



by marketing to specific consumers or businesses further along the supply chain.

The following are additional examples of how the five categories of value added, and other means of income enhancement, work together.

- **Low-phytate corn**

A group of 100 producers jointly market low-phytate corn so that they have enough size and scale to create bargaining power.

- **Organic soybeans**

Organic soybeans are toll processed to create a producer-owned, branded soymilk product.

- **Organic milk**

A dairy producer markets organic ice cream under the name “Ozark Organic Ice Cream.”

- **Vegetable production and beef processing**

A group of diversified vegetable producers and a group of beef producers market a branded beef and vegetable soup. This adds value by marketing a bundle of products.

Each of these examples is about providing producers or an agribusiness with a unique position or a strategic advantage in the marketplace.

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... and justice for all

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