Literature cited

- [1] 2002 Census of Agriculture http://www.nass.usda.gov/census/census02/volume1/mo/st29_1_037_038.pdf
- [2] Zakay-Rones, Z., Thom, E., Wollan, T. and Wadstein, J. 2004. Randomized study of the efficacy and safety of oral elderberry extract in the treatment of influenza A and B virus infection, J. Int. Med. Res. 32:132-140.
- [3] Gray, A. M., Abdel-Wahab, Y. H. A., and Flatt, P. R. 2000. The traditional plant treatment, Sambucus nigra (elder), exhibits insulin-like and insulin-releasing actions in vitro. The J. Nutr. 130:15-20.
- [4] Barak V., Halperin, T., and Kalickman, I. 2001. The effect of Sambucol, a black elderberry based, natural product, on the production of human cytokines: I. Inflammatory cytokines. Eur Cytokine Netw. 12(2):290-6.
- [5] McKay, Steven A. 2001. Demand Increasing for Aronia and Elderberry in North America New York Fruit Quarterly 9.3 (2001): 2-3. Retrieved October 20, 2008 from http://www.nysaes.cornell.edu/hort/fq/fall01/FQfall2001.pdf
- [6] Schennum, B. M. A. (nd). New research reveals herbal flu remedy. Quantum Health. Retrieved October 20, 2008 from http://www.quantumhealth.com/news/articleflu.html .
- [7] Kilham, C. (nd). The healing powers of elderberry. Medicine Hunter. Retrieved October 20, 2008 from http://www.medicinehunter.com/elderberry2.htm.
- [8] IENICA. (2002). Elder. Interactive European Network for Industrial Crops and their Applications. Retrieved October 20, 2008 from http://www.ienica.net/crops/elder.pdf.
- [9] Agriculture and Agri-Food Canada. (2005). Developments in berry production and use. Bi-weekly Bulletin 16:21. Retrieved March 4, 2008 from http://www.agr.gc.ca/mad-dam/index_e.php?page=bulletin_16_21_2003-12-05&s1=pubs&s2=bi&s3=php
- [10] Thomas, A.L., & Byers, P. (2004). Multi-location Elderberry Cultivar and Pruning Management Study. University of Missouri Southwest Center. Retrieved February 20 from http://aes.missouri.edu/swcenter/fieldday/page48.stm.
- [11] Weeder-Einspahr, S. (2001). Midwest wild fruits and berries: market research report. Lincoln, NE. Food Processing Center, University of Nebraska.
- [12] Byers, P. & Thomas, A. L. (2005). Elderberry research and production in Missouri. *The New York Berry News*. 4:11.
- [13] Gold, M.A., Godsey, L.D. & Cernusca, M.M.. (2005). Competitive market analysis of eastern red cedar. *Forest Products Journal* 55(12): 58-65.
- [14] Gold, M.A., Cernusca, M.M., & L.D. Godsey. (2006). Competitive market analysis: chestnut producers. *HortTechnology* 16(2): 360-369.
- [15] Gold, M.A., M.M. Cernusca, and Godsey, L.D. (2008). A competitive market analysis of the U.S. shiitake mushroom marketplace. *HortTechnology* 18(3): 489-499

- [16] Porter, M.E. 1980. Competitive strategy: techniques for analyzing industries and competitors. New York: The Free Press. 396 p.
- [17] Rubin, H. J., & Rubin, I. S. (2004). Qualitative interviewing: The art of hearing data. Thousand Oaks, CA: Sage.
- [18] Dillman, D.A. 2000. Mail and internet surveys. The tailored survey method. Wiley, New York.
- [19] Kay, R.D. and W.M.Edwards. 1994. Farm Management. McGraw-Hill, New York.
- [20] Roberts, W.S. and S.M. Swinton. 1996. Economic methods for comparing alternative crop production systems: A review of the literature. American Journal of Alternative Agriculture 11(1):10-17.
- [21] Aguilar, F.X., Cernusca, and M.A. Gold. (2009). Exploratory Assessment of Consumers Preferences for Chestnut Attributes in Missouri. *Horttechnology*. 19(1) (in press.)
- [22]. Hair, J., Anderson, R., Tatham, R., Black, W. 1998. Multivariate Data Analysis. Pearson Education.