

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

Harrison Pittman, Director  
The National Agricultural Law Center

*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

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### MarketMaker National Network

tool by ammap.com

DC

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

MARKETMAKER  
WHAT'S NEW  
MARKETPLACE  
big & tall FORUM  
MARKETMAKER  
BLOG  
National Sponsors:  
AgMRC  
USDA  
United States Department of Agriculture  
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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