Publication Announcement

**Title:** Supply-Demand Integrated Management Model for Effective Farmer-Buyer Coordination: Case of the Hawaii Avocado Industry

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**Non-Technical Abstract:**

Survey data collected from Hawaii chefs and avocado farmers are reported and suggests that the full potential to market Hawaii avocados to local consumers has not been realized. The results from mathematical modeling suggests that enhanced efforts to market diverse, high quality avocado varieties to chefs and other local niche markets will enhance the profitability of local farms.

**Citation:**


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