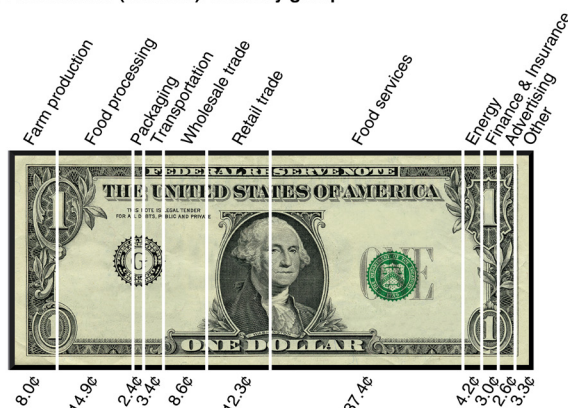


Where to Find Information for Doing Marketing and Business Studies

Food is big business in the United States, with more than \$1.5 trillion spent on food in 2019. This is a 46% increase from 10 years ago. The image below shows how a food dollar is split, with over $\frac{1}{3}$ going toward services provided by food service establishments.

2018 food dollar (nominal): Industry group



Note: "Other" includes two industry groups: Agribusiness plus Legal & Accounting.
Source: USDA, Economic Research Service, Food Dollar Series.

Source: www.ers.usda.gov/data-products/ag-and-food-statistics-charting-the-essentials/food-prices-and-spending/

As a producer group or farmer looking into the food business, where can you find information that will guide you to the market niche or new product that will allow you to capture some of the food dollar?

In the quest for answers to conduct a feasibility study or do a market study, start with the "easy to collect" and "readily available" information. Often times that will be the only information you will need to help you make a decision. This briefing will provide basic information on where you can go to begin your search.

However, there are times when public information is not enough and you will have to either go to private sources for assistance or purchase information. For a listing of consultants who can

provide specific information go to [Agricultural Marketing Resource Center](http://www.agmrc.org/), www.agmrc.org/. In this directory, there are numerous consultants who have worked with value-added agriculture ventures. Sometimes the information is not available. Then you will have to do the research yourself (or purchase that information) necessary to guide you to an answer in order to proceed with a project or create and find a new market opportunity.

In all research, remember to think creatively. Anything that is taxed is reported somewhere; anything that is inspected is reported; anything that leaves the country is reported, and anything that makes money is reported.

Public Processing and Manufacturing Information

All exported and imported products are monitored by the US Department of Commerce. Additionally, the US Department of Commerce monitors the US manufacturing industry through its Census of Manufacturers and other data monitoring. Information is classified through the North American Industry Classification System (NAICS). In this system, the numbers for food are 31 through 33.

[North American Industry Classification System](http://www.census.gov/eos/www/naics/) (NAICS), www.census.gov/eos/www/naics/

[US Department of Commerce](http://www.commerce.gov/), 1401 Constitution Avenue, NW, Washington, D.C. 20230, www.commerce.gov/

Public Agricultural and Production Information

Agriculture production is monitored and reported by the United States Department of Agriculture (USDA) through the National Agricultural Statistics Service (NASS), along with the Economic

Research Service (ERS) which provide in-depth analyses of agricultural crops. Additionally, the Foreign Ag Service (FAS) provides detailed information on both production and market trends in manufactured food products.

[Census of Agriculture](http://www.agcensus.usda.gov/), www.agcensus.usda.gov/

[USDA Economic Research Service](http://www.ers.usda.gov/) (ERS), www.ers.usda.gov/

[ERS Food Expenditure Series](http://www.ers.usda.gov/data-products/food-expenditure-series/), www.ers.usda.gov/data-products/food-expenditure-series/

[USDA National Agricultural Statistics Service](http://www.nass.usda.gov/index.asp) (Ag Statistics Hotline at 800-727-9540 or 202-720-3878), www.nass.usda.gov/index.asp,

[United States Department of Agriculture](http://www.usda.gov/), Washington, D.C. 20250, www.usda.gov/

[Foreign Ag Service](http://www.fas.usda.gov/) (FAS), www.fas.usda.gov/

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/), www.beef.org/

[National Pork Board](http://www.pork.org/), www.pork.org/

[United Soybean Board](http://www.unitedsoybean.org/default.aspx), www.unitedsoybean.org/default.aspx

Trade Associations

When looking at the trade associations specific to processing, one will find the North American Meat Institute (NAMI), the Consumer Brands Association (CBA), the National Frozen and Refrigerated Foods Association (NFRA) and the Refrigerated Food Association to be excellent resources.

