

Connecting Consumers & Producers Using the Farm Directory Site

www.farmdirectory.org



Russ Tronstad, Ph.D., Extension Specialist,
Agricultural and Resource Economics,
University of Arizona

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).

Order Form

cals.arizona.edu/backyards/

Backyards & Beyond
RURAL LIVING IN ARIZONA

Bill to

Name _____
 Company _____
 Address _____
 City _____
 State _____ Zip Code _____
 e-mail _____

Ship to

Name _____
 Company _____
 Address _____
 City _____
 State _____ Zip Code _____
 e-mail _____

Publication	Price	Quantity	Total Enclosed
Yearly subscription: Backyards & Beyond: Rural Living in Arizona	\$10.00		

Payment

VISA/Master Card

Card Number

Expiration Date

Signature

Check or money order enclosed, payable to The University of Arizona

Mail this form and your check or credit card information to:

CALSmart
 University of Arizona
 4101 N. Campbell Ave.
 Bldg. 2006B
 Tucson, AZ 85719

Office 520-318-7275
 Fax 520-795-8508
 Toll-free 877-763-5315

calsmart@ag.arizona.edu