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## ***Marketing Sustainable Agriculture: Case Studies and Analysis from Europe***

Innovative marketing strategies are crucial to the success of sustainable and organic agriculture. Gaining insights from successful strategies is the purpose of the publication *Marketing Sustainable Agriculture: Case Studies and Analysis from Europe*. This report describes marketing initiatives from six European countries - Switzerland, Denmark, France, Germany, England and the Netherlands - through the eyes of an international group of farmers, marketers and agriculturists.

In Feuchtwangen, Germany, farmers, environmentalists, and other activists grabbed media attention by staging dramatic campaigns that illustrate the disappearance of farmhouses and rural communities. Farmer and producer cooperatives dominate in Denmark, controlling most of the food processing and distribution industries and about a third of the food retail stores. In England, farmers are also retailers, establishing local farm shops that benefit the rural economy. Farmers and environmentalists in Waterland, the Netherlands, unite to conserve wildlife habitats while improving farm income. From starting fires in Germany to owning their own farm shops in England, these producers are building a niche for their products and creating a direct link to consumers.

The marketing experience of European farmers and producers can provide insight and inspiration to the growing organic and sustainable agriculture movement in the North America, Europe and other industrialized countries. You can learn about these individual case studies and the themes and elements that run through them. Order your copy today!

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