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**BIBLIOGRAPHY OF HORTICULTURAL PRODUCT MARKETING
AND RELATED TOPIC PAPERS, Second Edition**

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BIBLIOGRAPHY OF HORTICULTURAL PRODUCT MARKETING AND RELATED TOPIC PAPERS, Second Edition

By

Enrique E. Figueroa

In June 1992 [A.E. Ext. 92-15], the first issue of this bibliography was released. As stated then, the publication was the result of a five-year effort to collect and assemble publications relevant to the author's area of work and responsibilities. A number of professionals who used the first bibliography indicated the need for continual updating and this second issue is in response to such recommendations.

This second edition has approximately 200 new entries and the subjects which had the most additions are: AGRICULTURAL POLICY; COST OF PRODUCTION; EXPORTS; FARM LABOR; FOOD DEMAND; FOOD SAFETY; FRUITS AND VEGETABLES; IMPORT DEMAND; MARKET ORDERS; MARKETING; NURSERY INDUSTRY; PESTICIDES; PRICES; AND TRADE. As might be expected, a number of the subjects just listed were topics where horticultural product marketers expressed relatively more interest over the past two years. For example, the "EXPORTS" subject heading in 1992 included 26 citations, but the current issue has 39--a 50% increase. Similarly, the "FARM LABOR" heading increased from 104 citations to 129.

As with the prior edition, the purpose of this publication is to provide extension agents, faculty, and industry with a ready reference for materials relevant to horticultural product marketing. The bibliography is organized under subject heading (and sub-headings) which facilitates its use. Though publications relevant to fruit and vegetable marketing dominate, the bibliography includes many citations relevant to the ornamentals industry--not only under the obvious headings, but also under more general categories such as "DIRECT MARKETING" and "MARKET ANALYSIS". The bibliography is particularly strong in including many extension publications released by the various land grant universities which

normally are difficult to find through library card catalogs. Also, a number of publications from sources outside of the U.S. are included.

The majority of the publications cited are kept in the author's library. The library is accessible to students, faculty, and extension agents. The 'check-out' system allows for interested individuals to remove publications from the library for short periods of time. Ideally, individuals can check-out publications and copy them for their own use.

Users of this publication are urged to contact the author with publications relevant to the topic(s) which are currently not included.

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