- 1.) Bank of America. "Plant Shops," Small Business Reporter, Vol. 1, No. 4:1-16, 1974.

#### *Small Scale Farming*

- 1.) Bailey, W. R. "The One-Man Farm", United States Department of Agriculture, Economic Research Service, December 1973.
- 2.) Bank of America. "Steps to Starting a Business", Small Business Reporter, Vol 10, No. 10, 1976.
- 3.) Yeary, E. A., Ferree, M., and Foott, J. H. "Small Scale Farming," Cooperative Extension, University of California, San Luis Obispo, CA, \*No date.

- 4.) University of California. "Can You Earn Your Living on a Small Farm?," Western Regional Extension Publication, Leaflet 2213, Paulier, CA, February 1976.

## EXPORTS

### *Agricultural Products*

- 1.) United States Department of Agriculture. AgExporter, Foreign Agricultural Service, Vol. 4, No. 2, February 1992.

### *Fruits and Vegetables*

- 1.) Barham, B., Clark, M., Katz, E., and Schurman, R. "Nontraditional Agricultural Exports in Latin America," Latin America Research Review, unpublished manuscript, 1992.
- 2.) Bertelsen, D., "U.S. Fresh Fruit Export and Consumption Estimates, 1978-92," United States Department of Agriculture, Statistical Bulletin No. 875, April 1994.
- 3.) Codron, J. M. "Industry Note: The Southern Hemisphere and the Expansion of the World Trade in Temperate Fruits," Agribusiness, Vol. 8, No. 6:585-600, November 1992.
- 4.) Figueroa, E. E., "U.S. Vegetable Exports to North America: Trends and Constraints to Market Analysis," Department of Agricultural, Resource, and Managerial Economics, Cornell University, Staff Paper 94-09, June 1994.
- 5.) Handy, C., and Epps, W. "The Changing International Environment: Exporting in a Global Market," Journal of Food Distribution Research, pp. 1-12, February 1990.
- 6.) Humphrey, M. L. "A Guide for United States Exporters of Fresh and Processed Fruits and Vegetables to Japan," United States Department of Agriculture, Foreign Agricultural Service, FAS M-293, March 1980.
- 7.) Islam, N. "Horticultural Exports of Developing Countries: Past Performances, Future Prospects, and Policy Issue," International Food Policy Research Institute, Research Report 80, Washington, D.C., April 1990.
- 8.) Lee, D. R., Guarderas, A., and Scott, G. J. "la Integración del Analisis de la Demande de Alimentos y la Comercialización Agrícola en la Formulación de Políticas Alimentarias: Estudio de un Caso Ecuatoriano," in Mercadeo Agrícola: Metodologías de Investigación International Potato Center, Lima Peru, 1991.
- 9.) McNitt, H. A. "Exporting United States Food to Sweden, Norway, and Finland," United States Department of Agriculture, Economic Research Service, Economic Report No. 227, June 1987.
- 10.) Neff, J. "The Produce Industry Explores New World Markets," Produce Business, pp. 15-20, December 1990.
- 11.) New Jersey Department of Agriculture. New Jersey Food and Agriculture Export Marketing Survey, Trenton, NJ, 1990.
- 12.) Sarris, A. H. "European Community Enlargement and World Trade in Fruits and Vegetables," American Journal of Agricultural Economics, pp. 235-246, May 1983.
- 13.) United States Department of Agriculture. "U.S. Fresh Vegetable Exports Hit a Record in FY 1995." World Horticultural Trade & Export Opportunities, Foreign Agriculture Service, Circular Series FHORT 1-96, January 1996.

- 14.) United States Department of Agriculture. "U.S. Fresh Vegetables Exports," World Horticulture Trade and U.S. Export Opportunities, Foreign Agriculture Service, Circular Series FHORT 2-95, February 1995.

#### *Models*

- 1.) Salvacruz, J. C., Reed, M. R., and Mather, D. "Market Assessment Models for U. S. Agricultural Exports," Journal of Food Distribution Research, Vol. XXIII, Vol. 1: 119-125, February 1992.

#### *Overview*

- 1.) Borrus, A. "Exports that Aren't going Anywhere." Business Week, December 4, 1995.
- 2.) International Finance Corporation. "Exporting to Industrial Countries: Prospects for Businesses in Developing Countries," Economics Department, Discussion Paper 8, World Bank, Washington, D.C., 1990.
- 3.) Lamoriello, F. C. New York and the New Europe: A Guide to Business Opportunities KPMG Peat Marwick in conjunction with the New York State Department of Economic Development, Washington, D.C., 1992.
- 4.) Rosson, C. P., and Ruppel, F. J. "International Marketing of Food and Agricultural Products: An Introductory Guide," Texas Agricultural Extension Service, Publication B-1666, College Station, TX, 1990.
- 5.) United States & Foreign Commercial Service. "Your Guide To Doing Business With Latin America & The Caribbean," August 11, 1993.
- 6.) United States Department of Agriculture, "94 Things Every Exporter Should Know," Foreign Agricultural Service, AgExporter, Vol. VI, No. 4, April, 1994.
- 7.) United States Department of Agriculture. Food and Agricultural Export Directory: 1991 Foreign Agricultural Service, Miscellaneous Publication, Number 1497.
- 8.) United States Department of Agriculture. "Agricultural Trade Highlights," Foreign Agricultural Service, Circular Series ATH 7 91, July 1991.
- 9.) United States Department of Agriculture. "World Agriculture Highlights," Economic Research Service, WAS-49, September 1987.
- 10.) United States Department of Commerce. "The Export Trading Company Guidebook," International Trade Administration, Revised August 1987.
- 11.) W-Two Publications, Ltd. Market: Asia Pacific, Vol. 1, No. 9, September 1992.
- 12.) W-Two Publications, Ltd. Market: Asia Pacific, Vol. 3, No. 9, September 1992.
- 13.) W-Two Publications, Ltd. Market: Europe, Vol. 3, No. 12, December 1992.
- 14.) W-Two Publications, Ltd. Market: Latin America, Vol. 1, No. 3, April 1993.
- 15.) W-Two Publications, Ltd. Market: Latin America, Vol. 1, No. 1, January 1993.
- 16.) W-Two Publications, Ltd. Market: Latin America, Vol. 1, No. 4, May/June 1993.
- 17.) W-Two Publications, Ltd. Market: Latin America, Vol. 2, No. 2, February 1994.



- 18.) W-Two Publications, Ltd. Market: Latin America, Vol. 2, No. 3, March 1994.
- 19.) W-Two Publications, Ltd. Market: Latin America, Vol. 2, No. 4, April 1994.
- 20.) W-Two Publications, Ltd. Market: Latin America, Vol. 2, No. 6, June 1994.
- 21.) W-Two Publications, Ltd. Market: Latin America, Vol. 2, No. 7, July 1994.
- 22.) W-Two Publications, Ltd. Market: Latin America, Vol. 2, No. 5, May 1994.
- 23.) W-Two Publications, Ltd. Market: Latin America, Vol. 2, No. 8, August 1994.
- 24.) W-Two Publications, Ltd. Market: Latin America, Vol. 2, No. 10, October 1994.
- 25.) W-Two Publications, Ltd. Market: Latin America, Vol. 2, No. 11, November 1994.
- 26.) W-Two Publications, Ltd. Market: Latin America, Vol. 2 No. 12, December 1994.
- 27.) W- Two Publications, Ltd. Market: Latin America, Vol. 3, No. 1, January 1995.
- 28.) W- Two Publications, Ltd. Market: Latin America, Vol. 3, No. 2, February 1995.

*Potential Demand*

- 1.) Beghin, J. and Hu, F. "Declining U.S. Tobacco Exports to Australia: A derived Demand Approach to Competitiveness." American Journal of Agricultural Economics, Vol 77:.260-267, May 1995.
- 2.) Salvacruz, J., and Reed, M. "Identifying the Best Market Prospects for US Agricultural Exports," Agribusiness, Vol. 9, No. 1:29-41, 1993.
- 3.) Yang, Y. S., Leone, R. P., and Alden D. L. "A Market Expansion Ability Approach to Identify Potential Exporters," Journal of Marketing, Vol. 56 No. 1:84-96, January 1992.

*Processed Agricultural Products*

- 1.) Blandford, D. and Boisvert, R. N. "Employment Implications of Exporting Processed United States Agricultural Products," American Journal of Agricultural Economics, Vol. 64, No. 2:347-54, May 1982.
- 2.) U.S. Department of Labor. "Foreign Labor Trends: Worker Rights in Export Processing Zones," Bureau of International Labor Affairs, FLT-90-32, 1989-1990.
- 3.) United States Department of Agriculture. "High-Value Agricultural Exports: U.S. Opportunities in the 1980's," Foreign Agricultural Economic Report No. 168, September 1983.

*Promotion - Targeted Export Assistance*

- 1.) Bergsten, C. F. "Rx for America: Export-Led Growth," International Economic Insights, Vol. II, No. 1:2-6, January/February 1991.
- 2.) Blandford, D., Boisvert, R. N., and Alba, P. "Export Promotion and Trade Adjustment Assistance Priorities in the Northeast," Journal of Northeast Agricultural Economics Council, pp. 61-67, October 1980.
- 3.) Congressional Budget Office. "Agricultural Progress in the Third World and its Effect on United States Farm Exports," Washington, D.C., May 1989.

- 4.) Foreign Agriculture Service. "FY-92 Market Promotion Program: Program Handbook, Formats and Codes," August 1991.
- 5.) Haley, S. "Measuring the Effectiveness of the Export Enhancement Program for Poultry," Agribusiness, Vol. 6, No. 2:97-108, 1990.
- 6.) Kay, T. O. "Targeted Export Assistance (TEA) Program for FY 1988," Notices, Federal Register, Vol. 52, No. 106:1-2, June 3, 1987.
- 7.) Klausaritz, S., and Smith, D. T. "United States Department of Agriculture Targets Export Assistance for Fiscal Year 1987," News United States Department of Agriculture, Office of Information, April 21, 1987.
- 8.) Martinez, D. "Export Programs Boost Sales of Key Commodities," Farmline, pp. 4-8, September 1987.
- 9.) New York, State of, Department of Agriculture and Markets Food & Agriculture News, Albany, NY, March 1993.
- 10.) Rosson, C.P., Hammig, M.D., Jones, J.W. "Foreign Market Promotion Programs: An Analysis of Promotion Response for Apples, Poultry, and Tobacco," Agribusiness, Vol. 2, No. 1:33-42, 1986.
- 11.) United States Accounting Office. "Agricultural Trade: Improvements Needed in Management of Targeted Export Assistance Program," GAO/NSIAD-90-225, June 1990.
- 12.) United States Department of Agriculture. "Targeted Export Assistance Program (TEA)," Foreign Agricultural Service, FAS Fact Sheet, September 1986.
- 13.) Williams, G. W. "Returns to US Soybean Export Market Development," Agribusiness, Vol. 1, No. 3:243-263, 1985.

## FARM LABOR

### *Contracting*

- 1.) California Employment Development Department. "Farm Labor Contractors in California," California Agricultural Studies 92-2, State of California, Labor Market Information Division, Berkeley, CA, July 1992.
- 2.) Eswaran, M., and Kotwal, A. "A Theory of Contractual Structure in Agriculture," The American Economic Review, Vol. 75, No. 3:352-67, June 1985.
- 3.) Goodwin, H. L., Jr. "Entrepreneurship, Sanctions, and Labor Contracting: Discussion," Southern Journal of Agricultural Economics, Vol. 23, No. 1:69-73, July 1991.
- 4.) Martin, P. L. and Thilmany, D. "Farm Labor Contractors: Playing New Roles in California Agriculture," February 12, 1995.
- 5.) Martin, P. L. and G.P. Miller. "Farmers Increase Hiring Through Labor Contractors," California Agriculture, Vol. 47, No. 4:20-23, July-August 1993.
- 6.) Martin, P. L., and Taylor, J. E. "Immigration Reform and Farm Labor Contracting in California," in The Paper Curtain, Urban Institute, pp. 239-261, 1990.

- 7.) Oliveria, V. J. "Hired and Contract Labor in U.S. Agriculture, 1987: A Regional Assessment of Structure," United States Department of Agriculture, Agricultural Economic Report No. 648, May 1991.
- 8.) Polopolus, L. C., and Emerson, R. D. "Entrepreneurship, Sanctions, and Labor Contracting," Southern Journal of Agricultural Economics, Vol. 23, No. 1:57-67, July 1991.
- 9.) Thilman, D. and Blank, S. C. "FLCs: An Analysis of Labor Management Transfers among California Agricultural Procedures." Agribusiness, Vol. 12, No. 1: 37-49, January 1996.
- 10.) Thilmany, D. and Martin, P. L. "Farm Labor Contractors: Playing New Roles in California Agriculture." Paper, February 1995.
- 11.) Vandeman, A., Sadoulet, E., and de Janvry, A. "Labor Contracting and a Theory of Contract Choice in California Agriculture," Draft paper, October 1990.

*Data*

- 1.) Association of Farmworker Opportunity Program. "Farmworkers and the Need for Increased Labor Standards Protection, Government Oversight, and Statistical Information," Submitted as Testimony Before the House Select Committee on the Aging, by the Association of Farmworker Programs, July 17, 1991.
- 2.) Committee on the Aging. U.S. House of Representatives. "Overview of Federal Statistics on Farmworkers," Washington, D.C., April 1990.
- 3.) Daberkow, S. G., and Whitener, L. A. "Agricultural Labor Data Sources: An Update," United States Department of Agriculture, Agriculture and Rural Economics Division, Economic Research Service, Agriculture Handbook No. 658, Washington, D.C., August 1986.
- 4.) Duffield, J. A., Morehart, M. J., and Coltrane, R. "Labor Expenditures Help Determine Farms Affected by Immigration Reform," United States Department of Agriculture, Economic Research Service, Agriculture Information Bulletin Number 557, April 1987.
- 5.) Griffith, D., Kissam, E., Runstan, D., Camposeco, J., and Garcia, A. "Assessing the Availability and Productivity of the U.S. Farm Labor Force Under Enhanced Recruitment, Wage and Working Conditions," Second Interim Report to the Office of Policy, United States Department of Labor, April 14, 1990.
- 6.) Gunter, L., and McNamara, K. T. "The Impact of Local Labor Market Conditions on the Off-Farm Earnings of Farm Operators," Southern Journal of Agricultural Economics, Vol. 22, No. 1:155-165, July 1990.
- 7.) La Cooperativa Campesina de California. "Out in the Cold: Causes and Consequences of Missing Farmworkers in the 1990 Census," Sacramento, CA, July 15, 1991.
- 8.) Oliviera, V. J., and Cox, E. J. "The Agricultural Work Force of 1987: A Statistical Profile," United States Department of Agriculture, Economic Research Service, Agricultural Economics Report No. 609, May 1987.
- 9.) Oliviera, V. J. "Trends in the Hired Farm Work Force, 1945-87," United States Department of Agriculture, Economic Research Service, Agriculture Information Bulletin Number 561, April 1989.
- 10.) Oliveria, V. J. "A Profile of Hired Farmworkers, 1990 Annual Averages," United States Department of Agriculture, Economic Research Service, Agricultural Economic Report No. 658, February 1992.
- 11.) Pollack, S. L. "The Hired Farm Working Force of 1983, A Statistical Profile," United States Department of Agriculture, Agriculture and Rural Economics Division, Economic Research Service, Agricultural Economic Report No. 554, June 1986.

- 12.) Polopolus, L. C., Moon, S. and Chunkasut, N. "Farm Labor in the Fruit and Nut Industries of Florida," Food and Resource Economics Department, University of Florida, Economic Information Report No. 263, October 1989.
- 13.) Runyan, J.L., "A Profile of Hired Farmworkers, 1992 Annual Averages," Agricultural and Rural Economy Division, Economic Research Service, United States Department of Agriculture, Agricultural Economic Report No. 693, July 1994.
- 14.) Smith, L. W., and Coltrane, R. "Hired Farmworkers, Background and Trends for the Eighties," Economic Development Division, Economic Research Service, United States Department of Agriculture, Rural Development Research Report No. 32, September 1981.
- 15.) Southern Rural Development Center (SRDC). "Proceedings of the Research Conference on Public Use Sample and Rural Labor Markets," Mississippi State University, MS SRDC Series No. 54, April 1983.
- 16.) United States Department of Agriculture. "Farm Labor: January Wage Rates Higher," National Agricultural Statistics Service, SpSy 8 (2-92), February 18, 1992.
- 17.) United States Department of Agriculture. "Farm Labor: Number of Hired Workers Down," National Agricultural Statistics Service, SpSy 8 (3-92), March 13, 1992.
- 18.) United States Department of Labor. "Findings From the National Agricultural Workers Survey (NAWS) 1990: A Demographic and Employment Profile of Perishable Crop Farm Workers," Office of Program Economics, Research Report No. 1, July 1991.
- 19.) United States Department of Labor. "A Demographic and Employment Profile Of Perishable Crop Farm Workers," Findings from the National Agricultural Workers Survey (NAWS) 1989, Office of Program Economics Research Report No. 2, November 1991.
- 20.) United States Department of Labor. "U.S. Farmworkers in the Post-IRCA Period-Based on Data From the National Agricultural Workers Survey (NAWS)," Office of the Assistant Secretary for Policy, Office of Program Economics, Research Report No. 4, March 1993.
- 21.) Whitener, L. A. "Counting Hired Farmworkers, Some Points to Consider," United States Department of Agriculture, Economic Development Division, Economic Research Service, Agricultural Economic Report No. 524, December 1984.

#### *Harvest Requirements*

- 1.) Allen, S. G., and Sumner, D. A. "Seasonal Farm Labor Markets in North Carolina: 1986-1990," Paper presented at the WRCC-76 Conference on Immigration Reform and U.S. Agriculture, Washington, D.C., March 29-30, 1993.
- 2.) Brooke, D. L. "Labor and Material Requirements for Vegetable Crops," Agricultural Experimental Station, University of Florida, Bulletin 660, June 1963.
- 3.) Chambliss, R. L. Jr. "Labor Utilization in Apple Packing Sheds in Virginia," Virginia Agricultural Experiment Station, Bulletin 493, Virginia Polytechnic Institute, Blacksburg, VA, June 1958.
- 4.) Cross, T., Mason, R., Caraballo, L. "IRCA and Oregon Agriculture," Paper presented at the WRCC-76 Conference on Immigration Reform and U.S. Agriculture, Washington, D.C., March 29-30, 1993.

- 5.) Emerson, R., Walker, T., and Andrew, C. "The Market for Citrus Harvesting Labor," Southern Journal of Agricultural Economics ,pp. 149-153, July 1976.
- 6) Emerson, R.D., Chunkasut, N., Popopolus, L., "Florida Orange Harvesting: Selected Employer and Worker Survey Results," Report submitted to Division of Labor, Employment and Training Department of Labor and Employment Security, University of Florida, Gainesville, FL , August 21, 1991.
- 6.) Emerson, R. D., and Polopolus, L. C. "IRCA and Agriculture in Selected Commodities Florida Citrus," Paper presented at the WRCC-76 Conference on Immigration Reform and U.S. Agriculture, Washington, D.C., March 29-30, 1993.
- 7.) Emerson, R. D, Chung, R. and Polopolus, L., "Harvest Labor Market Efficiency" Department of Food and Resource Economics, University of Florida, No. SP 94-11. August 1994.
- 8.) Mamer, J. W., and Wilkie, A. "Seasonable Labor in California Agriculture: Labor Inputs for California Crops," California Agricultural Studies 90-6, Employment Development Department, December 1990.
- 9.) Mason, R. "Farm Labor Demand for Six Oregon Crops," Agricultural Experimental Station, Oregon State University, Special Report No. 850, December 1989.
- 10.) Mason, R. "Productivity Estimates for Alien and Domestic Strawberry Workers and the Number of Farm Workers Required to Harvest the 1988 Strawberry Crop," Agricultural Experiment Station, Oregon State University, Special Report 828, April 1988.
- 11.) Mason, R., and Cross, T. "Labor Demand, Productivity and Recruitment Methods Employed for Harvesting the 1992 Strawberry Crop," Agricultural Experimental Station, Oregon State University, Special Report 928, October 1993.
- 12.) Mason, R., and Cross, T., "Labor Demand, Recruitment, and Worker Retention of the 1992 Caneberry Harvest Work Force," Agricultural Experimental Station, Oregon State University, Special Report 929, August 1993.
- 13.) Mason, R., Cross, T., Thomas, D. "Labor Demand and Productivity Estimates for the 1990 Caneberry Harvest Work Force," Agricultural Experimental Station, Oregon State University, Special Report 889, February 1992.
- 14.) Polopolus, L. C., Moon, S. and Chunkasut, N. "Farm Labor in the Florida Fruit, Vegetable and Ornamental Industries," Department of Food and Resource Economics Department, University of Florida, No. SS-FRE-901, October 1989.
- 15.) Ricks, D. J. "Worker Productivity in Apple Picking," Department of Agricultural Economics, Michigan State University, Agricultural Economics Report Number 41, February 1966.
- 16.) Travis, V. and Stanton, B. F. "Costs and Use of Labor in Harvesting Apples for Fresh Market Hudson Valley, New York, 1959 and 1960," Department of Agricultural Economics, Cornell University Agricultural Experiment Station, A.E.Res. 63, April 1961.
- 17.) United States Department of Labor "Productivity and Earnings of Apple-Harvest Workers," Farm Labor/Developments, Fourth Issue, pp.9-19, September-October 1967.

### *Housing*

- 1.) Dunn, L. F. "Nonpecuniary Job Preferences and Welfare Losses among Migrant Agricultural Workers," American Journal of Agricultural Economics, Vol. 67, No. 2:257-265, May 1985.

- 2.) Frisvold, G., Mines R., and Perloff, J. "The Effects of Job Site Sanitation and Living Conditions on the Health and Welfare of Agricultural Workers," American Journal of Agricultural Economics, Vol. 70, No. 4:875-885, November 1988.
- 3.) Perloff, J. M. "There's No Such Thing as Free Housing for Hired Agricultural Workers," Department of Agricultural Economics, University of California, Berkeley, CA, draft paper, May 1989.
- 4.) Rochin, R. I. and Siles, M. E. "Michigan's Farmworkers: A Status Report on Employment and Housing." Julian Samora Research Institute, Michigan State University. Statistical Brief No. 2. December 1994.

### *Management*

- 1.) Billikopf, G. E. "Agricultural Employment Testing: Opportunities for Increased Worker Performance," University of California, Giannini Foundation Special Report No. 88-1, November 1988.
- 2.) California, University of. Labor Management Decisions, Agricultural Personnel Management Program, Berkeley, CA, Vol. 2, No. 3, Fall 1992.
- 3.) Drager, M. "People are part of production." Futures, Michigan State University Agricultural Experiment Station, Vol. 13, Nos. 2 & 3: 31-34, Summer/Fall 1995.
- 4.) Hayes, S. E. "Labor Management in California Agriculture: A Practical Guide," Division of Agricultural Sciences, University of California, Leaflet 2893:2-8, June 1976.
- 5.) Howard, W. H., McEwan, K., Brinkman G. L. and Christensen, J. "Human Resource Management on the Farm: Attracting, Keeping, and Motivating Labor," Agribusiness, Vol. 7, No. 1:11-26, 1991.
- 6.) Ise, S. J., Perloff, J. M., Sutter, S. R., and Vaupel, S. "Grower beliefs determine hiring practices," California Agriculture, March-April 1996, pp. 17-20.
- 7.) Maloney, T., Bratton, C. A., Embrey, K. and Petzen, J. "Human Resource Management on the Farm: A Management Letter Series," Department of Agricultural Economics, Cornell University, A.E. Ext. 88-22, September 1988.
- 8.) Mamer, J. W. and Rosedale, D. "The Management of Seasonal Farm Workers Under Collective Bargaining," Division of Agricultural Sciences, University of California, Leaflet 21147, March, 1980.
- 9.) Marinaccio, L. "Control, Comfort By Computer," The Grower, pp. 44-46, April 1996.
- 10.) Martin, P. "Activity and Regulation of Farm Labor Contractors," Giannini Foundation of Agricultural Economics, University of California, Giannini Information Series No. 86-3, June 1986.
- 11.) Martin, P., Egan, D. and Luce, S. "The Wages and Fringe Benefits of Unionized California Farmworkers," University of California, Giannini Information Series No. 88-4, October 1988.
- 12.) Rosenberg, H. R., Perloff, J. M., and Pradhan, V. S. "Labor Management on California Farms (Selected Pages)," Department of Agricultural and Resource Economics, Division of Agriculture and Natural Resources, University of California, Berkeley, CA, January 1994.
- 13.) Runyan, J. L. "A Summary of Federal Laws and Regulations Affecting Agricultural Employers," United States Department of Agriculture, Economic Research Service, Information Bulletin No. 550, January 1989.
- 14.) Thomas, K. H. and Erven, B. L. Farm Personnel Management, North Central Regional Extension Publication AG-BU-3613, 1989.

- 15.) Vaupel, S. and Martin, P. "Activity and Regulation of Farm Labor Contractors," University of California, Giannini Information Series No. 86-3, June 1986.
- 16.) Wichelns, D., Houston, L., Cone, D., Zhu, Q., and Wilen, J. "Labor costs may offset water savings of sprinkler systems," California Agriculture, Vol. 50, No. 1: 11-18, January-February 1996.

*Migrants*

- 1.) Barr, D. J., Demarco, A., Feuer, C. H., and Whittlesey, R. L. "Liberalism to the Test: African-American Migrant Farmworkers and the State of New York," Department of Human Services, Cornell University, February 1988.
- 2.) Chi, P. S. "Employment and Economic Profiles of Black Migrant Farmworkers in New York and Implications for Future Immigration Policy," Presented at the annual meeting of Rural Sociological Society. Salt Lake City, UT, Department of Consumer Economics and Housing, College of Human Ecology, August 26-30, 1986..
- 3.) Chi, P. S. "Medical Utilization Patterns of Migrant Farm Workers in Wayne County, New York," Public Health Reports, Vol. 100, No. 5:480-489, September-October 1985.
- 4.) Chi, P. S., White-Means, S. and McClain, J. "Research on Migratory Farm Workers," from Human Resources Research, 1887-1987, Deacon, R. E. and W. E. Huffman eds., College of Home Economics, Iowa State University, 1986.
- 5.) Delfico, J. "Farmworkers Face Gaps in Protection and Barriers to Benefits," Statement presented to the Select Committee on Aging, House of Representatives. Government Accounting Office Testimony, GAO/T-HRD-91-40, July 17, 1991.
- 6.) Emerson, R. D. "Migratory Labor and Agriculture" American Journal of Agricultural Economics, Vol. 71, No. 3:617-629, August 1989.
- 7.) Emerson, R. D. "Trade in Products and International Migration in Seasonal Labor Markets," American Journal of Agricultural Economics, Vol. 64, No. 2:339-346, May 1982.
- 8.) Gabbard, S, Mines, R., and Boccalandro, B. "Migrant Framworkers: Pursuing Security in an Unstable Labor Market," United States Department of Labor, Office of Program Economics Research Report No. 5, Washington D.C., May 1994.
- 9.) Martin, P. L., and Holt, J. S. "Migrant Farmworkers: Number and Distribution," Final Report, pp. 1-10, April 1987.
- 10.) Mines, R., Gabbard, S. and Boccalandro, B. "Findings from the National Agricultural Workers Survey (NAWS) 1990: A Demographic and Employment Profile of Perishable Crop Farm Workers," United States Department of Labor, Office of Program Economics Research Report No. 1, Washington, D.C., July 1991.
- 11.) Olivera, V. J. "Nonfarm Employment of Farm Operators, Hired Farmworkers, and Unpaid Farmworkers," United States Department of Agriculture, Economic Research Service. Ag Ec Report No. 624, January 1990.
- 12.) Ranney, S., and Kossoudji, S. "Profiles of Temporary Mexican Labor Migrants to the United States," Population and Development Review, Vol. 9, No. 3:475-493, September 1983.

- 13.) Reda-Wilson, K., Burton, R. O., and Baker, B. S. "Hiring Seasonal Labor: An Analysis of Potential Returns on West Virginia Farms," Agricultural and Forestry Experiment Station, West Virginia University, Circular 140, December 1986.
- 14.) Rochin, R., Santiago, A. M., and Dickey, K. "Migrant and Seasonal Workers in Michigan's Agriculture: A Study of Their Contributions, Characteristics, Needs and Services," Julian Samora Research Institute, Michigan State University, Institute Research Report #1, November 1989.
- 15.) Rodman, A. E., Misak, J. E., and Taylor, C. L. "HIV Seroprevalence in Migrant and Seasonal Farmworkers- North Carolina, 1987," The New England Journal of Medicine, Vol. 37, No. 34, September 2, 1988.
- 16.) Rodman, A. E., Misak, J. E., and Taylor, C. L. "Morbidity and Mortality Weekly Report," New England Journal of Medicine, Vol. 37, No. 34:517-519, September 2, 1988.
- 17.) United States Department of Agriculture. "Domestic Migratory Farmworkers: Personal and Economic Characteristics," Economic Research Service, Agricultural Economic Report No. 121, September 1967.
- 18.) United States Department of Labor, "Migrant Farmworkers: Pursuing Security in an Unstable Labor Market," Office of the Assistant Secretary for Policy, Office of Program Economics, Research Report No.5, May 1994.

#### *Mushrooms*

- 1.) Marnell, E. G., "Bridging The Gap," Mushroom News, pp. 11-14, June 1995.
- 2.) Smith, R. C. "The Social Structure of Accumulation, Immigration Pathways and IRCA: The Construction of Labor Markets in the Pennsylvania Mushroom Industry, 1969-1989," Department of Political Science, Columbia University, January 1990.
- 3.) Treiber, T. L. "To Hire or Not to Hire, That Was the Question," Mushroom News, pp. 6-10, June 1995.

#### *Nurseries*

- 1.) California Employment Development Department. "California Nursery Workers and the Nursery Industry." California Agricultural Studies 92-3, Labor Market Information Division, San Diego, CA, September 1992.
- 2.) Gilpin-Hudson, D. R., Zazueta, F. S. and Smajstrla, A. G. "Economic Analysis of Labor Saving Devices in Nursery Operations," Proceedings from the Florida State Horticultural Society, No. 99:286-90, 1986.
- 3.) Hammond, K. D. "Talent for Tomorrow," American Nurseryman, pp. 69-73, January 1, 1990.
- 4.) Higginbotham, J. "A Nursery With a View," American Nurseryman, pp. 87-92, November 15, 1989.
- 5.) Polopolus, L. C., Moon, S., and Chunkasut, N. "Farm Labor in the Ornamental Industries of Florida," Food & Resource Economics Department, University of Florida, Economic Information Report No. 283, December 1990.
- 6.) Turner, T. "The Hire Road to Success," American Nurseryman, pp. 38-41, April 15, 1990.
- 7.) United States Department of Agriculture. "Agricultural Labor in the 1980's: A Survey with Recommendations," Agricultural Employment Work Group, Division of Agricultural Sciences, University of California, Berkeley, CA, California, May 1982.
- 8.) Urbano, C. C. "Labor," American Nurseryman, pp. 69-73, November 15, 1989.



- 9.) Urbano, C. C. "Head of the Class a Professorial View," American Nurseryman, pp. 74-84, January 1, 1990.
- 10.) Van Dam, J., Mamer, J. W. and Wood, W.W. "Labor Requirement Analysis for Landscape Maintenance," Division of Agricultural Sciences, University of California, Leaflet 21232, August 1981.
- 11.) Warneke, J. E. "Nursery Labor Usage for Containerized Ornamental Planting," Flower and Nursery Report for Commercial Growers, pp. 2-11, University of California, Berkeley, CA, September-October 1975.

#### *Overview*

- 1.) Griffith, D. and E. Kissam. "Assessing the Availability and Productivity of the U.S. Farm Labor Force under Enhanced Recruitment, Wage, and Working Conditions," Second Interim Report to the Office of Policy, United States Department of Labor, April 14, 1990.
- 2.) Hamm, S., Lucier, G., Oliveria, V., Zepp, G., and Duffield, J. "Trends in Labor Intensive Crop Supply, Use and Mechanization, Paper presented at the WRCC-76 Conference on Immigration Reform and U.S. Agriculture, Washington, D.C., March 29-30, 1993.
- 3.) Kissam, E. and D. Griffith, eds. "Final Report The Farm Labor Supply Study: 1989-1990, Vol. 2, Case Studies," Prepared by Micro Methods, Berkeley, California under Grant #3-9-M-9-0044 from the Office of the Assistant Secretary for Policy, United States Department of Labor, December 30, 1991.
- 4.) Kissam, E. and D. Griffith. "Final Report The Farm Labor Supply Study: 1989-1990, Vol. 1 -- Findings and Recommendations," Prepared by Micro Methods, Berkeley, California under Grant #3-9-M-9-0044 from the Office of the Assistant Secretary for Policy, United States Department of Labor, October 15, 1991.
- 5.) Majchrowicz, T. A. "Employment Trends in Farm and Farm-Related Industries, 1975-87," United States Department of Agriculture, Agriculture and Rural Economy Division, AGES No. 9121, April 1991.
- 6.) Oliveira, V. J., Effland, A. B. W., Runyan, J. L., and Hamm, S. "Hired Farm Labor Use on Fruit, Vegetable, and Horticultural Specialty Farms," United States Department of Agriculture, Economic Research Service, Agricultural Economic Report Number 676, Washington, D.C., December 1993.
- 7.) Polopolus, L. C. "Agricultural Labor in the 1990's," Food and Resource Economics Department, University of Florida, Information Report No. 263, October 1989.
- 8.) Polopolus, L. C. "Unpublished Manuscript," University of Florida, Gainesville
- 9.) Williams, G. W. and Schulthies, B. K. "Agricultural Labor Effects of a U.S.-Mexico Free Trade Agreement: A U.S. Perspective," Texas Agricultural Market Research Center Report, Department of Agricultural Economics, Texas Agricultural Experiment Station, TAMRC International Market Research Report No. IM-4-92, Texas A&M University, College Station, TX, June 1992.

#### *Pesticides*

- 1.) Davis, J. U., Caswell, J. A., and Harper, C. R. "Incentives for Protecting Farm Workers From Pesticides," American Journal of Agricultural Economics, Vol. 74, No. 4:907-917, November 1992.
- 2.) Poli, B. and Fluker, S. S. "Pesticide Safety for Non-Certified Mixers, Loaders and Applicators," United States Environmental Protection Agency, Office of Pesticide Programs (TS-757C), September 1986.
- 3.) Poli, B. and Fluker, S. S. "Pesticide Safety for Farmworkers," United States Environmental Protection Agency, Office of Pesticide Programs (TS-766C), April 1985.

*Policy*

- 1.) Emerson, R.D., "Critical Issues in Agricultural Labor Markets," Southern Journal of Agricultural Economics, Vol. 17, No 1:89-98, July 1985.
- 2.) Huffman, W. and McCunn, A. "Eliminating Illegal Immigrants from the U.S. Workforce: The Impact on U.S. Retail Frest Fruit and Vegetable Prices," From paper prepared for the Center for Immigration Studies, Iowa State University, September 27, 1995.
- 3.) Martin, P. "Guest Workers for Agriculture: New Solution or New Problem?" Paper. January 24, 1996.

*Regional*

- 1.) Alvarado, A., Mason, H. O., and Riley G. "The Labor Market in the Central California Raisin Industry: Five Years After IRCA," California Agricultural Studies 92-4, State of California, Employment Development Department, Labor Market Information Division, San Diego, CA, December, 1992.
- 2.) California, State of. "California Agricultural Employment and Earnings Bulletin January 1991," Special Projects Unit, Labor Market Information Division, April 1991.
- 3.) California, State of. "California Agricultural Employment and Earnings Bulletin: February 1991," Special Projects Unit, Labor Market Information Division, May 1991.
- 4.) California, State of. "California Agricultural Employment and Earnings Bulletin: June 1995," Special Projects Unit, Labor Market Information Division, August, 1995.
- 5.) California, State of. Agricultural Employment Patterns Study, 1987: Statewide, Special Projects Unit, Employment Development Department, #90-5, September 1990.
- 6.) California, State of. Agricultural Labor Research Symposium: June 1991 Proceedings, Labor Market Information Division, Employment Development Department, #91-6, February 1992.
- 7.) California, State of. Agricultural Employment Patterns Study, 1989: Statewide, Special Projects Unit, Employment Development Department #92-1, February 1992.
- 8.) Edwards, R. A. "Texas Farm Labor Handbook," Texas Agricultural Extension Service, Texas A & M University, B-1250, June 1990.
- 9.) Fuller, V. "Hired Hands in California's Farm Fields: Collected Essays on California's Farm Labor History and Policy," Giannini Foundation Special Report, California Agricultural Experiment Station, Davis, CA, June 1991.
- 10.) Glover, R. "The Role and Responsibility of United States Department of Agriculture in Agricultural Labor Policy," Unpublished memorandum by Agricultural Employment Work Group for Agricultural Employment Advancement Project, University of Texas, Austin, TX, March 25, 1983.
- 11.) Johnston, G., and Martin, P. L. "Employment Wages Reported by California Farm Workers in 1982," Monthly Labor Review, Vol. 106:27-31, September 1983.
- 12.) Lloyd, J., Martin, P. L., and Mamer, J. "The Ventura Citrus Labor Market," Giannini Foundation, University of California, Giannini Information Series No. 88-1, April 1988.

- 13.) Martin, P. "California's Farm Labor Market," UC Agricultural Issues Center, AIC Issues Paper No. 87-1, University of California, Davis, CA, July 1987.
- 14.) Martin, P. and Egan, D. "The Wages and Fringe Benefits of Unionized California Farmworkers." Giannini Foundation of Agricultural Economics, University of California, Information Series No. 88-4. October 1988.
- 15.) Mines, R., and Martin, P. L. "A Profile of California Farmworkers" Giannini Foundation, University of California, Giannini Information Series No. 8:6-2, July 1986.
- 16.) Mines, R., and Martin, P. L. "Immigrant Workers and the California Citrus Industry," Industrial Relations A Journal of Economy and Society, Vol. 23, No 1:139-49, Winter 1984.
- 17.) Palerm, J.V. "Farm Labor Needs and Farm Workers in California 1970 to 1989," California Agricultural Studies 91-2, State of California, Employment Development Department, Labor Market Division, University of California, Santa Barbara, CA, April 1991.
- 18.) Palerm, J. V. "Immigrant and Migrant Farm Workers in the Santa Maria Valley, California," Center for Chicano Studies and Department of Anthropology, University of California, Santa Barbara, CA, September 1994.
- 19.) Rodriguez, R. "I Will Send for You or I Will Come Home Rich," Mother Jones Magazine, pp. 26-53, November 1988.
- 20.) Rosenberg, H. R. "A Man from Mars Touches Down in Coachella," Testimony Before the Commission on Agricultural Workers, Coachella, CA, December 6, 1990.
- 21.) United States Department of Labor. A Demographic and Employment Profile of Perishable Crop Farm Workers California Findings From the National Agricultural Workers Survey, Office of the Assistant Secretary for Policy, Office of Program Economics, Research Report No. 3, 1993.

#### *Regulation*

- 1) Agricultural Employment Work Group. "Meeting Training and Upgrading Needs in American Agriculture Analysis and Recommendations," Agricultural Employment Advancement Project, Center for the Study of Human Resources, University of Texas, Austin, TX, May 9, 1983.
- 2.) Brazelton, R. W. "Toilets for Farm Workers", Agricultural Extension, University of California. \*Undated.
- 3.) Covey, C. D. 1988 Handbook of Regulations Affecting Florida Farm Employers and Employees Florida Cooperative Extension, University of Florida, Circular No. 801, January 1988 (*also in Spanish*).
- 4.) Mosher, P. "Targeting Agricultural Employers," The Grower, pp. 10-16, August 1993.
- 5.) Runyan, J. L. "A Summary of Federal Laws and Regulations Affecting Agricultural Employees," United States Department of Agriculture, Economic Research Service, Agricultural Information Bulletin No. 550, January 1989.
- 6.) United States Environmental Protection Agency, "The Worker Protection Standard for Agricultural Pesticides - How to Comply (What Employers Need to Know)," Prevention, Pesticides, and Toxic Substances (H7506C), EPA 735-B-93-001, July 1993.
- 7.) United States Government. "Field Sanitation; Final Rule" Federal Register: Rules and Regulations, Department of Labor, Vol. 52, No.84:16050-96, May 1, 1987.

### *Theory*

- 1.) Emerson, R. D. "Critical Issues in Agricultural Labor Markets," Southern Journal of Agricultural Economics, pp. 89-98, July, 1985.
- 2.) Eswaran, M., and Kotwal, A. "A Theory of Two-Tier Labor Markets in Agrarian Economies," American Economic Review, Vol. 75, 1:162-197, 1985.
- 3.) Flanagan, R. "Discrimination Theory, Labor Turnover, and Racial Employment Differentials," The Journal of Human Resources, Vol. XIII, No. 2:187-207, August 1977.
- 4.) Gebauer, R. H. "Non-Farm Labor Supply: Theory and Estimation," Department of Agricultural and Applied Economics, University of Minnesota, Staff Paper P88-34, September 1988.
- 5.) Hammonds, T., Yadav R., and Vathana, C. "The Elasticity of Demand for Hired Farm Labor," American Journal of Agricultural Economics, Vol. 55, No. 2:242-245, May 1973.
- 6.) Hart, G., and Sisler, D. "Aspects of Rural Labor Market Operation: A Javanese Case Study," American Journal of Agricultural Economics, Vol. 60, No. 5:821-826, December 1978.
- 7.) Killian, M. S., Bloomquist, L. E., Pendleton, S., and McGranahan, D. A., eds. Symposium on Rural Labor Markets Research Issues United States Department of Agriculture, Economic Research Service, Staff Report No. AGES860721, September 1986.
- 8.) Linder, M. "Paternalistic State Intervention: The Contradictions of the Legal Empowerment of Vulnerable Workers," U.C. Davis Law Review, Vol. 23, No. 3:733-772, Spring 1990.
- 9.) McGahey, R., and Jeffries, J. "Minorities and the Labor Market: Twenty Years of Misguided Policy," Social Policy, Vol. 17:5-11, Winter 1987.
- 10.) Tyrchniewicz, E., and Schuh, G. E. "Econometric Analysis of the Agricultural Labor Market," American Journal of Agricultural Economics, Vol. 51. No. 4:770-787, November 1969.

### *Wages*

- 1.) Billikopf, G. E., " High Piece-Rate Wages Do Not Reduce Hours Worked," California Agriculture, pp. 16-17, January-February 1995.
- 2.) Duffield, J. A. "Estimating Farm Labor Elasticities to Analyze the Effects of Immigration Reform," United States Department of Agriculture, Agriculture and Rural Economy Division, Staff Report No. AGES 9013, February 1990.
- 3.) Emerson, R., Chunkasut, N., Moon, S., and Popopolus, L., "Prevailing Wage and Practices: South Florida Oranges," Joint IFAS/DLET Project, University of Florida, Gainesville, FL, March 5, 1990.
- 4.) Emerson, R., Chunkasut, N., Moon, S., and Popopolus, L., "Prevailing Wage and Practices: Florida Valencia Oranges," Joint IFAS/DLET Project, University of Florida, Gainesville, FL, June 26, 1990
- 5.) Emerson, R., Chunkasut, N., and Popopolus, L., "Valencia Oranges: Prevailing Wage Summary Results 1992," A report submitted to Division of Labor, Employment and Training Department of Labor and Employment Security, University of Florida, Gainesville, FL, August, 1992.

