

Agricultural Marketing Service (AMS) Farmer Direct Marketing Action Plan
The U.S. Department of Agriculture (USDA), Agricultural Marketing Service (AMS) developed its Direct Marketing Action Plan in August 1998. The plan identifies USDA's role in supporting marketing opportunities for small farmers, defined as farms with less than \$250,000 in annual gross receipts. Collectively, the plan is designed to enhance small farmers' ability to thrive in their businesses by facilitating the marketing of their agricultural products. Farmer direct marketing, or growers selling their farm products directly to consumers, has been gaining popularity in recent years. Direct marketing includes farmers markets, pick-your-own farms, roadside stands, subscription farming, community-supported agriculture (CSA), and catalog sales. Farm products sold through direct marketing include fruits, vegetables, nuts, honey, meats, eggs, flowers, plants, herbs, spices, specialty crops, Christmas trees, and value-added products such as maple sugar candies, cider, jellies, preserves, canned food, and firewood.

Direct marketing is especially beneficial to small farm operators. Nearly 1.9 million farms, or 94 percent of all farms, qualify as small farms. These farms provide an average net annual income of \$23,159.

Through this plan, AMS will facilitate cooperation and collaboration among agencies and organizations that promote direct marketing and help small farmers benefit from the growing consumer interest in direct marketing. The plan will enable AMS to:

Identify farmer direct marketing issues and opportunities for small farmers.

Promote the development and operation of farmers markets and other marketing activities which support small farmers. Serve as a one-stop information source for farmer direct marketing activities.

Conduct, support, and promote research in farmer direct marketing.

As this plan becomes fully implemented, AMS will be able to identify and coordinate solutions to many of the challenges small farmers face in marketing their products.

Consumers will benefit through a fresh supply and wide variety of farm-fresh products. Society will benefit from a strengthened bond between grower and consumer, a more sustainable agricultural base, and the continued heritage of the American small farm. Within 3 years of implementation of this plan, accomplishment of the above objectives will result in:

Establishing a principal contact at USDA for information regarding farmer direct marketing.

Creating new direct marketing networks and identifying and responding to marketing issues affecting small farmers by sponsoring an annual forum of farmers market managers and conducting regional focus groups.

Developing a model for holding farmers markets on Federal property based on experience gained from the 1997, 1998, and 1999 markets held in the Washington, D.C., area. The model will be updated annually and will be available to all agencies through the AMS web site.

Establishing a one-stop farmer direct marketing information clearinghouse for handling inquiries and routing calls to appropriate sources. An extensive knowledge base will be developed and made available through the AMS Farmer Direct Marketing website,

Establishing a directory of all active farmers markets, which will be maintained at the website, with a new directory published in July of each year.

Developing a training program for managers of farmers markets and marketing information programs for small farmers, which will be available electronically or through distance learning facilities.

Feasibility studies for year-round farmers market facilities.

Increased participation by limited-resource, women-owned, and/or minority-owned farms in direct marketing.

Crop Reports

B. Bergefurd, T Harker, H. Kneen

SouthEast:

What a difference a day makes!! Welcomed rains appeared late Tuesday afternoon, dropping 1-2 inches of needed water in the vegetable and fruit areas of the county. Supplemental irrigation had been applied to the fields for over two weeks especially cabbage, tomatoes, and sweet corn.

Sweet corn started under clear plastic is at the nine leaf stage, while earliest sweet corn on bare ground is at the 7 leaf stage as of Sunday- May 16. A few European corn borer holes have been spotted in the oldest sweet corn fields. Rhizomeous Johnson grass is appearing in some sweet corn and tomato fields, need to remember growers to spray in the fall and have a good crop rotation.

Tomatoes fields are being staked and trellised. Earliest plantings have quarter size fruit. With the rainfall received last night, area farmers will need to watch and listen to TOMCAST report on a daily basis, Tuesday a.m., May 18 showed a DSV of 7 at the Racine station, with the area's normal high humidity and heat units - DSV numbers will increase rapidly.

Muskmelons, watermelons, cucumbers have been planted

SouthWest

Processing pepper planting is in full swing. Fresh market peppers, eggplant, cabbage, tomatoes, melons, watermelons, squash, continues in full swing with many growers running trickle and overhead irrigation as they plant or immediately after planting. Wed (5/13) and Thurs(5/14) some northern parts of the counties received 1 - 1.5 inches of rain, whereas Hillsboro (Highland County) and south received no measurable rainfall. Field conditions in these growing areas are very dry. Yesterday (5/ 18) northern counties (Fayette, Clinton, Northern Highland, etc) received .5 inch

of rain whereas southern growing areas (Highland, Pike) received no measurable rainfall.

No major disease or insect infestations to speak of. Strawberry harvest in the fields has begun. Some growers have worked pumpkin fields for planting as early as this week. First and second cultivations are being done on squash and cabbage fields and sweet corn is being sidedressed with nitrogen. Plastic sweet corn planted the last of March is over 24 inches tall.

