



Many agricultural producers are looking for ways to differentiate their product so that they can receive higher prices, obtain better market access, and experience less volatile price swings. In addition, consumers are demanding food products with credence attributes that cannot be observed by inspection or even verified after consumption. All of these factors have given rise to numerous labels, brands, and third-party certification strategies. But given the numerous certification and labeling programs available, how does one decide whether such a strategy should be pursued, and if so, which one? *Certification and Labeling Considerations for Agricultural Producers* addresses these questions by providing general guidelines to producers on third-party certification programs in the context of current food industry trends, the number of widespread labels available, and the experiences of several enterprises.

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