- 6.) Emerson, R., Chunkasut, N., Chung, R., and Popopolus, L., "Valencia Oranges: Prevailing Wage Summary Results 1993," A report submitted to Division of Labor, Employment and Training Department of Labor and Employment Security, University of Florida, Gainesville, FL, September 1993
- 7.) Gunter, L. F. "Wage Determination for Regular Hired Farm Workers: An Empirical Analysis for Georgia," Southern Journal of Agricultural Economics, Vol. 18, No. 2:197-206, December 1986.
- 8.) Isé, S. and Perloff, J. M. "Legal Status and Earnings of Agricultural Workers" American Journal of Agricultural Economics, No. 77: 375-386, May 1995.
- 9.) Lloyd, J., Martin, P. L., and Mamer, J. "The Ventura Citrus Labor Market," Giannini Foundation, University of California, Giannini Information Series No. 88-1, April 1988.
- 10.) Martin, P., and Abele, J. "Unions: Their Effect on California Farm Wages," California Agriculture, Vol. 44, No. 6:28-30, November-December 1990.
- 11.) Martin, P. L., Egan, D., and Luce, S. "The Wages and Firing Benefits of Unionized California Farmworkers," Giannini Foundation, University of California, Giannini Information Series No. 88-4, October 1988.
- 12.) Martin, P., and Miller, G. "Farm Employment and Wage Patterns in the mid-1980s," California Agriculture, Vol. 44, No. 6:16-18, November-December 1990.
- 13.) Pollack, S. L., Coltrane, R., and Jackson, Jr., W. R. "Farm Labor Wage Issues," United States Department of Agriculture, Economic Development Division, Economic Research Service, United States Department of Agriculture, Staff Report No. AGES 820615:1-19, June 1982.
- 14.) Polopolus, L., and Emerson, R., "Staff Paper Series: Wage Rates and Labor Practices in Harvesting Florida Citrus," Food and Resource Economics Department, Institute of Food and Agricultural Sciences, University of Florida, Gainesville, Florida, October 1992.
- 15.) Taylor, J. E. "Earnings and Mobility of Legal and Illegal Immigrant Workers in Agriculture," American Journal of Agricultural Economics, Vol. 74, No. 4:889-896, November 1992.
- 16.) Togle, J. G. and Huffman, W. "Local Economic Conditions and Wage Labor Decisions of Farm and Rural Nonfarm Couples," American Journal of Agricultural Economics, Vol. 73, No. 3:652-70, August 1991.
- 17.) United States Dept of Agriculture. "Farm Employment and Wage Rates: 1910-1990," National Agricultural Statistics Service, Statistical Bulletin No. 822, March 1991.

## FLORICULTURE

### *Bulbs*

- 1.) International Flower Bulb Center, "A Guide to Successful Flower Bulb Displays" Hillegom, Holland. \*No Date.
- 2.) International Flower Bulb Center. "Fower Bulbs Among the Greenery." Hillegrom , Holland. \*No Date.
- 3.) Van Engelen Inc. Fall 1996 Wholesale Price List, Van Engelen, Inc., Bantam, CT.

### *Carnations*

- 1.) Hoogendoorn, C., and Sparnaaij, L. D. "International Developments in Production and Consumption of Carnations," Acta Horticulturae, Vol. 216, pp. 159-164, 1987.

### *Data*

- 1.) American Floral Endowment. "Flora-Stats: Floral Industry Statistics 1992," Research Report, Edwardsville, IL, July 1992.
- 2.) American Floral Endowment. "Flora-Stats: Annual Report 1993," Research Report, Edwardsville, IL, October 1992.
- 3.) American Floral Endowment. "Annual Report 1993-94," Research Report, Edwardsville, IL, 1993-94.
- 4.) American Floral Endowment. "Flora-Stats: Annual Report 1994," Research Report, Edwardsville, IL, October 1994.
- 5.) American Floral Endowment. "Annual Report 1994-95," Research Report, Edwardsville, IL, 1994-95.
- 6.) American Floral Endowment. "Flora-Stats: Annual Report 1995," Research Report, Edwardsville, IL, October 1995.
- 7.) Johnson, D. C. "Selected Statistical Tables for the United States Greenhouse/Nursery Industry," United States Department of Agriculture, Economic Research Service.
- 8.) Johnson, D. C. "Floriculture and Environmental Horticulture Products: A Production and Marketing Statistical Review, 1960-88," United States Department of Agriculture, Economic Research Service, Statistical Bulletin No. 817, September 1990.
- 9.) National Floriculture Research. "Floriculture in the United States," Background Information, April 1989.
- 10.) Voight, A. O. "Past-Present-Future Trends in Bedding Plant Production and Marketing," The Pennsylvania State University, Handout at Central New York Bedding Plant Seminar, Drumlins Country Club, Syracuse, NY, November 2, 1989.
- 11.) United States Department of Agriculture. "Floriculture Crops, Production Area and Sales, 1977 and 1978 Intentions for 1979," Economics, Statistics, and Cooperatives Service, SpCr 6-1, March 1979.

### *Demand*

- 1.) American Floral Endowment. American Floral Endowment Update. Edwardsville, IL, March, 1993.
- 2.) American Florist Marketing Council. "AMFC Consumer Research 1979: A Psychographic Study of the Market for Flowers," Alexandria, VA, July 1979.
- 3.) Consilio, R. J. "Consumers' Purchasing Priorities Affect Greenhouse Owners' Fates," April 24, 1980.
- 4.) Hagan, P. "Posies Posthaste: Faxing it With Flowers," Wall Street Journal, February 14, 1990.
- 5.) Moran, P. J. "Increasing Flower Consumption Through Marketing," United States Department of Agriculture, Annual Agricultural Outlook Conference, Washington, D.C., December 4, 1991.

- 6.) Powell, Adams, and Reinhart Consulting Firm. "Flower Signatures Telesurvey Report," Prepared for the American Floral Marketing Council, August 23, 1990.
- 7.) Raleigh, S. M. "Consumer Purchasing Patterns for the Goods and Services of Commercial Floriculture in the United States, 1966-67, A Preliminary Report," United States Department of Agriculture, Economic Research Service, ERS-382, July 1968.
- 8.) Robertson, J. L., and Hahn, D. E. "Analysis of Demand for Potted Chrysanthemums in Supermarkets," Journal of American Society of Horticultural Science, Vol. 103 No. 2:203-206, 1978.
- 9.) Stegelin, F. "Realities of the Eighties: Changing Marketing Lifestyles," Department of Agricultural Economics, University of Kentucky, Staff Paper # 248, July 1988.
- 10.) United States Department of Agriculture. "US Horticulture Blooming Brightly," Farmline, pp. 8-10, September 1989.
- 11.) Yoder's Consumer Studies. Pot Mum Marketing Guide, Barberton, OH, 1994.

#### *Firms*

- 1.) Bank of America. "Plant Shops" Small Business Reporter, Vol. 12, No. 4. \*No Date.
- 2.) Kerkhoven, P. "Melridge breaks into the American Market," World Flower Trade Magazine, pp. 8-9, March 1987.

#### *Franchising*

- 1.) Robertson, J. "Analysis of Franchising Efforts in Floriculture," Department of Horticulture, The Ohio State University, Horticulture Series No. 476, December 6, 1979.

#### *General*

- 1.) American Floral Endowment. 1992 Annual Report Edwardsville, IL, 1992.
- 2.) Department of Floriculture and Ornamental Horticulture. "Site and Planter Analysis Checklist," FOH 497, \*No Date.\*
- 3.) Goodrich, D. C. "New York Wholesale Florists," Department of Agricultural Economics, Cornell University, A. E. Res. 107, November 1962.
- 4.) Goodrich, D. C., and Avermaete, U. "Retailing Florist Crops Through Mass Merchandising Outlets: Rochester, New York and Hartford, Connecticut," Department of Agricultural Economics, Cornell University, A. E. Res. 75-8, June 1975.
- 5.) Goodrich, D. C., and Krueger, C. "The Role of Nearby Growers in Northeast Flower Market," Department of Agricultural Economics, Cornell University, A. E. Res. 74-1, February 1974.
- 6.) Hampton, R. N. "Merchandising Flowers in Retail Florist Shops," Department of Agricultural Economics, Cornell University, A. E. Ext. 1004, October 1955.
- 7.) Johnson, D. C. "Alternative Agriculture Opportunities in Floriculture and Environmental Horticulture Crops," United States Department of Agriculture, Economic Research Service, draft paper, December 1989.

8.) Van Dijk, R. "Trade in Dried Flowers is on the Up and Up," World Flower Trade Magazine, pp. 4-9, February 1986.

9.) Weiler, T. "Guidelines for Pot Lily Production." Cornell Cooperative Extension, Draft copy, September 1988.

#### *Grades*

1.) Illinois, University of. "Market Grades and Standards for Carnations, Chrysanthemums, and Roses," College of Agriculture, North Central Regional Research Publication 173, January 1968.

#### *Hawaii*

1.) Seiden, A. "Hawaii's Heavenly Harvest," Flowers &, pp. 37, February 1990.

#### *Imports*

1.) Chidzawo, W. "The Markets for Zimbabwe Floricultural Products in the Netherlands, and the Federal Republic of Germany," Business Studies Department, University of Zimbabwe, Market Research Report, No. 1/90, July 1990.

2.) Editors, "Colombia's Interntitonal Challenge." World Flower Trade Magazine, pp. 28-31. August 1986

3.) Editors, "A Greater Distribution of World Trade." World Flower Trade Magazine, pp. 36-37. March 1987.

4.) Editors, "Countervailing Duty Control Makes US Flowertrade Inscrutable." World Flower Trade Magazine, pp. 28-29. December 1987.

5.) Hendricks C. and Staby, G. L. "Dutch show little interest in expanding exports." Greenhouse Management and Production, Vol. 14, No. 8: 59-61. September 1995.

6.) McNeil, E. "Production and Trade of Fresh Cut Flowers in Selected Countries," World Horticultural Trade & U.S. Export Opportunities, June 1994.

7.) Mendez, Jose A. "The Development of the Colombian Cut Flower Industry," Policy, Research and External Affairs Working Paper Series 660, World Bank, May 1992.

8.) Pertwee, J. "Trends in the International Trade in Bulbs, Cut Flowers & Foliage, and Live Plants, Based on the AIPH Figures 1987 and 1988," International Floriculture Quarterly Report, Vol. 2. No. 1:39-62, 1990.

9.) United States International Trade Commission. "Certain Fresh Cut Flowers From Peru, Kenya, and Mexico," USITC Publication 1968, Washington, D.C., April 1987.

10.) United States International Trade Commission. "Certain Fresh Cut Flowers From Canada, Chile, Colombia, Costa Rica, Ecuador, Israel, and the Netherlands," USITC Publication 1956, Washington, D.C., March 1987.

11.) United States International Trade Commission. "Fresh Cut Roses From Colombia and Ecuador," USTIC Publication 2766, Washington, D.C., March 1994.

#### *Market Structure*

1.) Goodrich, D. C., and Whitaker, D. "Structure and Organization of Selected Terminal Wholesale Markets for Flowers in the Northeast," Department of Agricultural Economics, Cornell University, A. E. Res. 340, January 1972.



- 2.) Nagtergaal, P. "The Movement and Distribution of House Plants, Into and Throughout Europe," International Floriculture Quarterly Report , Vol. 2, No. 1:5-12, 1990.
- 3.) Norway, Government of. "Market Study: Floricultural Products-A Study of Major Markets," International Trade Center UNCTAD/GATT, 1987.
- 4.) Robertson, J., Visser, G., Vandeheuveel, J., Hoogervost, N. "Market Structure, Conduct and Performance Analysis of the Marketing Systems for Floral Crops in the United States and the Netherlands," Department of Horticulture, The Ohio State University, Discussion Paper No. 1, August 1, 1981.
- 5.) Robertson, J. L. and Sullivan, G. H. "Market Structure Characteristics Among Midwestern Wholesale Producers of Floriculture Crops," HortScience, Vol. 9, No. 4:351-54, August 1974.
- 6.) Tayama, H. "Changes in Global Floriculture Crops: Production Centres, Channels of Distribution and Per Capita Consumption of Floriculture Products," International Floriculture Quarterly Report, Vol. 2, No. 1:22-38, 1990.
- 7.) Swedish University. "TEU 1964 - 1982, With the Accent on the Development During the Last Years," Department of Horticultural Economics, The Swedish University of Agricultural Sciences, Preliminary Draft, April 1982.
- 8.) United States Department of Agriculture, "National Floriculture Research." Cooperative Research Service. April 1989.

#### *Poinsettia*

- 1.) Kaplan, J. K. "A Blooming Industry: Poinsettias Lead the Way in Sales." Agricultural Research, United States Department of Agriculture, Agricultural Research Service, Vol. 40 No. 12:4-7, December 1992.
- 2.) Weiler, T. C., ed. "Cornell Poinsettia Guidelines for New York State," Cornell Cooperative Extension, July 1988.

#### *Roses*

- 1.) Hutchinson, N. R., and Robertson, J. L. "The Rose Market: Who Buys, How Much They Pay and What They Are Looking For," Florists' Review, Vol. 14 pp. 47-48. March 26, 1981.

#### *Storage and Transportation*

- 1.) Holstead, C. "Bringing Dry-Pack Flowers to Life," Supermarket Floral, pp. 24-27, November 15, 1992.
- 2.) Rij, R. E., Thompson, J. F., and Farnham, D. S. "Handling, Precooling, and Temperature Management of Cut Flower Crops for Truck Transportation," U. S. Horticultural Field Station, University of California, Leaflet No. 21058, June 1979.

## **FOOD DEMAND**

#### *Brazil*

- 1.) Durando, M.V. "Proposal For Consumer Research Relative To Brazilian Apple Consumption Experience," New York Apple Association, Inc., April 11, 1995.

2.) Figueiredo, A. A. "Brazilian Food Industry: Goals, Concerns and Contrasts," Presented at Institute of Food Technologists IFT87 Annual Meeting, Universidade Federal Rural Do Rio De Janeiro, June 16-19 1987.

3.) *Nielsen Servicos de Marketing*. "Censo: Estrutura do Varejo Brasileiro," 1993-1994.

#### *Canadians*

1.) Hassan, Z. A., and Johnson, S. R. "Consumer Demand for Major Foods in Canada," Agriculture Canada, Economics Branch, Agriculture Canada, Economics Branch Publication No. 76/2, April 1976.

#### *Chemical Residues*

1.) Buzby, J. C., Skees, J. R. "Consumers Want Reduced Exposure to Pesticides on Food," FoodReview, Vol. 17, Issue 2, pp 19-22, May-August 1994.

2.) California, University of. "Regulating Chemicals: A Public Policy--Quandary," Agricultural Issues Center, University of California, Davis, CA, 1988.

3.) Carter, H. O., and Nuckton, C. F. Chemicals in the Human Food Chain: Sources, Options, and Public Policy California Agricultural Issues Center, University of California, Davis, CA, June 2-3, 1988.

4.) Duff, M. "Fit For What?!" Produce Business, Vol. 11, No. 2:14-22. February 1995.

#### *Costs*

1.) Dunham, D. "Food Costs Review, 1988," United States Department of Agriculture, Economic Research Service, Agricultural Information Bulletin No. 615, July 1989.

2.) Dunham, D. "Food Costs...From Farm to Retail in 1989," United States Department of Agriculture, Economic Research Service, Agricultural Information Bulletin No. 593, March 1990.

3.) Dunham, D. "Food Cost Review, 1993," United States Department of Agriculture, Economic Research Service, Agricultural Economic Report No. 696, August 1994.

4.) Elitzak, H., "Food Marketing Costs Rose Little in 1992," Food Review, pp. 28-32 September-December 1993.

5.) Elitzak, H., "Food Marketing Costs Rose Modestly in 1993." Food Review, pp. 37-42. September-December 1994.

6.) Rochin, R. I., and Jetter, K. M. "The Availability and Prices of Consumer Goods and Services in Small Towns of Northern California," Giannini Foundation, Giannini Foundation Information Series No. 91-1, University of California, Davis, CA, 1986.

7.) Swanson, J. and Kramer, C., "Food Costs," Resources for the Future and Cornell University, The Northeast Network, 1991.

8.) Traub, L., "Time Worked to Earn the Value of Food Varies Widely Around the World." FoodReview, September-December, pp 28-32 1994.

9.) United States Department of Agriculture. "Major Statistical Series of the U.S. Department of Agriculture - Agricultural Marketing Costs and Charges," Economic Research Service, Agricultural Handbook No. 671, July 1987.

### *Demographic Variables*

- 1.) Capps, O., Jr. "Changes in Domestic Demand For Food: Impacts on Southern Agriculture," Southern Journal of Agricultural Economics, Vol. 18, No. 2:25-36, July 1986.
- 2.) Capps, O., Jr., Tedford, J., and J. Havlicek. "Impacts of Household Composition on Convenience and Nonconvenience Food Expenditures in the South," Southern Journal of Agricultural Economics, Vol. 15, No. 2:183-106, December 1983.
- 3.) Davis, C. G., Moussie, M., Dinning J. S., and Christakis, G. J. "Socioeconomic Determinants of Food Expenditure Patterns Among Racially Different Low-Income Households: An Empirical Analysis," Western Journal of Agricultural Economics, Vol. 8, No. 2:111-118, December 1983.
- 4.) Kinsey, J. "Changing Food Markets: Impact on Agriculture," Department of Agricultural and Applied Economics, University of Minnesota, Staff Paper No. P87-33, October 1987.
- 5.) Pollak, R. A., and Wales, T. J. "Demographic Variables in Demand Analysis," Econometrica, Vol. 49, No. 6:1533-1551, November 1981.
- 6.) Russell, C. "The Baby Boom Turns 50." American Demographics, Vol. 17, No. 12: 22-33. December 1995.
- 7.) University of California Agricultural Issues Center "Demographic Shifts, Trends, and Other Factors Affecting Demand and New Product Development for California Agriculture," Reports of Two 1986-87 Study Groups on: Marketing California Specialty Crops: Worldwide Competition and Constraints, Davis, CA.

### *Food Service Industry*

- 1.) California Table Grape Commission, "Sensible Consumption: A Guide to Conservation in the Foodservice Kitchen." . \*No Date.
- 2.) McLaughlin, E. W. "The Changing Market for Fresh Produce in Foodservice Channels: An Initial Inquiry" Cornell University, Draft paper, July 1985.
- 3.) Nayga R. M., Jr. and Capps, O., Jr. "Analysis of Socio-Economic and Demographic Factors Affecting Food Away From Home Consumption: A Synopsis," (Applebaum Scholarship Paper), Journal of Food Distribution Research, Vol. XXIV, No. 1:69-86, February 1993.
- 4.) Nayga, R. M., Jr., and Capps, O., Jr. "Determinants of Food Away from Home Consumption: An Update," Agribusiness, Vol. 8, No. 6:549-559, November 1992.

### *Minorities*

- 1.) Desai, M. "The U.S. Market For Miscellaneous Oriental Vegetables," Agriculture and Rural Development Technical Services Project, Chemonics International, United States Department of Agriculture, July 1994.
- 2.) Ikeda, J., S. Dugan, Feldman, N. and Mitchell, R. "Native Americans in California Surveyed on Diets, Nutrition Needs," California Agriculture, Vol. 47, No. 3:8-10, May-June 1993.
- 3.) Rochin, R. I., and Jetter, K. M., "The Availability and Prices of Consumer Goods and Services in Small Towns of California," Giannini Foundation of Agricultural Economics, University of California, Giannini Foundation Information Series No. 91-1, November 1991.

*National Profile*

- 1.) American Institute of Food Distribution, Inc. "The Food Institute Report," Fair Lawn, NJ, November 1, 1993.
- 2.) Blaylock, J. R., and Smallwood, D. M. "United States Demand for Food: Household Expenditures, Demographics, and Projections," United States Department of Agriculture, Economic Research Service, Technical Bulletin No. 1713, February 1986.
- 3.) Henneberry, S. R., and Charlet, B. "Changing Market Institutions and Trends in Food Consumption," Department of Agricultural Economics, Oklahoma State University, Bulletin B-789, May 1990.
- 4.) Huang, K. S. "A Forecasting Model for Food and Other Expenditures," United States Department of Agriculture, Economic Research Service, Draft paper.
- 5.) Learn, E. Demographic Shifts, Trends, and Other Factors Affecting Demand and New Product Development for California Agriculture, University of California Agricultural Issues Center.
- 6.) Lutz, S. M., Smallwood, D. M., Blaylock, J. R., and Hama, M. Y. "Changes in Food Consumption and Expenditures in American Households During the 1980's," United States Department of Agriculture, Economic Research Service, Human Nutrition Information Service, Statistical Bulletin Number 849, Washington, D.C., December 1992.
- 7.) Manchester, A. C. "Rearranging the Economic Landscape: The Food Marketing Revolution, 1950-91," United States Department of Agriculture, Economic Research Service, Agricultural Economic Report No. 660, September 1992.
- 8.) Manchester, A. "Developing an Integrated Information System for the Food Sector," United States Department of Agriculture, Economic Research Service, Agricultural Economic Report No. 575, August 1987.
- 9.) Putnam, J. J. "American Eating Habits Changing: Part 2, Grains, Vegetables, Fruit, and Sugars," FoodReview, Vol. 17, Issue 2, pp 36-48, May-August 1994.
- 10.) Putnam, J. J. "Food Consumption, Prices, and Expenditures, 1966-87," United States Department of Agriculture, Economic Research Service, Statistical Bulletin No. 773, January 1989.
- 11.) Raunikar, R., Huang, C. L., and Purcell, J. C. "The Changing United States Food Market," Journal of Agribusiness, Vol. 3, No. 1:42-45, February 1985.
- 12.) United States Department of Agriculture. "1988 Yearbook Food and the Consumer," National Food Review Economic Research Service, Vol. 11, Issue 2, April-June 1988.
- 13.) United States Department of Agriculture. "1989 Yearbook: Food Beyond the Farm Gate," National Food Review, Economic Research Service, Vol. 12, Issue 2, April-June 1989.
- 14.) United States Department of Agriculture. "Feeding the World: The 1990's and Beyond," National Food Review, Economic Research Service, Vol. 13, Issue 2, April-June 1990.
- 15.) United States Department of Agriculture. "A Decade in Review," National Food Review, Economic Research Service, Vol. 13, Issue 3, July-September 1990.
- 16.) United States Department of Agriculture. "The Food System in Review," National Food Review, Economic Research Service, Vol. 15, Issue 2, July-September 1992.

- 17.) United States Department of Agriculture. "Food Marketing Review, 1991," Economic Research Service, Agricultural Economic Report No. 657, March 1992.
- 18.) United States Department of Agriculture. "Organic Food and the Consumer," FoodReview, Vol. 14, Issue 1, January-March 1991.
- 19.) United States Department of Agriculture. "Trends in Milling and Baking," FoodReview, Economic Research Service, Vol. 14, Issue 2, April-June 1991.
- 20.) United States Department of Agriculture. "Yearbook Issue: Focus on the Food System," FoodReview, Vol. 14, Issue 3, July-September 1991.
- 21.) United States Department of Agriculture. "Yearbook Issue: Focus on the Food System," FoodReview, Vol. 14, Issue 4, October-December 1991
- 22.) United States Department of Agriculture. "Economic Research Service," FoodReview, Vol. 16, Issue 1, January-April 1993.
- 23.) United States Department of Agriculture. "Anatomy of a Healthful Diet," FoodReview, Vol. 17, Issue 1, January-April 1994.
- 24.) United States Department of Agriculture. "Charting the Costs of Food Safety," FoodReview, Vol. 17, Issue 2, May-August 1994.

#### *Northeast*

- 1.) Blair, D., "The Northeast Food System," Food, Agriculture and Health Policy Education, The Northeast Network, 1991.
- 2.) Gempensaw, C. M., Bacon, J., and Reisner, G. C. "A Regional Farm-to-Retail Data Base for the U.S. Food Industry," United States Department of Agriculture, Economic Research Service, Staff Report AGES870722, September 1987.
- 3.) Lee, D., "The International Environment for Food and Farming in the Northeast," Food, Agriculture and Health Policy Education, The Northeast Network, 1991.
- 4.) New York State Department of Agriculture and Markets. "Food and Agriculture Consumer Awareness Study," No date.

#### *Nutrients*

- 1.) Behrman, J. "Nutrition and Incomes: Tightly Wedded or Loosely Meshed?" Cornell Food and Nutritional Policy Program, Division of Nutritional Sciences, Cornell University, October 4, 1988.
- 2.) Blisard, N, Blaylock, J. and Smallwood, D. "Dietary Fiber: Effects of Socioeconomic Characteristics and Knowledge," United States Department of Agriculture, Economic Research Service, Technical Bulletin, No. 1840. December 1994.
- 3.) Bushway, R. J., Helper, P. R., King, J., Perkins, B., and Krishnan, M. "Comparison of Ascorbic Acid Content of Supermarket Versus Roadside Stand Produce," Journal of Food Quality, Vol. 12, pp 99-105, 1989.
- 4.) Brown, J.L., "Food, Diet, and Health," Food, Agriculture and Health Policy Education, The Northeast Network.

- 5.) Cook, C. and Eastwood, D. "The Value of Nutrition and Patterns of Nutrient Intakes Among Low, Middle, and High Nutrient Consumers." University of Tennessee, Bulletin 673, April 1991.
- 6.) Eastwood, D. B., Gray, M. D., and Brooker, J. R. "Socioeconomic Factors Affecting the Marginal Implicit Prices of Food Nutrients," Department of Agricultural Economics and Rural Sociology, University of Tennessee, Bulletin 649, October 1986.
- 7.) Frazao, E. "The American Diet: Health and Economic Consequences." United States Department of Agriculture, Economic Research Report. Agriculture Information Bulletin No. 711. February 1995.
- 8.) French, M. *et al*, "A Model for Estimating Industry Compliance Costs of Food Labeling Regulations." Agribusiness, Vol. 8 No. 2: 165-186. March 1992.
- 9.) Guthrie, J. F., Zizza, C., and Raper, N. "Fruit and Vegetables: Their Importance in the American Diet," Food Consumption, Vol. 15, No. 1:35-45, 1991.
- 10.) Jensen, H.H., Kevasan, T., and Johnson, S. R. "Measuring the Impact of Health Awareness on Food Demand," Review of Agricultural Economics, Vol. 14, No. 2:299-312, July 1992.
- 11.) Lee, J. Y., and Brown, M. "Consumer Demand for Food Diversity," Southern Journal of Agricultural Economics, Vol. 21, No. 2:47-53, December 1989.
- 12.) Nayga, R. M. Jr. "Effects of Socioeconomic and Demographic Factors on Consumption of Selected Food Nutrients." Agricultural and Resource Economics Review, pp 172-182, October 1994.
- 13.) Padberg, D. and Caswell, J. "Toward a More Comprehensive Theory of Food Labeling," Private Strategies, Public Policies and Food System Performance, Department of Agricultural Economics and Rural Sociology, University of Connecticut, Working Paper Series WP-19, May 1990.
- 14.) Terry, D. E., Brooker, J. R., and Eastwood, D. B. "Characteristics Theory and Household Demand for Food Nutrients," Department of Agricultural Economics and Rural Sociology, University of Tennessee, Bulletin 639, October 1985.

#### *Overview*

- 1.) Gallo, A. E. "The Food Marketing System In 1993", United States Department of Agriculture, Economic Research Service, Agriculture Information Bulletin No. 706, September 1994.
- 2.) Gallo, A. E. "Food Marketing Review, 1986," United States Department of Agriculture, Economic Research Service, Agricultural Economic Report No. 565, February 1987.
- 3.) United States Department of Agriculture. "The U.S. Food System - From Production to Consumption." National Food Review, National Economics Division, Economic Research Service, 1987.

#### *Price and Income Effects*

- 1.) Cox, T., and Wohlgenant, M. "Prices and Quality Effects in Cross-Sectional Demand Analysis," American Journal Agricultural Economics, Vol. 68, No. 4:908-919, November 1986.
- 2.) Huang, K. S. "United States Demand for Food: A Complete System of Price and Income Effects," United States Department of Agriculture, Economic Research Service, Technical Bulletin No. 1714, December 1985.
- 3.) Huang, K. S. "An Inverse Demand System for U.S. Composite Foods: Reply," American Journal of Agricultural Economics, Vol. 72, No. 1:907-910, February 1990.

- 4.) Yetley, M. J., and Tun, S. "Comparison of Three Food Consumption Estimation Procedures," United States Department of Agriculture, Economic Research Service, Staff Report No. AGES 840126, July 1984.
- 5.) Young, T. "An Inverse Demand System for US Composite Foods: A Comment," American Journal of Agricultural Economics, Vol. 72, No. 1:908-919, February 1990.

#### *Quality Effects*

- 1.) Hoban, T. J. "Trends in Consumer Acceptance and Awareness of Biotechnology," Journal of Food Distribution Research, Vol. 27, No. 1: 90-98-10, February 1996.
- 2.) Jordan, J., Shewfelt, R., Prussia, S., and Hurst, W. "Estimating Implicit Marginal Prices of Quality Characteristics of Tomatoes," Southern Journal of Agricultural Economics, Vol. 17, No. 2, December 1985.
- 3.) Morse, S. C., and Eastwood, D. B. "A Theoretical and Empirical Investigation of the Hedonic Price Equation for Foods," Agricultural Experiment Station Bulletin, No. 666, University of Tennessee, Knoxville, TN, February 1989.
- 4.) Nelson, J. A. "Quality Variation and Quantity Aggregation in Consumer Demand for Food," American Journal of Agricultural Economics, Vol. 73, No. 4:1204-1212, November 1991.
- 5.) Nguyen, D., and Vo, T. T. "On Discarding Low Quality Produce," American Journal of Agricultural Economics, Vol. 67, No. 3:614-618, August 1985.
- 6.) Resurreccion, A. V. A., and Shewfelt, R. L. "Relationships Between Sensory Attributes and Objective Measurements of Postharvest Quality of Tomatoes," Journal of Food Science, Vol. 50, 1985.
- 7.) Shapiro, Carl "Premiums for High Quality Products as Returns to Reputations," The Quarterly Journal of Economics, November pp. 659-679, November, 1983.
- 8.) Sun, T. "Quality Demand and Policy Implications for Florida Green Tomatoes," United States Department of Agriculture, Economic Research Service, Technical Bulletin No. 1728, August 1987.
- 9.) Wilson, W. W., and Gallagher, P. "Quality Differences and Price Responsiveness of Wheat Class Demands," Western Journal of Agricultural Economics, 15, No. 2:254-264, 1990.
- 10.) York, G. "Food Quality and Safety: Impacts on Marketability," UC Agricultural Issues Center, Davis, CA No date.

#### *Structural Estimation*

- 1.) Blanciforti, L. A., Green, R. A., and King, G. A. "U.S. Consumer Behavior Over the Postwar Period: An Almost Ideal Demand System Analysis," Giannini Foundation, University of California, Giannini Foundation Monograph No. 40, August 1986.
- 2.) Choi, S., and Sosin K. "Testing for Structural Change: The Demand for Meat," American Journal of Agricultural Economics, Vol. 72, No. 1:227-236, February 1990.
- 3.) Haidacher, R. C. "Assessing Structural Change in the Demand For Food Commodities," Southern Journal of Agricultural Economics, Vol. 15:31-37, July 1983.
- 4.) Hanemann, W. M., "Discrete/Continuous Models of Consumer Demand." Econometrica, Vol. 52, No 3: 541-561. May 1984.

- 5.) Saleh, H., and Sisler, D. G. "An Econometric Analysis of the Demand for Mutton and Poultry in Iran," Department of Agricultural Economics, Cornell University, A.E. Res. 75-9, December 1975.
- 6.) Wohlgenant, M. K. "Demand for Farm Output in a Complete System of Demand Functions," American Journal of Agricultural Economics Vol. 71, No. 2:241-252, May 1989.

#### *Third World Countries*

- 1.) Islam, N. "Third World Food Markets: Option for Agricultural Exporters? An Overview," International Food Policy Research Institute, Policy Brief No. 2, October 1988.
- 2.) Feldman, S., Minja, R., Wien, C. "Vegetable Production in Tanzania - A Four Village Case Study in Arumeru District," 1994.
- 3.) Nemeth-Ek, M. "A Profile of the Hungarian Consumer," AgExporter, pp. 11-15. January 1992.
- 4.) Shapouri, S., Missiaen, M., and Rosen, S. "Food Strategies and Market Liberalization in Africa," United States Department of Agriculture, Economic Research Service, Agricultural and Trade Analysis Division, Staff Report No. AGES 9220, September 1992.
- 5.) Stuart, M. "Much Room for Growth in Latin America's Food Expenditures and Consumption," FoodReview, Vol. 17 Issue 1:40-45, January-April 1994.
- 6.) United States Department of Agriculture. World Food Needs and Availabilities, 1986/87: Spring Update Economic Research Service, Washington, D.C., May 1987.

#### *Tropicals*

- 1.) Acon, W. "United States Demand for Avocados, Bananas, and Tropical Fruits," Department of Food and Resource Economics, University of Florida, Gainesville, Master's Thesis, 1988.

## **FOOD PROCESSING**

#### *Chemical Use*

- 1.) California, University of. Chemical Use in Food Processing and Postharvest Handling: Issues and Alternatives Agricultural Issues Center, Davis, CA, 1989.

#### *Demand*

- 1.) French, B. C., and King, G. A. "Demand and Price-Markup Functions for Canned Peaches and Fruit Cocktail," Western Journal of Agricultural Economics, Vol. 11, No. 1:1-11, July 1986.

#### *Economics*

- 1.) Archibald, S. O., McCalla, A. F., and McCorkle, Jr., C. O. "Trends in the United States Food-Processing Industry: Implications for Modeling and Policy Analysis in a Dynamic Interactive Environment," American Journal of Agricultural Economics, Vol. 67, No. 4:1149-54, December 1985.
- 2.) Connor, J., Heien, D., Kinsey, J., and Wills, R. "Economic Forces Shaping the Food-Processing Industry," American Journal of Agricultural Economics, Vol. 67, No. 4:1136-1142, December 1985.



- 3.) Kim, C. S., and Schaible G. "Monopsonistic Food Processing and Farm Prices: Comment," Southern Journal of Agricultural Economics, Vol. 19, No. 2:223-225, December 1987.

#### *Frozen*

- 1.) American Frozen Food Institute. Frozen Food Pack Statistics, 1988, McLean, VA, 1988.
- 2.) American Frozen Food Institute. Frozen Food Pack Statistics, 1989, McLean, VA, 1989.
- 3.) American Frozen Food Institute. Frozen Food Pack Statistics, 1992, McLean, VA, 1992.
- 4.) American Frozen Food Institute. Frozen Food Pack Statistics, 1993, McLean, VA, 1994.
- 5.) American Frozen Food Institute. Frozen Food Pack Statistics, 1994, McLean, VA, 1995.
- 6.) American Frozen Food Institute. Frozen Food Pack Statistics, 1995, McLean, VA, 1996.

#### *Minimally Processed*

- 1.) Huxsoll, C. C., and Bolin, H. R. "Processing and Distribution Alternatives for Minimally Processed Fruits and Vegetables," Food Technology, pp. 124-128, February 1989.
- 2.) Myers, R. A. "Packaging Considerations for Minimally Processed Fruits and Vegetables," Food Technology, pp. 129-131, February 1989.
- 3.) Ronk, R. J., Carson, K. L., and Thompson, P. "Processing, Packaging, and Regulation of Minimally Processed Fruits and Vegetables," Food Technology, pp. 136-139, February 1989.

#### *Overview*

- 1.) Broussard, K., and Hinson, R. "Commercial Fruit and Vegetable Processing Operations in Louisiana, 1986-87 Season," Louisiana Agricultural Experimental Station, Louisiana State University, AEA Information Series No. 68, June 1988.
- 2.) Buckley, K., Hamm, S., Huang, B., and Zapp, G. U.S. Fruit and Vegetable Processing Industries United States Department of Agriculture, Economic Research Service, Staff Report No. AGES880216, August 1988.
- 3.) Cox, C., and Foster, R. "What's Ahead for the United States Food-Processing Industry? Discussion," American Journal of Agricultural Economics, Vol. 67, No. 4:1155-57, December 1985.
- 4.) Lanoie, C. "Comparison of the Canadian and United States Food and Beverage Industries," Food Market Commentary, Vol. 7, No. 3:41-57. 1985.
- 5.) McLaughlin, D., and Peck, G. "Career Opportunities in the Frozen Food Industry 1989," The Academy of Food Marketing, Hershey, PA, May 1988.
- 6.) North Central Regional Project. "Impacts of Europe 1992 on the Processed Food Industry," North Central Regional Project, Ohio State University, Columbus, NC-194 Economic Studies, Report No. 1, December 1990.
- 7.) Spring, M. 1990 Annual Report, National Food Processors Association. Washington, D.C.

- 8.) Spring, M. "A Vital Part of the Process." 1991 Annual Report, National Food Processors Association. Washington, D.C.
- 9.) Spring, M. P. "Members First" : 1992 Annual Report, National Food Processors Association. New York, NY, 1992.

#### *Potatoes*

- 1.) United States Department of Agriculture. "Situation and Outlook for Frozen French Fries." World Horticultural Trade & US Export Opportunities, pp. 21-25. December 1995.

#### *Productivity*

- 1.) Lee, D. R., Maier, L., and Lynch, S. G. "Multifactor Productivity Growth in United States Food Manufacturing," Department of Agricultural Economics, Cornell University. A. E. Staff Paper 87-20, July 1987.

#### *Site Analysis*

- 1.) Boyd Company, The. "Sioux Falls, SD: A Location Study for the Food Processing Industry," Princeton, NJ, November 1989.

#### *Technology*

- 1.) Huffman, W. E., Melton, B. E. "Beef and Pork Packing Costs and Input Demands: Effects of Unionization and Technology," American Journal of Agricultural Economics, Iowa State University, Ames, IA, 50011, December 1, 1994.
- 2.) Molitor, G. T. T. "For Freshness: Technology is the Key," Outlook, pp. 11-14, Third Quarter 1987.
- 3.) Sanderson, G. W., and Schweigert, B. S. "Technical Forces Shaping the United States Food-Processing Industry," American Journal of Agricultural Economics, Vol. 67, No. 4:1143-1148, December 1985.

#### *Trends*

- 1.) Andres, C. "Ninth Annual Survey Identifies: R&D Trends of Top 100 Food Companies," Food Processing, pp. 23-33, July 1986.
- 2.) Walden, M. L. "Trends in Fruit and Vegetable Processing in North Carolina," Department of Economics and Business, North Carolina State University at Raleigh, Economics Information Report, EIR No. 77, June 1988.

## **FOOD SAFETY**

#### *Alar*

- 1.) Acuff, G. "Alar Lawsuit: Time for the Truth," Fruit Grower, pp. 6-8, February 6, 1991.
- 2.) Consumer Reports. "Bad Apples - Alar: Not Gone, Not Forgotten" Consumer Reports, pp. 289-296, May 1989.
- 3.) Irvine, R., and Goulden, J. C. "'The Alar Outrage' Accuracy in Media: What is Really at Stake is the Future of Chemicals in Agriculture," AIM Report, Washington, D.C., July 1989.

- 4.) Murphy, C., and Schertz-Willet, L. "Issues in the Development and Marketing of Reduced Chemical Agricultural Products: A Look at Disease-Resistant Apple Cultivars," Department of Agricultural Economics, Cornell University, A. E. Ext. 91-34, December 1991.
- 5.) Smith, K. "American Council on Science and Health: Alar: One Year Later," American Council on Science and Health, New York, NY, March 1990.
- 6.) Waldrop, M. M. "Pesticides and Kids," Science, Vol. 241:1280-1281, March 1989.

*Consumer Preferences*

- 1.) American Vegetable Grower. "Weigh the Facts: Food is Safe." American Vegetable Grower, Special Issues, Winter 1991.
- 2.) Armbruster, W. "Fresh Product Quality, Food Safety and Environmental Concerns," Journal of Food Distribution Research, pp. 75-78, February 1990.
- 3.) Armstrong, J. "Educating Consumers About Produce," Produce Business, pp. 15-21, April 1990.
- 4.) Bruhn, C., Schutz, H. G., and Sommer, R. "Attitude Change Toward Food Irradiation Among Conventional and Alternative Consumers," Food Technology, pp. 86-91, January 1986.
- 5.) Burbee, C. R., and Kramer, C. S. "Food Safety Issues for the Eighties " National Food Review, Vol. 33:17-20.
- 6.) Carlson, M. "Do You Dare To Eat A Peach?" Time, p. 24, March 27, 1989.
- 7.) Caswell, J.A. "Food Safety Policy Fights: A U.S. Perspective," Northeastern Journal of Agricultural Economics and Resource Economics, Vol. 19, No. 2:59-66, October 1990.
- 8.) Departamento de Agricultura y Mercados del Estado de Nueva York, "La Proteccion de sus Alimentos," Albany, New York.
- 9.) Eom, Y. S. "Consumers Respond to Information About Pesticide Residues," Food Review, pp. 6-11, October-December, 1992.
- 10.) Hammitt, J. K. "Estimating Consumer Willingness To Pay To Reduce Food-Borne Risk," The Rand Corporation, R-3447-EPA, October 1986.
- 11.) Hammonds, T. "Public Attitudes Toward Food Safety " Agribusiness, Vol. 1, No. 1:33-43, 1985.
- 12.) Jordan, J. L. and Elnagheeb, A. H. "Public Perceptions of Food Safety," Journal of Food Distribution Research, Vol. 21, No. 3:13-22., September 1991.
- 13.) Kramer, C. "Food Safety: The Consumer Side of the Environmental Issue," Southern Journal of Agricultural Economics, Vol. 22, No. 1:33-40, July 1990.
- 14.) Kramer, C. S., and Penner, K. P. "Food Safety: Consumers Report Their Concerns " National Food Review, Vol. 33:21-24, Spring 1986.
- 15.) Lin, C. T. J. "Demographic and Socioeconomic Influences on the Importance of Food Safety in Food Shopping." Agricultural and Resource Economic Review, pp. 191-198. October 1995.

- 16.) Lynch, L. "Consumers Choose Lower Pesticide Use Over Picture-Perfect Produce," Food Review, pp. 9-11, January-March, 1991.
- 17.) McGuirk, A., Preston, W., and McCormick, A. "Toward the Development of Marketing Strategies for Food Safety Attributes," Agribusiness, Vol. 6, No. 4:297-308, 1990.
- 18.) Misra, S. K., Huang, C. L., and Ott, S. "Consumer Willingness to Pay for Pesticide-Free Fresh Produce," Western Journal of Agricultural Economics, Vol. 16, No. 2:218-227, December 1991.
- 19.) New York State. "Safeguarding Your Food," Department of Agriculture and Markets, Albany, NY.
- 20.) Ott, S. L. "Pesticide Residues: Consumer Concerns and Direct Marketing Opportunities," Agricultural Experimental Station, College of Agriculture, Research Report 574, University of Georgia, Athens, GA, December 1989.
- 21.) Ott, S. L. "Supermarket Shoppers' Pesticide Concerns and Willingness to Purchase Certified Pesticide Residue-Free Fresh Produce," Agribusiness, Vol. 6, No. 6:593-602, 1990.
- 22.) Pastore, M., and Bruhn, C. "A Shoppers' Survey: California Nuts and Produce, Food Quality, and Food Safety," California Agriculture, pp. 25-26, January-February 1991.
- 23.) Potakey, H., Schupp, A.R., and Montgonery, D.. "Louisiana Household and Food Store Manager Perceptions of Food Safety Issues." Louisiana State Univeristy Agricultural Center, D.A.E. Research Report No. 699. April 1995.
- 24.) Preston, W. P. and McGuirk, A. M. "Food Safety Risks and Consumer Behavior," Journal of Food Distribution Research, pp. 79-83, February 1990.
- 25.) The Roper Organization, Inc., The Environment: Public Attitudes and Individual Behavior, July 1990.
- 26.) Sachs, C., Blair, D., and Richter, C. "Consumer Pesticide Concerns: A 1965 and 1984 Comparison" The Journal of Consumer Affairs, Vol. 21, No. 1:97-106, Summer 1987.
- 27.) Smallwood, D. "Consumer Demand for Safer Foods," National Food Review, pp. 9-11, July-September 1989.
- 28.) Sutherland, I. R. "Food Safety Issues in Canada," Northeastern Journal of Agricultural and Resource Economics, Vol. 19, No. 2:67-69, October 1990.
- 29.) Thonney, P. F. and Bisogni, C. A. "Making Food Safe--Food Safety is Everyone's Business: A Policy Education Program," Division of Nutritional Sciences, Cornell University, Draft Copy, December 1989.
- 30.) United States Department of Agriculture. "A Margin of Safety: The HACCP\* Approach to Food Safety Education," (Hazard Analysis of Critical Control Points) Project Report Information and Legislative Affairs, Washington, D.C., July 1989.
- 31.) United States Department of Agriculture. "A Margin of Safety: The HACCP\* Approach to Food Safety Education," (Hazard Analysis of Critical Control Points). Project Report Information and Legislative Affairs, Food Safety Inspection Service, June 1989.
- 32.) VanRavenswaay, E. "The Food Industry Responds to Consumers' Pesticide Fears," National Food Review, pp. 17-20, July-Sept. 1989.

