Connecting Consumers & Producers Using the Farm Directory Site

www.farmdirectory.org

An increasing number of producers are marketing food products directly to consumers rather than selling their goods as commodities to a processor or middleman. For example, the number of farmers’ markets in the U.S. grew from an estimated 1,755 in 1994 to 4,385 in 2006, an annual increase of around 8%. This growth is attributed to several factors including: a desire by consumers to eat more local/fresher foods and support the local economy, producers desiring to capture more of the marketing margin between the farm gate and retail market, consumer desire to know more about where and how their food was produced, and a desire of parents to educate their children on food production.

An interactive website tool, www.farmdirectory.org, has been developed whereby producers can be more connected with local consumers. It was designed so that producers can easily list the availability of their farm products and events by season into a searchable database. Consumers can then search to find products within a specified distance from their zipcode. This is still in development, but we welcome you to give it a try.

If you have any problems signing up, please email tronstad@ag.arizona.edu or tteegers@ag.arizona.edu or call Russ Tronstad (520-621-2425) or Trent Teegerstrom (520-621-6245).

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