

ASSOCIATIONS

The following is a list of some of the associations that provide information, training and support for people interested in direct marketing and agricultural tourism.

American Horticultural Society, 7931 E. Boulevard Dr., Alexandria, VA 22308-1300; (703) 768-5700. 1995 dues are \$35. This is a nonprofit organization of gardeners. They have a monthly magazine, seed exchange, toll-free gardeners information service and book discounts.

Association of Specialty Cut Flower Growers (ASCFG), 155 Elm St., Oberlin, OH 44074. Information center for the fresh and dried flower industries. Newsletter, conferences, membership directory.

California Association of Family Farmers (CAFF), P.O. Box 363, Davis, CA 95617, 916-756-7420. Provides small farm advocacy, education, member networking, insurance and a bimonthly newsletter.

California Rare Fruit Growers Inc., The Fullerton Arboretum, California State University, Fullerton, CA 92634. Provides information on rare and leading-edge fruit varieties. Publishes *The Fruit Gardener*, a bi-monthly magazine.

The Herb Growing and Marketing Network, P.O. Box 245, Silver Spring, PA 17575-0245, 717-898-3017.

Publishes a trade journal, *The Herbal Connection*, and an annual guide, *The Herbal Resource Guide*.

International Herb Growers and Marketers Association (IHGMA), 1202 Allanson Rd., Mundelein, IL 60060, 708-566-4566. Publishes a quarterly newsletter with trade news, growing and marketing tips, and more. Holds special seminars, annual conference and a trade show. Provides excellent information on products, suppliers, etc.

National Farmers Direct Marketing Association (NFDMA), c/o Ed Stritzkes, 14850 Countryside Dr., Aurora, OR 97002, 503-678-2455. This is the national organization of direct marketers. NFDMA publishes a newsletter, acts as a resource and holds the annual National Farmers Direct Marketing Conference, usually in February of each year.

Office for Small-Scale Agriculture, H.W. Kerr, Jr., USDA/CSRS, OSSA, Ste. 328-A, Aerospace Center, Washington, D.C. 20250-2200, 202-401-1805, FAX 202-401-1804. Provides information to small-scale and specialty agricultural producers. Publishes a newsletter and the *Directory for Small-Scale Agriculture*.

Small Farm Center, University of California, Davis, CA 95616, 916-757-8910. Offers workshops, conferences and a bimonthly newsletter, *Small Farm News*. The Center also has numerous publications for sale and an extensive library.

Note: This directory is largely based on a more comprehensive directory in Eric Gibson's **Sell What You Sow!** (See reference list for full citation and how to order).

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Direct Farm Marketing and Tourism Handbook.

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