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## Ohio State Reports Volume 59

By -

RareBooksClub. Paperback. Book Condition: New. This item is printed on demand. Paperback. 70 pages. Original publisher: Washington, D. C. : Marketing Services Branch, 2002 OCLC Number: (OCoLC)53120347 Subject: Direct marketing -- California. Excerpt: . . . CIRS Immigrant Agricultural Entrepreneurship An Alternative Paradigm Direct marketing ( DM ) allows the farmer to capture a higher proportion of the food dollar. Instead of competing directly with large agribusiness firms, local growers are able to carve out a local market niche and thereby increase their financial viability. DM allows growers to redefine the entire marketing mix of product, price, placement ( channel of distribution ), and promotion. Within the context of DM, the producer has the benefit of dramatically increased product quality, prices that are competitive with chain supermarkets, a distribution strategy that short-circuits the channel intermediaries and 6 operates at a much smaller scale, and promotion that focuses on low to negligible costs. This alternative scheme can be characterized in terms of consumers and producers acting less as atomized units of consumption and production, respectively, and more as part of an embedded social network ( Granovetter 1985; Hinrichs 2000 ). Economic 7 activities within such an embedded context rely upon multiplex...



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