- 33.) vanRavenswaay, E. O. "Consumer Attitudes Toward Food Safety," Department of Agricultural Economics, Michigan State University, Staff Paper 88-78, September 1988.
- 34.) Vogt, D. U. "Food Safety: Issues in the 101st Congress," Science Policy Research Division, Congressional Research Service, The Library of Congress, CRS Issue Brief #IB90096, June 1, 1990.
- 35.) Zellner, J. A., and Degner, R. L. "Consumer Willingness to Pay for Food Safety," Presented to the 1989 Annual Meeting of the Southern Agricultural Economics Association, Nashville, TN, February 1989.

#### *Economics*

- 1.) Falconi, C. and Roe, T. "Economics of Food Safety: Risk, Information, and the Demand and Supply of Health," Invited paper for the Economics of Food Safety Workshop. Alexandria, Virginia, June 4-6, 1990.
- 2.) Roberts, T., and vanRavenswaay, E. "The Economics of Food Safety," National Food Review, pp. 1-8, July-Sept. 1989.
- 3.) The Economics of Food Safety Conference Proceedings, Alexandria, Virginia. June 4-6, 1990.

#### *Health Effects*

- 1.) Council for Agricultural Science and Technology, "Health Issues Related to Chemicals in the Environment: A Scientific Perspective." 1987-1. May 1987.
- 2.) Food and Drug Administration. "Food Labeling, Questions and Answers," Office of Food Labeling, Center for Food Safety and Applied Nutrition, Washington, DC, August 1993.
- 3.) Natural Resource Defense Council. "Preliminary Results of Intolerable Risk - Pesticides in our Children's Food," Draft Paper, New York, NY, February 10, 1989.
- 4.) Roberts, T., and Unnevehr, L. "New Approaches to Regulating Food Safety", FoodReview, Vol. 17, Issue 2:2-8, May-August 1994.
- 5.) Rubin, A. J. "Congress May Break Deadlock on Food Safety Laws," Government and Congress, pp. 355-356, February 15, 1992.
- 6.) United States Department of Health and Human Services. "Safety First: Protecting America's Food Supply: An FDA Special Consumer Report" Food and Drug Administration, HHH Publication No. (FDA) 88-2224, Rockville, MD, November 1988.
- 7.) United States General Accounting Office. "Report to Congressional Requesters. "Food Safety and Quality: Who Does What in the Federal Government," Resources, Community, and Economic Development Division, GAO/RCED91-19B, December 1990.

#### *Labeling*

- 1.) Caswell, J. A. "Current Information Levels On Food Labels," American Agricultural Economics Association, Vol. 74, No. 5:1196-1201, December 1992.
- 2.) Zarkin, G. A., and Anderson, D. W. "Consumer and Producer Responses to Nutrition Label Changes," American Agricultural Economics Association, Vol. 74, No. 5:1202-1207, December 1992.

### *Micro Organisms*

- 1.) Council for Agricultural Science and Technology. "Mycotoxins: Economic and Health Risks," Report No. 116, November 1989.
- 2.) Roberts, T. "Salmonellosis Control: Estimated Economics Costs," Food Marketing Policy Center, NE-165, Reprint Series No. 3, The University of Connecticut, Storrs, CT, December 1987.
- 3.) State of California, "California Sherman Food, Drug, and Cosmetic Law" Excerpt from the California Health and Safety Code, Department of Health Services, Sacramento, CA, May, 1988.

### *Responsibility*

- 1.) Arthur, T. "Who's Responsible for Food Safety," Fruit Grower, pp. 36-38, January 1989.
- 2.) Bisogni, C., Thonney, P. "Food Safety: A Shared Responsibility." The Northeast Network, Division of Nutritional Sciences, Cornell University, 1991.
- 3.) National Food Processors Association. "Issue Paper and Fact Sheet," Washington, D.C., 1991.
- 4.) New York's Food & Life Sciences Quarterly, College of Agriculture and Life Sciences, Cornell University, Vol. 19 No. 3, 1989.
- 5.) Stockwin, W. "Activists and Industry Clash Over Food Safety," Fruit Grower, p. 20, March 1989.
- 6.) Thonney, P. and Bisogni, C. "Making Food Safe-Food Safety is Everyone's Business A Policy Education Program," Division of Nutritional Sciences, Cornell Cooperative Extension, March 1990.

### *Risk Perception*

- 1.) Aldrich, L. "Food-Safety Policy: Balancing Risk and Costs", FoodReview, Vol. 17, Issue 2:9-13, May-August 1994.
- 2.) Beall, G. A., Bruhn, C. M., Craigmill, A. L., and Winter C. "Pesticides in Food: Major Controversies," California Agriculture, Vol. 45, No. 4:6-11, August 1991.
- 3.) Bisogni, C.A., Thonney, P.F. "Food Safety Issues: Consumer Perceptions and Risk Communications, Professional Perspectives, Division of Nutritional Sciences, Cornell University, Ithaca NY, No. 2, 1989.
- 4.) Byrne, P. J., Gempesaw, C. M., and Toensmeyer, U. C. "Appropriate Channels for Communication of the Pesticide Residue Risk: An Ordered Logit Model," Paper presented at 1991 AAEA Meeting, Manhattan, KS, August 2-4, 1991.
- 5.) Chaisson, C. "Food Safety Risk Assessment and Communication or How to Lie With Statistics" Technical Assessment Systems Inc. Washington, D.C., July, 19, 1989.
- 6.) Preston, W. P., and McGuirk, A. M. "Food Safety Risks and Consumer Behavior." Journal of Food Distribution Research, pp. 79-83. February 1990.
- 7.) Sandman, P. "Explaining Environmental Risk: Some Notes on Environmental Risk Communication," United States Environmental Protection Agency, Office of Toxic Substances Washington, D.C., November 1986.
- 8.) United States Environmental Protection Agency. "Reducing Risk: Setting Priorities and Strategies for Environmental Protection," Science Advisory Board Publication No. SAB-EC-90-021, September 1990.

- 9.) Winter, C.K. "National Academy of Sciences Report on Pesticides in the Diets of Infants and Children," (Memo Regarding) Foodsafe Program, University of California, Cooperative Extension, Davis, CA, June 28, 1993.

## **FRUIT**

### *Apples*

- 1.) Atkin, M. and Blandford, D. "Agricultural Changes in Import Market Shares for Apples in the United Kingdom," European Review of Agricultural Economics, No. 9:313-326, October 1982.

### *Cherries*

- 1.) Ricks, D. J. "Future Supply and Demand Balance for the U.S. Tart Cherry Industry," Department of Agricultural Economics, Michigan State University, Oregon Horticultural Society, Portland, OR, January 1988.
- 2.) Ricks, D. J. "U.S. Sweet Cherry Production and Acreage Trends," Department of Agricultural Economics, Michigan State University, Staff Paper 88-86, May 1989.

### *Grapes*

- 1.) Kirchner, D., Price, C., and Morris, J. "Production Guidelines for Commercial Concord Grapes in Northwest Arkansas, 1986," Arkansas Agricultural Experimental Station, Special Report 125, University of Arkansas, Fayetteville, AR, April 1987.
- 2.) McDowell, S., White, G., and Anderson, B. "The Feasibility of a Grape Producer Cooperative in the Finger Lakes," Department of Agricultural Economics, Cornell University, A.E. Res. 86-8, March 1986.

### *Juice Market*

- 1.) Allison, L., and Ricks, D. "Juice Apple Markets and Price Analysis," Department of Agricultural Economics, Michigan State University, A. E. Report No. 488, July 1986.

### *Lemons-California and Arizona*

- 1.) Kinney, W., Green, R., Carman, H. and O'Connell, J. "An Analysis of Economic Adjustments in the California-Arizona Lemon Industry," Giannini Foundation of Agricultural Economics, University of California, Research Report No. 337, April 1987.

### *Mangoes*

- 1.) United Fresh Fruit and Vegetable Association. "Fresh Facts for Foodservice," Supplemental to United Newswire, Alexandria, VA, July 1987.

### *Marketing*

- 1.) Primo-Mandujano, M. and McLaughlin, E. W. "Effects of Selected Merchandising Practices on Retail Apple Sales," Department of Agricultural Economics, Cornell University, A. E. Res. 86-10, April 1986.
- 2.) Starbird, S. A., Milligan, R. A., White, G. B., and Schruben, L. W. "Inventory Control in a New York Apple Packing Plant," Department of Agricultural Economics, Cornell University, A. E. Res. 87-6, February 1987.

### *Michigan*

- 1.) Ricks, D. "Michigan Fruit and Asparagus-Trends and Changing Acreage Patterns," Department of Agricultural Economics, Michigan State University, Draft paper, October 1988.

### *Production*

- 1.) Childs, R. A., Milligan, R. A., White, G. B., and Stiles, W. C. "A Dynamic Programming Approach to Apple Orchard Replacement," Department of Agricultural Economics, Cornell University, A. E. Res. 83-11, January 1983.
- 2.) Johnson, D. "Fruits and Nuts Bearing Acreage, 1947-83," United States Department of Agriculture, National Agricultural Statistics Service, Statistical Bulletin No. 761, December 1987.

## **FRUITS AND VEGETABLES**

### *APHIS Regulations*

- 1.) United States Department of Agriculture. "Fruits and Vegetables Quarantine," Animal and Plant Health Inspection Service, Plant Protection Quarantine, 1988.
- 2.) Larson, E. "A Close Watch on U.S. Borders to Keep the World's Bugs Out," Smithsonian Magazine, reprint, June 1987 issue.

### *Biotechnology*

- 1.) Neff, J. "Test Tube Produce: Creating Exciting New Varieties in Fruits & Vegetables," Produce Business, pp. 28-50, October 1990.

### *Branded*

- 1.) Bucklin, R. E., and Gupta, S. "Brand Choice, Purchase Incidence, and Segmentation: An Integrated Modeling Approach," Journal of Marketing Research, Vol. 29, No. 2:201-15, May 1992.
- 2.) Menkhaus, D. J. *et al*, "Developing a Marketing Strategy for Branded, Low Fat, Fresh Beef." Agribusiness, Vol. 4, No. 1: 91-103. January 1991.
- 3.) Moore, J. "Branded Produce Battles for Market Share," American Vegetable Grower, pp. 40-42, December 1990.
- 4.) Proval, C. "Branded Produce: Boom or Bust?," Produce Business, pp. 14-20, February 1993.
- 5.) Smith, L. "Produce Brands Emerge To New Thinking," Produce Business, Vol. 11. No. 8:10-18, August, 1995.

### *Contract Regulations*

- 1.) Jolly, D. and Lopilato, K. "Regulations Governing Contracts Between Growers and Handlers of Agricultural Produce: A Primer for Small-Scale Producers," Cooperative Extension, University of California, Agriculture and Natural Resources, Leaflet 21425, January 1987.



### *Data - National*

- 1.) Produce Marketing Association, Annual Report, 1994. Newark, DE, 19714.
- 2.) United States Department of Agriculture. "United States Specialty Commodities," Specialty Commodities Task Force, National Agricultural Statistics Service, November 16, 1984.

### *Demand Analysis*

- 1.) Capps, O., and Love, J. M. "Determinants of Household Expenditure on Fresh Vegetables" Southern Journal Agricultural Economics, Vol. 15, No. 2:127-132, December 1983.
- 2.) Cook, R. L. "Challenges and Opportunities in the U.S. Fresh Produce Industry," Journal of Food Distribution and Research, Vol. XXI, No. 2:67-74, February 1990.
- 3.) Cook, R. L. "The Dynamic U.S. Fresh Produce Industry: An Overview," Forthcoming chapter in Postharvest Technology of Horticultural Crops, Kader and Mitchell, eds., University of California, Davis, CA, 1991.
- 4.) Cox, T. L., Ziemer, R. F., and Chavas, J. P. "Household Demand for Fresh Potatoes: A Disaggregated Cross-Sectional Analysis," Western Journal of Agricultural Economics, Vol. 1, No. 1:41-57, July 1984.
- 5.) Foytik, J. "Characteristics of Demand for California Plums," Hilgardia, Vol. 20, No. 20:407-527, April 1951.
- 6.) French, B. C., Eryilmaz, A., and Blackman, K. "Estimates of Demand Relationships for Apricots and Apricot Products," Western Journal of Agricultural Economics, Vol. 16, No. 2:345-359, December 1991.
- 7.) Gao, X. Y. and O'Rourke, A. D. "Demand Analysis of the Pacific Coast Pear Industry" Agribusiness, Vol. 8, No. 4: 323-333. July 1992.
- 8.) Hee, O. "Demand and Price Analysis for Potatoes," United States Department of Agriculture, Economic Research Service, Technical Bulletin No. 1380, July 1967.
- 9.) Miller, D., Casavant, K., Buteau, J., and McCracken, V. "An Analysis of Japanese Demand for Fresh Sweet Cherries," Agricultural Research Center, Washington State University, A.E. Series 85-7, 1986.
- 10.) Nuckton, C. "Demand Relationships for Vegetables: A Review of Past Studies," Giannini Foundation, University of California, Giannini Foundation Special Report 80-1, August 1978.
- 11.) Price, D. W., and Price, D. Z., and West, D. A. "Traditional and Nontraditional Determinants of Household Expenditures on Selected Fruits and Vegetables," Western Journal of Agricultural Economics, Vol. 10, No. 1:21-35, July 1980.

### *Distribution*

- 1.) Bourne, M. C. "Post Harvest Food Losses - The Neglected Dimension In Increasing The World Food Supply," Department of Food Service and Technology, Cornell University, Cornell International Agriculture Mimeograph 53, April 1977.
- 2.) Crothers, D. "Which is Best: Store-Door or Warehouse Delivery?," Floral Business, pp. 29-31, October 1990.
- 3.) Patterson, J. E., Beilock, R., and Shell, T. "The Changing Markets for Fresh Fruits and Vegetables in the United States: 1978 to 1987," Journal of Food Distribution Research, Vol. XXI: No. 1:167-176, February 1990.

- 4.) Produce Marketing Association, Annual Report 1992, Newark, DE, 1992.
- 5.) Runyan, J. L., Anthony, J. P., Kesecker, K. M., and Ricker, H. S. "Determining Commercial Marketing and Production Opportunities for Small Farm Vegetable Growers," United States Department of Agriculture, Agricultural Marketing Service, Marketing Research Report No. 1146, July 1986.

#### *Foreign Countries*

- 1.) McNitt, H. A. "Exporting U.S. Food to Sweden, Norway and Finland," United States Department of Agriculture, Economic Research Service, Foreign Agricultural Economic Report No. 227, June 1987.
- 2.) Vinning, G., and Kobayashi, K. "Comparison of Wholesale Vegetables Prices in Australia and Japan," The Technical Bulletin of Faculty of Horticulture, No. 44:41-72, Fukuoka City, Japan, 1991.

#### *Grades and Standards*

- 1.) Hennessy, D. A. "Microeconomics of Agricultural Grading: Impacts on the Marketing Channel." American Journal of Agricultural Economics, Vol. 77, No. 4: 980-989. November 1995.
- 2.) United States Department of Agriculture. "United States Standards for Grades of Apples," Agricultural Marketing Service, Washington, D.C., March 1976.
- 3.) United States Department of Agriculture. "United States Standards for Grades of Lettuce," Agricultural Marketing Service, Washington, D.C., December 1975.
- 4.) United States Department of Agriculture. "United States Standards and Inspection Instructions for Fresh Fruits and Vegetables and Other Special Products," Agricultural Marketing Service, Fruit and Vegetable Division, Fresh Products Branch, Washington, D.C., January 1992.

#### *History*

- 1.) Becker, R. F. "Vegetable Gardening in the United States: A History, 1565-1900," HortScience, Vol. 19, No. 5:610-612, October 1984.
- 2.) Becker, R. F. "American Vegetable Seed History Industry - A History," HortScience, Vol. 19, No. 5:624-629, October 1984.

#### *Household Expenditures*

- 1.) Price, D. W., Price, D. Z., and West, D. A. "Traditional and Nontraditional Determinants of Household Expenditures on Selected Fruits and Vegetables," Western Journal of Agricultural Economics, Vol. 5. No. 1:21-35, July 1980.
- 2.) Smallwood, D. M. and Blaylock, J. R. "Household Expenditures for Fruits, Vegetables, and Potatoes," National Economics Division, Economic Research Service, United States Department of Agriculture, Technical Bulletin No. 1690, May 1984.

#### *Imports*

- 1.) Blizzard, S. H., "The ABC's of South American Fruit Production" Fruit Grower, pp. 8-9. May, 1991.
- 2.) Brown, R. N., Jr., and Suarez, N. R. "Fresh Fruits and Vegetables, Some Characteristics of the United States Market for Nine Selected Imports, 1975-85," United States Department of Agriculture. Economic Research Service, Agriculture and Trade Analysis Division, AGES880527, June 1988.

- 3.) Pearrow, J. "United States Imports of Fruits and Vegetables Under Plant Quarantine Regulations, Fiscal Year 1986," United States Department of Agriculture, Economic Research Service Commodity Economics Division, AGES881107, November 1988.
- 4.) Pearrow, J. "United States Imports of Fruits and Vegetables Under Plant Quarantine Regulations, Fiscal Year 1987," United States Department of Agriculture, Economic Research Service, Commodity Economics Division, AGES 9009, January 1990.
- 5.) Pearrow, J. "United States Imports of Fruits and Vegetables Under Plant Quarantine Regulations, Fiscal Year 1988," United States Department of Agriculture, Economic Research Service, Commodity Economics Division, AGES 9135, July 1991.
- 6.) Prevor, J. E. "Focus on Produce: A Continuous Study of Consumer Attitudes," Produce Business, pp. 14-21, August 1991.
- 7.) United States Department of Agriculture. "Agricultural Trade: Causes and Impacts of Increased Fruit and Vegetable Imports," Government Accounting Office, Resources, Community, and Economic Development Division, RCED 88-149BR, May 1988.
- 8.) United States Department of Agriculture. "Agricultural Trade: Trends in Imports of Fruits, Vegetables, and Other Agricultural Products," Government Accounting Office, Resources, Community, and Economic Development Division, RCED-87-177FS, September 1987.
- 9.) United States General Accounting Office. "Causes and Impacts of Increased Fruit and Vegetable Imports," Agricultural Trade, GAO/RECD-88-149BR, Briefing Report to the Honorable Leon E. Panetta, House of Representatives, May 1988.
- 10.) United States International Trade Commission. "Fresh Garlic From China", Investigation No. 731-TA-683 (Preliminary), Publication 2755, March 1994.
- 11.) United States International Trade Commission. "Monitoring of U.S. Imports of Tomatoes", Investigation No. 332-350, Publication 2771, June 1994.
- 12.) United States International Trade Commission. "Monitoring of U.S. Imports of Peppers", Investigation No. 332-351, Publication 2782, June 1994.
- 13.) Wright, M. L. "United States Imports of Fruits and Vegetables Under Plant Quarantine Regulations, Fiscal Year 1985," United States Department of Agriculture, Economic Research Service, Research Service Staff Report No. AGES860304, March 1985.

#### *Irradiation*

- 1.) Arnold, S. R. "Food Irradiation Hinges on Approval, Feasibility, and Acceptance," National Food Review, pp.7-10, February 1983.
- 2.) Bomer, S. E., and Stapell, D. A. "The Use of Food Irradiation by the Fresh Produce Industry: Survey Results," United Fresh Fruit and Vegetable Association, Alexandria, VA, 1985.
- 3.) Bruhn, C. M., and Schutz, H. G. "Consumer Awareness and Outlook for Acceptance of Food Irradiation," Food Technology, pp. 93-95, July 1989.
- 4.) Bruhn, C. M., Schutz, H. G., and Sommer, R. "Food Irradiation and Consumer Values," Ecology of Food and Nutrition, Vol. 21, pp. 219-235, 1988.

- 5.) Crothers, D. "How Can Produce Retailers Profit from Gamma Rays," Produce Business, pp. 18-23, July 1992.
- 6.) Droge, J. H. "Radiation-Pasteurizing Fresh Strawberries and Other Fresh Fruits and Vegetables-Estimates of Costs and Benefits," United States Department of Agriculture, Economic Research Service, March 1965.
- 7.) International Atomic Energy Agency. "Food Processing by Irradiation: World Facts and Trends," IAEA News Features, Number 5, Vienna, Austria, March 1989.
- 8.) Kader, A. A. "Potential Applications of Ionizing Radiation in Postharvest Handling of Fresh Fruits and Vegetables," Food Technology, Vol. 40, No. 6:117-121, June 1986.
- 9.) Kader, A. A., and Heintz, C. M. "Gamma Irradiation of Fresh Fruits and Vegetables," Department of Pomology, Postharvest Horticulture Series No. 4, University of California, Davis, CA, January 1983.
- 10.) Malone, J. "Consumer Willingness to Purchase and to Pay More for Potential Benefits of Irradiated Fresh Food Products," Agribusiness, Vol 6, No. 2:163-178, 1990.
- 11.) Morris, S. C. "The Practical and Economic Benefits of Ionising Radiation for the Postharvest Treatment of Fruit and Vegetables: An Evaluation," Food Technology, Vol. 39, No. 7:336-341, July 1987.
- 12.) Morrison, R. M. "Food Irradiation: An Update," National Food Review, pp. 11-14, Spring 1984.
- 13.) Morrison, R. M. "Food Irradiation Still Faces Hurdles," Food Review, pp 11-15, October-December 1992.
- 14.) O'Mahony, M., Wong, S. Y., and Odert, N. "Sensory Evaluation of Navel Oranges Treated with Low Doses of Gamma Radiation," Journal of Food Science, Vol. 50, No. 3:639-646, 1985.
- 15.) Rhodes, A. A. "Irradiation Disinfestation of Dried Fruits and Nuts," Final Report to the United States Department of Energy, DE-A104-83AL24327, June 1, 1986.
- 16.) Rigney, C. J., and Wills, P. A. "Suitability of Low-Dose Gamma Irradiation for Disinfection of Several Fruits," in Radiation Disinfestation of Food and Agricultural Products, May, J. H. ed., 1983.
- 17.) Schutz, H.G., Bruhn, C. M., and Diaz-Knauf, K. V. "Consumer Attitude Toward Irradiated Foods: Effects of Labeling and Benefits Information," Food Technology, pp. 80-86, October 1989.
- 18.) Sommer, N. F., and Mitchell, F. G. "Gamma Irradiation-A Quarantine Treatment for Fresh Fruits and Vegetables?," HortScience, Vol. 21. No. 3:356-360, June 1986.
- 19.) Swede, S. "Nuclear Food: How Can it be Safe?" Better Nutrition, Vol. 50, No. 5:14-17, May 1988.
- 20.) Terry, D. E. and Tabor, R. L. "Consumer Acceptance of Irradiated Produce: An Apple Marketing Study," Journal of Food Distribution Research, Vol. XXI, No. 2:60-73, June 1990.
- 21.) Tilley, D. S. and Falk, C. L. "Food Irradiation: A Proposed Economic Research Agenda and Implications for Agribusiness," Agribusiness, Vol. 3. No. 3:339-347, 1987.

#### *Labeling*

- 1.) Caswell, J. A. and Padberg, D. I. "Toward a More Comprehensive Theory of Food Labels." Journal of the American Agricultural Economics Associatio, Vol. 72, No. 2: 460-468. May 1992.
- 2.) Frazao, E., and Lynch, L. "Food Labeling Regulations Changing," The Federal Front, pp. 33-39, October 1991.

- 3.) Produce Marketing Association. "Labeling Requirements for Consumer Packages of Fresh Fruits & Vegetables," Newark, DE, June 1984.

#### *Locally Grown*

- 1.) Brooker, J. R., Stout, C. L., Eastwood, D. B., and Orr, R. H. "Analysis of In-store Experiments Regarding Sales of Locally Grown Tomatoes," Agricultural Experiment Station, Communications Bulletin 654, The University of Tennessee, Knoxville, TN, May 1987.
- 2.) Brooker, J. R. and Eastwood, D. B. "State Promotional Programs of Locally Grown Fresh Produce and Consumer Response to Special Displays in Supermarkets: A Case Study in Tennessee." Agricultural Experiment Station, University of Tennessee, Bulletin 677. October 1991.
- 3.) Bruhn, C. M., Vossen, P. M. Chapman, E. and Vaupel, S. "Consumer attitudes toward locally grown produce." California Agriculture, Vol. 46, No. 4: 13-16. July-August 1992.
- 4.) Buie, J. "Singing the Ballad of Homegrown Produce," Produce Merchandising, July, 1994.
- 5.) Eastwood, D. B., Brooker, J. R., and Orr, R. H. "Consumer Preferences for Local Versus Out-of-State Grown Selected Fresh Produce: The Case of Knoxville, Tennessee," Southern Journal of Agricultural Economics, Vol. 19, No. 2:183-194, December 1987.
- 6.) Jones, E., Batte, M., and Schnitkey, G. "Marketing Information as a Constraint to Locally Grown Produce: Evidence from Ohio," Journal of Food Distribution Research, Vol. XXI, No. 2:99-108, June 1990.
- 7.) Love, H., Jermolowica, G., and Steglin, F. E. "Fruits and Vegetables," Cooperative Extension Service, , Options for Kentucky Farmers - Options 14, University of Kentucky, Lexington, KY, \*No date.

#### *Packaging*

- 1.) Bacon, J. R., Toensmeyer, U. C., and Shippy, R. D. "Consumer Preferences for Fresh Fruit and Vegetable Retail Package Sizes," Journal of Food Distribution Research, Vol. XIX, No. 1:61-71, February 1988.
- 2.) Crothers, D. "High-Tech Packaging Gives Produce New Lease on Life," Produce Business, pp. 65-70, February 1991
- 3.) The Packer: Produce Packaging Digest 1992, Vol. XCIX, No. 55, 1992
- 4.) The Packer: 1994 Produce Services Source Book, Vol. CI, No. 55, 1994
- 5.) Solomon, H. M., Kautter, D., Lilly, T., and Rhodehamel, E. J. "Outgrowth of *Clostridium botulinum* in Shredded Cabbage at Room Temperature Under a Modified Atmosphere," Journal of Food Protection, Vol. 53, No. 10:831-833, October 1990.

#### *Per Capita Consumption*

- 1.) Bertelsen, D., " U.S. Fresh Fruit Export and Consumption Estimates, 1978-92. United States Dept. of Agriculture, Economic Research Service, Statistical Bulletin, No. 875.
- 2.) Cook, R. L. "The Dynamic U.S. Fresh Produce Industry: An Overview," forthcoming chapter in Postharvest Technology of Horticultural Crops, Kader, A. and Mitchell, F. G., eds., University of California, 1991.

- 3.) He, H., Huang, C. L. and Houston, J. E. " U. S. Household Consumption of Fresh Fruits." Journal of Food Distribution Research, pp. 28-38. September 1995.

#### *Specialties*

- 1.) Brown, S. H. and Valenzuela, L. H. "Fuji apple, radicchio, basil, walnut top specialty crop research needs." California Agriculture, Vol. 46, No. 4: 16-18. July-August 1992.
- 2.) United States Department of Agriculture. "Specialty Commodities: Data Users Meetings," Sponsored by National Agricultural Statistics Service, Washington, D.C., March 1-16, 1989.

#### *States*

- 1.) Crabtree, G.D., Weiser, C.J., Miles, S.D., Green, J.L., Mansour, N.S., Mosley, A.R., Stebbins, R.L., and Strik, B.C. 1990 Profile of Oregon's High-Value Horticultural Crops, Oregon State University Extension Service, October 1991.
- 2.) Drake, B., and James, R. "Marketing of Select Fresh Agricultural Products in the Cleveland, Ohio Metropolitan Area," Ohio State University, Home Economics Extension, February 1988.
- 3.) Illinois Department of Agriculture. "Illinois Fresh Fruit and Vegetable Markets," Division of Marketing, Illinois State Fairgrounds, 1988 Directory.
- 4.) O'Rourke, A. D. "Market Opportunities for Minor Washington Fruits and Vegetables," Agricultural Research Center, Washington State University, Research Bulletin XB 0946, 1984.
- 5.) Tilley, D. S., Schatzer R. J., and Campbell, S. "The Oklahoma Horticulture Industry: Vegetables, Fruits and Christmas Trees," Agricultural Experiment Station, Oklahoma State University, Research Report P-886, December 1986.

#### *Storage*

- 1.) Bartsch, J. A., and Blanpied, G. D. "Refrigeration and Controlled Atmosphere Storage for Horticultural Crops," Northeast Regional Agricultural Engineering Service, Cornell University, NRAES-22, June 1988.
- 2.) Hardenburg, R. E., Watada, A. E., and Yi Wang, C. "The Commercial Storage of Fruits, Vegetables, and Florist and Nursery Stocks," United States Department of Agriculture, Agricultural Research Service, Agriculture Handbook No. 66, September 1986.
- 3.) Mire, R., and Roy, E. P. "Farm Supply Store Operations - A Computerized Application of 'A Warehousing Model'," Center for Agricultural Sciences and Rural Development, Louisiana State University, DAE Research Report No. 448, November 1972.
- 4.) Powell, R. D., Brewer, T. A., Dunn, J. W., Carson, J. M., and Cole, R. H. "Potential for Storing Chipping Potatoes in Pennsylvania," Department of Agricultural Economics and Rural Sociology, Pennsylvania State University, Marketing Research Report 6, (also published as AE and RS 198), March 1989.
- 5.) Proval, C. "Cold Storage Buys Importers Time," Produce Business, pp. 44-47, November 1992.
- 6.) Thompson, J. F., and Kasmire, R. F. "Small-Scale Cold Rooms for Perishable Commodities," Agriculture and Natural Resources Division, Leaflet 21449, University of California, Berkeley, CA.

## *Transportation*

- 1.) American Bureau of Shipping. "International Directory," ABS Services & Offices, New York, NY, September 1992.
- 2.) Beilock, R. "Trends in the Adequacy of Trucking Services for Produce," Domestic Transportation Branch, Food and Resource Economics Department, University of Florida, Gainesville, FL, June 1991.
- 3.) Beilock, R., Clemmons, R., Dunn, J., and Prentice, B., "Logistics and Perishables Trade Between the United States and Mexico." Institute of Food and Agriculture Sciences, Food and Resource Economics Department, University of Florida, Economics Report ER 95-1, May 1995.
- 4.) Beilock, R., Dunton, W., and Kepler, P. "The Adequacy of Trucking Service Supplies for Produce: Trends in the 1980s," Southern Journal of Agricultural Economics, pp. 95-103, December 1992.
- 5.) Beilock, R., MacDonald, J., and Powers, N. "An Analysis of Produce Transportation," United States Department of Agriculture, Economic Research Service, Agricultural Economic Report Number 597, November 1988.
- 6.) Beilock, R., and Mahan, R. "The Nature and Extent of Problems Related to Unloading Produce," Report prepared for Office of Transportation, United States Department of Agriculture, March 1987.
- 7.) Ceponis, M. J., Cappellini, R. A., and Lightner, G. W. "Disorders in Tomato Shipments to the New York Market, 1972-74," Plant Disease, Vol. 70, No. 3:261-265, March 1986.
- 8.) Garrett, R. "Postharvest Handling: Transportation Aspects," University of California Agricultural Issues Center, Report of a 1986-87 Study Group on: Marketing California Specialty Crops: Worldwide Competition and Constraints, Davis, CA, 1987.
- 9.) Kasmire, R. F. "Maintaining Optimum Transit Temperatures in Refrigerated Truck Shipments of Perishables," Mann Laboratory, University of California, Davis, CA, \*No date.
- 10.) McGregor, B. M. "Tropical Products Transport Handbook," United States Department of Agriculture, Office of Transportation, Agriculture Handbook No. 668, August 1987.
- 11.) The Packer: Produce Transportation Guide Vol. XCIX, No. 56, 1992.
- 12.) USDA, "OCEAN Rate bulletin," Ocean Container East Asian News, June 12, 1995.
- 13.) Welby, W. M. and McGregor, B. M. Agricultural Export Transportation Workbook, United States Department of Agriculture, Agricultural Marketing Service, Transportation and Marketing Division, Agriculture Handbook 700, February 1993.

## **GATT**

- 1.) Editors. "New US Floral Trade Weapon: GATT," World Flower Trade Magazine, pp. 38-39, August/September 1987.
- 2.) Paarlberg, R. L. "Does the GATT Agreement Promote Export Subsidies," Choices, pp. 8-12, Fourth Quarter 1995.

- 3.) Teixeira, E. C. "Impact of the Uruguay Round Agreement on the Brazilian Economy: A GTAP Application," Working Papers in Agricultural Economics, Departamento de Economia Rural, Universidade Federal De Vicosa, Brazil, January 1995.
- 4.) United States Department of Agriculture. "Effects of the Uruguay Round Agreement on U.S. Agricultural Commodities," Office of Economics, Economic Research Service, March 1994.

## **IMPORT DEMAND**

### *Apples*

- 1.) Atkin, M., and Blandford, D. "Structural Changes in Import Market Shares for Apples in the United Kingdom," European Review Agricultural Economics, Vol. 9:313-326, 1982.
- 2.) Seale, J. L., Sparks, A. L., and Buxton, B. M. "A Rotterdam Application to International Trade in Fresh Apples: A Differential Approach," Journal of Agricultural and Resource Economics, 17(1):138-149, July 1992.
- 3.) Sparks, A., Seale, J., and Buxton, B. "Apple Import Demand: Four Markets for U.S. Fresh Apples." United States Department of Agriculture, Economic Research Service, Agricultural Economic Report No. 641, December 1990.

### *Citrus*

- 1.) Fuller, S., Bello, H., and Capps, O., Jr. "Import Demand for U.S. Fresh Grapefruit: Effect of U.S. Promotion Programs and Trade Policies of Importing Nations," Southern Journal of Agricultural Economics, Vol. 79, No. 1:251-260.
- 2.) Fuller, S., Bello, H., and Capps, O. Jr. "Import Demand for U.S. Fresh Grapefruit" Department of Agricultural Economics, Texas Agricultural Experiment Station, The Texas A & M University, College Station, TX, September 1991.
- 3.) Lee, J.Y., Brown, M. G., and Seale, J. L., Jr. "Demand Relationships Among Fresh Fruit and Juices in Canada," Review of Agricultural Economics, Vol. 14, No. 2:255-262, July 1992.
- 4.) Lee, J., and Tilley, D. S. "Irreversible Import Shares for Frozen Concentrated Orange Juice in Canada." Southern Journal of Agricultural Economics, Vol. 70, No. 1:99-104, December 1983.
- 5.) Sparks, A. L. "Orange Import Demand: Four Markets for U.S. Fresh Oranges," United States Department of Agriculture, Economic Research Service, Agricultural Economic Report No. 655, November 1991.
- 6.) Sparks, A. L. "A System-Wide Approach to Import Demand for U.S. Fresh Oranges," Agribusiness, Vol. 3, No. 3:253-260, May 1992.
- 7.) Tilley, D. S., and Lee, J. "Import and Retail Demand for Orange Juice in Canada." Canadian Journal of Agricultural Economics, Vol. 29:171-186, July 1981.

### *European*

- 1.) Bonilla, P. A., Ortega, M. V. C., Siegert, J. E. S., Doncel, E. G., Ibarra, M. G., Bonilla, P. N. Y., and Rumie, J. E. "El Mercado Italiano de Frutas Tropicales Seleccionadas," Curso de Promocion de Exportaciones, Rome, November-December 1986.



- 2.) Jones, A., "The Market for Mango Products with Particular Reference to the United Kingdom." Tropical Products Institute, August, 1973.
- 3.) Joy, C. "Selected European Markets for Specialty and Tropical Fruits and Vegetables," Tropical Development and Research Institute. Overseas Development Administration. G201, August 1987.
- 4.) Publication de l'Observatoire des marches du CIRAD-FLHOR, Fruitrop, International Press Review, May 1994
- 5.) United States Department of Agriculture. "Germany: A Profile on Consumption and Imports of Fresh Fruits," Horticultural Products Review, F-Hort 10, pp. 20-30, October 1992.

#### *Government Intervention*

- 1.) Kim, C. S. "Modeling Import Demand Under Government Intervention and Financial Constraints: The Case of Corn in Mexico," United States Department of Agriculture, Economic Research Service, Staff Report AGES860204, August 1986.

#### *Horticulture Products*

- 1.) Foodex Japan. "Foodex Japan News," Japan Management Association, Vol. 2, November 1995.
- 2.) Foodex Japan. "Foodex Japan News," Japan Management Association, Vol. 3, December 1995.
- 3.) Japan Market Resource Network, Y.K. "The Market for Fresh Fruits and Vegetables in Japan." Prepared for FAS, Embassy of the U.S., Tokyo, Japan, June 30, 1995.
- 4.) Sparks, A.L. "Pear Import Demand: Three Markets for U.S. Fresh Pears," United States Department of Agriculture, Economic Research Service, Agricultural Economic Report Number 681, April 1994.

#### *Onions*

- 1.) Fuller, S. W., Gutierrez, N., and Capps, O., Jr. "International Dry Onion Trade: Factors Affecting Import Demands for U.S. Dry Onions," Agribusiness, Vol. 8, No. 5:445-455, September 1992.

#### *United States Vegetables*

- 1.) Ashley, G. A., and Epperson, J. E. "An Analysis of Potential International Market Penetration of United States Vegetables: Foreign Importer's Perspective," Georgia Agricultural Experiment Station, University of Georgia, Research Bulletin 380, June 1989.

## **INTERREGIONAL COMPETITION**

#### *Demand*

- 1.) Brushett, L. "Foreign Import Competition for Fresh Fruits and Vegetables in Northeast Markets," Niche Marketing Consultants, Barrington, NH, 1988.
- 2.) Uri, N. and Boyd, R. "Estimating the Regional Demand for Softwood Lumber in the United States." North Central Journal of Agricultural Economics, Vol. 12, No. 1:137-147, January 1990.

### *Fruits and Vegetables*

- 1.) Belibasis, E., Cantliffe, D., Oebker, N., Thompson, G., and VanSickle, J.J. "Competition in the U.S. Winter Fresh Vegetable Industry." United States Department of Agriculture, Economic Research Service, Agricultural Economic Report, No. 69, July 1994.
- 2.) Ben-David, S., and Forker, O. D. "Toward the Year 1985: Interregional Competition in Dairy and Vegetable Production," Department of Agricultural Economics, Cornell University, Special Cornell Series No. 9, 1970.
- 3.) Chien, M. C., and Epperson, J. E. "An Analysis of the Competitiveness of Southeastern Fresh Vegetable Crops Using Quadratic Programming," Southern Journal of Agricultural Economics, Vol. 22, No. 2:57-62, December 1990.
- 4.) Epperson, J. E., and Lei, L. F. "A Regional Analysis of Vegetable Production with Changing Demand for Row Crops Using Quadratic Programming," Southern Journal of Agricultural Economics, Vol. 21, No. 1:87-96, July 1989.
- 5.) Epperson, J. E., and Lei, L. F. "An Analysis of the Competitiveness of Vegetable Crops Versus Field Crops in the Southeast," Georgia Experimental Station, University of Georgia, Research Bulletin 374, November 1988.
- 6.) Epperson, J. E., and Tyan, H. L. "An Examination of Market Potential in Regional Fresh-Produce Markets," Cooperative Extension Service, University of Georgia, Research Bulletin No. 314, August 1984.
- 7.) Fuller, S., Bello, H., and Shafer, C. "Factors Affecting Price of Subtropical Fresh Peach Production: An Analysis of Weekly Wholesale Price in the Spring Season," Agribusiness, Vol. 6, No. 4:401-413, July 1990.
- 8.) Koch, R. A. "Interregional Competition in the Tomato Processing Industry," Department of Agricultural Economics, New Jersey Agricultural Experimental Station A. E. Report 280, Rutgers University, New Brunswick, NJ, April 1962.
- 9.) Mizelle, W. O., Jr. "Market Windows for Selected Georgia Vegetables" Cooperative Extension Service, The University of Georgia, Bulletin 887, March 1983.
- 10.) Runsten, D., and Chalfant, J. "Competitiveness at Home and Abroad: Report of a 1986-87 Study Group on: Marketing California Specialty Crops Worldwide Competition and Constraints," Agricultural Issues Center, University of California, Davis, CA, 1988.
- 11.) White, G. B., and Blandford, D. "The Competitive Position of the United States Grape and Wine Industry," Department of Agricultural Economics, Cornell University, A. E. Res. 88-12, September 1988.

### *Monopolistic*

- 1.) Starbird, S. A., and Milligan, R. A. "The Numerical Analysis of Monopolistically Competitive Markets: The Case of a New York Fresh Apple Packer," Department of Agricultural Economics, Cornell University, A. E. Staff 87-17, July 1987.

### *Produce Transportation*

- 1.) Tyan, H. L., and Epperson, J. E. "The Effects of Increased Transportation Cost on The Interregional Flows of Selected Fresh Produce in Late Spring," The Review of Regional Studies, Vol. 12, Number 1:68-84, 1979.

### *Programming Model*

- 1.) Maruyama, Y., and Fuller, E. I. "An Interregional Quadratic Programming Model for Varying Degrees of Competition," Massachusetts Agricultural Experiment Station, Bulletin 555, University of Massachusetts, Amherst, MA, November 1965.

### *Regional Effects*

- 1.) Comparative Advantage and Competitiveness Task Force. Finding Your Competitive Advantage in Agriculture at the Farm, Regional and National Levels, I. A. Base Book, ES-USDA Special Needs Project, February 1989.

### *Regulation*

- 1.) Caswell, J. A. "A Model of the Intra/Interstate Impacts of State Product Regulation." Department of Agricultural Economics and Rural Sociology, University of Connecticut, NE Working Paper Series No. 11, September 1988.

## **LANDSCAPING**

### *Design*

- 1.) Garden Council Personnel. "Fall is for Planting: Trees, Shrubs, Lawns and Bulbs," 1990 Program Guidelines, Chicago, IL, 1990.
- 2.) Giles, F. A., and Courson, R. L. "Landscape Planting Plan for a Split-Level Home," Department of Horticulture, University of Illinois, Vocational Agriculture Service Series 625-1.1. \*No date.
- 3.) Giles, F. A., and Courson, R. L. "Landscape Planting Plan for a Two-Story Victorian Style Home," Department of Horticulture, University of Illinois, Vocational Agriculture Service Series 625-1.2. \*No date.
- 4.) Giles, F. A., and Courson, R. L. "Landscape Planting Plan for a Two Story Cape Cod Home," Department of Horticulture, University of Illinois, Vocational Agriculture Service Series 625-1.4. \*No date.
- 5.) Giles, F. A., and Courson, R. L. "Landscape Planting Plan for an Early American Retirement Home," Department of Horticulture, University of Illinois, Vocational Agriculture Service Series 625-1.5. \*No date.
- 6.) Giles, F. A., and Courson, R. L. "Landscape Planting Plan for a Two Story Ranch Style Home," Department of Horticulture, University of Illinois, Vocational Agriculture Service Series 625-1.6. \*No date.
- 7.) Giles, F. A., and Courson, R. L. "Landscape Planting Plan for a Two Story Colonial Home," Department of Horticulture, University of Illinois, Vocational Agriculture Service Series 625-1.7. \*No date.

### *Demand*

- 1.) Templeton, S. R. and Goldman, G. "Urban forestry adds \$3.8 billion in sales to California economy," California Agriculture, Vol. 50, No. 1: 6-10.
- 2.) Varner, M. C., and Lalo, D. "Household Demand for Landscaping Trees and Shrubs in New Jersey," Department of Agricultural Economics, New Jersey Agricultural Experiment Station, R-02450-1-83, August 1983.

## *Golf*

- 1.) "All About Golf: a Research Study Profiling the Golfer as a Consumer," PGA of America, 1994.

## *Interiorscaping*

- 1.) Gordon, P. "How to Evaluate an Interior Landscaper," Interior Landscape Industry, pp. 58-63, October 1988.
- 2.) Stennis, J. C. Interior Landscape Plants for Indoor Air Pollution Abatement, NASA, September 1989.
- 3.) Wolverton, B. C., and Douglas, W. L. "Upfront-NASA/ALCA Test Update," Interior Landscape Industry, pp. 8-12, June 1989.

## *Labor Requirements*

- 1.) Van Dam, J., Mamer, J. W., and Wood, W. W. "Labor Requirement Analysis for Landscape Maintenance," Division of Agricultural Sciences, Leaflet No. 21232, University of California, Berkeley, CA, August 1981.

