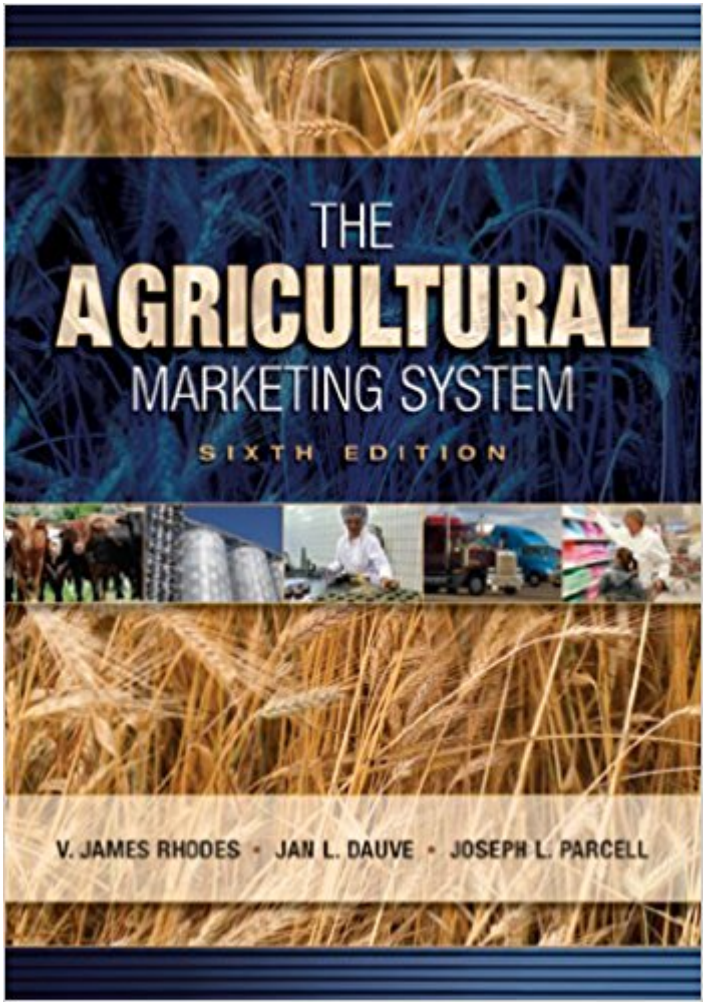
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The Agricultural Marketing System



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The sixth edition of The Agricultural Marketing System will help you understand not only the what but also the why of agricultural marketing, and it will help prepare you for success in real-world agricultural marketing. This text reflects the economic factors, socioeconomic trends, farm demographic changes, global competitiveness, and consumer attitudes that shape the current structure and operation of the U.S. agricultural marketing system. It shows you how decisions at one level in the value chain impact all other levels, and it explores how and when the system changes as a result of individual decisions. As in previous editions, the focus remains on teaching future managers, decision makers, and opinion leaders about the economic forces of the agricultural food chain. New to this edition are a greater focus on quality-based marketing and contracting and a more global perspective. Clear explanations, updated exhibits, real-life examples, and new learning activities all aid understanding and help you prepare to become a successful market participant able to assess the marketing environment and to develop and implement strategies for achieving your marketing objectives.

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