

Semi-public Information

Commodity boards funded by check-off dollars and producer members provide significant resources on their specific products such as rice, dairy, catfish, etc. Groups such as the United Soybean Board, the National Pork Board and the National Cattlemen's Beef Board are an excellent resource for commodity specific information.

National Cattlemen's Beef Board
<http://www.beef.org/>

National Pork Board, <http://www.porkboard.org/>

United Soybean Board, <http://www.unitedsoybean.org/>

Trade Associations

When looking at the trade associations specific to processing, one will find the American Meat Institute (AMI), the National Food Processors' Association (NFPA), the North American Meat Processors (NAMP), the National Frozen and Refrigerated Foods' Association (NFFA) and the Refrigerated Food Association to be excellent resources.

Such entities as the Food Marketing Institute (FMI), the National Restaurant Association, the Grocer Manufacturers of America and Natural Products Association are also valuable resources for information.

American Meat Institute (AMI)
<http://www.meatami.org/>

National Food Processors' Association (NFPA)
<http://www.nfpa-food.org/>

National Frozen and Refrigerated Foods' Association (NFFA), <http://www.nffa.org/>

North American Meat Processors (NAMP)
<http://www.namp.com/>

Refrigerated Food Association (CRFA)
<http://www.refrigeratedfoods.org/>

Private Firms

Soyatech and Spence Information Services (SPINS) are examples of private firms that collect data or have inside industry sources that can supply them with pro-

prietary information. To contact with these sources, talk to other groups, read studies and look at citations, as well as doing Web-based searches to ferret these individuals out.

Soyatech, www.soyatech.com/

Spence Information Services (SPINS)
<http://www.spins.com/>

Trade Publications include Stagnito Communications, publisher of Refrigerated and Frozen Foods, Dairy Field, Industria Alimenticia, The National Provisioner, Beverage Industry, Snack Food and Wholesale Bakery, Candy Industry, Confectioner, Private Label Buyer, Food and Drug Packaging, Flexible Packaging, and Brand Packaging. International Trade Shows are excellent ways to get updated information from the trade.

Beverage Industry, <http://www.bevindustry.com>

Brand Packaging, <http://www.brandpackaging.com/>

Candy Industry, <http://www.candyindustry.com>

Confectioner, <http://www.confectioner.com/>

Dairy Field, <http://www.dairyfield.com/>

Flexible Packaging, <http://www.flexpackmag.com/>

Food and Drug Packaging, <http://www.fdp.com/>

Industria Alimenticia
<http://www.industriaalimenticia.com/> (Spanish Language publication)

Meat Retailer, <http://www.meatretailer.com/>

The National Provisioner
<http://www.nationalprovisioner.com/>

Private Label Buyer
<http://www.privatelabelbuyer.com/>

Refrigerated Frozen Food
<http://www.refrigeratedfrozenfood.com/>

Refrigerated Frozen Food Retailer
<http://www.rffretailer.com/>

Snack Food and Wholesale Bakery
<http://www.snackandbakery.com/>

Stagnito Communications, <http://www.stagnito.com/>
 Stagnito's New Products Magazine
<http://www.newproductsmag.com/>

Trade Shows

Finally take time to attend the relevant trade association. Some of these include the Food Technologists (IFT), Anuga, Fancy Food Shows, Natural Product Shows, National Restaurant Show, Food Marketing Institute. The Web sites are given below:

Anuga, <http://www.anuga.com/>

Food Marketing Institute (FMI), <http://www.fmi.org/>

International Food Technologists (IFT)
<http://www.ift.org/cms/>

National Product Show
<http://www.dexiaexport.com/productshow.htm>

National Restaurant Association
<http://www.restaurant.org/>

Natural Products Association
<http://www.npicenter.com/>

Trade Shows, <http://www.tradeshowweek.com/>

National Association for the Specialty Food Trade (Fancy Food Shows)
<http://www.fancyfoodshows.com/>

As definitions become more precise, in terms of micro levels of analysis, specific companies will emerge with information regarding websites, annual reports, Security and Exchange Commission filings and directories with appropriate person to call for specific information.

Original research will reveal analysis of company or product being researched.

For an outside and independent analysis of specific industries or companies you can contact agencies such as Dunn and Bradstreet, the Risk Management Association (RMA), any number of firms which

track stock keeping units (SKU) along with numerous private firms, such as Sparks Commodities, the Hale Group, SJH Group. See the list of AgMRC consultants for a larger list of consultants.

Dunn and Bradstreet, <http://www.dnb.com/>

The Hale Group, <http://www.halegroup.com/>

Risk Management Association (RMA)
<http://www.rmahq.org/>

SJH Group, <http://www.sjh.co.jp/grup.html>

Sparks Commodities, <http://www.sparksc.com/>

U. S. Securities and Exchange Commission
<http://www.sec.gov/>

Trend Monitoring

For information on trend monitoring, the United States Department of Agriculture is a good resource, as is American Demographics and Woods and Poole.

American Demographics
<http://www.americandemographics.com/>

Woods and Poole
<http://www.woodsandpoole.com/>

For the lazy researcher, try <http://www.AgMRC.org>.

Research Quotes

"If we knew what it was we were doing, it would not be called research, would it?"

Albert Einstein

"Basic research is what I am doing when I don't know what I am doing."

Werner von Braun