

Element 4 Finding Information on the Web to Use in Marketing

The Web gives you instant access to information on nearly anything you can think of, and some things that you hadn't thought of.

What Producers Find on the Internet:

- **Information about products to use in marketing**, for example, the nutritional value of your product, history of the product, recipes or ways to use your product, etc.
- **Information about your customers**, including demographic information about potential customers in your area, such as income or age, the number of potential customers there are in your area, or what your customers are looking for.
- **Information about your competitors**, including who is selling similar products, prices charged, and where your competition is.
- **See what others are doing**, such as what other producers are producing, how they market it, and what their Web sites look like.
- **Market trends.**
- **Sources of marketing supplies and services.**

Useful sites for marketing information

[Southern Sustainable Agriculture Working Group](#)

[USDA-Sustainable Agriculture Research and Education program](#)

[ATTRA, the National Sustainable Agriculture Information Service](#)

[The National Agricultural Library/ Alternative Farming Systems Information Center](#)

[Value-Added Marketing Resource Center](#)

[Growing for Market](#)

[Association of Specialty Cut Flower Growers](#)

[Agricultural Marketing Resource Center](#)

[Business Management, Cornell's Small Farms Program](#)

[Food MAP: Food Marketing and Processing](#)

[Reap New Profits: Marketing Strategies for Farmers and Ranchers](#)

[The New Farm® Organic Price Index™](#)

[The New Farm® Farm Locator](#)

[FarmStop.com](#)

[Taking the First Step: Farm and Ranch Alternative Enterprise and Agritourism Resource](#)

[Evaluation Guide \(PDF\), NRCS](#)

[Western Profiles of Innovative Agricultural Marketing: Examples from Direct Farm](#)

[Marketing and Agri-Tourism Enterprises](#)



Marketing on the Internet – More information

[Access Minnesota Main Street, Enhancing Rural Development through Electronic Commerce E-Commerce, Bringing Your Business into the 21st Century](#)
[Dr. Gregory White's University of Maine](#)

(Includes research papers on the marketing of food and drink products on the Internet, e.g. information on electronic commerce and business strategies.)

Using search engines

A search engine is a tool that locates information on the World Wide Web. Search engines use keywords entered by users to find Web sites that contain those words.

Popular search engines for agricultural information include:

www.allsearchengines.com
www.agWeb.com/
www.alltheWeb.com/
www.google.com/
www.yahoo.com/

Use key words to search for what you want.

For example:

CSA

potato production organic

“Colorado potato beetle”

Take time to look at a site to learn where information is located on it.

If the first key word or words you use don't get results, try using different words.

Use parentheses to keep words linked together for a search.

High-speed connections make the search much easier.