## *Marketing*

- 1.) Florkowski, W.J., Lindstrom, O., Robacker, C., and Simonton, W. "Price Foliage Plants Grown in Tissue Culture," Department of Agricultural Economics, Department of Horticulture, and Department of Agricultural Engineering, FS-88-12, Georgia Experiment Station, Griffin, GA, \*No date.
- 2.) McCarty, E. P. "Super Selling Skills," American Nurseryman, pp. 75-79, October 15, 1988.
- 3.) Mecklenburg, R. A. "Competitive Landscape Bidding - A Summary of NLA Landscape Bidding Exercises," National Landscape Association, \*No date.
- 4.) Phillips, T. D. "Pricing Landscaping and Related Products and Services for Profit," Department of Agricultural Economics, Mississippi Agricultural and Forestry Experiment Station, Mississippi State University, Staff Paper Series 82, January 1988.
- 5.) Turner, S., Dorfman, J. H., and Fletcher, S. M. "Target Markets for Retail Outlets of Landscape Plants," Southern Journal of Agricultural Economics, Vol. 22, No. 1:177-183, July 1990.

## *Pesticide Use*

- 1.) United States Department of Agriculture. "Lawn Care Pesticides: Risks Remain Uncertain While Prohibited Safety Claims Continue," General Accounting Office, RCED 90-134, March 1990.

## **MARKET ANALYSIS**

### *Alternative Enterprises*

- 1.) Andrus, K, Knoblauch, W., and Weld, M. "Farming Alternatives: Resources for Help in Developing New Farm-Based Enterprises," An Annotated bibliography, The Farming Alternatives Project, Department of Agricultural Economics, Cornell University, A.E. ext. 87-6, April 1987.
- 2.) Bauer, L. R., Epperson, J., Garrett, J. T., and Sanders, D. "The South Atlantic Coast Vegetable Project: A Multistate Team Approach to Research on Alternative Farming Opportunities," HortScience, Vol. 24, No. 4:20-24, August 1989.

- 3.) Dimitroff, C., Coppedge, R. O., Cox, R., and Bloomquist. "Developing an Effective Tourism Marketing Program," Cooperative Extension Service, New Mexico State University, Las Cruces, NM, March 1991.
- 4.) Eastley, L., Knoblauch, W. "A Directory of Cooperative Extension Field Staff With Experience in Alternative Farm Enterprises," The Farming Alternatives Project, Cornell University, A. E. Ext. 88-15, June 1988.
- 5.) Fallek, M. "How To Set Up Your Own Small Business," American Institute of Small Buiness, Vol. 1. 1987.
- 6.) Hauptli, H., Jain, S. K. "Biosystematics and Agronomic Potential of Some Weedy and Cultivated Amaranths," Theoretical and Applied Genetics, Vol. 52, pp. 177-185, 1978.
- 7.) Stegelin, F. E. "Evaluating Market Opportunities for Alternative Enterprises," Department of Agricultural Economics, University of Kentucky, Staff Paper #242, May 1988.
- 8.) Stegelin, F. E. "Fallacies in Economic Reasoning: The Case of Alternative Enterprises," Department of Agricultural Economics, University of Kentucky, Staff Paper No. 261, May 1989.
- 9.) Southern Rural Development Center. National Rural Entrepreneurship Symposium, Proceedings. Knoxville, TN, February 10-12, 1987.
- 10.) United States Department of Agriculture. "Alternative Agricultural Opportunities," Extension Review, Vol. 60, No. 1, Spring 1989.
- 11.) Weisensel, W. P., and Schoney R. A. "An Analysis of the Yield-Price Risk Associated with Specialty Crops," Western Journal of Agricultural Economics Association, Vol. 14, No. 2:293-299, December 1989.

#### *Apple Products*

- 1.) Jack, R. L., and Templeton, M. E. "Comparison of Fresh Markets for West Virginia Apples," Agricultural and Forestry Experiment Station, West Virginia University, Circular 151, October 1989.
- 2.) Manalo, A. B. "Assessing the Importance of Apple Attributes: An Agricultural Application of Conjoint Analysis," Northeast Journal of Agricultural Resource Economics, pp. 118-124, October 1990.
- 3.) Matthews, J. R. "An Illustration of the Need for an International Marketing Profile Database: The Case of Exported Apples," Journal of Food Distribution Research, Vol. XXIII, No. 1:127-136, February 1992.
- 4.) Piggot, R. R. "Potential Gains From Controlling Distribution of the United States Apple Crop," Search Agriculture, Vol. 6, No. 2:1-21, 1976.
- 5.) Ricks, D. J. "Applesauce Prices and Market Relationships," Department of Agricultural Economics, Michigan State University, Agricultural Economics Report No. 109, August 1968.
- 6.) Uetz, M. P., Anderson, B. and McLaughlin, E. "The Applesauce Industry: Market Analysis and Strategic Implications," Department of Agricultural Economics, Cornell University, A. E. Res. 84-15, November 1984.

#### *Barriers to Entry*

- 1.) Cotterill, R. W., and Haller, L. E. "Entry Barriers, The Queue of Potential Entrants, And Entry Into Food Retailing Markets," Department of Agricultural Economics and Rural Sociology, University of Connecticut, NE-165 Paper Series, No. WP-12, September 1988.

### *Citrus Industry*

- 1.) Beilock, R., and Wardowski, W. F. "Pack or Juice? A Look at Packout Rates," Proceedings Florida State Horticulture Society, Vol. 100:55-57, 1987.
- 2.) Fairchild, G. F., Behr R. and Lee, J. Y. " Competition and Trade in International Citrus Markets," Proceedings Florida State Horticultural Society, Vol. 101:88-91, 1988.
- 3.) Fairchild, G. F., Behr, R., Brown, M., and Lee, J. Y. "Marketing Problems and Potentials Confronting the Florida Fresh Citrus Industry," Proceedings Florida State Horticultural Society, Vol. 101:20-23, 1988.
- 4.) Fairchild, G. F., and Brown, M. G. "Economic Factors Affecting Florida Fresh Citrus," Proceedings Florida State Horticultural Society, Vol. 99:78-81, 1986.
- 5.) Kinney, W., Carman, H., Green, R., and O'Connell, J. "An Analysis of Economic Adjustments in the California-Arizona Lemon Industry," Giannini Foundation, University of California, Berkeley, Giannini Foundation Research Report #337, April 1987.
- 6.) Lee, J. Y. and Tilley, D. S. "Irreversible Import Shares for Frozen Concentrated Orange Juice in Canada." Southern Journal of Agricultural Economics, Vol. 15:99-104. December 1983.
- 7.) Moss, C. B., Weldon, R. N. and Muraro, R. P. "The Impact of Risk on the Discount Rate for Different Citrus Varieties," Agribusiness, Vol. 7, No. 4:327-338, July 1991.
- 8.) Pick, D. H., Karrenbrock, J. and Carmen, H. F. "Pricing Asymmetry and Marketing Margin Behavior: An Example for California-Arizona Citrus," Agribusiness, Vol. 6, No. 1:75-84, January 1990.

### *Conjoint*

- 1.) Eom, Y. S., "Pesticide Residue Risk and Food Safety Valuation: A Random Utility Approach", American Journal of Agricultural Economics, Vol. 76, pp 760-771, November 1994.
- 2.) Gineo, W. "A Conjoint/Logit Analysis of Nursery Stock Purchases," Northeastern Journal of Agricultural and Resource Economics, Vol. 19, pp. 49-58, April 1990.
- 3.) Green, P. E. "On the Design of Choice Experiments Involving Multifactor Alternatives," Journal of Consumer Research, Vol. 1:61-68, September, 1974.
- 4.) Green, P. E. and Helsen, K. "Cross-Validation Assessment of Alternatives to Individual-Level Conjoint Analysis: A Case Study" Journal of Marketing Research, Vol. 26:346-50, August, 1989.
- 5.) Green, P. E., Helsen, K., and Shandler, B. "Conjoint Internal Validity Under Alternative Profile Presentations," Journal of Consumer Research, Vol. 15:392-397, December 1988.
- 6.) Green, P. E., and Krieger, A. M. "Segmenting Markets with Conjoint Analysis," Journal of Marketing, Vol. 55, No. 2:20-31, October 1991.
- 7.) Green, P. E. and Srinivasan, V. "Conjoint Analysis in Marketing: New Developments with Implications for Research and Practice," Journal of Marketing, Vol. 27:3-19, October 1990.
- 8.) Green, P. E. and Srinivasan, V. "Conjoint Analysis in Consumer Research: Issues and Outlook," Journal of Consumer Research, Vol. 5:103-123, September 1978.

- 9.) Halbrecht, C. K., Wirth, F. F., and Vaughn, G. F. "Conjoint Analysis of the Mid-Atlantic Food-Fish Market for Farm-Raised Hybrid Striped Bass," Southern Journal of Agricultural Economics, pp. 155-163, July 1991.
- 10.) Halstead, J. M., Luloff, A. E., and Stevens, T. H. "Protest Bidders in Contingent Valuation," Northeastern Journal of Agricultural and Resource Economics, Vol. 21, No. 2:160-169, October 1992.
- 11.) Huber, J. C., Wittink, D. R., Fiedler, J. A. , and Miller, R. L. "An Empirical Comparison of ACA and Full Profile Judgments," Sawtooth Software Conference Proceedings, pp. 189-202, 1991.
- 12.) Johnston, R. J., Weaver, T.F., Smith, L. A., and Swallow, S. K. "Contingent Valuation Focus Groups: Insights From Ethnographic Interview Techniques." Department of Resource Economics, University of Rhode Island, Kingston, RI.
- 13.) Krishnamurthi, L. and Wittink, D. R. "The value of idiosyncratic functional forms in conjoint analysis," International Journal of Research in Marketing, Vol. 8:301-313, 1991.
- 14.) Manalo, A. B. "Assessing the Importance of Apple Attributes: An Agricultural Application of Conjoint Analysis," Northeast Journal of Agriculture and Resource Economics, Vol. 19, No. 2:118-124, October 1990.
- 15.) Park, T. and Loomis, J. "Comparing Models for Contingent Valuation Surveys: Statistical Efficiency and the Precision of Benefit Estimates." Northeast Journal of Agricultural Resource Economics, Vol. 21, No. 2: 170-176. October 1992.
- 16.) Teas, K. and Perr, A. "A Test of a Decompositional Method of Multiattribute Perceptions Measurement," Journal of Consumer Research, Vol. 16:385-391, December 1989.
- 17.) Wittink, D. R. and Cattin, P. "Commercial Use of Conjoint Analysis: An Update." Journal of Marketing, Vol. 53: 91-96. July 1989.

#### *Econometrics*

- 1.) Boisvert, R. N. "The Translog Production Function: Its Properties, Its Several Interpretations and Estimation Problems." Department of Agricultural Economics, Cornell University, A.E. Res. 82-28, September 1982.
- 1.) Harrell, F. E., Jr. "The Logist Procedure," Clinical Biostatistics, Duke University Medical Center, Durham, NC.
- 2.) Huang, W-Y., Eswaramoorthy, K., and Johnson, S. R. "Computing an Asymmetric Competitive Market Equilibrium," The Journal of Agricultural Economics Research, Volume 39, No. 3:20-29, Summer 1987.
- 3.) Loomis, J., and Cooper, J. "Comparison of Environmental Quality-Induced Demand Shifts Using Time-Series and Cross-Section Data," Western Journal of Agricultural Economics, Vol. 15 No. 1:83-90, 1990.
- 4.) Pagan, A. "Three Econometric Methodologies: A Critical Appraisal," Economic Surveys (forthcoming), 1987.

#### *Efficiency*

- 1.) Beghin, J. C. and Knox Lovell, C. A. "Trade and Efficiency Effects of Domestic Content Protection: The Australian Tobacco and Cigarette Industries," The Review of Economics and Statistics, pp. 623-631, 1993.

#### *Experimental*

- 1.) Caswell, J. A. "Using Industrial Organization and Demand Models for Agribusiness Research," Agribusiness, Vol. 8, No. 6:537-548, November 1992.

- 2.) Rhodus, W. T., and Henderson, D. R. "Measuring Allocative Efficiency in Experimental Markets: An Alternative Approach," North Central Journal of Agricultural Economics, Volume 10. No 2:273-279, July 1988.

#### *Feasibility*

- 1.) Ball, R. M., Brooker, J. R., and Jenkins, R. P. "Packing Fresh Vegetables in Tennessee: A Break-Even Analysis," Agricultural Experiment Station, University of Tennessee, Agricultural Experiment Station Bulletin 664, July 1991.
- 2.) Barnes, R., and White, G. B. "The Feasibility of Producing and Marketing Fresh Vegetables in Central and Western New York," Department of Agricultural Economics, Cornell University, A.E. Res. 91-1, February 1991.
- 3.) Epperson, J. E., and Tyan, H. L. "An Examination of Market Potential in Regional Fresh-Produce Markets: The Georgia Case" Georgia Experiment Station, Research Bulletin 314, University of Georgia, Athens, GA, August 1984.
- 4.) Grant, J., Tettle, J., Petzoldt, C., and Kovach, J. "Feasibility of an IPM-Grower Recognition Program in New York State," Department of Agriculture and Markets, Cornell University, IPM No. 3, November 1990.
- 5.) Kirchner, D., Price, C., Rom, R., and Garner, C. "Economic Analysis of Commercial Fresh Market, Irrigated: Peach Production in Arkansas, 1987," Arkansas Agricultural Experiment Station, Special Report 129, November 1987.
- 6.) Schuck-Grudens, N., Knoblauch, W., Green, J., and Saylor, M. "Farming Alternatives: A Guide to Evaluating the Feasibility of New Farm-Based Enterprises," Northeast Regional Agricultural Engineering Service, Agricultural Engineering Department, Cornell University, NRAES-32, October 1988.
- 7.) Wulff, S. M., and Helgeson, D. L. "The Economic Feasibility of Establishing Value-Added Dry Edible Bean Processing Plants in North Dakota," North Dakota Agricultural Experiment Station, Department of Commerce, Agricultural Economics Report No. 226, September 1987.

#### *Fruits & Vegetables*

- 1.) Ball, R. M., Brooker, J. R., and Jenkins, R. P. "Packing Fresh Vegetables in Tennessee: A Break-Even Analysis," Agricultural Experiment Station, Bulletin 684, University of Tennessee, Knoxville, TN, July 1991.
- 2.) Barron, C., and Henneberry, S. R.. "Marketing Challenge in Oklahoma's Produce Industry: Grower Perspective," Cooperative Extension Service, OSU Extension Facts No. 513, Oklahoma State University, Stillwater, OK, \*No date.
- 3.) Barron, C., and Henneberry, S. R. "Marketing Challenge in Oklahoma's Produce Industry: Buyer Perspective," Cooperative Extension Service, OSU Extension Facts No. 514, Oklahoma State University, Stillwater, OK, \*No date.
- 4.) Beilock, R., and Portier, K. "Using United States Department of Agriculture Fresh Fruit and Vegetable Arrivals to Determine the Distribution of a State's Production," Northeastern Journal of Agricultural and Resource Economics, Vol. 18, No. 1:35-45, April 1989.
- 5.) Faminow, M. D. "Factors to Consider in Choosing and Developing Markets," Department of Agricultural Economics, Extension Report, No. 9, University of Arizona, Tucson, AZ, January 1986.



- 6.) Gearreald, T. N. "An Economic Study of Fruit and Vegetable Wholesaling and Jobbing Firms in New York City." Cornell University Agricultural Experiment Station, Bulletin 721, June 1939.
- 7.) Henneberry, S. R., and Barron, C. "Problem Identification of the Oklahoma Produce Industry: The Marketing Challenge," Department of Agricultural Economics, Bulletin B-790, Oklahoma State University, Stillwater, OK, October 1990.
- 8.) Hinson, R., and Lanclos, K. "Wholesale Market Opportunities for Louisiana-Produced: Snap Beans, Sweet Corn, Irish Potatoes and Sweet Potatoes," Louisiana Agricultural Experiment Station, AEA Information Series No. 65, Louisiana State University, Baton Rouge, LA, April 1988.
- 9.) Hinson, R., and Lanclos, K. "Wholesale Market Opportunities for Louisiana-Produced: Broccoli, Cabbage, Cauliflower and Strawberries," Louisiana Agricultural Experiment Station, AEA Information Series No. 66, Louisiana State University, Baton Rouge, LA, April 1988.
- 10.) Hinson, R., and Lanclos, K. "Wholesale Market Opportunities for Louisiana-Produced: Cucumbers, Yellow Squash, Bell Peppers, Tomatoes, and Watermelons," Louisiana Agricultural Experiment Station, AEA Information Series No. 67, Louisiana State University, Baton Rouge, LA, April 1988.
- 11.) Hinson, R., Huh, M., and Lee, J. G. "Evaluation of Selected Fresh Vegetable Terminal Markets: A Stochastic Dominance Approach," Southern Journal of Agricultural Economics, Vol. 22, No. 2:39-48, December 1990.
- 12.) Pearson, J. L., and Brown, T. G. "The Economic Feasibility of Commercial Fruit and Vegetable Production and Processing in The Missouri Delta," Agricultural Experiment Station, Special Report 69 4/66/2 1/2 M, University of Missouri, Columbia, MO, \*No date.
- 13.) Reynolds, A. "Analyzing Fresh Vegetable Consumption from Household Survey Data," Southern Journal of Agricultural Economics, Vol. 20, No. 2:31-38, December 1990.
- 14.) Smith, R. "National Assessment of Producer Marketing Alternatives: Practices and Attitudes," Texas Agricultural Experiment Station, Texas A & M University, College Station, TX, April 1989.
- 15.) Stegelin, F., Williamson, L., and Riggins, S. "To Market, To Market to Sell Fresh Produce; But Where? And When?," Department of Agricultural Economics, Staff Paper # 264, University of Kentucky, Lexington, KY, September 1989.

*Hedonic*

- 1.) Doran, H. E., and Quilkey, J. J. "Harmonic Analysis of Seasonal Data: Some Important Properties," American Journal of Agricultural Economics, Vol. 50, No. 4:646-651, November 1972.
- 2.) Estes, E. A. "Estimation of Implicit Prices for Green Pepper Quality Attributes Using an Hedonic Framework," Department of Economics and Business, North Carolina State University, Journal Series Paper No. 10562, 1986.
- 3.) Ethridge, D., and Brashears, T., eds. "Hedonic/Characteristics Price Analysis in Agricultural Economics: Progress, Issues, and Needs," Proceedings of an Organized Symposium at the American Agricultural Economics Association Meetings, Kansas State University, August, 1991. Texas Tech University College of Agricultural Sciences Publication, Publication No. T-1-347, 1991.
- 4.) Fernandez-Cornejo, J. and Jans, S. "Quality-Adjusted Price and Quantity Indices for Pesticides." American Journal of Agricultural Economics, Vol. 77:645-59, August 1995.

- 5.) Jordan, J.L., Shewfelt, R.L., Prussia, S.E., and Hurst, W.C. "Estimating Implicit Marginal Prices of Quality Characteristics of Tomatoes," Southern Journal of Agricultural Economics, Vol. 17, No. 2:139-46, December, 1985.
- 6.) Olkin, I. and Shaw, D.V. "Meta-analysis and Its Applications in Horticultural Science," Hortscience, Vol. 30(7), December 1995.
- 7.) Tomek, W. G., and Myers, R. J. "Empirical Analysis of Agricultural Commodity Prices: A Viewpoint," Review of Agricultural Economics, Vol. 15, No. 1:181-202, January 1993.
- 8.) Tronstad, R., Huthoefer, L. S., and Monke, E. "Market Windows and Hedonic Price Analyses: An Application to the Apple Industry," Journal of Agricultural and Resource Economics, Vol. 17, No. 2: 314-322, \*No date.
- 9.) Wilson, W. W. and Preszler, T. "Quality and Price Competition in International Wheat Trade: A Case Study of the United Kingdom Wheat Import Market." Agribusiness, Vol. 9, No. 4:377-89. 1993.

#### *Market Channel*

- 1.) Klein, S., Frazier G., and Roth, V. "A Transaction Cost Analysis Model of Channel Integration in International Markets," Journal of Marketing Research, Vol. XXVII, pp. 196-208, May 1990.
- 2.) Lyon, C. C., and Thompson, G. D. "Model Selection with Temporal and Spatial Aggregation: Alternative Marketing Margin Models," Department of Agricultural and Applied Economics, University of Minnesota, Staff Paper P91-10, March 1991.
- 3.) Martin, L., Westgren, R., and van Duren, E. "Agribusiness Competitiveness across National Boundaries," American Journal of Agricultural Economics, Vol. 73, No. 4:1456-1464, November 1991.
- 4.) Pasternack, B. A. "Optimal Pricing and Return Policies for Perishable Commodities." Marketing Science, Vol. 4, No. 2:166-176. Spring 1985.
- 5.) Schroeter, J., and Azzam, A. "Marketing Margins, Market Power and Price Uncertainty," American Journal of Agricultural Economics, Vol. 73, No. 4:990-999, November 1991.

#### *Market Share*

- 1.) Durham, S. E., and Lee, D. R. "An Evaluation of Alternative Approaches to Market Share Analysis with Application to the Kuwaiti Poultry Market," Journal of Agricultural Economics, Vol. XXXVIII, No. 1:85-97, January 1987.
- 2.) Feinberg, F. M., Kahn, B. E., and McAlister, L. "Market Share Response When Consumers Seek Variety," Journal of Marketing Research, Vol. XXIX, No. II:227-37, May 1992.
- 3.) Ghosh, A., Neslin, S., and Shoemaker, R. "A Comparison of Market Share Models and Estimation Procedures," Journal of Marketing Research, Vol. XXI:202-210, May 1984.
- 4.) Grover, R. and Srinivasan V. "An Approach for Tracking Within-Segment Shifts in Market Shares " Journal of Marketing Research, Vol. XXVI:230-236, May 1989.
- 5.) Kamakura, W. A. and Russell, G. J. "A Probabilistic Choice Model for Market Segmentation and Elasticity Structure," Journal of Marketing Research, Vol. XXVI:379-90, November 1989.
- 6.) Smith, D. C., and Park, W. "The Effects of Brand Extensions on Market Share and Advertising Efficiency," Journal of Marketing Research, Vol. 29, No. 3:296-313, August 1992.

### *Market Window Analysis*

- 1.) Adrian, J., Upshaw C., and Mook, R. "Evaluation of Feasibility of Fruit and Vegetable Crops Using Market Window Analysis," Journal of Food Distribution Research, Vol. 20:142-162, February 1989.
- 2.) Bauer, L., Caines, R., Rathwell, P. J., and Wells, G. "Using the Market Window Technique to Assess Market Potential for Vegetables," Acta Horticulturea, No. 203:197-203, 1987.
- 3.) Best, M. J., and Brooker, J. R. "Market Windows and Price Risk: Considerations for Tennessee Vegetable Growers," Agricultural Experiment Station, Bulletin 681, University of Tennessee, Knoxville, TN, October 1991.
- 4.) Henneberry, S. R. and Kang, T. "Potential Markets for Oklahoma Produce: A Market Window Analysis," Journal of Food Distribution Research, pp. 29-46, September 1992.
- 5.) Mizelle, W. O., Jr. "Market Windows for Selected Georgia Vegetables," Cooperative Extension Service, University of Georgia, Bulletin No. 887, March 1983.
- 6.) Mook, R. G. "Applications of Market Window Analysis: An Example" United States Department of Agriculture, Market Research and Development Division, Agricultural Marketing Service, Washington, D.C., draft paper. \*No date.

### *Price and Supply*

- 1.) Cheng, H., Leiby, J. D., and Marra, M. C. "Spatial and Temporal Linkages in U.S. Potato Prices," Journal of Food Distribution Research, Vol. XXII, No. 2:11-17, June 1991.
- 2.) French, B. C. and Matsumoto, M. "An Analysis of Price and Supply Relationships In the United States Brussels Sprouts Industry," Giannini Foundation, Giannini Foundation Research Report No. 308, University of California, Berkeley, CA, March 1970.
- 3.) Pick, D., Karrenbrock, J., and Carman, H. "Price Asymmetry and Marketing Margin Behavior: An Example for California-Arizona Citrus," Agribusiness, Vol. 6, No. 1, January 1990.

### *Research Methods*

- 1.) Bass, F. M. "The Future of Research in Marketing: Marketing Science," Journal of Marketing Research, Vol. XXX:1-6, February 1993.
- 2.) Brunk, M. E., and Federer, W. T. "Experimental Designs and Probability Sampling in Marketing," Journal of the American Statistical Association, Vol. 48:440-452, September 1953.
- 3.) Green, J. "Doing Your Own Market Research," Farming Alternatives, Cornell University, Resource Sheet # 6, November 1988.
- 4.) Jaffee, S. "The Organization, Coordination, and Performance of Food Marketing Systems: A Conceptual Framework." Agriculture and Rural Development Department, Paper prepared for EMTAG/AGR May 1992.
- 5.) Knapp, K., and Konyar, K. "A Dynamic Spatial Equilibrium Model of the California Alfalfa Market," Giannini Foundation, Giannini Research Report Number 341, January 1990.
- 6.) MacGregor, M. A. "Methods of Research in Marketing - Uniformity Trial Experiments in Marketing Research," Department of Agricultural Economics, Cornell University, A. E. Paper No. 6, September 1958.

- 7.) Malhotra, N. K. "The Use of Linear Logit Models in Marketing Research," Journal of Marketing Research, Vol. XXI:20-31, February 1984.
- 8.) McCarthy, P. J. "Sampling Elementary Principles," New York State School of Industrial and Labor Relations, Cornell University, Bulletin No. 15, First printing 1951, second printing 1965.
- 9.) Moorman, C., Zaltman, G., and Deshpande, R. "Relationships Between Providers and Users of Market Research: The Dynamics of Trust Within and Between Organizations," Journal of Marketing Research, Vol. 29, No. 3:314-28, August 1992.
- 10.) Niles, J. N. and French, B. C. "A Simulation Model of Grower-Processor Coordination in the Beet Sugar Industry." California Agricultural Experiment Station, Giannini Foundation of Agricultural Economics, GF Research Report No. 321, May 1974.
- 11.) Sawyer, A. G., and Peter, J. P. "The Significance of Statistical Significance Tests in Marketing Research," Journal of Marketing Research, Vol. XX, No. 2:122-133, May 1983.

#### *Risk*

- 1.) Faminow, M. D. "Risk in Marketing," Department of Agricultural Economics, University of Arizona, Extension Report No. 7, January 1986.
- 2.) Hess, J. "Risk and the Gain from Information," Journal of Economic Theory, Vol. 27, pp. 231-238, 1982
- 3.) Hilker, J., and Black, R. "Marketing Using Risk Limiting Strategies or Developing a Pricing Strategy Based on an Individual's Capacity and Willingness to Bear Risk " Department of Agricultural Economics, Michigan State University, Staff Paper 88-87, November 1988.
- 4.) Hilker, J., Black, R., and Schwab, G. "Developing Risk Management Pricing Strategies" Department of Agricultural Economics, Michigan State University, Staff Paper 89-23, February 1989.
- 5.) Horowitz, J. K., and Carson, R. T. "A Classification Tree for Predicting Consumer Preferences for Risk Reduction," American Journal of Agricultural Economics, Vol. 73, No. 4:1416-1421, November 1991.

## **MARKET ORDERS**

### *Analysis of Impact*

- 1.) Carman, H., and Pick, D. "Orderly Marketing for Lemons: Who Benefits?" American Journal of Agricultural Economics, Vol. 72, No. 2:346-357, May 1990.
- 2.) Chambers, R. G., and Pick, D.H. " Marketing Orders as Nontariff Trade Barriers," American Journal of Agricultural Economics, Vol 76: 47-54, February 1994.
- 3.) French, B. C., and Nuckton, C. F. "An Empirical Analysis of Economic Performance Under the Marketing Order for Raisins," American Journal of Agricultural Economics, Vol. 73, 3:581-593, August 1991.
- 4.) Helmers, G. A., and A. Azzam. "The Effect of Commodity Programs on Fertilizer and Pesticide Use in Agriculture," Paper presented at AAEA-WAEA Meetings, Vancouver, Canada, August 1990.

- 5.) Kilmer, R. L., and Taylor, T. G. "Acreage Stability and Resource Allocation Before and After the Implementation of a Marketing Order," Agribusiness, Vol. 8, No. 6:507-516, November 1992.
- 6.) Jesse, E. V., and A. C. Johnson, Jr. "Effectiveness of Federal Marketing Orders for Fruits and Vegetables," United States Department of Agriculture, Economic Statistics Service, Agricultural Economic Report No. 471, June 1981.
- 7.) Powers, N. J. "Marketing Order Impacts on Farm--Retail Price Spreads: Comment," American Journal of Agricultural Economics, Vol. 73, 2:507-510, May 1991.
- 8.) Richards, T. J. "The Retail-Farm Margin Effects of Lemon Prorate Suspension: as Application of Endogenous Policy Theory" Arizona State University .
- 9.) Shepard, L. "Cartelization of the California-Arizona Orange Industry, 1934-1981," Journal of Law and Economics, Vol. XXIX:83-123, April 1986.
- 10.) Thompson, G. and Lyon, C. C. "Marketing Order Impacts on Farm--Retail Price Spreads: Reply," American Journal of Agricultural Economics, Vol. 73, 2:511-514, May 1991.
- 11.) United States Department of Agriculture. "Analysis of Certain Aspects of the California-Arizona Navel Orange Marketing Order," Government Accounting Office, CED-81-129, July, 1981.

#### *Apples*

- 1.) Bohall, A. "Apple Marketing As Viewed by the United States," United States Department of Agriculture, Economic Research Service, New York State Horticulture Society Proceedings, Vol. 118, 1973.

#### *California*

- 1.) California Fruit and Tree Agreement Staff. 1988 California Tree Fruit Agreement, Sacramento, CA, March 1989.
- 2.) French, B.C., Tamimi, N. and Nuckton, C. F. "Marketing Order Program Alternatives: Use and Importance in California, 1949-1975," California Agricultural Experiment Station, Giannini Foundation of Agricultural Economics, Information Series 78-2, May 1978.
- 3.) Gunn, T. I. "California Agricultural Market Development: An Overview of State and Federal Programs," California Agricultural Technology Institute (CATI) and the Center for Agricultural Business (CAB), CATI/880102, January 1988.
- 4.) Hoos, S. "Economic Objectives and Operations of California Agricultural Marketing Orders," Giannini Foundation, Giannini Foundation Mimeograph Report No. 196, May 1957.
- 5.) Shepard, L. "Cartelization of the California-Arizona Orange Industry, 1934-1981," Journal of Law and Economics, Vol. 29, pp. 83-123, April 1986.
- 6.) Thompson, G. D., and Lyon, C. C. "Marketing Order Impacts on Farm-Retail Price Spreads: The Suspension of Prorates on California-Arizona Navel Oranges," American Journal of Agricultural Economics, Vol. 71, No. 3:647-660, August 1989.
- 7.) Thor, P. K., and Jesse, E. V. "Economic Effects of Terminating Federal Market Orders for California-Arizona Oranges," United States Department of Agriculture, Economic Research Service, Technical Bulletin No. 1664, November 1981.

### *Demand Effect*

- 1.) Berck, P., and Perloff, J. "A Dynamic Analysis of Market Orders, Voting and Welfare," American Journal of Agricultural Economics, Vol. 65, No. 5:487-496, August 1985.
- 2.) Fairchild, G. "Marketing Orders and Market Segmentation: Matching Product Characteristics to Consumer Preferences," Journal of Food Distribution Research, Vol. XX, No. 3:21-27, September 1989.
- 3.) Nelson, G., and Robinson, T. H. "Retail and Wholesale Demand and Marketing Order Policy for Fresh Navel Oranges," American Journal of Agricultural Economics, Vol. 60, No. 3:502-09, August 1978.

### *Fruits and Vegetables*

- 1.) French, B. C. "Fruit and Vegetable Marketing Orders: A Critique of the Issues and State of Analysis," American Journal of Agricultural Economics, Vol. 65, No. 4:916-23, December 1982.
- 2.) Jesse, E. V. "Social Welfare Implications of Federal Marketing Orders for Fruits and Vegetables," United States Department of Agriculture, Economics, Statistics, and Cooperatives Service, Technical Bulletin No. 1608, July 1979.
- 3.) Jesse, E. V., Johnson, Jr., A. C. "Effectiveness of Federal Marketing Orders for Fruits and Vegetables," Economic Research Service, National Economics Division, United States Department of Agriculture, Agricultural Economic Report No. 471, June 1981.
- 4.) Mehran, G. L. "Marketing Agreements and Orders for Fruits and Vegetables," Giannini Foundation, Mimeograph Report No. 99, University of California, Berkeley, CA, November 1949.
- 5.) Polopolus, L. C., Carman, H. F., Jesse, E. V., and Shaffer, J. D. "Criteria for Evaluating Federal Marketing Orders: Fruits, Vegetables, Nuts, and Specialty Commodities," United States Department of Agriculture, Agricultural Economics Service, December 1986.
- 6.) Powers, N. "Federal Marketing Orders for Fruits, Vegetables, Nuts and Specialty Crops," United States Department of Agriculture, Economic Research Service, Agricultural Economic Report No. 629, March 1990.
- 7.) Powers, N. "Federal Marketing Orders for Horticultural Crops," United States Department of Agriculture, Economic Research Service, Agricultural Information Bulletin No. 590, March 1990.
- 8.) Ricks, D. "Analysis of Alternative Approaches for Cherry Marketing Order Board Decisions on Primary Market Percent." Department of Agricultural Economics, Michigan State University, Staff Paper 88-123, August 1988.
- 9.) United States Department of Agriculture. "The Role of Marketing Orders in Establishing and Maintaining Orderly Marketing Conditions," General Accounting Office, RCED-85-57, July 31, 1985.
- 10.) United States Department of Agriculture. "A Review of Federal Marketing Orders for Fruits, Vegetables, and Specialty Crops: Economic Efficiency and Welfare Implications," Agricultural Marketing Service, Agricultural Economic Report No. 477, November 1981.
- 11.) United States Department of Agriculture. "Lime Research, Promotion and Consumer Information Order." Agricultural Marketing Service, Federal Register, Vol. 57, No. 17: 2985-2997, January 27, 1992.

### *Grades and Standards*

- 1.) Armbruster, W. "Fresh Produce Grade Standards and Food Safety," Farm Foundation, Draft, June 1, 1990.
- 2.) Gianessi, L. P. and Darby, C. "Federal Marketing Standards and The Use of Pesticides in California Stone Fruit Orchards" Final Report by Quality of the Environment Division Resources for the Future, December 1993

### *Pecan*

- 1.) United States Department of Agriculture. "Pecan Promotion and Research Plan," Federal Register, Vol. 56, No. 248: 66799-66809, December 26, 1991.

### *Quantity Controls*

- 1.) Alston, J. M. and Sexton, R. "California Almond Markets and Reserve Strategies Analyzed," California Agriculture, Vol. 45, No. 4:18-21, July-August 1991.
- 2.) Bockstael, N. "The Welfare Implications of Minimum Quality Standards," American Journal of Agricultural Economics, Vol. 66, No. 4:466-471, November 1984.
- 3.) Folwell, R. J., Mittelhammer, R. C., Hoff, F. L., and Hennessy, P. K. "The Federal Hop Market Order," Agricultural Economics Research, Vol. 37, No. 4:17-32, Fall 1985.
- 4.) Hinman, D. L., and Ricks, D. J. "Supply Management Program Alternatives for the Tart Cherry Industry," Journal of Food Distribution Research, Vol. XXIII, No. 1:57-68, February 1992.
- 5.) Ricks, D. "Alternatives for buying processed cherries to meet cherry marketing order percentage requirements." Department of Agricultural Economics, Michigan State University, Staff Paper 88-124, June 1988.
- 6.) Ricks, D. "Analysis of Possible Exemptions to a Market Allocation Cherry Marketing Order for States with a Short Crop," Department of Agricultural Economics, Michigan State University, Staff Paper 88-122, July 1988.
- 7.) Taylor, T. G. and Kilmer, R. L. "Market Orders and Quality Controls: The Case of Florida Celery," Department of Food and Resource Economics, University of Florida. \*No Date.
- 8.) United States General Accounting Office. "The Role of Marketing Orders in Establishing and Maintaining Orderly Marketing Conditions," Government Accounting Office/RCED-85-57, July 31, 1985.
- 9.) Van Sickle, J., and Alvarado, G. "Florida Tomato Market Order Restrictions-An Analysis of Their Effects on Implementation," Southern Journal of Agricultural Economics, Vol. 14, No. 2:109-114, July 1983.

### *References*

- 1.) United States Government Printing Office "Selected Fruit and Vegetable Marketing Order Studies, 1940-1981," Washington, D.C., No. 0-360-932/AMS-228:103-112, 1981.

### *Voting*

- 1.) Drum, D. "Marketing Orders Under Attack," California Grower, Vol. 19, No. 7:20-23, July, 1995.
- 2.) Madison, M. and Dunn, J. "Producer Attitudes toward a Federal Marketing Order for Eggs," Agribusiness, Vol. 6, No. 2:143-152, March 1990.

- 3.) Mixon, B., Turner, S., and Centner T. "An Empirical Analysis of a Marketing Order Referendum for a Specialty Crop," Western Journal of Agricultural Economics, Vol. 15, No. 1:144-150, 1990.

*Washington*

- 1.) Washington, State of. "Washington Commodity Commissions," Department of Agriculture, Olympia, WA, April 1987.

**MARKET STRUCTURE**

*Apple Industry*

- 1.) Abt Associates, Inc. "The Mexican Market for US Apples." Report prepared for US Apple Export Council, July 1994.
- 2.) Anderson, B. L. "Strategic Alternatives for The New York Apple Industry," Department of Agricultural Economics, Cornell University, A. E. Research 89-15, September 1989.
- 3.) Atkin, M., and Blandford, D. "Structural Changes in Import Market Shares for Apples in the United Kingdom," European Review of Agricultural Economics, Vol. 9:313-326, 1982.
- 4.) Bean, C. "Concentrated Apple Juice Outlook for Selected Countries," World Horticultural Trade & U.S. Export Opportunities, United States Department of Agriculture, April 1994.
- 5.) Bean, C. "Outlook for Concentrated Apple Juice Production and Trade for Selected Countries!" World Horticultural Trade & U.S. Export Opportunities, United States Department of Agriculture, April 1995.
- 6.) Belrose, Inc. "The World Apple Report," Vol. 1, No. 3, December 1994.
- 7.) Belrose, Inc. "The World Apple Report," Vol. 2, No. 1, January 1995.
- 8.) Carman, H. F. and Oldenstadt, D. L. "The Changing Michigan Fresh Apple Packing Industry," Michigan State University Agricultural Experiment Station, Research Report 23, East Lansing, MI, 1964.
- 9.) Coale, C. W., Jr. "Windows in the European Market: positioning the Virginia Apple Industry in International Commerce," Paper presented at the 1991 Virginia State horticultural Society annual meeting, Omni Hotel, Charlottesville, VA, January 1991.
- 10.) Dong, J. "Fresh Apple Trade and Consumption in the Gulf Countries," Horticultural Products Review, United States Department of Agriculture, June 1992.
- 11.) Dong, J. "U.S. Apple Exports: A World Market Analysis," Horticultural Products Review, United States Department of Agriculture, September 1992.
- 12.) Dong, J. "Taiwan, Hong Kong and Indonesia: Strong Markets for US Apples," Horticultural Products Review, United States Department of Agriculture, F-Hort 12-92, December 1992.
- 13.) Dong, J. "China: Fruit Market and Trade," Horticultural Products Review, United States Department of Agriculture, March 1993.
- 14.) Dong, J. "Deciduous Fruit and Table Grape Update: World Apple and Pear Outlook and southern Hemisphere Focus," Horticultural Products Review, United States Department of Agriculture, March 1993.



- 15.) Dong, J. "The EC Withdrawal System for Apples," Horticultural Products Review, United States Department of Agriculture, March 1993.
- 16.) Editors, "US tightens grip on world apple market," Eurofruit, pp. 116-119. October 1995.
- 17.) Goddard, E. W. "A Simulation Analysis of Supply Management in the Canadian Apple Industry," Department of Agriculture and Business, University of Guelph, Working Papers Series WP90/10, April 1990.
- 18.) Hentschke, R. "Maçã: estudo da situação catarinense frente ao MERCOSUL." Epagri, Empresa de Pesquisa Agropecuária e Difusão De Tecnologia De Santa Catarina S. A, 1994.
- 19.) Holt, J. S., and North, D. S. "Some Background Information on the New York and Pennsylvania Apple Industry," Draft paper submitted to the Commission on Agricultural Works under contract No. AW-90-78. \*No date.
- 20.) International Apple Institute, 1993 Apple Marketing Clinic: Production and Utilization Analysis, Sponsored by: International Apple Institute, Hotel Inter-Continental, Chicago, IL, August 19-20, 1993.
- 21.) McCracken, V., O'Rourke, A. D., and Walter, K. "The Role of Cooperatives in Enhancing United States Exports of Apple Products," Department of Agricultural Economics, Washington State University.
- 22.) McCracken, V., Tansuhaj, P., O'Rourke, A. D., and Walter, K. "Strategies for U.S. Apple Exporting Firms," Journal of Food Distribution Research, Vol. XXII, No. 2:63-75, June 1991.
- 23.) O'Rourke, A. D. "Trends in world apple production and Marketing," Good Fruit Grower, Vol. 47, No. 8: 46-50. April 15, 1996.
- 24.) Putnam, J. N. "The Northeast Apple Industry," Farm Credit Bank of Springfield, MA, June 1989.
- 25.) Seale, J.L., Sparks, A.L., Buxton, B.M. "A Rotterdam Application to International Trade in Fresh Apples: A Differential Approach," Journal of Agricultural and Resource Economics, Vol. 17(1):138-149, July 1992.
- 26.) Tomek, W. G. "An Analysis of Changes in the Utilization of Apples in the United States," Department of Agricultural Economics, Cornell University Agricultural Experiment Station, A. E. Res. 137, December 1963.
- 27.) United States Department of Agriculture. "Apple Work Tables: U.S. Production, Utilization, Supplies and Prices 1993/94," Economic Analysis Branch, Fruit and Vegetable Division, American Marketing Service, August 12, 1993.
- 28.) United States Department of Agriculture. "World Fresh Apple and Pear Update," World Horticultural Trade & U.S. Export Opportunities, United States Department of Agriculture, pp 10-22, November 1994.
- 29.) Walter, K. J. "An Analysis of the Swedish Fresh Apple Market and Import Demand," Department of Agricultural Economics, Washington State University, December, 1990.
- 30.) Ward, John V. Associates Inc. "The Market for Western US Tree Fruit in Mexico," Idaho Department of Agriculture, Western US Agricultural Trade Association, January 1992.
- 31.) Willett, L. S., "An Econometric Analysis of the U.S. Apple Industry," Department of Agricultural Economics, Cornell University, A.E. Res. 92-05, August 1992.

### *Asparagus*

- 1.) Editors. "Colombian Asparagus Aggressive Internationally," International Produce Journal, Vol. 4, No. 6: 17-18. December 1995.
- 2.) French, B. C., and Schertz-Willett, L. "An Econometric Model of the U.S. Asparagus Industry," Giannini Foundation, Giannini Foundation Research Report No. 340, University of California, Berkeley, CA, September 1989.
- 3.) McCarthy, T. P., James, A. M., Macomber, A. Z., Dennis, A. L., and Gallagher, J. M. "Competitive Conditions in the U.S. Market for Asparagus, Broccoli, and Cauliflower," International Trade Commission Report, 2136, November 1988.
- 4.) United States International Trade Commission. "Asparagus," Report to the President on Investigation No. TA-201-4," International Trade Commission, Washington, D. C., January 1976.

### *Citrus*

- 1.) Comis, D. and Stanley, D. "When Is an Orange Not an Orange?" Agricultural Research, United States Department of Agriculture, Agriculture Research Service, pp. 18-20, February 1992.
- 2.) Popopolus, L., Brown, M., Muraro, R., and Emerson, R. "A Look Into Florida's Citrus Future: Crop Sizes, Price Levels, Labor Requirements, and Harvesting Costs," Presented at the Harvesting Symposium, Lake Wales Country Club, Lake Wales, FL, October 13, 1993
- 3.) Ward, R., and Kilmer, R. "The United States Citrus Subsector: Organization, Behavior, and Performance," Agricultural Experimental Station, Institute of Food and Agricultural Sciences, North Central Regional Research Publication 263, University of Florida, Gainesville, FL, December 1980.

