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

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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.
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 to 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.
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