APPENDIX 2. TABLES AND FIGURE

Table 1. Years farming in Michigan

Years	Participants	Percent
1 to 5	21	42
6 to 15	22	44
16 to 30	3	6
more than 30	4	8
Total	50	100

Table 2. Sales to different channels

	Direct from Farm	Farmer's Markets	Wholesale - Brokers	Local Store - Supermarket	Packers
Participants					
	----------------------------------- number -----------------------------				
Total selling to	6	5	15	5	34
Fruit producers	1	3	9	1	33
Non-fruit producers	5	2	6	4	1
Sales	------ --------------------------------- (%) -------- ----------------------				
Average	42	61	49	46	93
Minimum	10	1	4	1	40
Maximum	100	100	100	90	100

Table 3. Use of different market channels by Type of production

Production	Use different market channels			
	Yes	**No**	**Chi square**	**P-value**
Fruits	8	30	8.72	0.003
Non-Fruits	8	4		
Only one product	6	26	7.172	0.007
More than one product	10	8		
Less than 5 acres	7	14	0.03	0.863
5 acres or more	9	20		

Table 4. Intention to sell to supermarkets and restaurants by type of production

Production	Have tried to sell to SM or Restaurant		**Total**
	No	**Yes**	
	---------------------- --------number ------------------		
Fruits	35	3	38
Non fruits	5	6	11
Total	*40*	*9*	*49*

Chi-square 12.382 (p=0.000)

Table 5. Intention to sell to supermarkets and food service and use of different market channels

Has tried to sell to supermarkets and food service	Uses different market channels	
	Yes	No
	-------- Number -------	
Yes	7	9
No	2	28
Total	*9*	*37*

Chi-square 9.118 (p=0.003)

Table 6. Difficulty Dealing with transaction costs variables

Statement (How difficult is for you to..)	Level of difficulty			No answer
	Difficult	Neutral	Not difficult	
	--------------------Respondents-------------			
Find new markets for your products	19	5	22	1
Find price information for your products	10	3	32	2
Find quality standards information	7	2	29	9
Access existing markets with products you currently grow	14	4	26	3
Trust people who buy products from you	4	8	25	10
Be trusted by buyers/customers	7	2	34	4
Get promptly payment	5	0	39	3
Meet new buyers in your local markets	14	7	25	4
Deal with excess supply of products in your market	19	4	21	3
Negotiate agreements/contracts to sell your products	11	-	26	10

Cronbach's Alpha[1]= 0.796

Table 7. Table Exact Logistic Regression Results

Variable	Coefficient	p-value	Odds Ratio
Blueberry	-1.96	0.09	0.14
Newmkt2	2.78	0.04	16.07
Trust2	-2.08	0.27	0.13
Years_mi2	-1.84	0.16	0.16

Goodness of fit test: Model Score=20.453; Pr>=score = 0.0001

---

[1] Cronbach's Alpha measures the internal consistency a set of items are as a group. A "high" value of alpha is often used as evidence that the items measure an underlying construct.

Table 8. Hispanic Farmers' Expected Improvements for the Future

Plans for the future	Respondents
Increase farm production	12
Add more land	6
Diversify products	6
Become a full time farmer	3
Sell to supermarkets/stores	2
Better machinery and buildings	2
Advertisement of their farm	2
Use labels (*e.g.,* organic, free range)	2
Hire workers	1

Table 9. Hispanic Farmers' Reasons to Continue the Same in the Future

Plans for the future	Respondents
Continue working part-time	4
Continue with same production strategy	3
Continue with same marketing strategy	2
Continue as a hobby farmer	2