### *Fruits and Vegetables*

- 1.) Alfred, A., and Lucier, G. "The U.S. Watermelon Industry," United States Department of Agriculture, Economic Research Service, Staff Report AGES 9015, April 1990.
- 2.) Brooker, J. R. "An Assessment of the Structure of Fruit and Vegetable Marketing in Tennessee," Department of Agricultural Economics and Rural Sociology, Research Report 85-04, University of Tennessee, Knoxville, TN, April 1985.
- 3.) Brooker, J. R., Eastwood D., and Brenchley, L. "Fruit and Vegetable Producers: A Case Study of Nine Counties in Southeast Tennessee," University of Tennessee Agricultural Experimental Station, Research Report 90-11, April 1990.
- 4.) French, B. C. and Schertz-Willett, L. "An Econometric Model of the U.S. Asparagus Industry," Giannini Foundation, Research Report No. 340, University of California, Berkeley, CA, September 1989.
- 5.) Hanson, J.C. and Rada, D. J. "An Overview of Successful Produce Wholesaling Opportunities for Local Farmers in the Baltimore-Washington Region," Maryland Institute for Agriculture and Natural Resources, Cooperative Extension Service, Fact Sheet 646, 1992-93.
- 6.) Ricks, D. J., Hamm, L. G., Chase-Lansdale. W. C. "The Tart Cherry Subsector of United States Agriculture: A Review of Organization and Performance," Research Division, University of Wisconsin, North Central Regional Research Publication 278, July 1982.

### *Kiwifruit*

- 1.) United States International Trade Commission. "Fresh Kiwifruit from New Zealand," USITC Publication 2510, Washington, D. C., May 1992.
- 2.) United States Department of Agriculture. "Kiwifruit Situation for Selected Countries," World Horticulture Trade and U.S. Export Opportunities, pp.9-19, May 1995.

### *Markov Process*

- 1.) Padberg, D. I. "The Use of Markov Processes in Measuring Changes in Market Structure," Journal of Farm Economics, Vol. XLIV, No. 1:189-199, February 1962.

### *Ornamentals*

- 1.) Fossum, M. T. "Trade in Horticultural Specialties A Statistical Compendium," United States Department of Agriculture, Marketing Bureau of Agricultural Economics, Research Report No. 33, April 1953.
- 2.) Fossum, M. T. "Marketing Information for Commercial Ornamental Horticulture: Preliminary Report," United States Department of Agriculture, Bureau of Agricultural Economics, July 1952.
- 3.) Haydu, J. J., Hodges, A. W., and Montenegro, D. "Bolivia's Emerging Cut-flower Industry: A Performance Assessment," HortScience, Vol. 27, No. 12:1319-1322, December 1992.
- 4.) Hodges, A., and Haydu, J. "Structure and Market Organization of Florida's Landscape Plant Industry," Journal of Environmental Horticulture, Vol. 10, No. 1:32-36, March 1992.
- 5.) United States Department of Agriculture. "Commercial Ornamental Horticulture Size of Establishment and Crop Specialization of Growers," Agriculture Marketing Service, Marketing Research Report No. 96, June 1955.
- 6.) Technical Committee SM-33. "Marketing Woody Ornamentals: Practices and Trends of Nurseries in the South," Agricultural Experiment Station, Southern Cooperative Series Bulletin No. 143, University of Tennessee, Knoxville, TN, April 1969.
- 7.) United States Department of Agriculture. "Commercial Floriculture Size of Establishment and Crop Specialization of Growers," Agriculture Marketing Service, Marketing Research Report No. 97, June 1955.
- 8.) United States International Trade Commission. "Industry & Trade Summary Cut Flowers", Office of Industries. USTIC Publication 2737, Washington, D. C., March 1994.

### *Performance Measure*

- 1.) Caswell, J. A., and Cotterill, R. W. "Two New Theoretical Approaches to Measuring Industry and Firm Performance," Agribusiness, Vol. 4, No 6:511-520, 1988.

### *Raisins*

- 1.) Nuckerton, C. F., French, B. C., and King, G. A. "An Econometric Analysis of the California Raisin Industry," Giannini Foundation, Research Report No. 339, University of California, Berkeley, CA, December 1988.

### *Theory*

- 1.) Azzam, A. and Pagoulatos, E. "Testing for Oligopoly and Oligopsomy Power," Private Strategies, Public Policies, and Food System Performance, Department of Agricultural Economics and Rural Sociology, University of Connecticut, NE-165 Paper Series WP-15, September 1989.
- 2.) Caswell, J. A. "An Alternative Measure of Aggregate Concentration With An Application to The Agribusiness Sector," Department of Agricultural Economics and Rural Sociology, University of Connecticut, NE-165 Paper Series WP-13, December 1988.
- 3.) Connor, J. M. "Concentration Issues in the United States Beef Sub-Sector," Department of Agricultural Economics and Rural Sociology, University of Connecticut, NE-165 Paper Series WP-16, September 1989.

### *Third World Countries*

- 1.) Jaffee, S. M. "How Private Enterprise Organized Agricultural Markets in Kenya," Agriculture and Rural Development Department, The World Bank, WPS 823 January, 1992.
- 2.) Koster, W. G., and Basuki, R. S. "Marketing Systems Research: A Comprehensive and Integrated Approach for Understanding and Improving Market Performance," Acta Horticulturae, Vol. 270:205-213, 1991.

### *Tomatoes*

- 1.) Brandt, J. A. and French, B. C. "An Analysis of Economic Relationships and Projected Adjustments in the U. S. Processing Tomato Industry." Giannini Foundation of Agricultural Economics, University of California, Research Report No. 331, December 1981.
- 2.) Plummer, C. "U.S. Tomato Statistics: 1960-1990," United States Department of Agriculture, Economic Research Service, Statistical Bulletin No. 841, August 1992.
- 3.) Lopez, R. and Munoz, A. "Supply Response in the Northeastern Fresh Tomato Market," Northeastern Journal of Agriculture and Resource Economics, pp. 35-43, April 16, 1987.

### *Turfgrass*

- 1.) Brooker, J. R., Gray, M. D., Carson, J. E., and Samples, T. J. "Tennessee's Turfgrass Industry: Structure and Economic Value," Department of Agricultural Economics and Rural Sociology, Agricultural Experiment Station, University of Tennessee, Research Report 93-16, November 1993.

## **MARKETING**

### *Apples*

- 1.) Baugher, T. A., Singha, S., Townsend, E. C., and Ingle, M. "Growth Yield and Fresh Quality of 'Delicious' Apple Strains," West Virginia Agricultural and Forestry Experiment Station, Morgantown, WV, Bulletin No. 702, April 1990.
- 2.) Carmichael, O. "Creativity Pays Off With Apple Promos," Produce Business, pp. 111-121, October 1990.
- 3.) Ceponis, M. J., Kaufman, J., and Ringel, S. M. "Quality of Prepackaged McIntosh Apples in New York City Retail Stores," United States Department of Agriculture, Agricultural Marketing Service, Market Quality Research Division, Washington, DC, January 1962.

- 4.) Editors, "ENZA opens up its apple season," Eurofruit, pp. 14-16, April 1996.
- 5.) Ghura, D., and Schrimper, R. A. "Analysis of Newspaper Advertising of Fresh Apples in North Carolina," Department of Agriculture and Resource Economics, North Carolina State University, Raleigh, EIR No. 84, July 1991.
- 6.) Henderson, P. L., Brown, S. E., and Hind, J. F. "Special Promotional Programs for Apples, Their Effects on Sales of Apples and Other Fruits," United States Department of Agriculture, Agricultural Marketing Service, Market Development Research Division, Washington, DC, January 1961.
- 7.) Hodgdon, R. W. "Preliminary Apple Study Report," Marketing and Research Department, Farm Credit Banks of Springfield, MA, Revised January 1977.
- 8.) Jones, E. "Determinants of Apple Purchases for Ohio Consumers: Implications for Other States," Journal of Food Distribution Research, Vol. 27, No. 1: 53-58, February 1996.
- 9.) Leonard, R. L., and Wadsworth, J. J. "Consumer Preferences: A Guide to Connecticut Apple Marketing," Department of Agricultural Economics and Rural Sociology, University of Connecticut, Food Marketing Policy Center Research Report No. 4, May 1989.
- 10.) Moffett, R. E., Brand, J. P. H., Myers, L. H., and Seaver, S. K. "Economic Benefits of Optimum Intraseasonal Allocation of New England-New York Macintosh Apples," Agricultural Experiment Station, University of Connecticut, Bulletin 394, June 1966.
- 11.) O'Rourke, A. D. "Factors Affecting Major Marketing Decisions for the Washington Apple Crop," College of Agriculture Research Center, Washington State University, July 1974.
- 12.) Primo-Mandujano, M. and McLaughlin, E. W. "Effects of Selected Merchandising Practices on Retail Apple Sales," Department of Agricultural Economics, Cornell University, A. E. Res. 86-10, April 1986.
- 13.) Provost, J., Cochran, K. A., and Ahern, J. "Evaluation of Harvest Criteria for Empire Apples: How Does It Affect Consumer Preference," Journal of Food Distribution Research, Vol. XXII, No. 1:118-119, February 1991.

#### *Asparagus*

- 21) Jones, T. and Roberts, C. R. "Commercial Asparagus Production," Department of Home Economics, HO-66, University of Kentucky, Lexington, KY, April 1989.
- 2.) McNeil, E., and Kirby, K., "Asparagus Production and Trade Situation in Selected Countries" World Horticultural Trade & U.S. Export Opportunities, United States Department of Agriculture, pp. 13-23, September 1994.
- 3.) Worley, T. Folwell, R. and Bagnara, G. L. "Tariffication Under the Uruguay round of GATT: The Case of Swiss Asparagus Trade," Journal of Food Distribution Research, Vol. 27, No. 1: 45-49, February 1996.

#### *Avocados*

- 1.) California Avocado Commission. Avocados: Annual Report, 1989-1990, Santa Ana, CA.
- 2.) Cappellini, R. A., Ceponis, M. J. and Lightner, G. W. "Disorder in Avocado, Mango, and Pineapple Shipments to the New York Market, 1972-1985." Plant Disease, Vol. 72, No. 3: 270-273. March 1988.

- 3.) Crothers, D. W. "Avocado Opportunities Surpass Even Guacamole," Produce Business, Vol. 11, No. 12: 20-27. December 1995.
- 4.) Drum, D. "Crossing the Border: Debate over quarantine may be in final Stage," California Grower, Vol. 19, No. 3: 37-41. March 1995.
- 5.) Granich, C. I. "The Southern Giant: A Look at Mexico's Avocado Industry," California Grower, Vol. 16, No. 2:18-20, December 1992.
- 6.) Kirby, K. and McNeil, E. "Avocado Situation in Selected Countries," World Horticultural Trade & U.S. Export Opportunities, United States Department of Agriculture, April 1994.
- 7.) Manchester, S. J. "Florida Avocados Annual Report," Florida Avocado Committee, August 1990.
- 8.) Riddick, S., Shnitzler, S. and Strzelecki, K. K. "Avocado Situation in Selected Countries." World Horticultural Trade and US Export Opportunities, United States Department of Agriculture, February 1996.
- 9.) Thompson, W. "Mexicans Play Hardball in NAFTA Negotiations," California Grower, Vol. 16, No. 2:8-10, July 1992.

#### *Azaleas*

- 1.) Hill, M. L., Wilson, L. E., and Shumack, R. L. "Production and Marketing of Azaleas in Baldwin and Mobile Counties, Alabama," Alabama Agricultural Experiment Station, Auburn University, Bulletin 589, November 1987 .

#### *Bananas*

- 1.) Editors. "The future is golden for Del Monte," Eurofruit, May 1996.
- 2.) Loeillet, D. "The Eu Banana Regime: Starting All Over Again," Fruitrop, No. 3:8-13, May 1994
- 3.) McNeil, E. "Review of World Banana Trade Situation in Selected Countries," World Horticultural Trade & U.S. Export Opportunities, United States Department of Agriculture, pp. 32-36, January 1995.
- 4.) McNeil, E. "European Banana Regime Affects Key World Suppliers," World Horticultural Trade and Export Opportunities, United States Department of Agriculture, pp. 24-28, February 1995.
- 5.) McNeil, E. "Impact of The EC Banana Import Regime On Selected Markets," Horticultural Products Review, pp. 30-35, September 1993.
- 6.) Thompson, T. "Banana Industry Surviving EU Policy," International Produce Journal, Vol. 4, No. 2:10-18, April 1995.

#### *Berries*

- 1.) Feldman, P.A. "*Specialties. Produccion, Industrializacion y Venta de Frambuesas*," *Direccion Nacional De Produccion Agropecuaria, Programa Integracion Vertical*, Third Edition, Buenos Aires, January 1994.
- 2.) Jenkins, C. and Kirby, K. "Strawberry Trade Situation in Selected Countries," World Horticultural Trade and U.S. Export Opportunities, United States Department of Agriculture, FHORT 5-94, May 1994.
- 3.) Tse, R. "U.S. Exporters Doing Their Berry Best To Boost Sales," United States Department of Agriculture, Foreign Agricultural Service, AgExporter, Vol. 4, No. 11:4-8, November 1992.

- 4.) Woods, T., Marra, M. and Leiby, J. "Toward a Marketing Strategy for Fresh Wild Blueberries in the Northeast," Journal of Distribution Research, Vol. XXII, No. 2:53-62, June 1990.

#### *Broccoli*

- 1.) Cook, R. "California Broccoli and Cauliflower Growers Face Increasing Competition," Agricultural Economics Department, University of California, Davis, CA. \*No date.
- 2.) Jenkins, R. P. "Wholesale and Retail Marketing of Broccoli," Department of Agricultural Economics and Resource Development, University of Tennessee, SP319B, January 1986.
- 3.) United States Department of Agriculture. "Marketing California Broccoli 1986," Department of Food and Agriculture, Federal State Market News Service, Sacramento, CA, April 1991.

#### *Carrots*

- 1.) Pike, L. M. "Carrot Improvement for Appearance, Flavor, Texture, Nutrition and Health Benefits," Carrot Country, Vol. 3, No. 3:5-8, Fall 1995.

#### *Cauliflower*

- 1.) United States Department of Agriculture. "Marketing California and Arizona Cauliflower 1986," Department of Food and Agriculture, Federal State Market News Service, Sacramento, CA, July 1988.

#### *Christmas Trees*

- 1.) Carmichael, O. "Exporting Christmas Trees," Produce Business, Vol. 6, No. 6: 68-70, June 1990.
- 2.) Hamlett, C., Herrmann, R., Warland, R. and Zhao, R. "Christmas Tree Consumption Behavior: Natural Versus Artificial," Northeastern Journal of Agricultural and Resource Economics, Vol. 18, No. 2:135-139, October 1989.
- 3.) Ishler, A. S., and Herrmann, R. "Marketing Pennsylvania-Grown Christmas Trees," Department of Agricultural Economics and Rural Sociology, Pennsylvania State University, University Park, AE and RS 192, November 1987.
- 4.) Maryland Christmas Tree Association. Maryland Christmas Tree Directory: 1989, Perry Hall, MD.
- 5.) New York, State of. "1989 New York Christmas Trees," Department of Agriculture and Markets, Division of Marketing, December 1989.
- 6.) Northern Christmas Tree Growers and Nursery. 1990 Special Products Catalog, Merrillan, WI, 1990.
- 7.) Pacific Northwest Christmas Tree Association Buy-Sell Directory - 1993, Salem, OR, 1993.
- 8.) Pacific Northwest Christmas Tree Association Buy-Sell Directory - 1996, Salem, OR, 1996.
- 9.) Shapley, A. E. "The Law and Labor in Christmas Tree Production," Department of Agricultural Economics, Michigan State University, Staff Paper No. 88-19, August 1989.
- 10.) United States Department of Agriculture. "USDA to Revise Christmas Tree Standards," News, Office of Information, September 29, 1989.

- 11.) United States Department of Agriculture. "There's A Green Forecast for Christmas Tree Sellers," Farmline, pp. 12-14, 1989.
- 12.) United States Department of Agriculture. "U.S. Christmas Trees Decorate Holiday Homes Around the World," Foreign Agricultural Service, AgExporter, Vol.4, No. 12:4-8, December 1992.

#### *Citrus*

- 1.) Fairchild, G. F., Behr, R., Brown, M. and Lee, J. Y. "Marketing Problems and Potentials Confronting the Florida Fresh Citrus Industry," Proceedings Florida State Horticulture Society, Vol. 101:20-23, Gainesville, FL, 1988.
- 2.) Fairchild, G. F., Behr, R., and Lee, J. Y. "Competition and Trade in International Citrus Markets," Proceedings Florida State Horticulture Society, Vol. 101:80-83, Gainesville, FL, 1988.
- 3.) Priel, A. "Israel Continues Slipping in Citrus Export Market," California Grower, Vol. 16, No. 12:24-25, December 1992.

#### *Coffee*

- 1.) "Confederacion Mexicana de Productores de Cafe," Mexico, D. F. \*No date.
- 2.) Garcia, J. G., and Llamas, G. M. "Coffee Boom, Government Expenditure, and Agricultural Prices: The Colombian Experience," International Food Policy Research Institute, Research Report 68, August 1988.
- 3.) Guta, S. Z., and Roy, S. K. "Allocation of Ethiopian Coffee Among Export Markets," Department of Agricultural Economics, Texas Tech University, Publication No. T-1-263, Lubbock, TX. \*No date.

#### *Cooperatives, Fruits and Vegetables*

- 1.) Kazmierczak, R. F., Jr., and Bell, J. B. "The Potential for Cooperative Marketing of Southeastern Fresh Vegetables to Wholesale Buyers," Department of Agricultural Economics, Virginia Tech University, MB 348, Blacksburg, VA, February 1988.
- 2.) Kazmierczak, T., Bell J. B., and Taylor, D. B. "An Evaluation of a Federation of Small-Scale Vegetable Marketing Cooperatives," Department of Agricultural Economics, Virginia Tech University,, Staff Paper 89-25, Blacksburg, VA, July 1989.
- 3.) Kirkpatrick, T. J. and Bell, J. B. "Development of Marketing and Management Services of the Horticultural Producers Federation," Department of Agricultural Economics, Cooperative Extension Service, Virginia Tech, Publication 448-020, Blacksburg, VA, December 1986.
- 4.) Lively, T., and Bell, J. B. "A Management Profile of Thirty Fruit and Vegetable Marketing Cooperatives in the South," Department of Agricultural Economics, Virginia Tech University, Publication 448-010, Blacksburg, VA, September 1985.
- 5.) Mizelle, W. O., Jr. "Understanding Produce Marketing," Cooperative Extension, University of Georgia, Bulletin 859, Athens, GA, January 1982.
- 6.) Stegelin, F., and Williamson, L. "Marketing Cooperative Feasibility Analysis: Mammoth Cave Produce Marketing Association," Department of Agricultural Economics, University of Kentucky, Staff Paper No. 226, June 1987.



- 7.) Stern, A. G., and Anderson, B. L. "An Analysis of United States Cooperatives with Successful Marketing Strategies," Department of Agricultural Economics, Cornell University, A. E. Res. 86-19, July 1986.

#### *Electronic, Fruits, and Vegetables*

- 1.) Gunter, F. W., Lesser, W. H., and McLaughlin, E. W. "Electronic Trading of Fresh Fruits and Vegetables to New York State Institutions: A Feasibility Analysis," Department of Agricultural Economics, Cornell University, A. E. Res. 86-20, August 1986.

#### *Floriculture Crops*

- 1.) Metz, J. F., and Trotter, C. E. "Marketing Floricultural Products in the Northeast Part I. Growers," Cornell University Agricultural Experiment Station, Bulletin 980, December 1963.
- 2.) Robertson, J. "Marketing Channels: Margins and Change Through the Years," Southern Florist & Nurseryman, pp. 14-18, November 27, 1981.
- 3.) Trotter, W. K. "Problems in Marketing Florist Crops," Department of Agricultural Economics, Cornell University, A. E. 983, June 1955.

#### *Grapes*

- 1.) California Table Grape Commission. "California Grapes 1988-1989 The Natural Snack: The Distribution and Per Capita Consumption of California Table Grapes by Major Varieties in the United States and Canada," Fresno, CA, 1990.
- 2.) Larue, B., Ker, A., and MacKinnon, L. "The Demand for Wine in Ontario and the Phasing-Out of Discriminatory Mark-Ups," Agribusiness, Vol. 7, No. 5:475-488, 1991.
- 3.) New York Wine and Grape Foundation. "New York Vineyard Survey: 1990," Department of Agriculture and Markets, Albany, NY, September 1991.
- 4.) United States Department of Agriculture. "Marketing California Grapes for Fresh Use 1984 Season," Federal-State Marketing News Service, Sacramento, CA, August 1985.
- 5.) United States Department of Agriculture. "Marketing California Grapes for Fresh Use 1988 Season," Federal-State Marketing News Service, Sacramento, CA, June 1989.
- 6.) Wohlgenant, M. Factors Affecting the Size of the North Carolina Grape Industry, Department of Economics and Business, North Carolina State University, Economic Information Report EIR No. 82, Raleigh, NC, December 1989.

#### *Greenhouse Production*

- 1.) Crothers, D. "'Worth a Magnificent Display,'" Produce Business, pp. 42-48, February, 1992.
- 2.) Gerber, J.M. "Horticulture Facts: Hydroponics," College of Agriculture, Cooperative Extension Service, University of Illinois, Urbana-Champaign, IL, April 1985.
- 3.) Goldman, A. "Consumer Response to Premium Quality Branded Produce: The Case of Israeli Glasshouse Tomatoes," Applied Agricultural Research, Vol. 3, No. 5:264-268, 1988.
- 4.) Jensen, M. "Hydroponics Today," Greenhouse Grower, Vol. 14, No. 1: 70-73, January 1996.

- 5.) Neff, J. "Produce Under Glass: What is Its Potential for Retail Growth?" Produce Business, pp. 14-17, June 1992.
- 6.) Stegelin, F. "Marketing and Management Decision Making by Greenhouse Growers," University of Kentucky, Staff Paper No. 186, July 1985.

#### *Herbs*

- 1.) Bale, S., and Witt, M. "Culinary Herbs," Home Economics Department, University of Kentucky, HO-74, Lexington, KY, July 1990.
- 2.) Brown, S. "Culinary Herb Use in Southern California Restaurants," California Agriculture, Vol. 45. No. 1:4-6, January-February 1991.
- 3.) Engle, M. M. "The Herbal Legacy of Curanderismo," Garden, pp. 14-19, March/April 1988.
- 4.) Nichols Garden Nursery. "Herbs & Rare Seeds," Albany, Oregon, 1993.
- 5.) Rodriguez, Eloy. "Fire Medicine: The Science of Chiles," Phytochemistry and Toxicology Laboratory, University of California, Irvine, CA. \*no date.
- 6.) Weber, J. and Dallas, S. "Cure? Well...Profit? Sure: Herbal sales will top \$2 billion in '95," Business Week, p. 58, October 23, 1995.

#### *Hispanics*

- 1.) Cozby, P. "Marketing The Market," Produce Business, Vol. 6, No. 10:124-128, October 1990.
- 2.) Hernandez, S. A., and Kaufman, C. J. "Coupon Use Differences Between Hispanics and Anglos: Barrio and Anglo Neighborhood Samples." paper, \*no date.
- 3.) Produce Marketing Association. Ethnic Marketing/Merchandising, Bibliography, June 26, 1987.
- 4.) Proval, C. "Los Angeles Market Driven By Ethnic Mix," Produce Business, Vol. 6, No. 10:43-50. October 1990.

#### *Kiwi*

- 1.) Editors, "Chile is expecting more kiwifruit," Eurofruit Magazine, April 1996, pp. 26-27.

#### *Lettuce*

- 1.) Clark, W. "U.S. Agriculture is Growing Trouble as Well as Crops," pp. 59-64. \*no date.
- 2.) Crothers, D. "Worth a magnificent Display," Produce Business, pp. 40-48, February 1992.
- 3.) United States Department of Agriculture. "Marketing Lettuce from Salinas-Watsonville, Other Central California Districts, and Colorado 1986 Marketing Season," Federal-State Marketing News Service, Sacramento, CA, July 1988.

#### *Limes*

- 1.) Manchester, S. J. Florida Limes, 1991-92 Season, Annual Report of the Lime Administrative Committee, 1992-92 Season, Homestead, FL, August 1992.

## Mangoes

- 1.) Ayala, C. L., Guillen, A. M., Mata, M. M. "Deshidratacion Osmotica De Rebanadas De Mango," *Departamento de Tecnologia de Alimentos, Instituto Tecnologico de Tepic.* \*No Date.
- 2.) Costa Rica. "Fomento de la Produccion y Exportacion de Mango en las Regiones Pacifico Central y Chorotega," (*Perfil del Proyecto*), Proyecto CAM-90-002 PNUD/OPS/PEC, 1991.
- 3.) *Federacion Nadiional de Cafeteros de Colombia.* El Cultivo del Mango. Programa de Desarrolla y Diversificacion de Zonas Cafteras. \*No date.
- 4.) Galinsky, B. and Boyd, J. "The UK Market for Fresh Mangoes," Internaitonal Produce Journal, Vol. 5, No. 2:33-35. April 1996.
- 5.) Lopez, A. E., Tovar, G. B., Trevino, T. S., Gutierrez, M. P., Mata, M. M. "Efecto De La Epoca De Corte En Los Campios Quimicos Y Fisiologicos Del Mango," *Departamento de Tecnologia de Alimentos, Instituto Tecnologico de Tepic.* \*No Date.
- 6.) Machuca, S. M. L., Mata, M. M. "Evaluacion Del Deshidratodo De Mango De Las Variedades Florida Que Se Cultivan En El Estado Ne Nayarit," *Departamento de Tecnologia de Alimentos, Instituto Tecnologico de Tepic.* \*No Date.
- 7.) Mata, M. M., Tovar, G. B. "Produccion Y Problematica Del Aprovechamiento Del Cultivo De Mango En El Estado De Nayarit," *Departamento de Tecnologia de Alimentos, Instituto Tecnologico de Tepic.* \*No Date.
- 8.) McCue, L. "Mangos Still Havr Markets To Conquer," Produce Business, pp. 59-60, April 1996.
- 9.) Tovar, G. B., Mata, M. M. Garcia, G. H. S. "Deshidratacion Por Aspersion De Pulpa De Mango (*Mangifera indica*) c.v. Kent," *Departamento de Tecnologia de Alimentos, Instituto Tecnologico de Tepic.* \*No Date.
- 10.) Trevino, T. S., Tovar, G. B., Gutierrez, M. P., Rodriquiz, D. A. "Concervacion De Pulpa De Mango Por El Metodo De Factores Combinados," *Departamento de Tecnologia de Alimentos, Instituto Tecnologico de Tepic.* \*No Date.
- 11.) Protrade. "Manual de Exportacion Frutas Tropicales y Hortalizas," Protrade, Competence in International Trade, Eschborn, Federal Republic of Germany. \*No date.

## Mushrooms

- 1.) Aclin, W.. "1994 Mushroom Import Report," Mushroom News, Vol. 43, No. 6:20-23, June 1995.
- 2.) American Mushroom Institute. "The Start of Something Big: Mushroom Produce Buyer's Guide," Kennett, PA November 1990.
- 3.) Bullman, D. "The Mushroom Industry Around the World; What will the Future Bring," Mushroom News, Vol. 41, No. 10:4-12, October 1993.
- 4.) Doyle, K. "Marketing of Specialty Mushrooms in the United States," Mushroom News, Vol. 42, No. 10:26-27, October, 1994.
- 5.) Editors. "Fresh Mushroom Consumption In the United States," Mushroom News, Vol43, No. 2:32-34, February 1995.

- 6.) Hamm, S. R. "Mushroom Supply and Utilization in the United States," Mushroom News. Vol. 40. No. 10:3-12, October 1992.
- 7.) Hamm, S. R. "Economic Trends And Indicators For Mushrooms," Mushroom News, Vol. 41, No. 12:7-11, December 1993.
- 8.) James, K. "The UK within the European Mushroom Market," Mushroom News, Vol. 41, No. 10:14-19, October 1993.
- 9.) Molin, J. "Specialty Muchrooms: Yesterday, Today and Tomorrow," Mushroom News, Vol 43, No. 2:10-13. February 1995.
- 10.) Moss, S., Mitchell, D. "Market Analysis of the Mushroom Industry", Mushroom News, Vol. 42, No. 10:8-23, October 1994.
- 11.) Royse, D. J. "Specialty Mushrooms: Cultivation on Synthetic Substrate in the USA and Japan," Mushroom News, Vol. 43, No. 5:4-19. May 1995.
- 12.) Shiitake Mushroom Study Team. "Preliminary Report of Shiitake Test Marketing Study," Draft, SP-88-35, June 27, 1988.
- 13.) United States Department of Agriculture. "1989-90 Mushroom Production and Value Continue Upward Trend," National Agricultural Statistics Service, Publication Vg 2-1-2, August 20, 1990.
- 14.) United States Department of Agriculture. "Mushroom Production Down, Value Continues to Increase," National Agricultural Statistics Service, Publication Vg 2-1-2, August 1992.
- 15.) United States Department of Agriculture. "Mushrooms," National Agricultural Statistics Service, August 1993.
- 16.) United States Department of Agriculture. "Mushrooms," National Agricultural Statistics Service, August 1994.
- 17.) United States Department of Agriculture. "Mushrooms," National Agricultural Statistics Service. August 1995.
- 18.) Whitfield, W. and Wilk, R. "Marketing with the Mushroom Council," Mushroom News, Vol. 43, No. 10: 6-7. October 1995.
- 19.) Wuest, P. J. "These Lean And Mean Times For Mushroom Farmers," Mushroom News, Vol. 41, No. 12:12-14, December 1993.

#### *Non-Profit*

- 1.) Gallagher, K., and Weinberg, C. B. "Coping with Success: New Challenges for Nonprofit Marketing," Sloan Management Review, pp. 27-41, Fall 1991.

#### *Nursery Products*

- 1.) Batson, D. B. "A Nursery With a Niche," American Nurseryman, pp. 50-55, June 15, 1989.
- 2.) Gineo, W. M. "Nursery Marketing Can Be Improved," Journal of Environmental Horticulture, Vol. 6, No. 2:72-75, June 1988.

- 3.) Phillips, T. D. "Marketing Woody Ornamentals: Practices and Trends of Retail Outlets in the South," Institute of Food and Agricultural Sciences, University of Florida, Southern Cooperative Series, Bulletin No. 153, June 1970.
- 4.) Voight, A. O. "A Guide to Nursery Marketing Research: A Comprehensive Compilation of Environmental Nursery Marketing Research, Business Management, Economic and Statistical References," Horticultural Research Institute, Washington, D. C., Copyright 1978.
- 5.) Voight, A. O. "Perennials Marketing: Past, Present, Future," Ohio State University's Potted Perennial Tour/School, Westlake Holiday Inn, Cleveland, OH, Handout, February 1990.

#### *Onions*

- 1.) Centner, T. J., and Turner, S. C. "Differentiating Vidalia Onions to Preserve Grower's Price Premium," Department of Agricultural Economics, University of Georgia, Faculty Series 88-08.
- 2.) Crothers, D. "Wide Variety, Health Benefits Aid Growth: Are Your Onion Sales Increasing 8% Per Year?" Produce Business, pp. 61-65, August 1991.
- 3.) Davis, L. H. "Merchandising Yellow Onions in Retail Food Stores," Department of Agricultural Economics, Cornell University, A. E. 1014, December 1955.
- 4.) Fuller, S., Capps, O., Jr., Bello, H., and Shafer, C. "Structure of the Fresh Onion Market in the Spring Season: A Focus on Texas and Its Competition," Western Journal of Agricultural Economics, Vol. 16(2):404-416, December 1991.
- 5.) Fuller, S., Goodwin, H. L., and Shafer, C. "Trends of the Dry Onion Industry in Texas and the U.S.," Agricultural Experiment Station, Texas A & M University, Bulletin MP-1672, July 1989.
- 6.) Fuller, S., Gutierrez, N., and Capps, Jr., O. "International Trade in Dry Onions: An Analysis of Factors Affecting Import Demands for U.S. Dry Onions," Department of Agricultural Economics, Texas A&M University, October 1991.
- 7.) Fuller, S., Capps, O., Jr., Bello, H., Hall, C. R., and Schulthies, B. K. "U.S.-Mexico Free Trade Agreement Impact: Effects of Alternative Tariff Levels On Texas Spring Dry Onion Producers," Texas Agricultural Market Research Center Report, Department of Agricultural, Texas Agricultural Experiment Station, Texas Agricultural Extension Service, TAMRC International Market Research Report No. IM-1-92, Texas A&M University, College Station, TX, January 1992.
- 8.) Goodwin, H. L. Jr. "Targeting Profitable Markets for Texas High Plains Onions " Department of Agricultural Economics, Texas A & M University, Staff Paper Series. SP-2, April 1987.
- 9.) Greene, C. "Characteristics of Onion Growers and Farms in Six Major Onion States," United States Department of Agriculture, Economic Research Service, Situation and Outlook Report, TVS-253, April 1991.
- 10.) How, R. B. "Rail and Truck Unloads of New York Onions in Major Markets 1960-61," Department of Agricultural Economics, Cornell University, A. E. Ext 202, April 1962.
- 11.) Love, H. G., Jermolowicz, A., and Steglin, F. "Root Crops," Cooperative Extension Service, University of Kentucky, Option Series No. 19, December 1985.
- 12.) Love, J. M. "U.S. Onion Statistics, 1960-93," United States Department of Agriculture, Economic Research Service, Statistical Bulletin No. 880, May 1994.

- 13.) Marine, C. L., and Greig, W. S. "Estimating Institutional Sales Potential for New Food Products A Case Study on New Onion Products," Agricultural Experiment Station, Michigan State University, Research Report No. 55.
- 14.) McLaughlin, E. W., and Pierson, T. R. "The Michigan Onion Industry: A Summary of Marketing Information," Department of Agricultural Economics, Michigan State University, A.E. Report No. 387, February 1981.
- 15.) National Onion Research Conference, DeSoto Hilton, Savannah, GA, December 5 and 6, 1991.
- 16.) Pategas, S. "Fresh Onions in Bulk Amass Big Sales," Produce Business, pp. 51-54, August 1992.
- 17.) Rel, R. C., and Clevenger, T. "Buyers and Shippers Views on Marketing New Mexico Dry Onions," Agricultural Experiment Station, New Mexico State University, Research Report 625, May 1988.
- 18.) Shafer, C. E. "Intraseasonal Price Analysis for South Texas Early Spring Onions," Agricultural Experiment Station, Texas A & M University, Technical Report Number 72-3, 1972.
- 19.) Stachwick, G., Pierson, T., and Dudek, T. "Market Survey of Michigan Dry Onions," Agricultural Experiment Station, Michigan State University, A. E. Staff Paper 86-89, East Lansing, MI, August 1986.
- 20.) Stone, K. W. "Trends in the Marketing of Onions," Department of Agricultural Economics, Cornell University, A. E. Staff Paper 78-6, February 1978.
- 21.) Stone, K., Young, D., Dixon, E., and Padberg, D. "Consumer Preferences for New York Onions," Department of Agricultural Economics, Cornell University, A.E. Ext. 75-19, June 1975.

#### *Peaches/Pears*

- 1.) Parker, D. D., Zilberman, D. and Moulton, K. "How Quality Relates to Price in California Fresh Peaches," California Agriculture, Vol. 45 No. 2:16-23, March-April 1991.
- 2.) Rosson, C. "No Need to Pinch Yourself. This Year's Harvest of Heavenly Fruit is for Real," Texas Monthly, pp. 122-126, June 1991.

#### *Plans*

- 1.) "Proceedings of a Workshop for Extension Specialists on Marketing, Risk and Financial Management," Sponsored by United States Department of Agriculture, and the Cooperative Extension Service, University of Minnesota, Minneapolis, MN, April 2-4, 1984.

#### *Plums*

- 1.) Ricks, D. J. "The Michigan and United States Purple Plum Industry - Trends and Changing Marketing Patterns," Department of Agricultural Economics, Michigan State University, Report No. 464, January 1985.

#### *Potatoes*

- 1.) Epperson, J. E., and Huang, W. T. "The Potential for Intraseasonal Market Flow Management of Southeastern Sweet Potatoes," Journal of Food Distribution Research, Vol. XXIII, No. 2:1-8, June 1992.
- 2.) Federal-State Market News Service. "Marketing Western Potatoes, 1993 Crop," United States Department of Agriculture, Agricultural Marketing Service, September 1994.

- 3.) Fuller, S., Goodwin, H. L. and Schmitz, J. "Potato Production in Texas: Marketing Trends and Opportunities," Agricultural Experiment Station, Bulletin MP-1686, Texas A & M, College Station, TX, July 1990.
- 4.) Guenther, J. F. "Demand Goes Up, Supply Down," American Vegetable Grower, Vol. 44, No. 1: 10-11, January 1996.
- 5.) How, R. B. "Market Test of the Bake-King Potato Variety: Rochester 1967," Department of Agricultural Economics, Cornell University, A. E. Ext. 472, September 1967.
- 6.) Michals, K. "Convenience, Position, Variety Are the Keys to Potato Success," Produce Business, pp. 27-30, September 1990.
- 7.) Paul, A., Kahl, K., and Tomek, W. "Performances of Futures Markets: The Case of Potatoes," United States Department of Agriculture, Economic Research Service, Technical Bulletin 1636, January 1981.
- 8.) Peavy, S., Smith, D., Kezis, A., Bushway, A., Work, T., and True, R. "Marketing Maine Potatoes to Foodservice: A Case Study," Agricultural Experiment Station, Miscellaneous Report 346, University of Maine, Orono, ME, April 1990.
- 9.) Sullivan, G., and Greene, L. "Potatoes: Production and Marketing Trends," Agricultural Experiment Station, Purdue University, Bulletin No. 587, May 1990.
- 10.) United States Department of Agriculture. "Potato Facts: U.S. Potato Production and Price," Economic Research Service, Fall/Winter 1991/92.
- 11.) United States Department of Agriculture. "Potatoes," National Agricultural Statistics Service, Washington, D.C., September 24, 1992.
- 12.) United States Department of Agriculture. "U.S. Potato Statistics, 1949-89," Economic Research Service, Statistical Bulletin No. 829, Washington, D. C., August 1991.
- 13.) United States Department of Agriculture. "Acreage Up Slightly, Production Record High Value Falls 16 Percent," National Agricultural Statistics Service, September 1992.
- 14.) Young, R., and Tomek, W. G. "A Comparison of Marketing Strategies for Potatoes in Upstate New York," Department of Agricultural Economics, Cornell University, A. E. Staff Paper 78-15, June 1978.

#### *Produce*

- 1.) Allen, J. W., McLaughlin, E. W., Pierson, T. R. "Key Marketing Challenges Facing the Produce Industry." \*No date.
- 2.) How, B. R. "Marketing System for Fresh Produce in the United States," Postharvest Handling: A Systems Approach, Academic Press, Inc., 1993.
- 3.) James, R., and Drake, B. "Marketing of Select Fresh Agricultural Products in the Cleveland, Ohio, Metropolitan Area," Journal of Food Distribution Research, Vol. XX, No. 1:62-65, February 1989.
- 4.) Thompson, S., Gerber, J. and Rich, D. A Grower's Guide to Marketing Fruits, Vegetables, and Herbs in Illinois," Cooperative Extension Service, Circulation 1300, University of Illinois, Urbana-Champaign, IL.

### *Recyclable Materials*

- 1.) Feather, P. and Fruin, J. E. "Marketing Concepts Applied to Recyclable Materials," Department of Agricultural and Applied Economics, University of Minnesota, Staff Paper Series, P88-26, August, 1988.

### *Seasonality*

- 1.) Hoelper, A. L., and Marra, M. C. "Quality Changes and Limited Marketing Season Effects on the Demand for Fresh Blueberries," Northeastern Journal of Agricultural and Resource Economics, Vol. 20, No. 2:174-180, 1991.

### *Small Farm Vegetables*

- 1.) Runyan, J. L., Anthony, J. P., Jr., Kesecker, K. M., and Ricker, H. S. "Determining Commercial Marketing and Production Opportunities for Small Farm Vegetable Growers," United States Department of Agriculture, Agricultural Marketing Service, Marketing Research Report No. 1146, July 1986.

### *Squash*

- 1.) Bernhardt, E., Dodson, J., and Watterson, J., "*Enfermedades de las Cucurbitaceas: Guia practica para vendedores de semillas, productores y asesores*," Petoseed Co., Inc., Breeders Growers, 1988.

### *Strategies*

- 1.) Adrian, J. L., Lott, J. G., and White, M. "Use of Marketing Alternatives for Major Crops Produced in Alabama," Agricultural Experiment Station, Bulletin 527, Auburn University, Auburn, MS, February 1981.
- 2.) Baritelle, J. L., and Price, D. W. "Supply Response and Marketing Strategies for Deciduous Tree Crops," Draft paper for AAEEA meetings, Washington State University, Pullman, WA, August 1973.
- 3.) Curtis, C. E., and Harris, H. M. "The 'Fundamentals' in Agricultural Commodity Marketing," Cooperative Extension Service, Clemson University, Clemson, SC, June 1985.
- 4.) Hanson, J.C. and Rada, D.J. "Developing a Wholesale Marketing Strategy for Produce in the Mid-Atlantic Region," Department of Agricultural and Resource Economics, Information Series No. 209201, University of Maryland, College Park, MD, January 1992.
- 5.) McGarvey, R. "Bridging the Culture Gap," Flowers&, pp. 71-74, December 1990.
- 6.) McWilliams, G. "Small Fry Go Online," Business Week, pp. 158-164, November 20, 1995.
- 7.) Outcalt, R. F. "An Economic Forecast," American Nurseryman, pp. 47-53, January 15, 1990.
- 8.) Rada, D.J. and J.C. Hanson. "A Systematic Approach to Produce Wholesaling," Maryland Institute for Agriculture and Natural Resources, Cooperative Extension Service, Fact Sheet 648, 1992-93.
- 9.) United States General Accounting Office. "Agricultural Marketing Farmers' Marketing Practices and Programs to Teach Alternative Practices," General Accounting Office/RCED-88-78BR, March 1988.
- 10.) Williamson, L., Stegelin, F., and Riggins, S. "Management Strategies for Farmers Marketing Vegetables in Kentucky's TVA Counties," College of Agriculture, Cooperative Extension, University of Kentucky, Lexington, KY, November 1988.



### *Sweet Corn*

- 1.) Jenkins, R. P. "Selling Sweet Corn on the Fresh Market," Department of Agricultural Economics and Resource Development, University of Tennessee, Publication # SP319A, January 1986.
- 2.) MacNeil, E. "Canned Sweet Corn Situation in Selected countries," World Horticultural Trade and US Export Opportunities, United States Department of Agriculture, February 1996.
- 3.) New York, State Department of Agriculture. "Strategies for Production and Marketing of New High Sugar Sweet Corn Types: Final Report," Markets Agricultural Research and Development Grants Program, February 1989.

### *Theory*

- 1.) Achrol, R. S. "Evolution of the Marketing Organization: New Forms for Turbulent Environments," Journal of Marketing, Vol. 55, No. 2:77-93, October 1991.
- 2.) Alden, D. L., Hoyer, W. D., and Lee, C. "Identifying Global and Culture-Specific Dimensions of Humor in Advertising: A Multinational Analysis," Journal of Marketing, Vol. 57: 64-75, April, 1993.
- 3.) Blattberg, R. C. and Deighton, J. "Interactive Marketing: Exploiting the Age of Addressability," Sloan Management Review, pp. 5-13, Fall 1991.
- 4.) Clark, T. "International Marketing and National Character: A Review and Proposal for an Integrative Theory," Journal of Marketing, Vol. 54, No. 2:66-79, October 1990.
- 5.) Donius, J. F. "Market Tracking: A Strategic Reassessment and Planning Tool," Journal of Advertising Research, Vol. 25, No. 1:15-19, February/March 1985.
- 6.) Hunt, S. D. "For Reason and Realism in Marketing," Journal of Marketing, Vol. 57, No. 2:89-102, April 1992.
- 7.) Lawton, L. and Parasuraman, A. "The Impact of the Marketing Concept on New Product Planning," Journal of Marketing, Vol. 44:19-25, Winter 1980.
- 8.) Moorman, C., Deshpande, R., and Zaltman, G. "Factors Affecting Trust in Market Research Relationships," Journal of Marketing, Vol. 57:81-101, January 1993.
- 9.) Peter, J. P. "Realism or Relativism for Marketing Theory and Research: A Comment's on Hunt's 'Scientific Realism'," Journal of Marketing, Vol. 56, No. 2:72-79, April 1992.
- 10.) Zinkhan, G. M., and Hirschheim, R. "Truth in Marketing Theory and Research: An Alternative Perspective," Journal of Marketing, Vol. 56, No. 2:80-88, April 1992.

