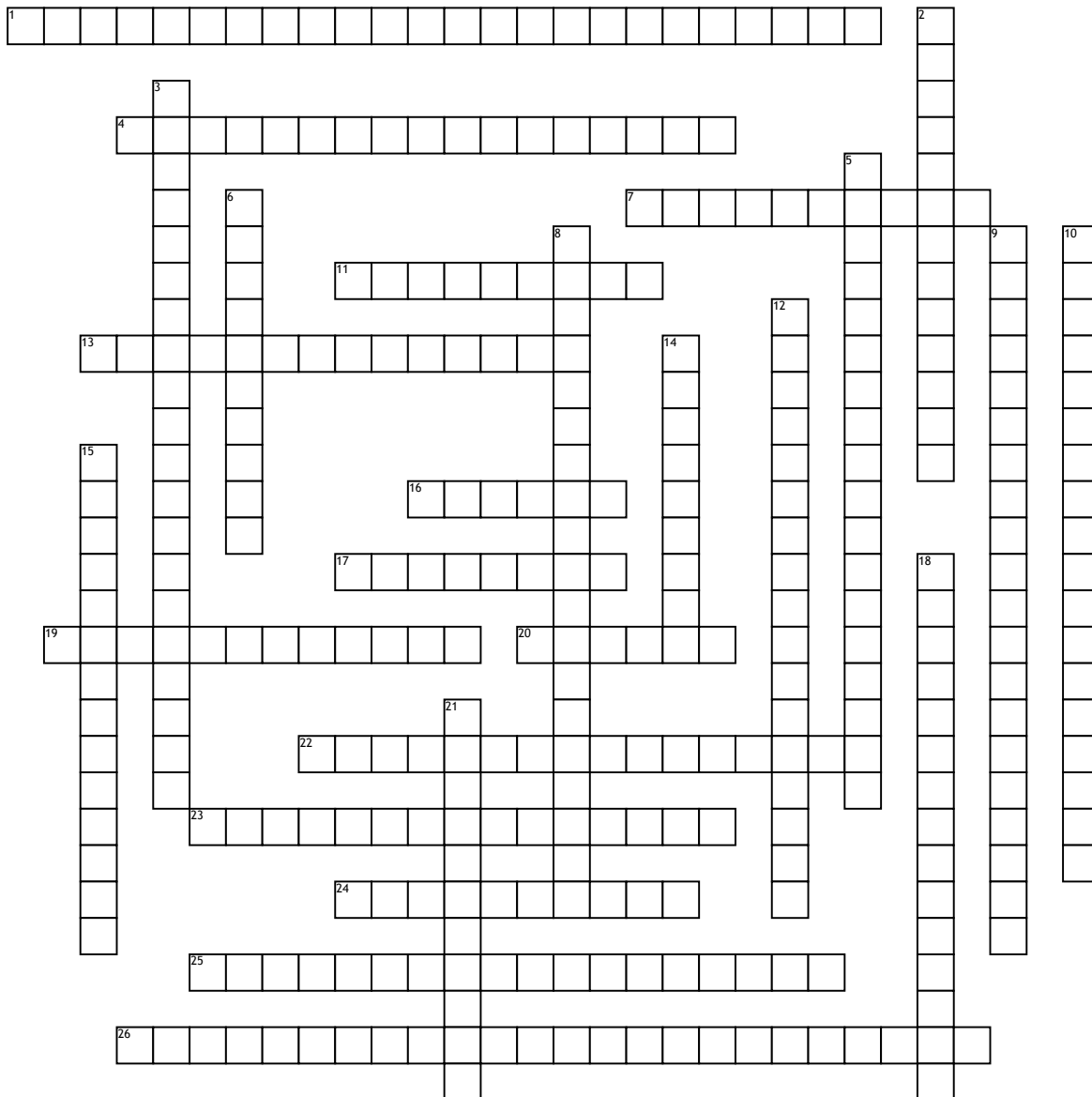


Name: _____

Date: _____

MARKETING IN AGRICULTURE - UNIT 34



Across

1. advertising designed to create a favorable image of the firm or institution
4. organization licensed to manage the buying and the selling of commodities
7. a fee for caring for animals until they are sold
11. people who use a product
13. a stockyard that acts as a place to hold animals until they are sold to another party
16. the quantity of a product that is available to buyers at a given time
17. setting the price of a new product for unusually high profits at first, when affluent and willing customers are available
19. groups of producers who join together to market a commodity and/or to purchase supplies

20. the amount of a product wanted at a specific time and price

22. initial step in the futures market
23. pricing to buyers with special desires for quality, fashion, or image

24. person who conducts the sales at auction markets

25. advertising that focuses on the product itself

26. use of online videos of livestock offered for sale at a distant location

Down

2. legal framework for sellers and buyers to buy and sell futures contracts

3. categories of information about preferences of consumers or potential consumers

5. a strategy where price is set below that of competitors

6. fee for selling a product

8. occurs when several steps in the production, marketing, and processing of animals are joined together

9. a strategy designed to make a price seem lower or less significant.

10. the marketing of a product through a middleman

12. commodity offered for sale at prices below the cost level

14. people who handle an agricultural product between the farm and the consumer

15. markets where products are sold by public bidding

18. the selling of a product directly to consumers.

21. refers to the selling of animals directly to processors by the producer