Table 10. Hispanic Farmers' Reasons to Quit farming in the Future

Plans for the future	Respondents
Quit farming if markets and prices do not improve	6
Quit farming if financial help is not available	2

```
                        ┌─────────────────────────────┐
                        │       Experience            │
                        │                             │
                        │   1) Years of farming       │
                        │   2) Experience farming     │
                        │     3)  Market outlets      │
                        └─────────────────────────────┘

┌──────────────┐        ┌─────────────────────────────┐        ┌──────────────┐
│   Current    │        │          Skills             │        │    New       │
│  Marketing   │        │  4) Use of different market  │        │  Marketing   │
│  Strategy    │        │     outlets                  │        │  Strategy    │
│              │        │  5) Ability to deal with     │        │              │
│              │        │     transaction costs        │        │              │
└──────────────┘        └─────────────────────────────┘        └──────────────┘

                        ┌─────────────────────────────┐
                        │        Challenges           │
                        │                             │
                        │  6) Factors affecting market│
                        │     diversification         │
                        │  7) Goals for the future    │
                        └─────────────────────────────┘
```
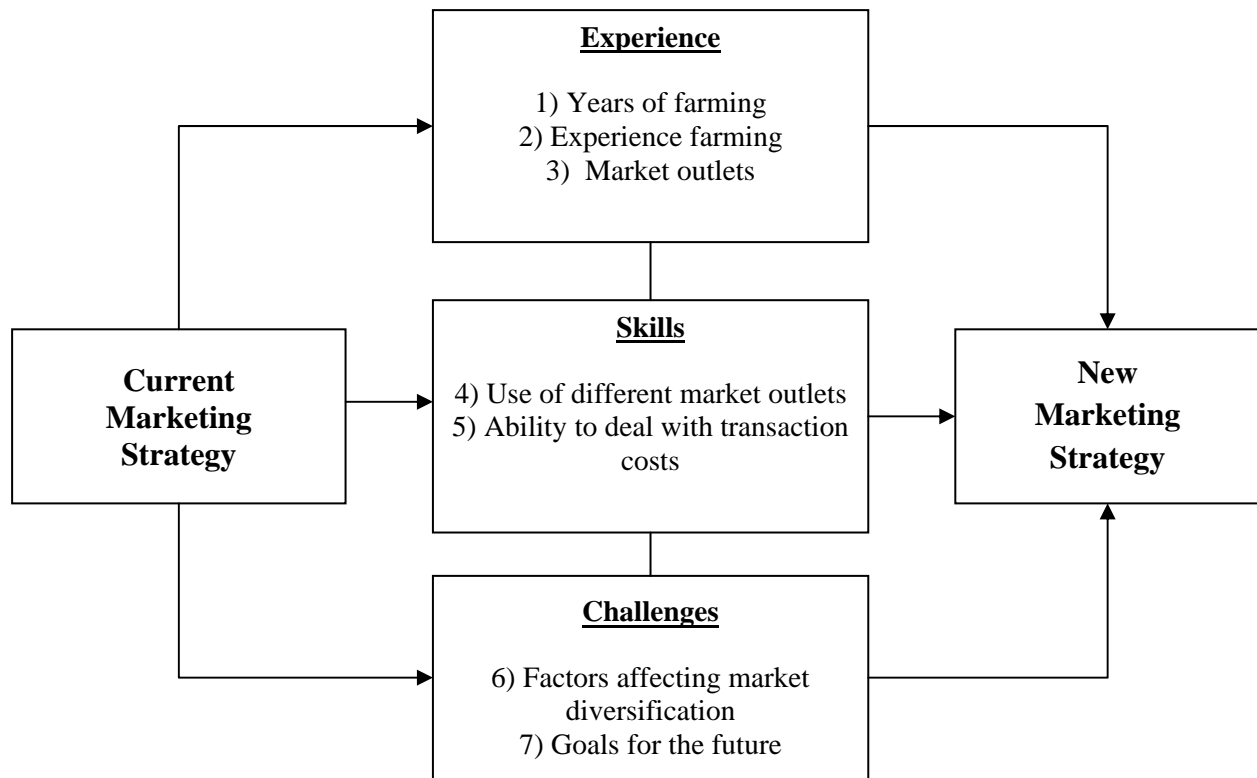
Figure 1. Adapted marketing strategy to access retail and food service markets