### *Tomatoes*

- 1.) Degner, R. L., and Moss, S. D. "Changes in Consumer Demand for Florida Tomatoes: Executive Summary," Florida Agricultural Market and Research Center, Institute of Food and Agricultural Sciences, University of Florida, September 1991.
- 2.) Jordan, J. I., Shewfelt, R. L., Prussia, S. E., and Hurst, W. C. "Estimating Implicit Marginal Prices of Quality Characteristics of Tomatoes," Southern Journal of Agricultural Economics, Vol. 17, No. 2:139-145, October 1985.

- 3.) Plummer, C. "U.S. Tomato Statistics, 1960-90," United States Department of Agriculture, Economics Research Service, Statistical Bulletin No. 841, August 1992.
- 4.) Watterson, J. C. "*Enfermedades del Tomate*," Petoseed, Co. \*No Date.
- 5.) Wolfe, D. "Practices for Improving the Supply and Quality of New York Grown Tomatoes in Relation to Marketing Opportunities," Department of Vegetable Crops, Cornell University, Final Report, February 1987.

## NEW YORK STATE

### *Agricultural Statistics*

- 1.) Department of Agricultural, Resource, and Managerial Economics, "Trends, Issues, and Program Concepts," Agriculture in the 31st District of New York. March 1995.
- 2.) New York, State of. Department of Agriculture and Markets Annual Report Albany, 1989.
- 3.) Stanton, B., Knoblauch, W., Putnam, L. "Census of Agricultural Highlights, New York State, 1987," Department of Agricultural Economics, Cornell University, A. E. Ext. 89-38, November 1989.

### *Direct Marketing*

- 1.) Aylsworth, J. D. "Marketing On The Turnpike." Fruit Grower, January 1996.
- 2.) Gooch, J. J. "Producing More Progressively." American Vegetable Grower, Vol. 44, No. 1: 12-13. January 1996.
- 3.) Melnick, R. "If You Build It, They Will Come." Fruit Grower, pp. 6-7. January 1996.
- 4.) Moffitt-Jordan, M. J. "New England Produce... It's Not Just Pumpkins Anymore." Fruit Grower, January 1996.
- 5.) New York, State of. "Direct Marketing Survey, 1988," Department of Agriculture and Markets, New York Agricultural Statistics Service, Albany, March 1989.
- 6.) New York, State of. "New York State Community Farmers' Markets," Department of Agriculture and Markets, Albany, NY, January 1990.
- 7.) New York, State of. "New York State Community Farmers Markets 1993," Department of Agriculture and Markets, Albany, NY, 1993.
- 8.) New York, State of. "1992-93 New York State Guide to Farm Fresh Food, Central Region," Department of Agriculture and Markets, Albany, NY, 1993.
- 9.) New York, State of. "Regulatory Guide for Direct Marketers," Direct Marketing Program, Department of Agriculture and Markets, Albany, 1982.
- 10.) Robb, M. M. "Focus...On Ag Projects. Survey Results," Cornell Cooperative Extension, Orange County. AGFOCUS, pp. 12-13, August 1995.
- 11.) Stuhlmiller, E. M., and How, R. B. "Selected Characteristics of Direct Marketing Businesses, Six Counties, New York, 1976," Department of Agricultural Economics, Cornell University, A. E. Res. 78-7, July 1978.

- 12.) Stuhlmiller, E. M., Brown, S. W., and How, R. B. "Experience With a Pilot Farm Market New York State Thruway, Summer 1976," Department of Agricultural Economics, Cornell University, A. E. Ext. 77-1, January 1977.

#### *Economic Development*

- 1.) Agriculture 2000, Initiatives for the 21st Century, Progress Report, 1986, New York State.
- 2.) Brown Associates, Inc., The Winters Group, and Center for Governmental Research Inc., "A Working Paper: Report on the State of Agriculture, Genesee/Finger Lakes Region -- Creating Economic Development Opportunities," Prepared as Part of the Genesee/Finger Lakes Regional Agricultural Strategy Plan and Feasibility Analysis, submitted to the Monroe County Department of Planning, July 1989.
- 3.) Halseth, W., Hymes, L., and Porter, R. W. "1990 New York State Dry Bean Variety Trials," Department of Fruit and Vegetable Science, Cornell University, Fruit and Vegetable Crops Report, No. 13, March 1991.
- 4.) Institute for Strategic Management. "Report on Marketing Study Project," Orange County Vegetable Improvement Cooperative Association, Inc., Prepared for Ramapo College of New Jersey, Mahwah, NJ August 8, 1991.
- 5.) New York, State of. "Agriculture and the Environment: A Convergence of Interests," Proceedings from the Governor's Conference, Albany, New York, November 28-29, 1988.
- 6.) New York, State of. "Business Trends in New York State," Department of Economic Development, Division of Policy and Research, Vol. 29, No. 8, Albany, New York, August 1989.
- 7.) New York, State of. "New York State Economic Development, Strategies and Initiatives for 1993-1996," Office of Economic Development, 1992.
- 8.) New York State Science & Technology Foundation. "Corporation for Innovation Development Program 10-Year Report (FY 1983 - FY 1992)," Albany, NY, 1992.
- 9.) Ratner, S. "North Country Region Cash Crop Feasibility Study - Executive Summary Report June 1988," Yellow Wood Associates, Inc., Fairfield, VT, June 1988.
- 10.) Ratner, S. "Summary of Wholesale Buyer Survey Results: Adirondack North Country Association Cash Crop Feasibility Study, Yellow Wood Associates Inc., Fairfield, VT, January 1988
- 11.) Stanton, B. F. "The Changing Landscape of New York Agriculture in the Twentieth Century," Department of Agricultural Economics, Cornell University, A.E. Ext. 92-5, March 1992.
- 12.) State University of New York, "Rockefeller Institute Bulletin 1993," Commission Report on State and Local Public Service, Nelson A. Rockefeller Institute of Government, Albany, NY, 1993.
- 13.) State University of New York, "Rockefeller Institute Bulletin 1991," Nelson A. Rockefeller Institute of Government, Albany, NY, 1991.

#### *Export Opportunities*

- 1.) Central New York Regional Planning and Development Board. Foreign Markets: The New Challenge for Central New York's Processed Food Industry, Syracuse, NY, May 1989.

- 2.) International Business Council of the Greater Rochester Metro Chamber of Commerce, Inc. "Exporting to the World from the Finger Lakes Region," New York State Urban Development Corporation, Rochester, NY, September, 1989.
- 3.) New York State Department of Agriculture and Markets. Agricultural Export Directory, Division of Marketing, Albany, NY, 1992
- 4.) New York State Department of Economic Development. Global New York: The World of New York's Exports - A Fact Book, New York, NY, September 1990.
- 5.) New York State Department of Economic Development. Global New York: International Contacts for New Yorkers, New York, NY, April 1991.
- 6.) New York State Department of Economic Development. Rockefeller Institute Bulletin: 1982-1992 Tenth Anniversary Issue, New York, NY, April 1991.

#### *Farm Labor*

- 1.) Alliance for Farmworker Rights, "Labor Laws in New York State: Unequal and Unjust Treatment for Farmworkers, A Status Report," Alton, NY, November 1993.
- 2.) Chi, P. S. K. "Variation in Subjective Well-being Among Black Migrant Farm Workers in New York," Rural Sociology, Vol. 51, No. 2:183-98, Summer 1986.
- 3.) Chi, P. S. K. "Medical Utilization Patterns of Migrant Farm Workers in Wayne County, New York," Public Health Reports, Vol. 100, No. 5:480-90, September-October 1985.
- 4.) Chi, P. S. K., White-Means, S., and McClain, J. "Research on Migratory Farm Workers," in Human Resources Research: 1887-1987 Proceedings, Deacon, R. E. & W. E. Huffman (ed.), College of Home Economics, Iowa State University, Ames, IA, pp. 221-34, 1986.
- 5.) Chi, P. S. K., White-Means, S., and McClain, J. "Research on Migrant Farmworkers in New York State," Cornell Migrant Program, College of Human Ecology, Cornell University, September 1991.
- 6.) Cornell Migrant Program. "Update 1994", Department of Human Development and Family Studies, Cornell University, Ithaca, NY 14853.
- 7.) Cornell Migrant Program. "Wayne County Migrant Camps by Town," Mapping-J. Revised, Alton, NY, May 1990.
- 8.) Cornell Migrant Program. "Farmworker Alcohol and Substance Abuse Project, First Annual Report: 1994-1995." FASAP, College of Human Ecology, Cornell University, 1995.
- 9.) Daniel, C. E., Barr, D. S., Briggs, V. M. Jr., Engman, H. J., Figueroa, E. E., Gross, J. A., Seeber, R. L., White, G. B., and Edid, M. S. "Final Report: Agricultural Labor Markets in New York State and Implications for Labor Policy," Industrial and Labor Relations School, Cornell University, May 1991.
- 10.) Dullea, H. N. (Chair) and Committee. Report of the Governor's Task Force on Agricultural Employment, Education and Labor, Mario A. Cuomo-Governor, New York State, Albany, NY, January 1, 1990.
- 11.) Engman, H. J. "Cornell Migrant Programs Progress Report, 1981," Department of Human Development and Family Studies, Cornell University, May 1981.

- 12.) Figueroa, E. E. "An Analysis of the Effects of the Immigration Reform and Control Act of 1986 (IRCA) On Seasonal Agricultural Service (SAS) Crops In New York State," Department of Agricultural Economics, Cornell University, A. E. Staff 93-05, April, 1993.
- 13.) Grossman, D. A., and Henderson, M. J. "Farm Labor Regulations," Cornell Cooperative Extension, Information Bulletin No. 204, December 1986.
- 14.) Hinrichs, C.C. "An Analysis of Data Sources and Methodologies for Enumerating Migrant Farmworkers, with Special Reference to New York State," Cornell University Department of Rural Sociology for Farmworker Legal Services of New York, Inc., October 1992.
- 15.) Ingoglia, J., Pachon, H., Pena, J., and Willmer, A., "A Survey of Migrant Agricultural Worlkers in Wayne County, New York." Paper, Cornell University, December 1994.
- 16.) Lehmann, J. W. "Migrant Farmworkers of Wayne County, New York: A Collection of Oral Histories from the Back Roads," Wayne County Historical Society, Bicentennial Project, 1990.
- 17.) Maloney, T. R., and Woodruff, S. A. "Wages and Benefits of Full Time Non Family Employees on Larger than Average New York State Dairy Farms," Department of Agricultural Economics, Cornell University, A. E. Res. 89-9, 1989.
- 18.) New York, State of. "1990 Directory of Selected Agency Services to Farmworkers," Interagency Coordinating Committee on Farmworkers, Albany, NY, 1990.
- 19.) New York, State of. "Farmworker's Guide to New York State Labor Laws," Department of Labor, New York Labor Helping NY Work, July 1992.
- 20.) New York, State of. "Farmworker's Guide to New York State Labor Laws," Department of Labor, No. P737, Albany, NY, July 1992.
- 21.) New York, State of. "Minimum Wage Order for Farm Workers," Part 190 of Title 12 of Official Compilation of Codes, Rules and Regulations, Promulgated by the Commissioner of Labor pursuant to Article 19-A of the New York State Labor Law, Department of Labor.
- 22.) State of New York Department of Labor. "Summary of New York State Labor Laws Relating to Farm or Food Processing Employment," Albany, NY, LS-118, February 1992.
- 23.) Steenburgh, C. and J. Michalke. "A Study of the Farm Labor Contractor System in New York State," New York State Department of Labor, Labor Research Report No. 2, Albany, NY, July 1992.
- 24.) Zelaya, R. "Mexican Migrant Farmworkers, Perception of Services in Wayne County." Paper, Cornell Migrant Program, Summer/Fall 1994.

#### *Fruits and Vegetables*

- 1.) Baker, B. "Long Island's Agriculture: A Brief Description," Department of Agricultural Economics, Cornell University, A. E. Res. 86-17, July 1986.
- 2.) Bull, G. H. Jr., and How, R. B. "Farm Business Management Steuben County Potato Farms 1959," Department of Agricultural Economics, Cornell University, Agricultural Economics Extension 65, February 1960.
- 3.) Cornell Cooperative Extension, The New York State Apple Association, and The New York State Horticultural Society. "Maximizing the Value of New York Apples: Strategies to Meet the Demands of the Changing Apple Market," An in depth school presented at Albany, NY, February 14 & 15 1996.

- 4.) Cornell University, New York State Agricultural Experiment Station. "Revitalizing the New York State Fruit and Vegetable Industry Through Research and Extension: The Geneva Plan," Geneva, NY. \*No date.
- 5.) Cuny, H. "Mastering the Shipping Process," GMPPro Magazine, pp. 20-23, March 1995.
- 6.) Davis, L. H. "Trends in Unloads of Vegetables at New York City, 1935 to 1954," Department of Agricultural Economics, Cornell University, A. E. 1009, November 1955.
- 7.) How, R. B. "Some Economic Aspects of Mechanical Snap Bean Harvesting in New York," Department of Agricultural Economics, Cornell University, A. E. Ext. 1, July 1958.
- 8.) How, R. B. "Initial Consumer Response to the NY-3 Potato Variety," Department of Agricultural Economics, Cornell University, Agricultural Economics Extension 438, September 1966.
- 9.) How, R. B. "Northeast Vegetable Industry Situation and Outlook," Department of Agricultural Economics, Cornell University, A. E. Staff Paper No. 72-22, October 1972.
- 10.) How, R. B., and Forker, O. D. "Toward the Year 1985: Vegetable Production and Utilization," New York State College of Agriculture and Life Sciences, Cornell University, Special Cornell Series No. 4, Reprinted 1971.
- 11.) How, R. B., and Good, D. L. "The Regional Impact of a New Food Product: The Reconstituted Potato Chip," Department of Agricultural Economics, Cornell University, A. E. Staff Paper 74-13, June 1974.
- 12.) How, R. B., and Nyberg, A. J. "The Impact of Machine Harvesting on Snap Beans for Processing" Department of Agricultural Economics, Cornell University, A. E. Res. 138, January 1964.
- 13.) Long Island Horticultural Research Laboratory. "1987 Research Results Summary," Cornell University, Riverhead, NY, January 1988.
- 14.) New York State Vegetable Conference. 1990 Proceedings, Sheraton Inn, Syracuse, NY, March 1990.
- 15.) Plane, R. A. "A Strategic Plan for the Fruit and Vegetable Industry in New York State," New York State Agricultural Experiment Station, Cornell University. Geneva, NY, December 1987.
- 16.) Powell, R. P. "Proposed Marketing Recommendations for Summer Sweet Vegetable Growers Cooperative of Orange County, New York," Texas A&M University, College Station, TX, January 1985.
- 17.) Sandsted, R. F., How, R. B., Muka, A. A., and Sherf, A. F. "Growing Dry Beans in New York State," Cornell University, Extension Information Bulletin 2, February 1971.
- 18.) Seymour, W.R. "Proposed Operating Procedures and Options for Summer Sweet Vegetable Growers Cooperative of New York," Preliminary ACS Technical Assistance Report, Agricultural Cooperative Service, Washington, D. C., February 1984.
- 19.) Wolfe, D., Bell, D., and Topoleski, D. "1989 Fresh Market Vegetable Variety and Cultural Practice Trails at Cornell," Cornell University, Department of Vegetable Crops, Vegetable Crops Report No. 405, March 1990.
- 20.) Wolfe, D. W., Bell, R. D., and Topoleski, D. T. "1988 Fresh Market Vegetable Variety and Cultural Practice Trials at Cornell," Department of Vegetable Crops, Vegetable Crops Report No. 377, January 1989.
- 21.) Wolfe, D. W., and Bell, R. D. "1987 Fresh Market Variety and Cultural Practice Trials at Cornell" Department of Vegetable Crops, Cornell University, Vegetable Crops Report No. 366, February 1988.

- 22.) Young, P. K. Y. "Family Labor, Sacrifice and Competition: The Case of Korean Owned Fruit and Vegetable Stores in New York City," AMERASIA: The Journal of Asian American Studies, Fall/Winter 1983.

#### *Integrated Pest Management*

- 1.) Cornell University. 1990 Annual Report Integrated Pest Management Staff, Department of Agriculture and Markets, Ithaca and Albany, NY, February 1991.
- 2.) Cornell University. 1991 Annual Report Integrated Pest Management Staff, Department of Agriculture and Markets, Ithaca and Albany, NY, February 1992.
- 3.) Cornell University. 1993 Annual Report Integrated Pest Management Program, Department of Agriculture and Markets, Ithaca and Albany, NY, March 1993.
- 4.) Cornell University . 1994 Annual Report Integrated Pest Management Program, Department of Agriculture and Markets, Ithaca and Albany, NY, March 1994.
- 5.) Cornell University . 1996 Annual Report Integrated Pest Management Program, Department of Agriculture and Markets, Ithaca and Albany, NY, March 1995.
- 6.) Glynn, C.J., McDonald, D.G. and Cerney, C. "The Measurement of a Philosophy: Integrated Pest Management Among New York Apple Growers," Department of Communication, Cornell University, Paper presented at the Fourth North American Symposium on Society and Resource Management, Madison, WI, May 17-20, 1992.
- 7.) Haining Cowles, M., Koplinka-Loehr, C., and Tette, J. "Integrated Pest Management: 1995 Annual Report," New York State Integrated Pest Management Program, Cornell Cooperative Extension.
- 8.) Knodel, J.J., "The 1993 Annual Report: Cooperative Agricultural Pest Survey Program in New York," Reporting on the activities of 1992 with highlights from 1990 and 1991, Cornell University and New York State Department of Agriculture and Markets, Ithaca, NY 1993
- 9.) Koplinka-Loehr, C. "Integrated Pest Management in the Northeast Region: 1994 Accomplishments," United States Department of Agriculture, Cooperative State Research, IPM Education Program, August 1995.
- 10.) New York State Integrated Pest Management Program, "IPM, Integrated Pest Management, 1987, Annual Report," Cornell University and New York State Department of Agriculture and Markets, Ithaca, NY, 1987
- 11.) Tette, J. P. and Barrett, R. O. "New York State IPM 1986 Annual Report," Statewide Integrated Pest Management Program, Cornell University and New York State Department of Agriculture and Markets, Ithaca, NY, June 1987

#### *Organic Farming*

- 1.) Natural Organic Farmers' Association of New York, Inc. "Organic Farm Certification Program," NOFA, Ithaca, NY, February 1989.

#### *Pesticides*

- 1.) AHF Marketing Research, Inc. Food and Agriculture Consumer Awareness Study, prepared for New York State Department of Agriculture and Markets.

- 2.) Autio, W.R., and Bramlage, W.J. Fruit Notes, Department of Soil and Sciences, Cooperative Extension System, University of Massachusetts, United States Department of Agriculture, Massachusetts Counties Cooperating Vol. 57, No. 4, Fall Issue, 1992.
- 3.) Reed, A. N. "Low or No Chemical: Will it Work?" Director of Research and Development, Stemlit Growers, Inc., Wenatchee, WA. No date.
- 4.) Stemlit Growers Responsible Choice Program.
- 5.) Wallace, J., Frisch, T., and Miletich, R. P. "Poisoning the Public for Profit: Pesticide Use and Abuse in the Empire State," A Report from Chairman Maurice D. Hinchey to the New York State Assembly Environmental Conservation Committee, April 1990.

#### *Population*

- 1.) Bouvier, L. F. and Briggs, V. M. "The Population and Labor Force of New York: 1990-2050, Population Reference Bureau, Inc., Washington, D.C., 1988.
- 2.) Brown, W. A., Brown, D. L., and Hirschl, T. A. "People Jobs and Income: A Demographic Perspective on Nonmetropolitan and Metropolitan New York," A Special Report by The Community and Rural Development Institute, Cornell University, Ithaca, NY, July 1991.
- 3.) Eberts, P. R. "Socioeconomic Trends in New York State: 1950-1990," New York State Legislative Commission on Rural Resources, Second Edition, September 1994.
- 4.) Hirschl, T.A. and Tran, H. T. "Race and Ethnic Change in New York State," Population and Development, Social and Economic Trends in New York State, Cornell Cooperative Extension, No. 13, Cornell University, Ithaca NY, November 1992.

#### *Processed*

- 1.) McLean, B., Geise, M. and Paar, C. "Regional Strategy Update for Western New York's Food Processing Industry: In Context of the Free Trade Agreement," Western New York Economic Development Corporation, Center for Regional Studies, State University of New York, Buffalo, NY, May 1990.
- 2.) Naylor, L. M. "Review and Evaluation of Environmental Regulations Affecting the Food Processing Industry of New York State," Sponsored Program Proposal to the New York State Department of Agriculture and Markets, Office of Sponsored Programs, Cornell University, Ithaca, NY, October 1987.

#### *Seal of Quality*

- 1.) Diversified Research Inc. "New York State Seal of Quality: Advertising Awareness Study," Final Report, December 15, 1988.

## **NURSERY INDUSTRY**

#### *Bedding Plants*

- 1.) "Economic Status of the Geranium - U.S.," Handout at Second International Geranium Conference, The Pennsylvania State University, University Park, PA, September 16, 1987.



### *Christmas Trees*

- 1.) Hamlett, C. A., Herrmann, R. O., and Warland, R. H. "Christmas Tree Buying Behavior: Natural vs. Artificial," Department of Agricultural Economics and Rural Sociology, Pennsylvania State University, University Park, PA, 1989.

### *Demand*

- 1.) Block, L. "By the Numbers," American Nurseryman, pp. 54-59, January 15, 1990.
- 2.) Gineo, W.M., "The Impact of Product Attributes on Nursery Stock Purchases," Department of Agricultural Economics and Rural Sociology, University of Connecticut, AERS Staff Paper 89-1, February 1989.
- 3.) Gineo, W. M., and Omamo, S. W. "An Analysis of Household Expenditures on Nursery Products in the United States," Southern Journal of Agricultural Economics, Vol. 22, No. 2:199-208, December 1990.
- 4.) Hosey, T., and Percival, B. "Store Surveys Can Guide Business Decisions," A Sample Questionnaire, American Nurseryman, Vol. 157, pp. 38-45, June 15, 1983.
- 5.) Pittenger, D. R., Gibeault, V. A. and Cockerham, S. T. "Environmental Horticulture: 'Growth' Industry in California," California Agriculture, pp. 15-17, May-June 1991.
- 6.) Safley, C. D. and Wohlgenant, M. K. "Factors Influencing Purchases of Nursery Products in North Carolina," N.C. Cooperative Extension Service, N.C. Association of Nurserymen, and N.C. Department of Agriculture, ARE Report No. 8. April 1994.
- 6.) Schafer, R. "A Few of My Favorite Things, Part II," American Nurseryman, pp. 52-62, March 1, 1989.

### *Distribution Patterns*

- 1.) Brooker, J. R., and Turner, S. "Trade Flows and Marketing Practices Within the United States Ornamental Nursery Industry," Agricultural Experiment Station, Southern Cooperative Series Bulletin No 358, University of Tennessee, Knoxville, TN, August 1990.
- 2.) Henderson, J. C., and Schatzer, R. J. "Oklahoma's Wholesale Nursery Industry: Production Practices and Trade Flows," Agricultural Experiment Station, Bulletin B-794, Oklahoma State University, Stillwater, OK, January 1991.
- 3.) Volkmer, L.A., "The Trials and Tribulations of Plant Transportation: What American Nurseryman Readers Have To Say About Distribution," American Nurseryman, pp36-48, March 15, 1988.
- 4.) Williams, F. W., and Musillo, G. F. "Wholesale and Retail Distribution Patterns of Woody Ornamental Nursery Stock in Georgia," Agricultural Experiment Station, University of Georgia, Research Report 461, December 1984.

### *Firms*

- 1.) Bauer, L. L., and Brooker, J. "Characteristics of Ornamental Nursery Firms in South Carolina," Department of Agricultural Economics and Rural Sociology, South Carolina Agricultural Experiment Station, Research Report RR 91-1, Clemson University, SC, 1991.

### *Garden Centers*

- 1.) Barton, S. Garden Center Management: A Basic Guide, University of Delaware Cooperative Extension. Newark, DE. No date.
- 2.) Garden Council. Garden Council 1991 Marketing Manual, Meredith Publishing Company, Chicago, IL, 1990.
- 3.) Voight, A. O. "Pennsylvania Garden Center Businesses are Booming," The Pennsylvania State University, University Park, PA, March 1990.

### *General*

- 1.) Brooker, J. R., and Singh, S. P. "Nursery/Greenhouse Industry: Data Needs for Market and Economic Research," Proceedings of and Organized Symposium Presented at the 1992 American Agricultural Economics Association Annual Conference, Baltimore, Maryland, August 11, Cooperative Agricultural Research Program, School of Agriculture and Home Economics, Tennessee State University, Nashville, TN, 1992.
- 2.) Fitzgerald, M. L. "Links That Lead To Nursery Growth," American Nurseryman, pp. 97-100, December 15, 1988.
- 3.) Johnson, D. 1990/91 Outlook for Floriculture Production and Greenhouse and Nursery Trade, Annual Agriculture Outlook Conference, United States Department of Agriculture Outlook '91, Session #15. November 28, 1990.
- 4.) Johnson, D. "1992 Floriculture and Environmental Horticulture Outlook," Annual Agricultural Outlook Conference, United States Department of Agriculture, Outlook '92 December 4, 1991.
- 5.) Johnson, D. "Recession Impacts and Economic Outlook for the U.S. Nursery, Greenhouse, and Turfgrass Industries," Agricultural Outlook Conference, United States Department of Agriculture, Outlook '93 December 2, 1992.
- 6.) Johnson, D. and Christensen, R. "The Green Industry Today - Some Issues and Future Prospects," Journal of Agribusiness, Vol. 13 No 1. Spring 1995.
- 7.) Kearny, F. G. "How Do You Value Nursery Research?," American Nurseryman, pp. 107-112, September 15, 1989.
- 8.) Ohio Agricultural Research and Development Center. "Ornamental Plants: A Summary of Research 1990," Special Circular 135, Wooster, OH, January 1990.
- 10.) Phillips, T., Johnson, D., Kneen H., and Brooker, J. "Market and Economic Research in Ornamental Horticulture, the Newest and Fastest Growing Agricultural Industry in the United States," Division of Agricultural Economics, University of Georgia, FS 90-06, February 1990.
- 11.) Pinney, J. J., and Pinney, R. D. Beginning in the Nursery Business, Third Edition, American Nurseryman Publishing Company, Chicago, IL, 1985.
- 12.) Rawlins, S. D. "The Impact of Trade and Environmental Regulations on U.S. Nursery and Greenhouse Producers," Annual Agricultural Outlook Conference, United States Department of Agriculture, Outlook '92 December 4, 1991.
- 13.) Urbano, C. C. "The Environmental Debate: An Industry Issue," American Nurseryman, pp. 69-85, April 1989.

- 14.) Williams, D. J. ed. "Joint International Symposium Efficiencies of Producing and Marketing Landscape Plants," Boskoop Research Station for Nursery Stock and Southern Cooperative States Research Project S-103, University of Illinois, Urbana-Champaign, IL, December 1992.

#### *Labor*

- 1.) Hammond, K. D. "Talent for Tomorrow," American Nurseryman, pp. 69-73, January 1, 1990.

#### *Northeast*

- 1.) Gineo, W. M. "Nursery Marketing Developments in the Northeast," Department of Agricultural Economics and Rural Sociology, University of Connecticut, Storrs, CT, February 1987.

#### *Programming Woody Production*

- 1.) Crafton, V. W., and Phillips, T. D. "Programming Container-Grown Woody Ornamental Crops," Department of Agricultural Economics, Mississippi State University, Agricultural Economics Research Report No. 155, October 1984.
- 2.) Foshee, K. H. "Estimating The Costs of Producing Container Grown Plants with the Assistance of Computer Accounting Software," Department of Agricultural Economics, Mississippi State University, Ph.D. Dissertation, December 1990.
- 3.) Hall, C. R. "A Linear Programming Model for Determining Optimal Product Mix and Monthly Cash Flows for Container-Grown Woody Ornamentals," Department of Agricultural Economics, Mississippi State University, Ph. D. Dissertation, December 1988.
- 4.) Hall, C. R., Phillips, T. D., and Stegelin. "Optimal Product Mix and Monthly Cash Flows for Container-Grown Landscape Plants in Climatic Zones 8 and 9," Southern Cooperative Series Bulletin, Texas A & M, College Station, TX, June 1991.
- 5.) Sabota, C. M., Williams, D. J., and Westgren, R. E. "Linear Programming Models for Wholesale Nursery Product Mix Planning," Journal of American Society Horticultural Science, Vol. 112, No. 3:506-509, 1987.

#### *Retail Nursery*

- 1.) Hynum, K. and Phillips, T. "Retail Nursery and Garden Center Operations in Mississippi," Department of Agricultural Economics, Mississippi Agricultural and Forestry Experiment Station, Mississippi State University, AEC M.R., No. 81. May 1979.

#### *States*

- 1.) Bryan, H. D. Jr., and Booker, J. D. "Tennessee's Ornamental Nursery Industry: Trade Flows and Marketing Practices" Department of Agricultural Economics and Rural Sociology, University of Tennessee, Research Report 89-01, February 1989.
- 2.) Georgia Nurserymen's Association. Newsletter, February, 1988.
- 3.) Gineo, W. M., "Connecticut Nursery Industry Income and Employment Statistics," Department of Agricultural Economics and Rural Sociology, The University of Connecticut, No date.
- 4.) Gineo, W. M., and Conlon, M. L. "Connecticut Woody Ornamental Product Flow," Department of Agricultural Economics and Rural Sociology, University of Connecticut, December 1986.

- 5.) Hynum, K., and Phillips, T. "Commercial Nursery Grower Operations in Mississippi," *Agricultural Economics*, Mississippi Agricultural and Forestry Experiment Station, Mississippi State University, AEC. M.R. No. 84, June 1979.
- 6.) Knox, G. W., and Zimet, D. "Characterization of Wholesale Nurseries in Leon and Jefferson Counties," Florida State Horticultural Society, Vol. 100, pp. 341-343, 1987.
- 7.) Munday, V., and Wade, G. "Georgia Nursery Industry Profile," Center for Business and Economic Studies, Small Business Development Center, Institute for Business, University of Georgia, CBES Monograph 87-110, May 1987.
- 8.) Perry, L. P., and Justis, S. "The Greenhouse and Nursery in Vermont: A Study of Dramatic Growth," Agricultural Experiment Station, University of Vermont, Research Report No. 45, March 1985.
- 9.) Taylor, R., Smith, E., and Rhodus, T. "Selected Characteristics and Practices of Ohio Nurseries," Department of Agricultural Economics and Rural Sociology, Ohio State University Education Update Series, Columbus, OH, September 1989.

#### *Wages*

- 1.) Schafer, R. "A Look at Industry Wages," American Nurseryman, pp. 102-107, September 15, 1988.
- 2.) Urbano, C. C. "Head of the Class: A Professorial View," American Nurseryman, pp. 74-84, January 1990.

## **ORGANIC FARMING**

### *California*

- 1.) Altieri, M. A., Davis, J., and Burroughs, K. "Some Agroecological and Socioeconomic Features of Organic Farming in California: A Preliminary Study," Sociological Agriculture and Horticulture, Vol. 1:97-107, 1983.
- 2.) California Action Network. The 1990 National Organic Wholesalers Directory and Yearbook, 7th Edition, Davis, CA, 1990.
- 3.) Cook, R. L. "Marketing Organic Commodities in California: Structure and Obstacles to Expansion," Paper presented at the 63rd Annual Western Economic Association Meetings, Los Angeles, CA, July 2, 1988.
- 4.) Cook, R., Leslie, A., and Will, G. H. "California Organic Farming Survey," Cooperative Extension, University of California, Davis, CA, November 23, 1987.
- 5.) Cook, R., Norris, K., and Pickel, C. "Economic Comparison of Organic and Conventional Production Methods for Fruits and Vegetables," draft paper. \*No date.
- 6.) Franco, J. "An Analysis of the California Market for Organically Grown Produce," Paper presented at the 63rd Annual Meeting of the Western Economic Association, Los Angeles, CA, July 2, 1988.
- 7.) Grieshop, J. I., and Raj, A. K. "Are California's Farmers Headed Toward Sustainable Agriculture?" California Agriculture, Vol. 46, No. 2:4-7, March-April 1992.

- 8.) Jolly, D., Schutz, H., Johal, J., and Diaz Knauf, K. "Marketing Organic Foods in California Opportunities and Constraints," Report of Research Funded by UC Sustainable Research and Education Program, University of California, August 1989.
- 9.) Klonsky, K., Tourte, L., Ingels, C. "Production Practices and Sample Costs For Fresh Market Organic Apples-North Coast", U.C. Cooperative Extension, 1993-1994.
- 10.) Klonsky, K., Tourte, L., Ingels, C. "Production Practices and Sample Costs To Produce Organic Apples For th Fresh Market-Central Coast", U.C. Cooperative Extension, 1993-1994.
- 11.) Klonsky, K., and Tourte, L. "Statistical Review of California's Organic Agriculture, 1992-1993," Cooperative Extension, Department of Agricultural Economics, University of California, Davis, CA, September 1995.
- 12.) Vossen, P., Jolly, D., Meyer R., Varela, L. and Blodgett, S. "Disease, insect pressures make organic production risky in Sonoma County", California Agriculture, Vol. 48, No. 6:29-36, November-December 1994.
- 13.) Wyman, C. "Organic Farming Directory," Family Farm Series, Cooperative Extension, University of California, Davis, CA, August 1989.

#### *Costs and Profits*

- 1.) Caprile, J., Klonsky, K., Mills, N., McDougall, S., Micke, W. and Van Steenwyk, B. "In Contra Costa County study....Insect damage limits yield, profits of organic apples," California Agriculture, Vol. 48, No. 6:21-28, November-December 1994.
- 2.) Dhillon, P. S., and Palladino, B. "Production Costs and Relative Profitability of Organically Grown Vegetables," Journal of The Northeastern Agricultural Economics Council, Vol. X, No. 1:11-16, April 1981.
- 3.) Dhillon, P., and Palladino, B. "Characteristics of Organic Vegetable Farms in New Jersey with Estimated Costs and Returns for Selected Organic Crops," Department of Agricultural Economics and Marketing, State University of Rutgers, A. E. 381, March 1981.
- 4.) Drum, D. "Organic Merchandising," Produce Business, pp. 13-16, May 1989.
- 5.) Klonsky, K., Tourte, L., Chaney, D., Livingston, P., Smith, R. "Cultural Practices and Sample Costs for Organic Vegetable Production on the Central Coast of California," Giannini Foundation of Agricultural Economics, University of California, Information Series No. 94-2, March 1994.
- 6.) Lohr, L., and Park, T. "Certification and Supply Response in the Organic Lettuce Market," Journal of Agricultural and Resource Economics, Vol.17, No. 2:253-265, December 1992.
- 7.) Swezey, S. L., Rider, J., Werner, M. R., Buchanan, M., Allison, J. and Gliessman, S. R. "Granny Smith conversions to organic show early success", California Agriculture, Vol. 48, No. 6:36-44. November-December 1994.
- 8.) Temple, S. R., Somasco, O. A., Kirk, M., and Friedman, D. "Conventional, low-input and organic farming systems compared," California Agriculture, Vol. 48, No. 5:14-19, September-October 1994.

#### *Demand*

- 1.) Armstrong, r., Bentley, F., and Whilte, W. "Organic Marketing Study," Kansas Rural Center, May 31, 1990.

- 2.) Baseline Market Research, Ltd. Final Report: Organic Agriculture Study, Agriculture Canada, Food Development Division, June 30, 1988.
- 3.) Byrne, P. J., Toensmeyer, U. C., German, C. L. and Muller, H. R. "Analysis of Consumer Attitudes Toward Organic Produce and Purchase Likelihood," Journal of Food Distribution Research, Vol. XXII, No 2:49-62, June 1991.
- 4.) Franco, J. "An Analysis of the California Market for Organically Grown Produce," Presented at the Western Economic Association 63rd Annual Conference in Los Angeles, CA, July 1988.
- 5.) Groff, A.J., C.R. Kreider, and U.C. Toensmeyer. "Analysis of the Delaware Market for Organically Grown Produce," Journal of Food Distribution Research, Vol. XXIV, No. 1:118-126, February 1993.
- 6.) Morgan, J., and Barbour, B. "Marketing Organic Produce in New Jersey: Obstacles and Opportunities," Sustainable Agricultural Project, Stony-Brook-Millstone Watershed Association, Pennington, NJ. \* no date.
- 7.) Parkwood Research Associates, "Shopping for Organic: Food Shoppers' Views on Organically Grown Produce - Summary Report," Rodale Press, Inc., Emmaus, PA, March 1994.
- 8.) Payson, S., Biing-Hwan, L., Wertz, J. "Perceived Quality of Organic Tomatoes Among Professional Produce Buyers: A Conjoint Analysis," no date.
- 9.) Price, C. C. "Eating "Natural" Gains Popularity," Bettering the Food System, National Food Review, Vol. 28, pp. 14-18, Summer 1981.
- 10.) Schutz, H., and Lorenz, O. "Consumer Preferences for Vegetables Grown Under Commercial and Organic Conditions," Journal of Food Science, Vol. 41:70-73, 1976.

#### *Economics*

- 1.) Grieshop, J. I., and Raj, A. K. "Are California's Farmers Headed Toward Sustainable Agriculture?" California Agriculture, Vol. 46, No. 2:4-7, March-April 1992.
- 2.) Olson, K., Langley, J. and Heady, E. "Widespread Adoption of Organic Farming Practices: Estimated Impacts on United States Agriculture," Journal of Soil and Water Conservation, pp. 41-45, January-February 1982.
- 3.) Rader, J. S., Walser, R. H., Williams, C. F., and Davis, T. D. "Organic and Conventional Peach Production and Economics," Biological Agriculture and Horticulture, Vol. 2, pp. 215-222, 1985.

#### *Inputs*

- 1.) Aggrene Natural Organic Products. "A New Era in Natural Organic Products for Lawn, Garden and Agriculture." \*No Date.
- 2.) Bezark, L. G. 1989 Suppliers of Beneficial Organisms in North America, California Department of Food and Agriculture, Biological Control Services Program, Sacramento, CA 1989.
- 3.) Davis, M. D. "Organic Beaujolais: Wine Growing 'Like it Used to Be'," Vineyard and Winery Management, pp. 24-28, July/August 1989.
- 4.) Klonsky, K. and Livingston, P. "Alternative systems aim to reduce inputs, maintain profits," California Agriculture, Vol. 48, No. 5:34-42.

- 5.) Kuack, D. "Organic Grower Maximizes Profits by Maximizing Spaces," Greenhouse Management and Production, Vol. 14, No. 1:49-55, March 1995.
- 6.) Rader, J. S., Walser, R., Jorgensen, C., Williams C. F., and Davis, T. D. "Efficacy and Economics of Codling Moth Control in Organic and Conventional Pome Fruit Production," Biological Agriculture and Horticulture, Vol. 2, No. 4:315-321, 1985.

#### *Overview*

- 1.) Bertrand, A. R. "Report and Recommendations on Organic Farming," United States Study Team on Organic Farming, United States Department of Agriculture, Washington, D.C., July 1980.
- 2.) Howell, D. "Organic Agriculture: What are the States Doing?" Center for Science in the Public Interest, Washington D.C., June 1989.
- 3.) Knoblauch, W. A., Brown, R., and Braster, M. "Organic Field Crop Production: A Review of the Literature," Department of Agricultural Economics, A. E. Research 90-10, July 1990.
- 4.) Newsome, R. "Organically Grown Foods: A Scientific Status Summary by the Institute of Food Technologists' Expert Panel on Food Safety and Nutrition," Institute of Food Technologists, Chicago, IL, pp. 1-8, December 1990-8M.
- 5.) Thompson, T. "Organics Still Source of Dispute," International Produce Journal, Vol. 5, No. 2: 12-17, April 1996.
- 6.) Witt, M. C., Strang, J. G., Roberts, C. R. "Organic Gardening and Pest Control," Home Economics Department, HO 72, University of Kentucky, Lexington, KY, May 1990.

#### *Supermarkets*

- 1.) Brumback, N. " 'Whole foods' With Full Service," Produce Business, pp. 38-40, December 1991.
- 2.) Brumback, N. " Organically Grown Produce: How to Tell If It's the Real Thing," Produce Business, pp. 38-43, May 1990.
- 3.) Chavez, L. "Wild Oats Community Market: Boulder's Organic Connection," Produce Business, Vol. 8, No. 10: 124-138, October 1992.
- 4.) Day, A. " Where is the Demand for Organic Produce?," Produce Business, pp. 92-95, October 1993.
- 5.) DeClaire, J. "Organic Produce: A Guide to Getting Started," Produce Business, pp. 29-32, December 1990.
- 6.) Estes, E. A., Herrera, J. E., Bender, M. "Organic Produce Sales Within North Carolina: A Survey of Buyer Options", NCSU Dept. of Agricultural Economics, ARE Report No. 11, November 1994.
- 7.) Jolly, D. A., "How Chain Stores View Organics," Cooperative Extension, University of California, Small Farm News, pp. 2-5, March - April 1990.
- 8.) Sparling, E., Wilken, K. and McKenzie, J. Marketing Fresh Organic Produce in Colorado Supermarkets, Colorado Department of Agriculture/United States Department of Agriculture, Federal State Marketing Improvement Program, Fort Collins, CO, March 1992.

## *Use*

- 1.) Altieri, M. A., Davis, J. and Burroughs, K. "Some Agroecological and Socio-economic Features of Organic Farming in California: A Preliminary Study," Sociological Agriculture and Horticulture, Vol. 1: 97-107, 1983.
- 2.) Bear, F., Toth, S.J., and Prince, A. L. "Variation in Mineral Composition of Vegetables," Soil Science Society of America: Proceedings 1948, Vol. 13:380-84, 1949.
- 3.) Gliessman, S. et al. "conversion to organic strawberry mangement changes ecological processes," California Agriculture, Vol. 50, No. 1: 24-31.
- 4.) Payson, S., Lin B., Wertz, J. "Some Barriers to Organic Produce at the Wholesale Level," FoodReview, Vol. 17, Issue 2, May-August 1994.
- 5.) Reiners, S. "The Bare Facts on the Baer Report: Do 'Organically' Grown Vegetables Really Have a Higher Mineral Content Than Those Conventionally Grown?" Department of Horticulture, Cook College, Rutgers University, New Brunswick, NJ. \*No date.

## **PESTICIDES**

### *Consumer Information*

- 1.) American Council on Science and Health. "Pesticides: Helpful or Harmful?" New York, NY, September 1988.
- 2.) California Department of Food and Agriculture. "Analysis of Natural Resources Defense Council Report Intolerable Risk: Pesticides in Our Children's Food," Sacramento, CA, May 25, 1989.
- 3.) United States Environmental Protection Agency. "Pesticides and the Consumer," Office of Public Affairs, (A-107) Washington, D.C. EPA JOURNAL, Volume 13, Number 4, May 1987.

### *Cosmetics*

- 1.) Bomer, S.E. "USDA Grading Standards: Influence on Pesticide Use," Presented at the Eastern Branch 64th Annual Meeting of the Entomological Society of America, Williamsburg, VA, February 24, 1993.
- 2.) Eskilson, M. D. "Petal Perfect Produce and Pesticides," Flowers &, p. 45, November 1992.
- 3.) Figueroa, E. E., Weaver, R. D., Knutson, R. D., et al. "Pesticide Use and Produce Quality," Proceedings of a Workshop Sponsored by Agricultural and Food Marketing Consortium, Farm Foundation, October 1994.
- 4.) Figueroa, E. E., "Pesticide Use and Produce Quality: Do Existing Market Channels/Structure Provide Adequate Information?" Agribusiness, Vol. 11, No. 4:309-316, July/August 1995.
- 5.) Nicholson, M. "Grade Standards and Pesticide Use Case Study: Apples and Pansy Spot, A Research Report," Prepared for Fruit and Vegetable Division, Agricultural Marketing Service, United States Department of Agriculture, December 1, 1992.
- 6.) Nicholson, M. "Grade Standards and Pesticide Use Case Study: Flyspeck and Sooty Blotch on Apples, A Research Report," Prepared for Fruit and Vegetable Division, Agricultural Marketing Service, United States Department of Agriculture, December 1, 1992.



