

Resources for Marketing, Labor and Budgets for Fruit Crops

Cornell University

<http://www.fruit.cornell.edu/shared/Marketing.html>

Penn State Fruit Production

<http://extension.psu.edu/business/ag-alternatives/horticulture/fruits/red-raspberry-production#section-10>

<http://extension.psu.edu/business/ag-alternatives/horticulture/fruits/strawberry-production#section-10>

<http://extension.psu.edu/business/ag-alternatives/horticulture/fruits/wine-grape-production-1#section-14>

High Density Apple Orchard Economics

<http://www.goodfruit.com/high-density-economics/>

Book wholesale success has great information about post harvest handling, packing and food safety for a long list of fruit and vegetable crops.

<http://www.familyfarmed.org/wholesalesuccess/>

Other Stuff:

Excellent info on organic apple production:

<http://www.uvm.edu/organica/>

Mandatory reading for anyone who is THINKING about planting an apple orchard:

http://fruit.cfans.umn.edu/apples/beforeyou_start/

UW-Madison CIAS Eco Fruit Project

<http://www.ecofruit.wisc.edu/>

YouTube Videos

<http://www.youtube.com/watch?v=eMrO-oBEj8c>

Documentary interviewing Springhill Community Farm CSA members

<http://www.youtube.com/watch?v=RhZWL9BuIDo>

Kingbird Farm Marketing story how they market at the Ithaca Farmers Market and at the Farm Market, at a retail store.

Uploaded on May 14, 2008 (8 minutes 32 Sec) Recorded PowerPoint Presentation

Michigan State University Extension Specialist Ron Goldy explores how to get started marketing your farm produce. In this first of three segments featured on Sustainable Farmer (www.sustainablefarmer.com), Goldy talks about options ranging from opening a roadside stand to creating a full-blown farm market. He also explains how to make the decision about whether you should be a destination or drive-by farm market.

<http://www.youtube.com/watch?v=b-mFXILbRs8>

Uploaded on Feb. 2, 2010 (4 Minutes 31 sec.) Farmer Interview General Introduction Ted and Julia Wycall are new to farming, but their desire to raise particular produce and sell directly to consumers has given them a new direction in life. This young Maryland couple has joined with others in giving new life to their old family farm.

<http://www.youtube.com/watch?v=b-mFXILbRs8>

Uploaded on June 14, 20019 (7Minutes 25 sec) Wholesale Coop Marketing Interview Farmers and their Diversified Horticultural Marketing Strategies {DVD}. V. Grubinger. 1999. University of Vermont Extension. Available for purchase

at: <http://www.uvm.edu/vtvegandberry/Videos/marketvideo.htm> Featuring Paul Harlow and Dennis Sauer, Harlow Farm. Westminster, VT.

<http://www.youtube.com/watch?v=1wdusYeEKV4>