1. Record Nr. UNINA9910454380003321 Food and the mid-level farm [[electronic resource]]: renewing an **Titolo** agriculture of the middle / / edited by Thomas A. Lyson, G.W. Stevenson, and Rick Welsh [Cambridge, Mass.;; London],: MIT, 2008 Pubbl/distr/stampa **ISBN** 0-262-27875-8 1-4356-5186-3 Descrizione fisica 1 online resource (315 p.) Collana Food, health, and the environment Altri autori (Persone) LysonThomas A StevensonG. W WelshRick Disciplina 338.16 Soggetti Family farms - United States Farm produce - United States - Marketing Farms, Size of - United States Sustainable agriculture - United States Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Includes bibliographical references and index. Nota di bibliografia Nota di contenuto Contents: Series Foreword: Preface: I Agriculture of the Middle: Why Farm Structure Matters: 1 Why Worry about the Agriculture of the Middle?; 2 Pursuing Long-Term Food and Agricultural Security in the United States: Decentralization, Diversification, and Reduction of Resource Intensity; II Organizational Structures That Could Support an Agriculture of the Middle; 3 Cooperative Structure for the Middle: Mobilizing for Power and Identity: 4 Is Relationship Marketing an Alternative to the Corporatization of Organics? A Case Study of OFARM 5 Contractual Integration in Agriculture: Is There a Bright Side for

Agriculture of the Middle?III Bringing Mid-Level Supply Chains and Consumers Together; 6 Consumer Considerations and the Agriculture of the Middle; 7 Values-Based Supply Chains: Strategies for Agrifood Enterprises of the Middle; IV Policies That Could Support the Agriculture of the Middle; 8 Toward a Pro-Middle Farm Policy: What Will It Take to Ensure a Promising Future for Family Farming?; 9 Agriculture

of the Middle: Lessons Learned from Civic Agriculture

10 The Effect of Laws That Foster Agricultural Bargaining: Apple
Growers in Michigan and New York State11 Sustaining the Middle: The
Roles of Sustainable Agriculture and Agri-Environmental Payments; 12
The Prospects and Limits of Antitrust and Competitive-Market
Strategies; Epilogue: Strategies for Strengthening the Agriculture of the
Middle; Appendix: The Changing Status of Farms and Ranches of the
Middle; Contributors; Index

Sommario/riassunto

Discussing strategies for reviving an 'agriculture in the middle' and creating a food system that works for midsize farms and ranches, this book considers the ways midsize farms can regain vitality by scaling up aspects of small farms' operations to connect with consumers and develop food supply chains that preserve farmer identity.