- 7.) Pimentel, D., Terhune, E., and Dritschilo, W., et al. "Pesticides, Insects in Foods, and Cosmetic Standards," BioScience, Vol. 27, No. 3:178-185, March 1977.
- 8.) Pimentel, D., Kirby, C., and Shroff, A., "The Relationship Between 'Cosmetic Standards' for Food and Pesticide Use." Unpublished Manuscript, March 1991
- 9.) Powers, N.J. and R.G. Heifner. "Federal Grade Standards for Fresh Produce: Linkages to Pesticide Use," United States Department of Agriculture, Economic Research Service, Agriculture Information Bulletin No. 675, August 1993.

#### *Economic Analysis*

- 1.) Antle, J. M. and Capablo, S. M. "Physical and Economic Model Integration for Measurement of the Environmental Impacts of Agricultural Chemical Use," Northeastern Journal of Agricultural and Resource Economics, Vol. 20, No. 1:68-82, April 1991.
- 2.) Capablo, S. M. "Physical and Economic Model Integration for Measurement of the Environmental Impacts of Agricultural Chemical Use," Northeastern Journal of Agricultural and Resource Economics, Vol. 20, No. 1, April 1991.
- 3.) Carlson, G. "Externalities and Research Priorities in Agricultural Pest Control," American Journal of Agricultural Economics, Vol. 72, No. 2:453-457, May 1989.
- 4.) Sances, F. V., Toscano, N. C., and Gaston, L. K. "Bush Tomatoes Show Very Low Levels of Pesticide Residues," California Agriculture, Vol. 46, No. 5:17-20.

#### *Environmental Effects*

- 1.) Daberkow, S. and Beach, E. D. "Circle of Poison Legislation," Choices, pp. 24-27, Fourth Quarter, 1991.
- 2.) Kovach, J., Petzoldt, C., Degni, J., Tette., J. "A Method to Measure the Environmental Impact of Pesticides," New York Food and Life Sciences Bulletin, Cornell Agriculture Experiment Station, Bulletin Number 139, Geneva, NY, 1992.
- 3.) Kutz, F. W., and Carey, A. E. "Pesticides and Toxic Substances in the Environment," Journal of Arboriculture, Vol. 12, No. 4:92-95, April 1986.
- 4.) League of Women Voters Education Fund. America's Growing Dilemma: Pesticides in Food and Water, Washington, D.C., March 1990.
- 5.) Pimentel, D. et al. "Environmental and Economic Costs of Pesticide Use," BioScience, Vol. 42, No. 10:750-760, November 1992.
- 6.) Pimentel, D. et al. "Environmental and Economic Effects of Reducing Pesticide Use in Agriculture," Agriculture, Ecosystems and Environment, Vol. 46:273-288, 1993.

#### *Overview*

- 1.) Public Voice for Food and Health Policy. A Blueprint for Pesticide Policy: Changing the Way We Safeguard, Grow, and Market Food, Washington, D.C., September 1989.
- 2.) Thonney, P. F., and Bisogni, C. A. "Residues of Agricultural Chemicals on Fruits and Vegetables: Pesticides Use and Regulatory Issues," Nutritional Sciences Department, Cornell University, draft manuscript, June 1988.

- 3.) United States Department of Agriculture, "Focus on Safety: Pesticide Residues, Foodborne Illness," Economic Research Service, Food Review, Volume 15, Issue 3, October-December 1992.
- 4.) University of California Cooperative Extension. "Sustainable Agriculture," Agricultural Experiment Station, Vol. 5, No. 4, Summer 1993.
- 5.) Yarbrough, P., and Yarbrough, F. "Pesticides and Related Environmental Issues: A Study of the Opinions and Behaviors of New York Adults," Cornell Rural Communication Research Program, Final Report, July 1985.

*Proposition 65*

- 1.) Moyer, C. A. "Handbook for Proposition 65, The Safe Drinking Water and Toxic Enforcement Act of 1986," Regulations, Los Angeles, CA.
- 2.) New York, State of. "Excerpts Relating to Notification of Pesticide Application and Commercial Lawn Application of Pesticides," Department of Environmental Conservation, Albany, NY, October 1988.

*Regulations*

- 1.) Abler, D. G. "Issues in Pesticide Policy: Discussion," Northeastern Journal of Agricultural and Resource Economics, Vol. 21, No. 2:93-95, October 1992.
- 2.) Fernandez-Cornejo, J., Beach, E. D., and Huang, W. Y. "The Adoption of Integrated Pest Management
- 3.) Greene, C., and Zepp, G. "Changing Pesticide Regulations: A Promise for Safer Produce," National Food Review, pp. 12-16, July-September 1989.
- 4.) Harper, C. R. "Issues in Pesticide Policy: Discussion," Northeastern Journal of Agricultural and Resource Economics, Vol. 21, No. 2:96-97, October 1992.
- 5.) Levine, H. "Government Redefines Political Science: Will Regulatory Policies Be Based On Bad Data?" Produce Business, pp. 61-76, October 1993.
- 6.) Lichtenberg, E., Parker, D., and Zilberman, D. "Marginal Analysis of Welfare Costs of Environmental Policies: The Case of Pesticide Regulation," American Journal of Agricultural Economics, Vol. 70, No. 4:867-874, November 1988
- 7.) Nemajovsky, A. R. and Centner, T. J. "Pesticide Residues in Food: The Delaney Clause and Global Harmonization of Pesticide Standards," Agribusiness, Vol. 7, No. 3:187-196, 1991.
- 8.) Taylor, C. R. "Issues in Risk/Benefit Evaluation for Pesticide Regulation," Northeastern Journal of Agricultural and Resource Economics, Vol. 21, No. 2:71-76, October 1992.
- 9.) United States Government Accounting Office. "Pesticides: Export of Unregistered Pesticides is not Adequately Monitored by EPA," Resources and Accounting Division, GAO/RCED-89-128, Washington D.C., April 1989.

*Removal*

- 1.) Barse, J. R., Ferguson, W., and Seem, R. "Economic Effects of Banning Soil Fumigants." United States Department of Agriculture, Economic Research Service, Agricultural Economic Report No. 602, December 1988.

- 2.) GRC Economics. "The Value of Fungicides to the Availability of a Healthy and Affordable Food Supply," Washington, D.C., October 1989.
- 3.) GRC Economics. "Economic Implications of the Food Safety and Pesticide Provisions of the California Environmental Protection Act of 1990," Washington, D.C., January 1990.

#### *Risk Communication*

- 1.) American Chemical Society. "Chemical Risk Communication: Preparing for Community Interest in Chemical Release Data," Department of Government Relations and Science Policy, Washington, D.C., October 1988.
- 2.) Archibald, S., and Winter, C. "Pesticides in Food: Assessing the Risks," Chemicals in the Human Food Chain eds., Winter, C. K., Sieber, J. N., and Nuxton, C. F., University of California Agricultural Issues Center, 1989.
- 3.) Carlson, G. A. "Risk Assessment and Regulatory Priorities for Pesticide Residues in Food," Pesticide Residues and Food Safety, United States Department of Agriculture, Economic Research Service Research Report, 1989. (forthcoming)
- 4.) Council for Agricultural Science and Technology. "Health Issues Related to Chemicals in the Environment: A Scientific Perspective," Comments from CAST, #ISSN 0194-4096, 1987-1, May 1987.
- 5.) Covello, V. T., Sandman, P. M., and Slovic, P. "Risk Communication Statistics, and Risk Comparisons: A Manual for Plant Managers," Chemical Manufacturers Association, Washington, D.C., 1988.
- 6.) Hammitt, J. K. "Adding an Economic Dimension to Risk Assessment: Discussion," American Journal of Agricultural Economics, Vol. 71, No. 2:487-489, May 1989.
- 7.) Mauskopf, J. "Adding an Economic Dimension to Risk Assessment: Discussion," American Journal of Agricultural Economics, Vol. 71, No. 2:485-86, May 1989.
- 8.) Schaub, J. R. "Pesticides: How Safe and How Much?" National Food Review, pp. 2-5, April-June 1991.
- 9.) Slovic, P. "Perception of Risk," Science, Vol. 236, pp. 280-285, April 17, 1987.

#### *Testing/Monitoring*

- 1.) American Chemical Society. Chemical Risk Communication: Preparing for community interest in chemical release Data, Department of Governmental Relations and Science Policy, October 1988.
- 2.) Chaisson, C. F., Peterson, B. J., Eickhoff, J. C., and Siesinski, R. S. Pesticide in Our Food: Facts, Issues, Debates, Perceptions, Technical Assessments Systems, Inc., Washington, D.C., September 1989.
- 3.) Council for Agricultural Science and Technology. "Pesticides and Safety of Fruits and Vegetables," Comments from CAST, No. 1990-1, Washington, D.C., December 1990.
- 4.) Craigmill, A. L. Environmental Toxicology Newsletter, Vol. 10, No. 4:1-5, September 1990.
- 5.) Evans, S., ed. "Pesticides Residues in Food," United States Department of Agriculture, National Agricultural Library, Special Reference Briefs SRB 90-11, Beltsville, MD, August 1990.
- 6.) Kutz, F. W. "Chemical Exposure to Monitoring," Residue Reviews, Vol. 85, pp. 277-292, 1983.

- 7.) Petersen B. and Chaisson, C. "Pesticides and Residues in Food" Food Technology, pp. 59-64, July 1988.
- 8.) United States Food and Drug Administration. "Residues in Food 1987," Washington, D.C., 1987.
- 9.) United States Food and Drug Administration. "Residues in Foods-1988," Washington, D.C. 1988.
- 10.) United States Food and Drug Administration. "Residues in Food 1989," Washington, D.C., 1989.
- 11.) United States Food and Drug Administration. "Residues in Food 1990," Washington, D.C., 1990.
- 12.) United States Food and Drug Administration. "Residues Monitoring 1990," Washington, D.C., 1990.
- 13.) United States Food and Drug Administration. "Pesticide Program-Residue Monitoring 1993", 7th Annual Report.
- 14.) United States Government Accounting Office. Pesticides: Better Sampling and Enforcement Needed on Imported Food, Resources, Community and Economic Development Division, Report No. GAO/RCED-86-219, Washington, D.C., September 26, 1986
- 15.) United States Government Accounting Office. "Pesticides: Need to Enhance FDA's Ability to Protect the Public From Illegal Residues," Resources, Community and Economic Development Division, GAO/RCED-87-7, October 1986.
- 16.) United States Government Accounting Office. "Food Safety and Quality: Five Countries' Efforts to Meet U.S. Requirements on Imported Produce," Community and Economic Development Division, GAO/RCED-90-55, March 1990.
- 17.) Wiles, R. and Campbell, C. "Washed, Peeled - Contaminated," Environmental Working Group, 1994.

*Use*

- 1.) Fernandez-Cornejo, J. Beach, E. D., and Huang, W. Y. "The Adoption of Integrated Pest Management Technologies by Vegetable Growers," United States Department of Agriculture, Economic Research Service, Resources and Technology Division, Staff Report No. 9228, November 1992.
- 2.) Flint, M.L., Dreistadt, S. H., Rosetta R., and Zagory, E.M. "IPM reduces pesticides use in the nursery," California Agriculture, Vol. 47, No. 4:4-7, July-August 1993.
- 3.) Gianessi, L. P., and Greene, C. "The Use of Pesticides in the Production of Vegetables: Benefits, Risks, Alternatives, and Regulatory Policies," Resources for the Future, Washington, D.C., December 1989.
- 4.) Gianessi, L. P., and Puffer, C. A. "Use of Selected Pesticides in Agricultural Crop Production National Summary," Quality of the Environment Division, Resources for the Future, Washington, D.C., January 1989.
- 5.) Kovach, J., Petzoldt, C., Degni, J., Tette., J. "A Method to Measure the Environmental Impact of Pesticides," New York Food and Life Sciences Bulletin, Cornell Agriculture Experiment Station, Bulletin Number 139, 1992.
- 6.) Knutson, R., Hall, C., Smith, E., Cotner, S., and Miller, J. "Yield and cost impacts of reduced pesticide use on fruits and vegetables," CHOICES, pp. 14-18, First Quarter 1994.
- 7.) Osteen, C., and Kuchler, F. "Pesticide Regulatory Decisions: Production, Efficiency, Equity and Interdependence," Agribusiness, Vol. 3, No. 3:307-322, 1987.

- 8.) Osteen, C. D., and Szmedra, P.I. "Agricultural Pesticide Use Trends and Policy Issues," United States Department of Agriculture, Economic Research Service, Agricultural Economic Report Number 622, September 1989.
- 9.) Pimental, D., McLaughlin, L., Zepp, A., Lakitan, B., Kraus, T., Kleinman, P. "Environmental and Economic Effects of Reducing Pesticide Use," Bioscience, Vol. 41, No. 6:402-409, June 1991.
- 10.) Schaub, J. R. "Economic Impacts of Chemical Use Reduction on The South: Discussion," Southern Journal of Agricultural Economics, Vol. 23, No. 1:25-26, July 1991.
- 11.) Swanson, J., and Dahl, D. "The United States Pesticide Industry: Usage Trends and Market Development," Department of Agricultural and Applied Economics, P89-5, University of Minnesota, St. Paul, MN, January 1989.
- 12.) Taylor, C. R., Penson, J. B., Jr., Smith, E. G., Knutson, R. D. "Economic Impacts of Chemical Use Reduction on the South," Southern Journal of Agricultural Economics, Vol. 23, No. 1:15-23, July 1991.
- 13.) United States Government Accounting Office. "Food Safety and Quality: Five Countries' Efforts to Meet U.S. Requirements on Imported Produce," Community and Economic Development Division, GAO/RCED-90-55, March 1990.
- 14.) United States Department of Agriculture. "Pesticide Data Program (PDP) Summary of 1992 Data," Agricultural Marketing Service, April 1994.
- 15.) United States Department of Agriculture. "Pesticide Data Program (PDP) Summary of 1993 Data," Agricultural Marketing Service, Science Division. June 1995.
- 16.) Vandeman, A., Shank, D., Chandran, R., and Vasavada, U. "Lettuce Provides Indication of Pesticide Use and Residues," Food Review, pp. 2-5, October-December 1992.
- 17.) Weaver, R. D., Evans, D. J., and Luloff, A. E. "Pesticide Use in Tomato Production: Consumer Concerns and Willingness-to-Pay," Department of Agricultural Economics and Rural Sociology, Pennsylvania State University, University Park, PA, June 1991.

## POPULATION

### *Labor Force*

- 1.) Bird, A. "Status of the Non-metro Labor Force, 1987," United States Department of Agriculture, Economic Research Service, Rural Development Research Report No. 79, September 1990.
- 2.) Edmonton, B. "Work Slowdown," American Demographics, Vol. 18, No. 3: 4-7, March 1996.

### *Projection*

- 1.) Johnson, K. P., and Friedenber, H. L. "Regional and State Projections of Income, Employment and Population to the Year 2000," Survey of Current Business, Vol. 65, No. 6:39-40, May 1985.
- 2.) Spencer, G. "Projections of the Population of the United States, by Age, Sex and Race: 1983 to 2080 United States," United States Department of Commerce, Bureau of the Census, Series P-25 No. 952, May 1984.

- 3.) Haub, C. "The 'tuck' is key to spotting the birth of a consumer market", Market: Latin America, Vol. 2, No. 12:1-2. December 1994.

#### *Race and Ethnicity*

- 1.) McKenney, N. R., Cresce, A. R., and Johnson, P. A. "Development of the Race and Ethnic Items for the 1990 Census," Paper presented at the 1988 Annual Meeting of the Population Association of America, New Orleans, LA, April 1988.
- 2.) Sehgal, E. "Foreign Born in the U.S. Labor Market: The Results of a Special Survey," Monthly Labor Review, Vol. 108, No. 7:18-24, July 1985.

#### *Rural*

- 1.) Bender, L. D., Green, B. L., Hady, T. F., et. al. "The Diverse Social and Economic Structure of Nonmetropolitan America," United States Department of Agriculture, Economic Research Series, Rural Development Research Report, Number 49, Washington, D.C., September 1985.
- 2.) McGranahan, D. A., Hession, J. C., Hines, F. K., and Jordan, M. F. "Social and Economic Characteristics of the Population in Metro and Non-metro Counties," United States Department of Agriculture, Economic Research Series, Rural Development Research Report, Number 58, Washington, D.C., September 1986.
- 3.) United States Department of Census. "Farm Population of the United States: 1980," Current Population Report Series P-27, No. 54, U.S. Government Printing Office, Washington, D.C., September 1981.
- 4.) United States Department of Commerce. "Census Bureau Completes Distribution of 1990 Redistricting Tabulation of States," Economics and Statistics Administration, Public Information Office, March 11, 1991.

## **PRICES**

#### *Apples*

- 1.) Tomek, W. G. "Apples in the United States: Farm Prices and Uses, 1947-1975," Agricultural Experiment Station, Cornell University, Experiment Station Bulletin 1022, July 1968.
- 2.) Tomek, W. G., and Dominick, B. A., Jr. "Analyzing Price Variations for Canning and Freezing Apples," Agricultural Economics Department, Cornell University, A. E. Staff Paper No. 2, January 1970.
- 3.) Ricks, D. J. "Applesauce Price Relationships, 1955-1968," Department of Agricultural Economics, Agricultural Economics Report No. 148, Michigan State University, East Lansing, MI, August 1969.

#### *Determination*

- 1.) Adams, C. M., Prochaska, F. J., and Spreen, T. H. "Price Determination in the United States Shrimp Market," Southern Journal of Agricultural Economics, Vol. 17, No. 2, December 1987.
- 2.) Buccola, S. T. "Pricing Efficiency in Agricultural Markets: Issues, Methods, and Results," Western Journal of Agricultural Economics, Vol. 14, No. 1:111-121, 1989.
- 3.) Fuller, S., Bello, H., and Shafer, C. "Factors Affecting Price of Subtropical Fresh Peach Production: An Analysis of Weekly Wholesale Price in the Spring Season," Agribusiness, Vol. 6, No. 4:401-413, 1990.

- 4.) Goodwin, H. L. Jr., Fuller, S. W., Capps, O. Jr., and Asgill, O. W. "Factors Affecting Fresh Potato Price in Selected Terminal Markets," Western Journal of Agricultural Economics, Vol. 13, No. 2:233-243, December 1988.
- 5.) Hammer, N. R. "Creating Contract Documents," Interior Landscape, pp. 34-39, June 1991.
- 6.) Jolly, D. A., and Norris, K. "Models Stimulate U.S. Pistachio Prices," California Agriculture, Vol. 46, No. 3:14-16. May-June 1992.
- 7.) Parker, D. D. "How Quality Relates to Price in California," California Agriculture, Vol. 45, No. 2:14-16, March-April 1991.
- 8.) Schotzko, R. T. and Wilson, W. W. "Price Adjustments in Cherry Markets," Journal of Food Distribution Research, pp. 47-53, September 1995.
- 9.) Shafer, C. E. "Price and Value Effects of Pecan Crop Forecasts, 1971-1978," Department of Agricultural Economics, Texas A & M, Faculty Paper Series 88-4, September 1988.
- 10.) Sporleder, T. L. "Pricing Efficiency in Agricultural Markets: Discussion," Western Journal of Agricultural Economics, Vol. 14, No. 1:122-125, 1989.
- 11.) Tomek, W. G. and Myers, R. J. "Empirical Analysis of Agricultural Commodity Prices: A Viewpoint," Review of Agricultural Economics, Vol. 15, No. 1, January 1993.

#### *Developing Countries*

- 1.) Florkowski, W. J., and Elnagheeb, A. H. "The Evolution of the Pricing Mechanism in the Polish Vegetable Markets: An Empirical Test," Review of Agricultural Economics, Vol. 15, No. 1:1-8, January 1993.
- 2.) Sahn, D.E. and C. Delgado. "The Nature and Implications for Market Interventions of Seasonal Food Price Variability," Cornell Food and Nutritional Policy Program, Cornell University. \*No date.

#### *Flowers*

- 1.) Thompson, G. "Wholesale Flower Prices 1940-49," Agricultural Experiment Station, Cornell University Agricultural Experiment Station, A. E. 746, July 1950.

#### *Ornamentals*

- 1.) Martelli, N. "Practical Pricing," Interior Landscaping Industry, pp. 36-39, December 1990.

#### *Transmission*

- 1.) Boyd, M., and Brorsen, W. "Dynamic Relationship of Weekly Prices in the United States Beef and Pork Marketing Channels," Canadian Journal of Agricultural Economics, November 1985.
- 2.) French, B. C. "Farm Price Estimation When There is Bargaining: The Case of Processed Fruit and Vegetables," Western Journal of Agricultural Economics, Vol. 12, No. 1:17-26, July 1987.
- 3.) Green, R. "The Price is Right - Or Is It?" California Grower, pp. 21-23, July 1992.
- 4.) Hahn, W. F. "Price Transmission Asymmetry in Pork and Beef Markets," The Journal of Agricultural Economics Research, Vol. 42, No. 4, 1990.

- 5.) Holloway, G. J. "The Farm-Retail Price Spread in an Imperfectly Competitive Food Industry," American Journal of Agricultural Economics, Vol. 73, No. 4:235-245, November 1991.
- 6.) Hoos, S. and Kuznets, G. M. "Pacific Coast Canned Fruits F.O.B. Price Relationships 1967-68. Cling Peaches, Pears, Freestone Peaches, Apricots, Fruit Cocktail, Apples and Applesauce," Giannini Foundation, Berkeley, CA, Giannini Foundation Research Report No. 296, July 1968.
- 7.) Love, J. M. "Grower-Retail Price Trends and Statistical Relationships for Selected Fresh-Market Vegetables," Vegetables and Specialties S & O, TVS-259, pp. 23-27, April 1993.
- 8.) Marsh, J., and Brester, G. W. "Intertemporal Price Adjustments in the Beef Market: A Reduced Form Analysis of Weekly Data," Western Journal of Agricultural Economics, Vol. 14, No. 2:235-245, December 1989.
- 9.) Naik, G., and Leuthold, R. M. "Cash and Futures Price Relationships for Nonstorable Commodities: An Empirical Analysis Using a General Theory," Western Journal of Agricultural Economics, Vol. 13, No. 2:327-328, December 1988.
- 10.) Nyankori, J. C. O. "Price Transmission in the Catfish Industry with Specific Emphasis on the Role of Processing Cooperatives," Southern Journal Of Agricultural Economics, Vol. 23, No. 1:247-252, July 1991.
- 11.) Pasour, E. C., Jr. "An Analysis of Intraseasonal Apple Price Movements," Agricultural Economics Research, Vol. XVIII, No. 1:1-12, January 1965.
- 12.) Schroeder, T., and Hayenga, M. "Short-Term Vertical Market Price Interrelationships for Beef and Pork," North Central Journal of Agricultural Economics, Vol. 9, No. 2:172-180, July 1987.
- 13.) Wohlgenant, M. K., and Mullen, J. D. "Modeling the Farm-Retail Price Spread for Beef," Western Journal of Agricultural Economics, Vol. 12, No. 2:119-125, 1987.

#### *Vegetables*

- 1.) Mizelle, W. O., Jr. "Vegetable Economics-A Planning Guide For 1988: 1983-87 Prices," Cooperative Extension Service, University of Georgia, Miscellaneous Publication No. 258, Revised December 1987.
- 2.) United States Department of Agriculture. "Fresh Fruit and Vegetable Prices 1992: Wholesale Chicago and New York City F.O.B. Leading Shipping Points," Agricultural Marketing Service, October 1993.
- 3.) Ward, R. "Asymmetry in Retail, Wholesale, and Shipping Point Pricing for Fresh Vegetables," American Journal of Agricultural Economics, Vol. 62, No. 2:205-212, May 1982.

### **PROMOTION**

#### *Brands*

- 1.) Davis, S., Inman, J., and McAlister, L. "Promotion has a Negative Effect on Brand Evaluations -- Or Does It? Additional Disconfirming Evidence," Journal of Marketing Research, Vol. 29, No. 1:143-8, February 1992.

#### *Commodities*

- 1.) California Commodity Committee. "A Review of The Division of Agriculture and Natural Resources of the University of California," January 1994.



- 2.) Gallo, A. E. "Advertising and Promotion in Food Marketing," United States Department of Agriculture, National Economic Research Service Economics Division, Staff Report No. AGES 831007, January 1984.
- 3.) Hurst, S., and Forker, O. D. "Annotated Bibliography of Generic Commodity Promotion Research," Department of Agricultural Economics, Cornell University, A. E. Res. 89-26, December 1989.
- 4.) Lenz, J. E., Forker, O. D., and Hurst, S. "U.S. Commodity Promotion Organizations: Objectives, Activities, and Evaluation Methods," Department of Agricultural Economics, Cornell University, A. E. Res. 91-4, May 1991.
- 5.) Morse, S., Dodd, T., and Vermeulen, B. State Wine Promotion and Research Programs: How Programs are Structured, Funded, and Used, Texas Wine Marketing Research Institute, Research Report No.: 93-10, February 1993.
- 6.) Sparks, A.L. "Impacts of the Targeted Export Assistance Program on U.S. Exports of U.S. Apples, U.S. Table Grapes and California CitRUs," Journal of International Food & Agribusiness Marketing, Vol. 4(s), pp. 1-22, 1992.
- 7.) Tweeten, L. "The Twelve Best Reasons for Commodity Programs: Why None Stand Scrutiny," Choices, pp. 4, Second Quarter, 1995.
- 8.) United States General Accounting Office. "Agriculture: Generic Promotion Program for Fruits and Vegetables," Resources, Community and Economics Division, GAO/RCED-92-15, Washington, D.C., October 1991.
- 9.) University of California Division of Agriculture and Natural Resources. "Response to the California Commodity Committee Review of the Division 1994".

#### *Consumer Behavior*

- 1.) Fader, P., and McAlister, L. "An Elimination by Aspects Model of Consumer Response to Promotion Calibrated on UPC Scanner Data," Journal of Marketing Research, Vol. XXVII, pp. 322-332, August 1990.
- 2.) German, G., and Hawkes, G. F. "An Analysis of Consumer Trends and Employee Training in the U.S., Supermarket Delicatessen Industry," Department of Agricultural Economics, Cornell University, A. E. Res. 90-16, December 1990.

#### *Coupons*

- 1.) Bawa, K., and Shoemaker, R. W. "The Effects of a Direct Mail Coupon on Brand Choice Behavior," Journal of Marketing Research, Vol. XXIV, pp. 370-376, November 1978.
- 2.) Bawa, K., and Shoemaker, R. W. "Analyzing Incremental Sales from a Direct Mail Coupon Promotion," Journal of Marketing, Vol. 53, No. 1:66-78, July 1989.
- 3.) Goodwin, B. K. "An Analysis of Factors Associated with Consumers' Use of Grocery Coupons," Journal of Agricultural and Resource Economics, Vol. 17, No. 1:110-120, July 1992.
- 4.) Ward, R., and Davis, J. "A Pooled Cross-Section Time Series Model of Coupon Promotions," American Journal of Agricultural Economics, Vol. 58, No. 3:393-401, August 1978.

#### *Measurement*

- 1.) Carmen, H. F., and Green, R. D. "Milk: It Does a Body Good," California Agriculture, Vol. 46, No. 2:9-12, March-April 1992.

- 2.) Gupta, S. "Impact of Sales Promotions on When, What, and How Much to Buy," Journal of Marketing Research, Vol. XXV, pp. 342-355, November 1988.
- 3.) Henneberry, S. R., Acherman, K. Z., and Eshleman, T. "US Overseas Market Promotion: An Overview of Non-Price Programs and Expenditures," Agribusiness, Vol. 8, No. 1:57-78, January 1992.
- 4.) Neslin S. A. and Shoemaker R. W. "An Alternative Explanation for Lower Repeat Rates After Promotion Purchases," Journal of Marketing Research, Vol. XXVI, pp. 205-213, May 1989.

*Point of Purchase*

- 1.) Dickson, P., and Sawyer, A. "The Price Knowledge and Search of Supermarket Shoppers," Journal of Marketing, Vol. 54, pp. 42-53, July 1990.

*States*

- 1.) Block, L. "Self Promotion," American Nurseryman, September 15, 1989.
- 2.) Brooker, J. R., and Eastwood, D. B. "Using State Logos to Increase Purchases of Selected Food Products," Journal of Food Distribution Research, Vol. XX, No. 1:72-77, February 1989.
- 3.) Brumfield, R. G., and Adelaja, A. "Brand Promotion and International Competitiveness in Local Markets: Inferences from State Promotional Programs," in Proceedings of Third Annual Symposium, Radford University, pp. 161-173, March 23-24, 1990.
- 4.) Eastwood, D.B., Brooker, J., and Orr, R. "State Logos for Fresh and Processed Foods: A Case Study for Consumers in Knox County, TN," Agricultural Experiment Station, University of Tennessee, Bulletin 661, March 1988.

**STATISTICS**

*Cabbage*

- 1.) New York, State of. "Marketing New York State Cabbage, 1987 Crop," Federal State Market News Service, Rochester, NY.

*Celery*

- 1.) California, State of. "Marketing California Celery 1986," Federal-State Market News Service, Sacramento, CA September 1988.

*Corn*

- 1.) United States Department of Agriculture. "U.S. Corn Quality Report, 1986," Federal Grain Inspection Service, Washington, D.C., July 1987.

*Fruits*

- 1.) Johnson, D. C. "Fruits and Nuts, Bearing Acreage, 1947-83" United States Department of Agriculture, National Agricultural Statistics Service, Statistical Bulletin Number 761, December 1987.

- 2.) United States Department of Agriculture. "Fresh Fruits, Vegetables and Ornamentals Crops," Agricultural Marketing Service, Market News Branch, WS-45-92, November 10, 1992.

#### *Honduras*

- 1.) *Direccion General de Estadistica Y Censos. Encuesta Permanente de Hogares de Propositos Multiples. Volumen I, Total Nacional, Tegucigalpa, Honduras, 1992.*
- 2.) *Secretaria de Planificacion, Coordinacion y Presupuesto. Proyecciones de Poblacion de Honduras Por Sexo y Edad 1988-2050. Anuales 1988-2010 y Quinquenales 2015 a 2050. Departamento de Poblacion Con la colaboracion del U.S. Bureau of the Census, Tegucigalpa, September 1992.*

#### *Ornamentals*

- 1.) Johnson, D. C. "Ornamental Horticulture Crops," An Economic and Statistical Handbook for the Greenhouse, Nursery, and Related Industries," Commodity Economics Division, Economic Research Service, Washington, D.C. \*No date.
- 2.) Love, J. "Horticultural Specialty Farms in the United States," United States Department of Agriculture, Economic Research Service, November 25, 1985.

#### *States*

- 1.) Beilock, R. "Produce/Ornamentals Trucking from Florida," Cooperative Extension Service, University of Florida, Gainesville, FL, July-August 1987.
- 2.) Florida Agricultural Statistics Service. "Vegetable Summary 1986," Division of Marketing, Orlando, FL, April 1987.
- 3.) Florida Agricultural Statistics Service. "Vegetable Summary 1986-87," Division of Marketing, Orlando, FL, April 1988.
- 4.) Florida Agricultural Statistics Service. "Vegetable Summary 1987-88," Division of Marketing, Orlando, FL, April 1989.
- 5.) Florida Agricultural Statistics Service. "Vegetable Summary 1993-94," Division of Marketing, Orlando, FL, May 1995.
- 6.) Hawaii, State of. "Statistics of Hawaiian Agriculture 1987," Hawaii Department of Agriculture, Agricultural Statistics Service, Honolulu, HI, September 1988.
- 7.) Hawaii, University of. "The Hawaii Institute of Tropical Agriculture and Human Resources (HITAHR) 1988, University of Hawaii at Manoa, HITAHR No. 09.11.88-11/88, November 1988.
- 8.) Washington Agricultural Statistics Service. Washington Agricultural Statistics 1989-1990, Tumwater, WA, September 1990.

#### *United States Agriculture*

- 1.) New England Agricultural Statistics Service. New England Agricultural Statistics: 1991, In cooperation with the United States Department of Agriculture, National Agricultural Statistics Service, Concord, NH, November 1992.

- 2.) United States Department of Agriculture. "1981 Handbook of Agricultural Charts," Agricultural Handbook No. 592, Washington, D.C., October 1981.
- 3.) United States Department of Agriculture. "Preparing for Statistics for Agriculture," National Agricultural Statistics Service.
- 4.) United States Department of Agriculture. "The Market News Service on Fruits, Vegetables, and Specialty Crops," Washington, D.C., Revised November 1989.
- 5.) United States Department of Agriculture. "The Market News Service on Fruits, Vegetables, and Specialty Crops," Washington, D.C., Revised April 1990.
- 6.) United States Department of Agriculture. Agricultural Outlook, Vol. AO-191, November 1992.
- 7.) Womack, L. M., Traub, L. G. and Rivers, M. H., "U. S. - State Agricultural Data," United States Department of Agriculture, Economic Research Service, Agriculture Information Bulletin Number 501, Washington, D.C., August 1986.

*USDA Catalog*

- 1.) Illinois, University of. "Resources Catalog: Publications, Videotapes & Slide sets," Communications Services, Urbana-Champaign, IL, January 1991.
- 2.) United States Department of Agriculture. "Reports - Agriculture Economics," Winter 1990-91.
- 3.) United States Department of Agriculture. "Reports - Agriculture Economics," Special Issue, 1992.
- 4.) United States Department of Agriculture. "How to Get Information from the United States Department of Agriculture," Office of Information, December 1988.
- 5.) United States Department of Agriculture. "Agricultural Statistics Board Catalog: 1989 Releases," National Agricultural Statistical Service, December 1988.
- 6.) United States Department of Agriculture. "1993 Agricultural Statistics Board Catalog," National Agricultural Statistical Service, December 1992.
- 7.) United States Department of Agriculture. Economic Management Staff, "Information Directory," June 1992.

*USDA-Contacts*

- 1.) United States Department of Agriculture. The Market News Service, Washington D.C., 1992.
- 2.) United States Department of Agriculture. Information Contracts, Economic Research Service, National Agricultural Statistics Service. February, 1989.
- 3.) United States Department of Agriculture. "1989 USDA Data Users Meetings" Summary, National Agricultural Statistics Service, Agricultural Marketing Service and Economic Research Service. March, 1989.
- 4.) United States Department of Agriculture. Manual for Cooperative Regional Research, Cooperative State Research Service, January 1986.

## *World*

- 1.) United States Department of Agriculture. World Agricultural Production, Foreign Agricultural Service Circular Series, WAP 3-91, March 1991.

## **SUPERMARKETS**

### *Canada*

- 1.) Mercantini, J. and Stanger, A. "National Survey of Retail Food Distributors," Food Market Commentary, Vol. 10, No. 2:23-27, 1988.

### *Ethnic Effects*

- 1.) McLaughlin, E. W., and Russo, D. "The Changing Role of the Korean Food Store in New York City," Cornell Food Industry Management Program, A. E. Res. 92-07, September 1992.
- 2.) Stegelin, F. E. "Marketing Objectives Among Rural Food Retailers," Journal of Food Distribution Research, Vol. 27, No. 1: 72-75, February 1996.

### *Floral Sales*

- 1.) Behe, B. K., Prince, T. A., and Tayama, H. K. "Analysis of Consumer Purchases of Floral Products in Supermarkets," HortScience, 27(5):455-459, May 1992.
- 2.) Behe, B. K., Prince, T. A., and Tayama, H. K. "Market Segmentation of Supermarket Floral Customers," HortScience, 27(5):459-463, May 1992.
- 3.) Brumback, N. "Starting a Stem Program," Floral Business, pp. 33-34, October 1990.
- 4.) Brumback, N. "Supermarket Floral Department is Showcase of International Market," Floral Business, pp. 10-12, June 1992.
- 5.) Carmichael, O. "Roses Should Generate Year-Round Profits," Produce Business, Vol. 6, No. 4:64-67, April 1990.
- 6.) Carmichael, O. "Make Your Own Bouquets Give Lift to Cut Flower Sales," Produce Business, Vol. 6, No. 2:98-101, February 1990.
- 7.) Carmichael, O. "Rose Bush Sales Strategy: Trade Up; Use Mass Display," Produce Business, Vol. 6, No. 2:94-96, February 1990.
- 8.) Craig, E. "Floral Add-Ons Ring Up Additional Profits," Produce Business, Vol. 6, No. 11:54-58, November 1990.
- 9.) Crothers, D. "Fourth Quarter Floral Programs Require Year-Round Planning," Floral Business, pp. 47-49, October 1990.
- 10.) Crothers, D. "Easter: No Longer a 'Lily White' Affair," Produce Business, Vol. 6, No. 3:48-51, March 1990.
- 11.) Crothers, D. "Fall Bouquets Can Reap a Bountiful Harvest of Profit," Produce Business, Vol. 6, No. 9:57-58, September 1990.

- 12.) Crothers, D. "Supermarket Floral Shops Broaden Range of Services," Floral Business, pp. 19-22, October 1990.
- 13.) Goodrich, D. C. Jr., "Pre-Easter Floral Displays in New York Supermarkets," Department of Agricultural Economics, Cornell University, A. E. Research 87-10, April 1987.
- 14.) Goodrich, D. C., and Avermaete, U. "Retailing Florist Corps Through Mass Merchandising Outlets," Department of Agricultural Economics, Cornell University, A. E. Research 75-8, June 1975.
- 15.) Produce Marketing Association. Survey of Supermarket Floral Retailing, Second Annual Food Marketing Industry Report, Newark, DE, 1990.
- 16.) Rhodus, W. T. "Estimating Price Elasticity for Fresh Flower Bouquets Sold in Supermarkets," HortScience, Vol. 24, No. 2:386-387, April 1989.
- 17.) United States Department of Agriculture. "Profile of the Retail Florist Industry: 1964," Economic Research Service, Marketing Research Report No. 741, December 1965.

#### *Industry Structure*

- 1.) Cotterill, R. W. "Mergers and Concentration in Food Retailing: Implications for Performance and Merger Policy," Food Marketing Policy Center, University of Connecticut, Research Report No. 2, January 1989.
- 2.) Food Marketing Institute. "The State of the Industry: The Food Marketing Industry Speaks 1989," Supermarket Industry Convention, Chicago, IL, May 1989.
- 3.) German, G.A., Hawkes, G.F., Perosio, D.J. "Supercenters: The Emerging Force in Food Retailing," Department of Agricultural Economics, College of Agriculture and Life Sciences, Cornell University. A. E. Ext. 93-15. October 1993.
- 4.) Handy, C. R. "Global Developments Affecting the U.S. Food Marketing Sector," Journal of Food Distribution Research, Vol. 27, No. 1: 11-21, February 1996.
- 5.) Kaufman, P. R., Newton, D. J. and Handy, C. R., "Grocery Retailing Concentration in Metropolitan Areas, 1954-82," United States Department of Agriculture, Economic Research Service, Washington D.C., Technical Bulletin Number 1817, August 1993.
- 6.) McLaughlin, E. W., and Hawkes, G. F. "Twenty Years of Change in the Structure, Costs, and Financial Performance of Food Chains," Agribusiness, Vol. 2, No. 1:103-118, 1986.
- 7.) McLaughlin, E. W. and Park, K. "A Presentation Guide to: The US Food Industry," Cornell Food Industry Management Program, E.B. 95-08, May 1995.
- 8.) Roth Young Associates. Thomas Grocery Register, Vol. 1, 1989-1990.

#### *New Products*

- 1.) McLaughlin, E. W., and Rao, V. R. "An Exploratory Modeling of the Decision Process of New Product Selection by Supermarket Buyers," Department of Agricultural Economics, Cornell University, A. E. Staff Paper 87-19, August 1987.

- 2.) McLaughlin, E. W. and Rao, V. R. "The Strategic Role of Supermarket Buyer Intermediaries in New Product Selection: Implications for System Wide Efficiency," Department of Agricultural Economics and Rural Sociology, University of Connecticut, NE-Working Paper Series, WP-14, March 1989.

#### *Pricing*

- 1.) Benson, B. L. and Faminow, M. D. "An Alternative View of Pricing Retail Food Markets," American Journal of Agricultural Economics, Vol. 67, No. 2:296-306, May 1985.
- 2.) Thayer, W. "Do Your Customers Know What's On Special? Do They Care?" Progressive Grocer, pp. 81-85, May 1990.
- 3.) Walden, M. L. "Why Unit Prices of Supermarket Products Vary," The Journal of Consumer Affairs, Vol. 22, No. 1:74-84, 1988.

#### *Produce Department*

- 1.) Brooker, J. R. and Eastwood, D. B. "Consumer Response to State-Oriented Fresh Produce Displays in Supermarkets," Journal of Food Distribution Research, Vol. XXII, No. 1:112-113, February 1991.
- 2.) Brooker, J. R. and Eastwood, D. B. "Dark-Green Versus Light-Green Beans: Perceptions of Retail Shoppers, Supermarket Produce Managers, and Wholesale/Brokers," Department of Agricultural Economics and Rural Sociology, University of Tennessee, Agricultural Experiment Station Research Report 91-18, September 1991.
- 3.) Food Business Associates Inc. Professional Produce Manager's Manual, in conjunction with Produce Marketing Association, Newark, DE, 1987.
- 4.) McLaughlin, E. W., and Perosio, D. J. "Fresh Fruit and Vegetable Procurement Dynamics, The Role of the Supermarket Buyer," Food Industry Management Program, Cornell University, October 1993.
- 5.) McLaughlin, E. W., and Perosio, D. J. "Fresh Fruit and Vegetable Procurement Dynamics: The Role of the Supermarket Buyer," Food Industry Management Program, Cornell University, February 1994.
- 6.) Produce Marketing Association. "Produce Retailing Performance and Productivity 1988 First Annual Report," Newark, DE, 1989.

#### *Profits*

- 1.) McLaughlin E. W. and Hawkes, G. F. "Operating Results of Food Chains 1986-1987," N.Y. State College of Agricultural and Life Sciences, Cornell University, August 1987.
- 2.) McLaughlin, E. W. and Hawkes, G. F. "Category Management *Current Status and Future Outlook*," Food Industry Management Program, E. B. 94-28, December 1994.
- 3.) Price, C. C., and Newton, D. J. "U.S. Supermarkets: Characteristics and Services," United States Department of Agriculture, Economic Research Service, Agriculture Information Bulletin, No. 502, Washington, D.C., November 1986.

#### *Trends*

- 1.) The Food Institute. "Spotlight on Supermarket Performance", Food Institute Focus, No. 2, 1994.

- 2.) German, G. A., and Hawkes, G. F. "An Analysis of Consumer Trends and Employee Training in the United States Supermarket Delicatessen Industry," Department of Agricultural Economics, Cornell University, A. E. Research 90-16, December 1990.
- 3.) Goldberger, C. "Getting Consumers to Try New Things," Produce Business, Vol. 8, No. 8:27-30, August 1992.
- 4.) Hollis, M., and Hollis, T. "The State of the Industry: The Food Marketing Industry Speaks, 1991," Date from speech given May 6, 1991 at the Food Marketing Institute Convention, Chicago, IL.
- 5.) McLaughlin, E., Hawkes, G. and Perosio, D. "Wholesale Club Stores: The Emerging Challenge," State of New York/New Jersey Food Industry, A. E. Ext. 92-18, October 1992.

### *Tropicals*

- 1.) Kyle, C. "Are Specialities Recession Proof," Produce Business, Vol. 8, No. 5:50-57, May 1992.

## **SURVEY INSTRUMENT**

### *Agribusiness*

- 1.) "1988 Agribusiness Survey," Genesee/Finger Lakes Region, The Winters Group, Inc, Rochester, NY, 1989.
- 2.) CISER Survey Research Center. "Survey of Agricultural Exporters," United States Department of Agriculture, Department of Agricultural, Resource and Managerial Economics, Cornell University, April 1995.

### *Agricultural Statistics*

- 1.) American Agricultural Economics Association. "Priorities for Data On Agriculture and Rural Areas." Questionnaire.

### *Consumer Food Perspectives*

- 1.) California, University of. "Consumer Attitudes Toward Food Safety," Department of Consumer Sciences and Consumer Food Marketing, Cooperative Extension, Davis, CA, October 1989.
- 2.) California, University of. "Food Safety and Quality," Center for Consumer Research, Davis, CA, 1988.
- 3.) Jolly, D. "Consumer Opinions About Foods in the Marketplace," Department of Consumer Sciences and Agricultural Economic, Cooperative Extension, University of California, Davis, CA. \*No date.
- 4.) Scott, F. S. Jr., Macario-Weidman, M. C., and Sisson, J. S. "Survey of Consumer Demand for Fresh Papayas in the Los Angeles Metropolitan Area," In Characteristics of Consumer Demand for Fresh Papayas in Los Angeles and Orange Counties," College of Tropical Agriculture and Human Resources, University of Hawaii, 630 US ISSN 0197-9310, Research Series 048, December 1986.

