

The Florida Agricultural Market Research Center ¹

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The Florida Agricultural Market Research Center is a service of the Food and Resource Economics Department at the University of Florida. Its purpose is to provide timely, applied research on current and emerging marketing problems affecting Florida's agricultural and marine industries. The Center seeks to provide marketing research and related information to producer organizations, trade associations, agribusinesses, and governmental agencies concerned with improving and expanding markets for Florida's agricultural and marine products.

Client organizations are required to pay direct costs associated with their research projects. Such costs include labor for personal and telephone interviewing, mail and Internet surveys, travel, and computer analyses.

Professional agricultural economists with specialized training and experience in marketing participate in every Center project. Cooperating personnel from other IFAS units are also involved whenever specialized technical assistance is needed.

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