The Florida Agricultural Market Research Center

L. House

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.

For more information about the Center, contact:

Dr. Lisa House, Professor and Director
Florida Agricultural Market Research Center
Post Office Box 110240
1083 McCarty Hall
University of Florida
Gainesville, FL 32611-0240
Voice: (352) 392-1871
Fax: (352) 392-1886
Email: lahouse@ufl.edu
Website:
http://www.fred.ifas.ufl.edu/agmarketing/


2. L. House, Professor and Director, Florida Agricultural Market Research Center, Department of Food and Resource Economics, Florida Cooperative Extension Service, Institute of Food and Agricultural Sciences, University of Florida, Gainesville, FL.