### *Design*

- 1.) Banerjee, U. K. "Marketing of Agricultural Produce: Survey Methodologies and Computerization," Computer Applications in Food Production and Agricultural Engineering II, Elsevier-Science Publishers, North Holland, 1985.



- 2.) Barnes, J., and Dotson, M. J. "The Effect of Mixed Grammar Chains on Response to Survey Questions," Journal of Marketing Research, Vol. XXVI pp. 468-72, November 1989.
- 3.) Decker, D. J., and Brown, T. L. "Mail Questionnaire Design Considerations: A Task-Analysis Model of Respondent Decision-Making," Human Dimensions Research Unit, Department of Natural Resources, Cornell University, April 1988.
- 4.) Yu, J. and Cooper, H. "A Quantitative review of Research Design Effects on response Rates to Questionnaires," Journal of Marketing Research, Vol. XX, pp. 36-44, February 1983.

#### *Direct Marketing*

- 1.) "Direct Marketing Survey 1988 " New York Agricultural Statistics Service, Albany, NY.

#### *Horticultural Products Producers*

- 1.) Food Marketing Institute and Produce Marketing Association. "1989 Survey of Supermarket Floral Retailing," 2nd Annual FMI-PMA Survey of Supermarkets Produce and Floral Performance, Newark, DE, 1990.
- 2.) Gineo, W. M. "Connecticut Horticultural Industry Survey," Department of Agricultural Economics, University of Connecticut, Storrs, CT. \*No date.
- 3.) Powell, Adams, and Reinhart. "Flowers Signature," Telesurvey Final, June 1990.

#### *Irradiation*

- 1.) Malone, Jr., J. W. "National Household Food Irradiation Survey," Department of Agricultural Economics and Rural Sociology, Pennsylvania State University, University Park, PA, December 1987.

#### *Locally Grown*

- 1.) Connecticut, University of. "Apple Marketing Survey," Food Marketing Policy Center, Department of Agricultural Economics and Rural Sociology, Research Report No. 4, May 1989.
- 2.) Cornell University. "Christmas Tree Growers in New York State: A Survey Relative to Growing Christmas Trees," Cooperative Extension, Natural Resources Department.
- 3.) Drake, B. H., and James, R. E. "It's Fresher From Ohio," Market Research Survey, Ohio State University, Wooster, OH, February 1988.
- 4.) Agricultural Issues Survey. "Small Farms and Sustainable Agriculture," September 1989.

#### *Mississippi Nurseries*

- 1.) Mississippi State University. Nursery Grower Questionnaire.

#### *Organic Farming*

- 1.) "Consumer Opinion About Fresh Produce in the Market Place," Department of Food and Resource Economics, University of Delaware, Newark, DE. \*No date.
- 2.) "Survey of Buyers' Preferences for Organic and Pesticide-Residue-Free Tomatoes: Questionnaire for Buyers," Produce, Inc., no date.

### *Promotion*

- 1.) Foreign Market Development, Export Promotion, Questionnaire.

### *Vegetables*

- 1.) Kazmierczak, R. F., Jr., Bell, J.B. "How Can You Contact HPF Member Cooperatives?" The Potential for Cooperative Marketing of Southeastern Fresh Vegetables to Wholesale Buyers, United States Department of Agriculture, Agricultural Marketing Service, Agreement No. 12-25-A-3126, February 1988.
- 2.) Kazmierczak, R. F., Jr., Bell, J.B. "1987 Southeastern Vegetable Market Survey," The Potential for Cooperative Marketing of Southeastern Fresh Vegetables to Wholesale Buyers, United States Department of Agriculture, Agricultural Marketing Service, Agreement No. 12-25-A-3126, February 1988.

### **TRADE BARRIERS**

- 1.) Bomer, S. E. "Trade Barriers to United States Exports of Fresh Fruits and Vegetables," United Fresh Fruit and Vegetable Association, Alexandria, VA, April 1987.
- 2.) California, University of. "Trade Barriers and Other Factors Affecting Exports of California Specialty Crops," Agricultural Issues Center, Davis, CA, 1987.
- 3.) Clark, D. P. "Non-Tariff Measures and Industrial Nation Imports of Agricultural Products," Southern Journal of Agricultural Economics, Vol. 22, No. 1:225-232, July 1992.
- 4.) McCorrison, S., and Sheldon, I. "Imperfect Competition, Trade Policy and Processed Agricultural Products: Some Initial Results," Journal of Food Distribution, Vol. XXI, No. 2:13-18, June 1990.
- 5.) Peterson, E. W., and Paggi, H. M. "Implications of Qualitative Restrictions in International Agricultural Trade," Department of Agricultural Economics, Texas A & M Experiment Station, B-1594 February 1988.
- 6.) Roberts, R. K., Scott, Jr., F. S., and Sisson, J. S. "The Effects of Changing Imports and Tariffs on the Hawaii Papaya Industry," Hawaii Institute of Tropical Agriculture and Human Resources, Research Series 046, University of Hawaii, Manoa, HI, March 1986.
- 7.) Sheldon, I. M. and Henderson, D. R. "Motives for the International Licensing of Branded Food and Related Products," Department of Agricultural Economics and Rural Sociology, Ohio State University, Occasional Paper Series OP-15, July 1990.
- 8.) Sheldon, I. M. and Henderson, D. R. "Product Licensing as a Competitive Strategy in World Food Markets," The Farm Income Enhancement Program, Department of Agricultural Economics and Rural Sociology, Ohio State University, February 1991.
- 9.) Skolnikoff, E., Dornbusch, R., Hax, A., Johnson, E., Kerman, A. "The International Relationships of MIT in a Technologically Competitive World," Prepared by Faculty Study Group at request of Massachusetts Institute of Technology Provost, Cambridge, MA, May 1, 1991.
- 10.) United Fresh Fruit and Vegetable Association. "Trade Barriers to U.S. Exports of Fresh Fruits and Vegetables," Alexandria, VA, April 1987.
- 11.) United States Department of Agriculture. Embargoes, Surplus Disposal, and U.S. Agriculture: A Summary. Economic Research Service, Agriculture Information Bulletin No. 503, November 1986.

- 12.) United States Department of Agriculture. Estimates of Producer and Consumer Subsidy Equivalents: Government Intervention in Agriculture, 1982-86, Economic Research Service, Agriculture and Trade Analysis Division, Washington, D.C., April 1988.
- 13.) United States Department of Agriculture/Economic Research Service. Agricultural Trade Reform: National Food Review, Vol. 12, Issue 4, October-December 1989.

## TRADE

### *Africa*

- 1.) Oyejide, T. A. "The Effects of Trade and Exchange Rate Policies on Agriculture in Nigeria," International Food Policy Research Institute, Washington, D.C., Research Report No. 55, October 1986.
- 2.) Sahn, D.E. "The Impact of Export Crop Production on Nutritional Status in Cote d'Ivoire," Cornell Food and Nutrition Policy Program, Cornell University, Working Paper 2, December 1990.
- 3.) Sahn, D.E., Frausum, Y.V., and Shively, G. "The Adverse Nutrition Effects of Taxing Export Crops in Malawi," Cornell Food and Nutrition Policy Program, Cornell University, Working Paper 29, May 1992.
- 4.) Shapouri, S., Missiaen, M., and Rosen, S. "Food Strategies and Market Liberalization in Africa," United States Department of Agriculture, Economic Research Service, Staff Report, AGES 9220, September 1992.
- 5.) United States Department of Agriculture. "International Agriculture and Trade Reports: Africa and the Middle East." Economic Research Service, RS-93-3, July 1993

### *California*

- 1.) Agricultural Council of California. "A Perspective on the Importance of International Trade to California Agriculture," Sacramento, CA, September 1985.

### *Central America*

- 1.) Fernandez, P. "Panama: A country of services", Market: Latin America, Vol. 2, No. 12: 9-12, December 1994.
- 2.) Levital, H. "Honduras: Exports Supply Survey," Citrus Fruits, International Trade Center, UNCTAD/GATT, Project RLS/47/03, June, 1986.
- 3.) Tabora, P., Ph. D., "Evaluacion De 25 Cultivos con Perspectiva en Honduras," *Fundacion Hondurena De Investigacion Agricola, Apartado 67, San Pedro, Sula, Honduras, 1992.*

### *Citrus*

- 1.) World Bank. "Fresh Fruits and Vegetables Trade Flows and Marketing from North Africa and The Middle East: Problems and Prospects," Projects Department, World Bank, Washington, D.C., Discussion Paper, Volume I, August 1986.

### *Competitiveness*

- 1.) Agriculture and Agri-Food Canada. "Effects on Competitiveness of Government Interventions in the Agri-Food Sector in Canada and the United States (A Conceptual Framework)." Industry Competitiveness Group, Policy Branch, Working Paper 1/95, January 1995.
- 2.) Barewal, S. "Competitiveness Analysis of the Canadian Broiler Industry," Industry Competitiveness Group, Policy Branch, Agriculture and AgriFood Canada, Working Paper 6/94, December 1994.
- 3.) Csaki, C. "Where Is Agriculture Heading In Central Eastern Europe?: Emerging Markets And The New Role For The Government," Presidential Address at XXII International Conference of Agricultural Economists, Harare, Zimbabwe, August 22, 1994.
- 4.) Jensen, H. H., Voigt, S. W. and Hayes, D. J. "Measuring International Competitiveness in the Pork Sector," Agribusiness, Vol. 11. No. 2:169-77, April, 1995.
- 5.) Patterson, P. M. and Abbott, P. C. "Further Evidence on Competitiveness in the U. S. Grain Export Trade," The Journal of Industrial Economics, Vol. 42, No. 4:429-37, December 1994.
- 6.) Pick, D. H., and Carter, C. A. " Pricing to Market with Transactions Denominated in a Common Currency," American Journal of Agricultural Economics, Vol. 76: 55-60, February 1994
- 7.) Reed, M. R., and Marchant, M. A. "The Global Competitiveness of the U.S. Food-Processing Industry," Northeastern Journal of Agricultural and Resource Economics, Vol. 21, No. 1:61-70, April 1992.
- 8.) Rodrik, D. "What Does the Political Economy Literature on Trade Policy (Not) Tell Us That We Ought To Know?" National Bureau of Economic Research, Working Paper #4870, September 1994.
- 9.) Steinweg, B. "How the United States Can Regain Its Competitive Edge In Agriculture," Preceedings , The Philadelphia Society for Promoting Agriculture, pp. 41-44.
- 10.) Vaughan, O., Malanoski, M., West, D., and Handy, C. "Firm Stratagies for Accessing Foreign Markets and The Role of Government Policy," Agriculture and Agri-Food Canada, Policy Branch, Working Paper 5/94, December 1994.

### *Country-of-Origin Analysis*

- 1.) Johansson, J. K., Douglas, S. P., and Nonaka, I. "Assessing the Impact of Country of Origin on Product Evaluations: A New Methodological Perspective," Journal of Marketing Research, Vol. XXII:388-395, November 1985.
- 2.) Min H. C. "Country Image: Halo or Summary Construct, " Journal of Marketing Research, Vol. XXVI:222-229, May 1989.

### *Data*

- 1.) Lu, Y., Colling, P., and Nielson, N. "Industry Note: The International Trade Information System for the Pacific Rim," Agribusiness, Vol. 8, No. 4:365-376, July 1992.
- 2.) Pauga, A. "Uses and Misuses of Foreign Trade Data," Nelson A. Rockefeller Institute of Government, Department of Economic Development, New York State Network for Economic Research, June 15, 1990.
- 3.) United States Department of Agriculture. "Desk Refernce Guide to U.S. Agricultural Trade," Foreign Agricultural Service, Agriculture Handbook No. 683, Washington, D.C., April 1994.

- 4.) United States Department of Agriculture. "Desk Reference Guide to U.S. Agricultural Trade," Foreign Agricultural Service, Agriculture Handbook No. 683, Washington, D.C., August 1991.
- 5.) United States Department of Agriculture. Weighing U.S. Food and Agricultural Trade: National Food Review Economic Research Service, NFR-38, Fall 1987.
- 6.) United States Department of Agriculture. Foreign Agriculture 1989, Foreign Agricultural Service, Washington, D.C., October 1989.
- 7.) United States Department of Agriculture. Foreign Agriculture 1989, Foreign Agricultural Service, Washington, D.C., August 1991.
- 8.) United States Department of Agriculture. Foreign Agriculture 1992, Foreign Agricultural Service, Washington, D.C., December 1992.
- 9.) United States Department of Agriculture. "International Agriculture and Trade Reports: Asia," Economic Research Service, RS-92-5, August 1993.
- 10.) United States Department of Agriculture. "Long Term Agricultural Projections to 2005," Interagency Agricultural Projections Committee, World Agricultural Outlook Board, Staff Report WAOB-96-1, February 1996.

#### *Development*

- 1.) Abbott, P. C., Johnson, D. G., Johnson, R. S., and Meyers, W. "Report of ESCOP Subcommittee on Domestic and International Markets and Policy," International Agricultural Trade Research Consortium, Working Paper # 9-2, University of California, Davis, CA, January 1989.
- 2.) Elias, V. J. "Government Expenditures on Agriculture and Agricultural Growth in Latin America," International Food Policy Research Institute, Washington, D.C., Research Report 50, October 1985.
- 3.) Peterson, E. B., Hertel, T. W. and Stout, J. V. "A Critical Assessment of Supply-Demand Models of Agricultural Trade," American Journal of Agricultural Economics, Vol. 76, pp 709-721, November 1994.
- 4.) United States Agricultural Trade and Development Missions Program. "Fourth Quarterly Report of the Congress of the United States on the Agricultural Trade and Development Missions to Hong Kong, the Philippines, Singapore, Indonesia, Mexico, Algeria, Tunisia, Kenya, Cote D'Ivoire," Washington, D.C., March 1990.
- 5.) United States Department of Agriculture. Food Review, Economic Research Service, Washington, D.C., Vol. 14, Issue 1, January-March 1991.

#### *Education*

- 1.) Cornell Cooperative Extension Associations of Chenango, Niagara, St. Lawrence and Suffolk Counties and the United States Agency for International Development. "Internationalizing Cornell Cooperative Extension, A Guide to Program Strategies and Extension Association Experiences," Cornell University. \*No date
- 2.) Ernst & Young Consulting. "Global Business Process Reengineering: A Summary of Pivotal Implementation," Ernst & Young LLP, 1995.
- 3.) Fuell, L. D., Miller, D. C., and Chesley, M. "Dictionary of International Agricultural Trade," United States Department of Agriculture, Foreign Agriculture Service, Agriculture Handbook No. 411, June 1988.

- 4.) Gorman, W. D., and Litzenberg, K. K., eds. International Agribusiness Management Association Inaugural Symposium: Global Agribusiness for the 90s, proceedings, Boston, MA, March 3-5, 1991.

*E.E.C.*

- 1.) Bicheron, M. "Euro Fresh-cut Experience Says Improving Quality Is Key," Produce Business, Vol. 11, No. 9: 64-69, September 1995.
- 2.) Briz, J. "The Uruguay Round and the Cap Reform in the European Union (EU)," Paper, Department of Agricultural Economics, Polytechnic University of Madrid, Spain.
- 3.) United States Department of Agriculture. "The Accession of Austria, Finland, Norway, and Sweden to the European Union: Will it Hurt U.S. Export Opportunities For Fresh and Processed Fruits?" World Horticultural Trade & U.S. Export Opportunities, pp 42-48, November 1994.

*Fruits and Vegetables*

- 1.) Arnade, C. and Sparks, A. L. "Chile's Agricultural Diversification," Agricultural Economics, Vol. 9, pp. 1-13, 1993.
- 2.) Blizzard, S. "The ABC's of South American Fruit Production," Fruit Grower, pp. 8-12, May 1991.
- 3.) Emerson, R. D. "Trade in Products in International Migration in Seasonal Labor Markets," American Journal of Agricultural Economics, Vol. 64 No. 2: 339-346, May 1982.
- 4.) Lopez, R., Pagoulatos E., and Polopolus, L. C. "Constraints and Opportunities in Vegetable Trade," Journal of Food Distribution Research, Vol. XX, No. 3:63-74, September 1989.
- 5.) O'Rourke, A. D. "The World Market for Fresh Deciduous Fruit in the 1980s," Impact Center, Working Paper No. 5, Washington State University, Pullman, WA, June 1985.
- 6.) Sarris, A. "European Community Enlargement and World Trade in Fruits and Vegetables," American Journal of Agricultural Economics, Vol. 65, No. 2:235-246, May 1983.
- 7.) Sparks, A. L. and Ward, R. W. "A Simultaneous Econometric Model of World Fresh Vegetable Trade, 1962-82: An Application of Nonlinear Simultaneous Equations," The Journal of Agricultural Economics Research, Vol. 44, No. 2:15-26, 1992.
- 8.) Sparks, A.L. and Bravo-Ureta, B.E. "Fruit Production in Chile: A Review of Recent Developments," Journal of International Food & Agribusiness Marketing, Vol. 4(4), pp. 41-60, 1992.

*F. T. R.*

- 1.) Bierlen, R. W., and Blandford, D. "The Causes of Increased Canadian Exports of Carrots to the United States," Department of Agricultural Economics, Cornell University, A. E. Res. 87-4, January 1987.
- 2.) Canadian International Trade Tribunal. "An Inquiry into the Competitiveness of the Canadian Fresh and Processed Fruit and Vegetable Industry." Reference No. GC-90-001, December 1991.
- 3.) Goodloe, C., "The U.S.-Canada Free Trade Agreement and Agriculture: One Year Later," Northeastern Journal of Agricultural and Resource Economics, Vol. 19, No. 2:80-89, October 1990.
- 4.) Gorski, D. "Erie County United States/Canada Commerce Task Force Report," Buffalo, NY, January, 1989.

- 5.) International Trade Communications Group. "The Canada-U.S. Free Trade Agreement: Trade Securing Canada's Future," Department of External Affairs, Canadian Government, Ottawa, Canada.
- 6.) Ontario Ministry of Agriculture and Food. "Assessment of the Proposed Tariff Snapback Provisions for Fresh Fruit and Vegetables," Toronto, Canada, December 1987.
- 7.) Normile, M. A., and Goodloe, C. A. "United States - Canadian Agricultural Trade Issues - Implications for the Bilateral Trade Agreement," United States Department of Agriculture, Economic Research Service, Agriculture and Trade Analysis Division, Staff Report No. AGES880209, March 1988.
- 8.) Nyankori, J. C., Rosson, P., and Rathwell, P. J. "Regional Redistribution of Income Due to the Canadian Tariff on Fresh Peaches," Department of Agricultural Economics, Working Paper WP083085, Clemson University, Clemson, SC, August 1985.
- 9.) Rugman, A., and Anderson, A. "The Canada-U.S. Free Trade Agreement & Canada's Agri-Food Industries," Northeast Journal of Agricultural and Resource Economics, Vol. 19, No. 2:70-79, October 1990.
- 10.) Runge, C. F. "Trading With Canada: The Impact of the U.S./Canada Free Trade Agreement on North American Agriculture," Department of Agricultural and Applied Economics, University of Minnesota, Staff Paper P91-5. February 1991.
- 11.) Sparks, A. L. "The U.S.-Canadian Free Trade Agreement: Implications for Fresh Vegetable Trade," Draft Paper. \*No Date.
- 12.) United States Department of Agriculture. "Multilateral Trade Reform: What the GATT Negotiations Mean to U.S. Agriculture," USDA Staff Briefing - Long Form, Washington, D.C., August 1990.
- 13.) United States Trade Representative. "Implementation of the Accelerated Tariff Elimination Provision in the United States-Canada Free-Trade Agreement," July 1989.
- 14.) United States Department of Agriculture. "The United States-Canada Free-Trade Agreement: What It Means to United States Exporters," Ag Exporter, pp. 8-11, May 1989.

#### *Guatemala*

- 1) Braun von, J. "Nontraditional Export Crops in Guatemala: Effects on Production, Income, and Nutrition," International Food Policy Research Institute, Washington, D.C., Research Report No. 73, May 1989.
- 2.) Country Commercial Guide, Guatemala, August 1994.
- 3.) Manual For Exporters to the Guatemalan Consumer-Ready Product Market, April, 1994.
- 4.) United States American Embassy. "Importer's Guide to Non-Traditional Agricultural Products from Guatemala," Office of the Agricultural Attaché, Guatemala City, Guatemala, May 30, 1986.
- 5.) United States Department of Agriculture, "Guatemala's Food Market" Report. Agricultural Affairs Office, Foreign Agriculture Service, Guatemala City, Guatemala, July, 1994.

#### *Mexico*

- 1.) Andrew, C. O., DeBoon, T., and McPherson, W. W. "Effects of Trade Policies on Competition Between Florida and Mexico in the United States Winter Cucumber Market," Southern Journal of Agricultural Economics, Vol. 7, No. 1:197-204, July 1975.

- 2.) Ballenger, N., and McCalla, A. "Policy Programming for Mexican Agriculture: Domestic Choices and World Market Conditions," United States Department of Agriculture, Economic Research Service, International Economics Division, June 1986.
- 3.) Becker, G. S. "Fruits and Vegetables in a U.S.-Mexico-Canada Free Trade Agreement," Congressional Research Service, Washington, D.C., 91-362 ENR, April 18, 1991.
- 4.) Bolling, C. and Valdes, C. "The U. S. Presence in Mexico's Agribusiness," United States Department of Agriculture, Foreign Agricultural Economic Report No. 253, July 1994.
- 5.) Bredahl, M. E., Hillman, J. S., Rothenberg, R. A., and Guitierrez, N. "Technical Change, Protectionism, and Market Structure: The Case of International Trade in Fresh Winter Vegetables," Agricultural Experiment, Station Technical Bulletin 249, University of Arizona, Tucson, AZ, August 1983.
- 6.) Bredahl, M., Schmitz, A., and Hillman, J. S. "Rent Seeking in International Trade: The Great Tomato War," American Journal of Agricultural Economics, Vol. 69, No.1:1-10, February 1987.
- 7.) Buckley, K. C., VanSickle, J. J., Bredahl, M. E., Belibasis, E., and Gutierrez, N. "Florida and Mexico Competition for the Winter Fresh Vegetable Market," United States Department of Agriculture, Economic Research Service, Washington, D.C., Agricultural Economic Report No. 556, June 1986.
- 8.) Calvin, L., Pollack, S. L. "U.S. - Mexico Fruit and Vegetable Trade, 1970-92," Economic Research Service, United States Department of Agriculture, Agricultural Economic Report, No. 704.
- 9.) Congressional Budget Office. "Agriculture in the North American Free Trade Agreement," CBO Papers, Washington, D.C., May 1993.
- 10.) Cook, R. "Evolving Vegetable Trading Relationships: The Case of Mexico and California," Journal of Food Distribution Research , Vol. XXI, No. 1:31-45, February 1990.
- 11.) Cornelius, W. A., and Martin, P. L. "The Uncertain Connection: Free Trade and Rural Mexican Migration to the United States," Draft Paper, June 14, 1991.
- 11.) Cottrell, D.W., and Lucier, G. "U.S.-Mexican Vegetable Trade," Vegetables and Specialties: Situation Outlook Report, United States Department of Agriculture, Economic Research Service, TVS-253, April 1991.
- 12.) Dacher, P. "Marketing in Mexico," U.S. Department of Congress International Trade Administration, Overseas Business Reports, Washington, D.C., OBR 90-90, August 1990.
- 13.) Frase-Blunt, M. "On the Fast Track to Free Trade," Hispanic, pp. 16-21, August 1991.
- 14.) Gedes Voluntary Report. "Mexican Import Documentation Requirements for Food Safety and Plant and Animal Health," January 1991.
- 15.) GiC Agricultural Group. "Definitional Mission: Agricultural Distributuion Market in Mexico," April 1, 1994.
- 16.) Gonzalez, R. A., Goldman, G. E., Rulz, R., and Santana, J. "Asparagus, Broccoli Production Likely to Shift to Mexicali," California Agriculture, Vol. 45, No. 5:21-23, September-October 1991.
- 17.) Hine, R. F. "Commodity Markets in Mexico, Phase I Report," Policy Branch, Agriculture Canada, Working Paper 8/93, June 1993.
- 18.) Hinojosa-Ojeda, R., Robinson, S., and Moulton, K. S. "Free Trade With Mexico: Economic Impacts," California Agriculture, Vol. 45, No. 5:5-10, September-October 1991.



- 19.) INEGI International Review "Mexico Economic and Social Information," Vol. III, No. 2, May-August 1991.
- 20.) INEGI International Review "Mexico Economic and Social Information," Vol. III, No. 3, September-December 1991.
- 21.) Inter-Hemispheric Education Resource Center and Southwest Voter Research Institute. Mexico Infopak: A Briefing Book for Community Leaders, Albuquerque, NM. \*no date
- 22.) International Produce Journal. "USDA Analyzes Mexican Imports," Vol. 4, No. 4:11-14, July/August 1995.
- 23.) Jones, L. L., Ozuna, T., Jr., and Wright, M. "The U.S.-Mexico Free Trade Agreement: Economic Impacts On the Border Region," Texas Agricultural Market Research Center Report, Department of Agricultural Economics, Texas Agricultural Experiment Station, Texas Agricultural Extension Service, TAMRC International Market Research Report No. IM-16-91, Texas A&M University, College Station, TX, June 1991.
- 24.) Klassen, P. "T&A Sends Lettuce North for the Winter," American Vegetable Grower, pp. 63-71, March 1992.
- 25.) Knudsen, O. "Performance of Mexican Agriculture: Discussion," American Journal of Agricultural Economics, Vol. 72, No. 3:758-760, August 1990.
- 26.) Kozolchyk, B. "The United States-Mexico Free Trade Agreement: A Comparative Legal Research Agenda," Outlook in Higher Education, Vol. 1, No. 14:4-7, September 1991.
- 27.) KPMG Peat Marwick Policy Economics Group. "The Effects of a Free Trade Agreement Between the U.S. and Mexico: Executive Summary," Consultancy Report, Washington, D.C., February 1991.
- 28.) Lansford, R. R., and Cohen, T. M. "U.S.-Mexico Free Trade Agreement: Implications for Border Development," Proceedings of Symposium and Workshop, Leslie Blair, ed., New Mexico State University, Las Cruces, NM, University of Texas, El Paso, TX, April 30-May 1, 1991.
- 29.) Latin America Monitor. Mexico, Vol. 11, No. 9, September 1994.
- 30.) Lustig, N. "Food Subsidy Programs in Mexico," International Food Policy Research Institute, Washington, D.C., Working Papers on Food Subsidies No. 3, January 1986.
- 31.) Melton, B. E. and Huffman, W. E. "NAFTA and U.S.-Mexico Beef Trade: Long-run Implications for Changes in Trade Flows from Technology Transfers," Paper, publication forthcoming, September 20, 1995.
- 32.) Mexico, Government of., "*La Industria Pesquera Mexicana Ante El Tratado De Libre Comercio De Norteamerica*," *La Cámara Nacional de la Industria Pesquera*, 1994.
- 33.) Mid-American International Agri-Trade Council. "Mexico: A Country Profile," \*no date.
- 34.) Moulton, K. S. "Free Trade Impacts: Mexico's Tomato Processing Industry May Gain," California Agriculture, Vol. 45, No. 5:11-14, September-October 1991.
- 35.) Neilsen. "A New Vision of the Mexican Market," August 1992.
- 36.) Norton, R. "Mexican Agriculture Towards 2000," Department of Economics, University of New Mexico, Las Cruces, NM, Revised 1981.

- 37.) Paguaga, R, Massow von, M., and Martin, L. "Mexico's Agriculture," George Morris Center, University of Guelph, draft paper, June 13, 1991.
- 38.) Paz-Vega, R. "Mexican Avocado Exports to the United States: Facts and Reflections," *Union de Productores de Aguacate del Estado de Michoacan*, September 1987.
- 39.) Roberts, D. H., and Miekle, M. "Mexico: An Export Market Profile," United States Department of Agriculture, Economic Research Service, Foreign Agricultural Economic Report No. 220, May 1986.
- 40.) Runge, C. F. "Trading with Canada: The Impact of the U.S./Canada Free Trade Agreement on North American Agriculture," Department of Agricultural and Applied Economics, University of Minnesota, St. Paul, Staff Paper Series, P91-5, February 1991.
- 41.) Schmitz, A., Firch, R. S., and Hillman, J. S. "Agricultural Export Dumping: The Case of Mexican Winter Vegetables in the U.S. Market," *American Journal of Agricultural Economics*, Vol. 63, No. 4:645-654, November 1981.
- 42.) Schuh, G. E. "NAFTA: Dealing With the Issues," Testimony presented to the Committee on Agriculture, U.S. House of Representative, Washington, D.C., September 23, 1992, Reprinted in *NewsCAST*, Autumn, 1992.
- 43.) Schulthies, B. K. and Williams, G. W. "U.S.-Mexico Agricultural Trade and Mexican Agriculture: Linkages and Prospects Under A Free Trade Agreement," Texas Agricultural Market Research Center Report, Department of Agricultural, Texas Agricultural Experiment Station, Texas Agricultural Extension Service, TAMRC International Market Research Report No. IM-6-92, Texas A&M University, College Station, TX, July 1992.
- 44.) Shane, M., and Stallings, J. "The Mexican Economy in the 1990's: Markets are in, State Control is Out," United States Department of Agriculture, Agricultural Information Bulletin, No. 635, October 1991.
- 45.) Torok, S. J., and Huffman, W. E. "U.S.-Mexican Trade in Winter Vegetables and Illegal Immigration," *American Journal of Agricultural Economics*, Vol. 68, No. 2:246-260, May 1986.
- 46.) United States International Trade Commission. "The Likely Impact on the United States of a Free Trade Agreement with Mexico," Washington, D.C., USTIC Publication 2535, February 1991.
- 47.) United States Department of Agriculture. "Breaking Into the Mexican Market: Policy Shifts Offer New Opportunities," *AgExporter*, Vol. 3, No. III, March 1991.
- 48.) United States Government, Canadian Government, and Mexico Government. "Description of the Proposed North American Free Trade Agreement," August 1992.
- 49.) United States Department of Agriculture. "Fact Sheet: The North American Free Trade Agreement: Benefits for U.S. Agriculture," Washington, D.C. (Updated August 21, 1992).
- 50.) United States Department of Agriculture. "Agriculture in a North American Free Trade Agreement: Analysis of Liberalizing Trade Between the United States and Mexico," Economic Research Service, Foreign Agricultural Economic Report No. 246, Washington, D.C., September 1992.
- 51.) United States Department of Agriculture. "North American Free Trade Agreement: Impact on Horticulture," *Horticultural Products Review*, pp. 13-23, F-HORT 9, September 1992.
- 52.) United States Department of Agriculture. "NAFTA Side-by-Side Tariff Schedule," Foreign Agriculture Service, September 18, 1992.

- 53.) United States Department of Agriculture. "Summary, U.S.-Mexico Trade: Pulling Apart or Together? Office of Technology Assessment, OTA-ITE-546, October 1992.
- 54.) United States Department of Agriculture. "Chapter 7 - Agriculture and Sanitary and Phytosanitary Measures: Section A - Agriculture," October 7, 1992.
- 55.) United States Department of Agriculture. "Fact Sheet: Commodities and Other Topics," Washington, D.C. (Updated October 16, 1992).
- 56.) United States Department of Agriculture. "North American Free Trade Agreement For Agriculture," Foreign Agricultural Service, Washington, DC, August 1993.
- 57.) United States Department of Agriculture. "The U.S. Presence in Mexico's Agribusiness," Economic Research Service, Foreign Agricultural Economic Report No. 253.
- 58.) Villa-Issa, M. R. "Performance of Mexican Agriculture: The Effects of Economic and Agricultural Policies," American Journal of Agricultural Economics, Vol. 72, No. 3:744-748, August 1990.
- 59.) Yunez-Naude, A. "Mexico's Agricultural Trade: Tendencies and Policy Options," Food Policy, pp. 152-162, April 1991.

#### *Northeast*

- 1.) Alba, P., Blandford, D., and Boisvert, R. "Energy and Employment Implications of Foreign Trade Opportunities in the Northeast," Journal of Northeast Agricultural Economics Council, Vol. 10, No. 2:93-100, October 1981.

#### *Ocean Vessels*

- 1.) Thompson, L. H. "Economic Effects of Cargo Preference Laws," Government Accounting Office, Washington, D.C., Pub. # OCE-84-3, January 1984.
- 2.) United States Department of Agriculture. "Transportation: A Vital Link for Agriculture and Rural America," Office of Transportation, Washington, D.C., April 1989.

#### *Overview*

- 1.) Drucker, P. F. "Trade Lessons from the World Economy. "Article 35 in Changing Global Economy, pp. 162-165, 1994.

#### *Rent Seeking*

- 1.) Chambers, R. and Paarlberg, P. "Are More Exports Always Better?: Comparing Cash and In-Kind Export Subsidies," Working Paper 89-02, University of Maryland, College Park, MD, January 1989.
- 2.) Fulton, M. and Karantininis, K. "A Graphical Examination of an Importer/Exporter Oligopoly Trade Model," Canadian Journal of Agricultural Economics, Vol. 42:29-49, 1994.

#### *United Soviet Socialist Republic*

- 1.) United States Department of Agriculture. Foreign Agriculture, Exporting to the Soviet Union: New Freedoms, Old Constraints, Foreign Agriculture Service, Vol. XXVI, No. 6, June 1988.

- 2.) United States Department of Agriculture. "U.S.S.R Agriculture and Trade Report," Situation and Outlook Series, Washington, D.C., RS-91-1, May 1991.

#### *Venezuela*

- 1.) "Economic Financial and Political Indicators," Ven Monthly, Vol. 9, No. 9:1-19, Caracas, Venezuela, June 1992.
- 2.) Food System Research Center, Food System Economics in Venezuela.
- 3.) Gutierrez, A. "*Las Politicas De Ajuste Y La Agricultura Venezolana*," *Universidad de Los Andes, Merida - Venezuela*, 1995.
- 4.) "Venezuela: Agricultural Sector Review: Volume I -Summary, Main Text and Annex 1," Country Department III, Latin America and the Caribbean Regional Office, Washington, D.C., Report No. 8389-VE, March 1990.
- 5.) "Venezuela: Agricultural Sector Review: Volume II - Annexes 2-10," Country Department III, Latin America and the Caribbean Regional Office, Washington, D.C., Report No. 8389-VE, March 1990.

#### *Western Hemisphere*

- 1.) Agricultural Trade Policy Center, "Effects of Liberalized Trade on Agriculture in the Western Hemisphere." Department of Agricultural and Resource Economics, College of Agriculture, University of Maryland at College Park, MD, Cooperative State Research Service, United States Department of Agriculture. 1994.
- 2.) Stuart, M., Editor, "International Agriculture and Trade Report, Western Hemisphere," Situation and Outlook Report, United States Department of Agriculture, Economic Research Service, RS-93-2, June 1993.
- 3.) Walker, C. "The Global Middle Class," American Demographics, Vol. 17, No. 9:40-46, September 1995.
- 4.) World Horticultural Trade & U.S. Export Opportunities, "World Fresh Apple And Pear Update: Focus On Southern Hemisphere Countries And U.S. Export Performance," March 1995.

## **TROPICALS**

#### *Data*

- 1.) Aylsworth, J. "The Star of the Tropical," Fruit Grower, pp. 26-27, January 1990.
- 2.) Florida, Department of Agriculture and Consumer Services. "Florida Agriculture Tropical Fruit," Florida Agricultural and Statistics Service, M89T1, January 18, 1989.
- 3.) Hamilton, R. A. "Ten Tropical Fruits of Potential Value for Crop Diversification in Hawaii," College of Tropical Agricultural and Human Resources, Research Extension Series 085, University of Hawaii, Manoa, HI, November 1987.
- 4.) United States Department of Agriculture. "Tropical Fruit and Products Trade Statistics in Selected Countries," Foreign Agriculture Service, FAS Supplement 3-84, February 1984.
- 5.) United States International Trade Commission. "Summary of Trade and Tariff Information: Certain Tropical and Specialty Fruits," Washington, D.C., USITC Publication 841/control No. 1-9-41, December 1983.

### *Ecuador*

- 1.) Kilmer, G., and Kakis, J. "The Export Market Potential for 15 Ecuadorian Fruits and Vegetables," United States Agency for International Development/Ecuador, Association United States Department of Commerce, PB98-131595, May 1985.

### *Exports*

- 1.) Campbell, C. W. "Tropical Food Exports: Horticultural Considerations," Food Technology, pp. 108-109, May 1987.
- 2.) Campbell, C. W. "Techniques for Producing Export-quality Tropical Horticultural Crops," HortScience, Vol. 25, No. 1, 31-33, January 1990.
- 3.) *Fundacion Hondurena De Investigacion Agricola*, "Informe Sobre las Condiciones Actuales de las Fincas de Citricos Zona de Sonaguera." Agosto-Septiembre, 1985.

### *Imports*

- 1.) De Freitas, P. M. "Realities of National and International Trade Regulations and Policies," HortScience, Vol. 25, No. 1:35-38, January 1990.
- 2.) United Nations. "Prospects and Development Requirements for Imports of Tropical Horticultural Products in the United States of America," Food and Agriculture Organization. Proceedings from the ECDC Seminar on Tropical Horticultural Products in Latin America and the Caribbean Region, Bogota, Columbia, September 14-18, 1987.

### *Industry*

- 1.) Brown, S. H., and Valenauez, L. H. "Fuji Apple, Radicchio, Basil, Walnut Top Specialty Crop Research Needs," California Agriculture, Vol. 46, No. 4:16-18, July-August 1992.
- 2.) Campbell, C. W. "Tropical Fruit Crops in Florida - A Rapidly Changing Situation," Proceedings of Florida State Horticultural Society, Vol. 99, pp. 217-219, 1985.
- 3.) Campbell, C. W., Knight, R. J., Jr., and Olszack, R. "Carambola Production in Florida," Proceedings of Florida State Horticultural Society, Vol. 98, pp. 145-149, 1985.
- 4.) Knight, R. J. "New Tropical Fruit Crops of 1887-A Blueprint for Today, and a Sweepstakes," Proceedings of Florida State Horticultural Society, Vol. 100, pp. 265-268, 1987.
- 5.) Kumar, D. "Horticultural Crop Production Capabilities and Opportunities in the Tropics," HortScience, Vol. 25, No. 1:29-31, January 1990.
- 6.) Marks, H. "Adventures in Tropical Paradise," Progressive Grocer, pp. 35-39, February 1987.
- 7.) Olszack, R. "Current Status of Lychees and Longans in South Florida," Proceedings Florida State Horticultural Society, Vol. 99, pp. 219-221, 1986.
- 8.) Weinstein, H. "Industry-Partner or Competitor in Tropical Food Exports," Food Technology, pp. 124-126, May 1987.

- 9.) Zacarias, C.M., " *Situacion y Perspectivas de la Citricultura en Honduras: Naranja Dulce*". FHIA, La Lima, Cortes, Honduras, C.A., Vol.1, 1988.

#### *Pests*

- 1.) McMillan, R., Jr. "Serious Diseases of Tropical Fruits in Florida," Proceedings of the Florida State Horticultural Society, Vol. 99, pp. 224-226, 1986.
- 2.) Pena, J. E. "Status of Pests of Minor Tropical Fruit Crops in South Florida," Proceedings Florida State Horticultural Society, Vol. 99, pp. 227-229, 1986.

#### *Processed*

- 1.) Bates, R. P., and Brokaw, C. H. "Processing Potential of Florida-Grown Fruits," Proceedings of Florida State Horticultural Society, Vol. 100, pp. 389-393, 1987.
- 2.) Chan, H., and Cavaletto, C. "Aseptically Packaged Papaya and Guava Puree: Changes in Chemical and Sensory Quality During Processing and Storage," Journal of Food Science, Vol. 47, pp. 1164-1174, 1982.
- 3.) Joughin, J. "The Market for Processed Tropical Fruit," Tropical Development Research Institute, Pub. # G196, London, England, December 1986.

#### *Southeast Asia*

- 1.) Green, J. G. "Carambola Production in Malaysia and Taiwan," Proceedings of the Florida State Horticultural Society, Vol. 100, pp. 275-278, 1987.

#### *Transportation*

- 1.) Bourne, M. C. "Postharvest Handling of Fresh and Dried Tropical Products," Food Technology, pp. 121-122, May 1987.
- 2.) Kenney, P., and Hull, L. "Effects of Storage Condition on Carambola Quality," Proceedings of the Florida State Horticultural Society, Vol. 99, pp. 317-333, 1986.
- 3.) Proctor, F.J., and Caygill, J.C. "Ethylene in Commercial Post-Harvest Handling of Tropical Fruit," Tropical Development and Research Institute, pp. 317-332. \*No date.
- 4.) Soule, J. "Transportation," HortScience, Vol. 25, No. 1:33-35, January 1990.

## **VEGETABLES**

#### *General*

- 1.) Cook, R. L., Nuckton, C. F., Johnston, W. E. "California Vegetable Crops: Production and Markets," Giannini Foundation for Agricultural Economics, University of California, Information Series No. 94-3, April 1994.
- 2.) Editors, "A Masterpiece of Growing: Top 100 Growers," American Vegetable Grower, Vol. 43, No. 10: 10-18, October 1995.
- 3.) Illinois, University. 1987 Proceedings Vegetable Growers Schools, Horticulture Department, Horticulture Series 65, University of Illinois, Urbana, IL, May 1987.

- 4.) Johnston, W. E. "California Field Crops: Location and Trends in Acreage, Yields, and Production, 1945-1991," Giannini Foundation of Agricultural Economics, University of California, Information Series No. 94-1, March 1994.
- 5.) Love, J. M. "The United States Vegetable Industry: Trends in the 1980's," Prepared for Distribution at the 1985 Annual Meeting of the American Society for Horticultural Science, Blacksburg, VA, July 28-August 2, 1985.

#### *Mexican Dumping*

- 1.) Schmitz, A., Firch, R. S., and Hillman, J. S. "Agricultural Export Dumping: The Case of Winter Vegetables in the United States Market," American Journal of Agricultural Economics, Vol. 63, No. 4:645-654, November 1981.

#### *Snap Beans*

- 1.) Latimer, R. G., and Dhillon, P. S. "Snap Bean Production in New Jersey 1986," Department of Agricultural Economics and Marketing, Cook College, Rutgers Experiment Station, P-02131-2-87, May 1987.
- 2.) Nyberg, A. J., and How, R. B. "Regional Differences in Farm Production of Snap Beans for Processing," Department of Agricultural Economics, Cornell University, A. E. Res. 138, January 1964.

#### *States*

- 1.) Brooker, J. R., and Gray, M. D. "Temperature Analysis As Related to Vegetable Production in Tennessee," Department of Agricultural Economics and Rural Sociology, Bulletin 653, The University of Tennessee, Institute of Agriculture, Knoxville, TN, May 1987.
- 2.) Infanger, C. L., and Baer, C., Editors. "Agricultural Situation and Outlook Fall, 1987," Department of Agricultural Economics, University of Kentucky, ESM-4, October 1987.
- 3.) Infanger, C. L., and Baer, C., Editors. "Agricultural Situation and Outlook Fall 1988." Department of Agricultural Economics, University of Kentucky, ESM-5, October 1988.

OTHER A.R.M.E. EXTENSION BULLETINS

No. 96-07	Dairy Farm Business Summary Northern Hudson Region 1995	Stuart F. Smith Linda D. Putnam Cathy S. Wickswat Sandra Buxton David R. Wood
No. 96-08	New York Large Herd Farms, 300 Cows or Larger 1995	Jason Karszes Stuart F. Smith Linda D. Putnam
No. 96-09	Dairy Farm Business Summary Western and Central Plateau Region 1995	Wayne A. Knoblauch Carl A. Crispell Joan S. Petzen James W. Grace Gerald A. LeClar Andrew N. Dufresne Linda D. Putnam
No. 96-10	Dairy Farm Business Summary Northern New York Region 1995	Stuart F. Smith Linda D. Putnam Patricia Beyer Anita Deming Trent Teegerstrom George Yarnall
No. 96-11	Dairy Farm Business Summary Central Valleys Region 1995	Eddy L. LaDue Stuart F. Smith Karen Livingston James A. Hilson A. Edward Staehr Thomas Weeks Jacqueline M. Hilts Charles Z. Radick Linda D. Putnam
No. 96-12	Dairy Farm Business Summary Southeastern New York Region 1995	Robert A. Milligan Linda D. Putnam Colleen A. McKeon Stephen E. Hadcock Larry R. Hulle Paul Cerosaletti Mariane Kiraly