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References - Food and Agriculture Organization

Marketing institutions have been studied at length in the agricultural marketing literature. Marketing textbooks (e.g. Kohls, Uhl, 1990) offer an in depth treatment of marketing boards, marketing orders/agreements and cooperatives. In particular marketing boards and cooperatives have been investigated extensively. Marketing

Kohls & Uhl, Marketing of Agricultural Products | Pearson

Professor Kohls was awarded the American Agricultural Economics Association Outstanding Teacher Award in 1966. Joe Uhl has been a professor of food marketing at Purdue University since 1966. He was born in Lima, Ohio in 1939. He teaches agricultural and food marketing classes, including the class that uses this text.

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strategic market analysis, and food marketing. Professor Uhl taught the department's basic undergraduate marketing course, Marketing of Agricultural Products for 30 years. This course was taught using Marketing of Agricultural Products (with Richard. L. Kohls), 9th edition Prentice Hall (2002), which is probably the Nation's leading

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Costs, margins and returns in agricultural marketing, by L.D. Smith. Marketing and Agribusiness Development Paper No. 1. Marketing and Agribusiness Development Paper No. 1. Rome.