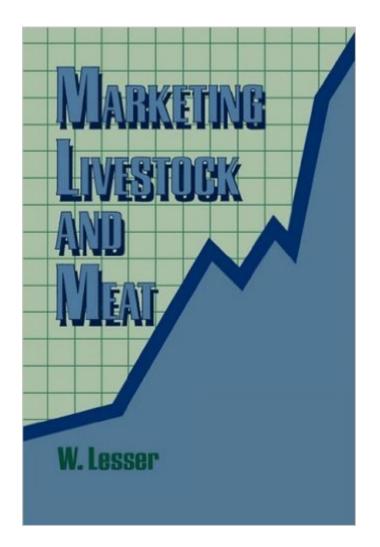
The book was found

## Marketing Livestock And Meat (Fpp Agricultural Commodity Economics, Distribution, & Market)





## Synopsis

This groundbreaking volume presents a comprehensive view of the many concerns of those involved with livestock and meat marketing. During the 1980s, livestock production faced some critical changes. Product and feed prices became less stable, cycles lost their century-old patterns, both competition and trade barriers seemed to rise, and market outlets shrank in number and ownership diversity. At the same time, the United States demography became increasingly older, while new and confusing health concerns about red meat arose rapidly. This practical book introduces the reader to a range of issues of the livestock marketing system and looks ahead to such future issues as biotechnology, human health, and food safety. Considerable interest is given to international trade, an increasingly important sector in the market. Marketing Livestock and Meat is a concise and convenient compendium of diverse information. It provides functionaries in the system with an overall concept of how the market functions as a whole to promote better skills and strategies for marketing of red meats. The author describes specific applications vital to successful operation of the complex and far-reaching marketing system of meat and livestock, including international trade, grades and grading, health matters, demand for meat, price reporting and electronic markets, costs and benefits, and their combination into marketing strategies for producers. To supplement the research, theories, and strategies presented in this important book, there are many charts, graphs, and photographs. All persons connected to the marketing of meat and livestock--undergraduate students in North America, foreign students interested in exporting meat to the U.S., and most segments of the livestock sector, including supply and processing firms and retailers--will benefit from this important book.

## **Book Information**

Series: Fpp Agricultural Commodity Economics, Distribution, & Market Paperback: 504 pages Publisher: CRC Press; 1 edition (April 14, 1993) Language: English ISBN-10: 1560220171 ISBN-13: 978-1560220176 Product Dimensions: 6 x 1 x 9 inches Shipping Weight: 1.6 pounds (View shipping rates and policies) Average Customer Review: Be the first to review this item Best Sellers Rank: #1,578,138 in Books (See Top 100 in Books) #310 in Books > Business & Money > Marketing & Sales > Marketing > Industrial #315 in Books > Textbooks > Business & Finance > Sales #724 in Books > Business & Money > Industries > Agriculture

## Download to continue reading...

Marketing Livestock and Meat (Fpp Agricultural Commodity Economics, Distribution, & Market) Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Higher Probability Commodity Trading: A Comprehensive Guide to Commodity Market Analysis, Strategy Development, and Risk Management Techniques Aimed at Favorably Shifting the Odds of Success Agricultural Options: Trading Puts and Calls in the New Grain and Livestock Futures Markets The Complete Book of Butchering, Smoking, Curing, and Sausage Making: How to Harvest Your Livestock & Wild Game (Complete Meat) The New Livestock Farmer: The Business of Raising and Selling Ethical Meat Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing How To Make Profits Trading in Commodities: A Study Of The Commodity Market, With Charts And Rules For Successful Trading And Investing The Economics of Livestock Disease Insurance: Concepts, Issues and International Case Studies (Cabi) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money

(Facebook Marketing, Business Marketing, Social Media Marketing) The Great Meat Cookbook: Everything You Need to Know to Buy and Cook Today's Meat Crafted Meat: The New Meat Culture: Craft and Recipes

<u>Dmca</u>