TOMCAST Report

J. Jasinski

DSV Hotline -1-800-228-2905

TOMCAST is a tomato disease forecasting network which many growers find aids in their timing of fungicide applications. As of May 18 the total TOMCAST DSV, are given for each station below:

The current stations and DSV counts as of May 18, 1999:

If you have further questions, please contact: J. Jasinski
at 937-454-5002 or
jasinski.4@osu.edu

The 7-10 Day Outlook*

The 7-10 Day Outlook*

Temperature:

From 19 May to 24 May, the mean surface temperature will be 50-60 degrees F for the northern one third of OH and 60- 70 degrees F for the southern two thirds of OH. From 24 May to 29 May, the mean surface temperature will be 50-60 degrees F for all of OH. Around 28 May, temperatures could approach 40 degrees to upper 30's for the northern half of OH.

Precipitation:

From 19 May to 24 May, expect 0.1 - 0.25 inches in northcentral, extreme southwest and south central OH, expect 0.25 to 0.5 inches for the rest of OH and closer to 0.5 inches in extreme northwest.

From 24 May to 29 May, expect 0.5 to 1.0 inches for the northwest, northeast and southeastern quarters of the OH; expect 0.1 - 0.25 inches in the southwestern quarter of OH with lesser amounts near the OH river.

AKRON-CANTON

DAY DATE | FRI 21| SAT 22| SUN 23| MON 24| TUE 25| WED 26|

TEMP

MIN/MAX | 48 74| 53 74| 53 76| 55 71| 50 69| 47 65|

PREC PROB

24 HRS | 1 | 36 | 39 | 54 | 45 | 44 |

CLEVELAND

DAY DATE | FRI 21| SAT 22| SUN 23| MON 24| TUE 25| WED 26|

TEMP

MIN/MAX | 48 73| 52 73| 53 73| 54 71| 51 69| 47 65|

PREC PROB

24 HRS | 4 | 38 | 39 | 55 | 46 | 43 |

COLUMBUS

DAY DATE | FRI 21| SAT 22| SUN 23| MON 24| TUE 25| WED 26|

TEMP

MIN/MAX | 48 76| 55 77| 56 76| 57 73| 51 71| 49 67|

PREC PROB

24 HRS | 2 | 38 | 40 | 52 | 43 | 42 |

CINCINNATI

DAY DATE | FRI 21| SAT 22| SUN 23| MON 24| TUE 25| WED 26

TEMP

MIN/MAX | 53 77| 57 78| 58 78| 59 74| 53 71| 51 69|

PREC PROB

24 HRS | 5 | 41 | 41 | 47 | 40 | 41 |

DAYTON

DAY DATE | FRI 21| SAT 22| SUN 23| MON 24| TUE 25| WED 26|

TEMP

MIN/MAX | 52 75| 57 76| 56 76| 57 72| 52 69| 50 66|

PREC PROB

24 HRS | 6 | 42 | 41 | 51 | 42 | 42 |

TOLEDO

DAY DATE | FRI 21| SAT 22| SUN 23| MON 24| TUE 25| WED 26

TEMP

MIN/MAX | 47 71| 53 75| 52 74| 53 72| 50 69| 46 67|

PREC PROB

24 HRS | 11 | 45 | 42 | 56 | 46 | 42 |

YOUNGSTOWN

DAY DATE | FRI 21| SAT 22| SUN 23| MON 24| TUE 25| WED 26|

TEMP

MIN/MAX | 43 74| 50 74| 50 74| 52 70| 49 70| 46 66|

PREC PROB

24 HRS | 1 | 34 | 38 | 54 | 46 | 44 |

* LEGEND:

TEMP MIN/MAX - forecasted minimum and maximum temperature
for time periods
midnight to noon and noon to midnight.

PREC. PROB. 24 - probability of precipitation for the 24
hour period.

What's New At The VegNet Web Site

Research Reports

1998 se Sweet Corn Variety Trial

1998 Fresh Market Cabbage Cultivar Evaluation

1998 Fresh Market Vegetable Reports from the Enterprise Center at Piketon.

1998 Colored Pepper Cultivar Trial

1998 Fresh Market Tomato Cultivar Evaluation

Evaluation of Eastern Style Muskmelons for Southern Ohio, 1998

Mechanical Harvesting Regimes for Processing Bell Pepper Production in Ohio

From The Vegetable Crops Planner: Links now provided to the National Weather
Service Offices in Cleveland and Wilmington, OH. Provides Agricultural
Observations, soil temperatures, climate summaries, growing degree days and much
more.

1999 Ohio Vegetable Production Guide - Online. Visit: "The Library

>> 1998 Pumpkin Yield Data is Here!...Plus the First Set of Pumpkin Pictures

See how your favorite varieties performed.

Check out new varieties.

View Powdery Mildew Tolerance ratings

plus the effects of spray programs on pumpkin production. More pumpkin pictures
coming.

Return to Vegetable Crops Homepage Ohio State University Extension

We appreciate very much the financial support for this series of vegetable reports
which we have received from the board of growers responsible for the Ohio
Vegetable and Small Fruit research and Development Program. This is an example of
use of Funds from the "Assessment Program".

Where trade names are used, no discrimination is intended and no endorsement by
Ohio State University Extension is implied. Although every attempt is made to
produce information that is complete, timely and accurate, the pesticide user bears
the responsibility of consulting the pesticide label and adhering to those directions.

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