



Cycle de séminaires de recherche
Filières Courtes de Distribution, Territoires et Développement Durable
12^{ème} Edition

Michael Wolhgenant – *Department of Agricultural and Resource Economics North Carolina State University* – Future Prospects of Alternative Markets for Agricultural Products in the United States, including Direct Marketing and Agritourism

The United States Government through U.S. Department of Agriculture Agricultural Market Service and many states through their agricultural marketing agencies support research and extension efforts promote value-added and alternative agricultural programs. In North Carolina, the Department of Agriculture and Consumer Services and North Carolina State University support research on production and marketing of products for alternative markets: *e.g.* Many types of direct marketing organizations: farmers markets, CSA (Community Supported Agriculture), road-side markets, direct sales at farms, and independent farmers engaged in both production and direct marketing. (The number of direct-to-consumer markets has grown significantly in the last two decades: an increase in number of U.S. Farmers Markets from 1755 in 1994 to 4,685 in 2008. CSA growth exploded from 2 operations in middle 1980s to over 12,000 in 2008.) Targeting products toward local markets and consumers is important in success of entrepreneurs. More emphasis on marketing would enhance profitability of farms. Two areas of my research demonstrate importance of knowing the customer, and knowing relationships between costs and returns: strawberries and wine.

- Factors affecting demand for direct buying of strawberries on the farm, pick-your-own versus pre-picked. Costs, returns, and break-even points for strawberries.
- Importance of wine industry to North Carolina: many small wineries producing relatively high quality products. Importance of market segmentation in North Carolina.
- Role of advertising and promotion in direct marketing.

Michel Erhart – *DG-PAAT Ministère de l'Agriculture de l'Alimentation et de la Pêche* – La diversification dans les politiques de développement rural

Jeudi 10 mars 2011 – de 14h à 17 h
AgroParisTech Amphithéâtre Tisserand
16 rue Claude Bernard - Paris 5^{ème} (M Censier Daubenton)

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