THE FOLLOWING IS A LIST OF SOME OF THE ASSOCIATIONS THAT PROVIDE INFORMATION, TRAINING AND SUPPORT FOR PEOPLE INTERESTED IN DIRECT MARKETING AND AGRICULTURAL TOURISM.

**American Horticultural Society**, 7931 E. Boulevard Dr., Alexandria, VA 22308-1300; (703) 768-5700. 1995 dues are $35. This is a nonprofit organization of gardeners. They have a monthly magazine, seed exchange, toll-free gardeners information service and book discounts.

**Association of Specialty Cut Flower Growers (ASCFG)**, 155 Elm St., Oberlin, OH 44074. Information center for the fresh and dried flower industries. Newsletter, conferences, membership directory.

**California Association of Family Farmers (CAFF)**, P.O. Box 363, Davis, CA 95617, 916-756-7420. Provides small farm advocacy, education, member networking, insurance and a bimonthly newsletter.

**California Rare Fruit Growers Inc.**, The Fullerton Arboretum, California State University, Fullerton, CA 92634. Provides information on rare and leading-edge fruit varieties. Publishes The Fruit Gardener, a bi-monthly magazine.


**International Herb Growers and Marketers Association (IHGMA)**, 1202 Allanson Rd., Mundelein, IL 60060, 708-566-4566. Publishes a quarterly newsletter with trade news, growing and marketing tips, and more. Holds special seminars, annual conference and a trade show. Provides excellent information on products, suppliers, etc.

**National Farmers Direct Marketing Association (NFDMA)**, c/o Ed Stritzkes, 14850 Countryside Dr., Aurora, OR 97002, 503-678-2455. This is the national organization of direct marketers. NFDMA publishes a newsletter, acts as a resource and holds the annual National Farmers Direct Marketing Conference, usually in February of each year.


**Small Farm Center**, University of California, Davis, CA 95616, 916-757-8910. Offers workshops, conferences and a bimonthly newsletter, Small Farm News. The Center also has numerous publications for sale and an extensive library.

**Note:** This directory is largely based on a more comprehensive directory in Eric Gibson’s *Sell What You Sow!* (See reference list for full citation and how to order).
FROM:
Direct Farm Marketing and Tourism Handbook.

Disclaimer

Neither the issuing individual, originating unit, Arizona Cooperative Extension, nor the Arizona Board of Regents warrant or guarantee the use or results of this publication issued by Arizona Cooperative Extension and its cooperating Departments and Offices.

Any products, services, or organizations that are mentioned, shown, or indirectly implied in this publication do not imply endorsement by The University of Arizona.

Issued in furtherance of Cooperative Extension work, acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture, James Christenson, Director, Cooperative Extension, College of Agriculture, The University of Arizona.

The University of Arizona College of Agriculture is an Equal Opportunity employer authorized to provide research, educational information and other services only to individuals and institutions that function without regard to sex, race, religion, color, national origin, age, Vietnam Era Veteran’s status, or disability.