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

[North American Meat Institute](http://www.meatinstitute.org/) (NAMI), www.meatinstitute.org/

[Consumer Brands Association](https://consumerbrandsassociation.org/) (CBA) https://consumerbrandsassociation.org/

[Food Marketing Institute](http://www.fmi.org/) (FMI), www.fmi.org/

[National Restaurant Association](http://www.restaurant.org/home), www.restaurant.org/home

[National Frozen and Refrigerated Foods Association](https://nfraweb.org/) (NFRA), https://nfraweb.org/

[Natural Products Association](http://www.npanational.org/), www.npanational.org/

[Refrigerated Food Association](http://www.refrigeratedfoods.org/), www.refrigeratedfoods.org/

Private Firms

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

[HighQuest](http://www.highquestgroup.com/), www.highquestgroup.com/

[Spence Information Services](http://www.spins.com/) (SPINS), www.spins.com/

Trade Publications

Trade publications include BNP Media, publisher of Refrigerated and Frozen Foods, Dairy Foods, The National Provisioner, Beverage Industry, Snack Food and Wholesale Bakery, Candy Industry, Packaging Strategies, and Flexible Packaging. International Trade Shows are also excellent ways to get updated information from the trade.

[BNP Media](http://www.bnpmmedia.com/), www.bnpmmedia.com/

[Beverage Industry](http://www.bevindustry.com/), www.bevindustry.com/

[Candy Industry](http://www.candyindustry.com/), www.candyindustry.com/

[Dairy Foods](http://www.dairyfoods.com/), www.dairyfoods.com/

[Flexible Packaging](http://www.flexpackmag.com/), www.flexpackmag.com/

[The National Provisioner](http://www.provisioneronline.com/), www.provisioneronline.com/

[Packaging Strategies](http://www.packagingstrategies.com/), www.packagingstrategies.com/

[Prepared Foods](http://www.preparedfoods.com/), www.preparedfoods.com/

[Refrigerated & Frozen Foods](http://www.refrigeratedfrozenfood.com/),
www.refrigeratedfrozenfood.com/

[Snack Food and Wholesale Bakery](http://www.snackandbakery.com/),
www.snackandbakery.com/

Trade Shows

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

[Anuga](http://www.anuga.com/), www.anuga.com/

[Food Marketing Institute](http://www.fmi.org/) (FMI), www.fmi.org/

[Institute of Food Technologists](http://www.ift.org/) (IFT),
www.ift.org/

[National Restaurant Association](http://www.restaurant.org/),
www.restaurant.org/

[Natural Products Association](http://www.npanational.org/),
www.npanational.org/

[Specialty Foods Association](http://www.specialtyfood.com/) (Fancy Food Shows),
www.specialtyfood.com/

As definitions become more precise, in terms of micro levels of analysis, specific companies will merge or 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 Dun & Bradstreet, the Risk Management Association (RMA), any number of firms which track stock keeping units (SKU) along with numerous private firms, such as the Hale Group, SJH Group. See the list of AgMRC consultants for a larger list of consultants (www.agmrc.org/).

[Dun & Bradstreet](http://www.dnb.com/us/), www.dnb.com/us/

[The Hale Group](http://www.halegroup.com/), www.halegroup.com/

[SJH Group](http://www.sjhgroup.com/), www.sjhgroup.com/

[Risk Management Association](http://www.rmahq.org/) (RMA),
www.rmahq.org/

[US Securities and Exchange Commission](http://www.sec.gov/),
www.sec.gov/

Trend Monitoring

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

[Woods and Poole](http://www.woodsandpoole.com/), www.woodsandpoole.com/

For the less energetic researcher, simply try the [Agricultural Marketing Resource Center](http://www.AgMRC.org/),
[www.AgMRC.org.](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

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