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**MARKETING OF AGRICULTURAL PRODUCTS**

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# MARKETING OF AGRICULTURAL PRODUCTS

BY

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X

## PREFACE

The purpose of this book is two-fold: to set forth the so-called fundamental principles of marketing; to present the programs—that is, the efforts, good and bad, and the achievements in putting these principles into practice. The book, therefore, falls into two main divisions, I, Principles; II, Programs.

First place in the book is given to consumer demand, because the author believes this is the correct starting point for the study of agricultural marketing. Stress is naturally laid on quality and standardization of product. The author holds that there is no way to get a good price for a poor product. A great deal of attention is paid to our present large cooperative movement, and both its advantages and limitations are, it is hoped, clearly pointed out.

The author expresses his appreciation here of the stimulation he has received in his work from his graduate students from various parts of the world, and also the substantial help they have given him in the very pleasant task of preparing this book.

JAMES ERNEST BOYLE.

ITHACA, NEW YORK.  
*September, 1925.*

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