

Enhancing Rural Communities and Entrepreneurship Through Research and Outreach Addressing Legal and Regulatory Issues in Direct Marketing

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*The Nation's Leading Source of Agricultural & Food Law
Research and Information*

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Justification: Background

- Sustainability of small- and medium-sized farms increasingly depends upon the ability of farm operators to leverage new (creative) business opportunities
- Laws and regulations often confusing, differ among jurisdictions, and applied inconsistently
 - Federal, State, and Local
- Can create barriers for existence, expansion, and growth of small farm operators

Long-Term Goal

- To provide producer-friendly resources to small- and medium-sized producers to help them navigate the complex legal and regulatory schemes applicable to various avenues of direct marketing
- National Agricultural Law Center, National MarketMaker, and the University of Illinois Cooperative Extension Service
- eXtension (Agricultural & Food Law Community of Practice)



MarketMaker

Food Industry

MARKET  **MAKER**™

Linking Agricultural Markets

MarketMaker is a national partnership of land grant institutions and State Departments of Agriculture dedicated to the development of a comprehensive interactive data base of food industry marketing and business data.

It is currently one of the most extensive collections of searchable food industry related data in the country. All the information can be mapped and queried by the user.

Objectives/Outcomes

- Test effectiveness of existing legal guides (Arkansas and Illinois) and develop new Legal Direct Marketing Guides for MarketMaker states
 - Including Texas, Mississippi, Alabama, Wyoming, Indiana, Ohio and approximately fifteen other states

Food Industry
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› National Map › What's New In MarketMaker? › Newsletters › About MarketMaker › Contact Us

MarketMaker National Network

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DC

Legend:
■ Live MarketMaker Sites
■ In-Progress MarketMaker Site

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BLOG
National Sponsors:
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National Institute of Food and Agriculture
FARM CREDIT

Objectives/Outcomes

- Support and enhance producers' direct marketing activities by integrating legal and regulatory information with MarketMaker's market information
- Allows producers to access/identify state and local direct markets along with appropriate legal/regulatory information
- Will interface MarketMaker and National Agricultural Law Center

Objectives/Outcomes

- Provide education and outreach to target audience on specific regulatory and legal knowledge
- Webinars via eXtension, workshops, and other appropriate outreach

Comments/Closing

- Integrates with ongoing local food system development initiatives
- Sustainability
- Will assist existing and future interdisciplinary efforts

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