

A photograph of a woman in a white sweater and a light-colored hat, working in a cornfield. She is holding a corn cob and appears to be husking it. The background is filled with tall corn plants.

Economics for MARKET-ORIENTED FARMING

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Rural Infrastructure and Agro-Industries Division
Food and Agriculture Organization of the United Nations
Viale delle Terme di Caracalla
00153 Rome, Italy

Fax: (+39) 0657056850

E-mail: AGS-Registry@fao.org

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Farm management extension guide

A woman wearing a white knit sweater, a dark skirt, and a light-colored hat is working in a cornfield. She is holding a corn cob and appears to be husking it. The background is filled with tall corn plants.

Economics for MARKET-ORIENTED FARMING

by
David Kahan

FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS
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Preface

Whether you are working for government, an NGO or the private sector, if you are an agricultural extension worker who is trying to assist farmers in increasing the profitability of their farms, the material in this booklet should be of help to you.

It introduces you to some of the concepts and principles of economics that are relevant to smallholder farming – particularly market-oriented farming. You will learn the application of these economic concepts to the day-to-day farming activities of farmers producing for the market. You will look at some of the critical areas in which farmers make decisions about their farm enterprises. Through this you will gain an insight into the decisions that farmers make and be better equipped to advise them on how to become more market-oriented and thus increase their profits.

This guide has been produced by the Agricultural Management, Marketing and Finance Service of FAO (AGSF). It is one of a planned series of guides and other materials that look at some of the common farm management challenges facing farmers and ways of meeting them.

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David Kahan