

CLEARINGHOUSE CONCEPT FOR PRODUCTION AND MARKETING OF AGRICULTURAL PRODUCTS

INTRODUCTION

We have had a great deal of discussion as to having a clearing house of agricultural production and marketing. What is elusive is how best to implement based on resources that are available and to arouse interest in the agricultural community and the cost of the implementation of the same. The following is an outline of an approach to this task. Take a group of farmers and start program and then implement on a greater scope.

CLEARING HOUSE CENTER

A Center for this activity should be lodged in a location or office that would be readily available for those in the farming community (production) and those that are involved in the marketing of the agricultural products.

If a location is readily available then it should be selected on a temporary basis. Otherwise a location in a Department of Agriculture Facility accessible to the producers (farmers) and the marketers (distribution).

The Center should have a normal division of activities the production end (farmers) and the distribution end (the marketers).

PRODUCTION END

1. Information readily available and classified as to crops, in what quantities and what times of the year.
2. The wholesalers, super markets, restaurants, open market, big box operators as to what their needs and requirements.
3. The farmers, their individual assessments as to what they can produce, quality, quantities and time of year.
4. Group knowledge and assistance to have farmers be able to improve their Production.
5. Farming equipment and machines to provide information as to those Who can provide such services to the farmers.
6. This information should be set up on web page on the internet and have farmers trained in this area to receive and send information.
7. To seek help from large companies converting to new computer equipment to donate their old equipment to the farmers.

DISTRIBUTION END

1. A group of farmers through a co-op arrangement can set up their own marketing agent.
2. Utilize existing agents for a fee to do the marketing for them.

Set up a web page on internet and have farmers being able to receive and transmit information as to whatever agent's services they utilize for marketing.