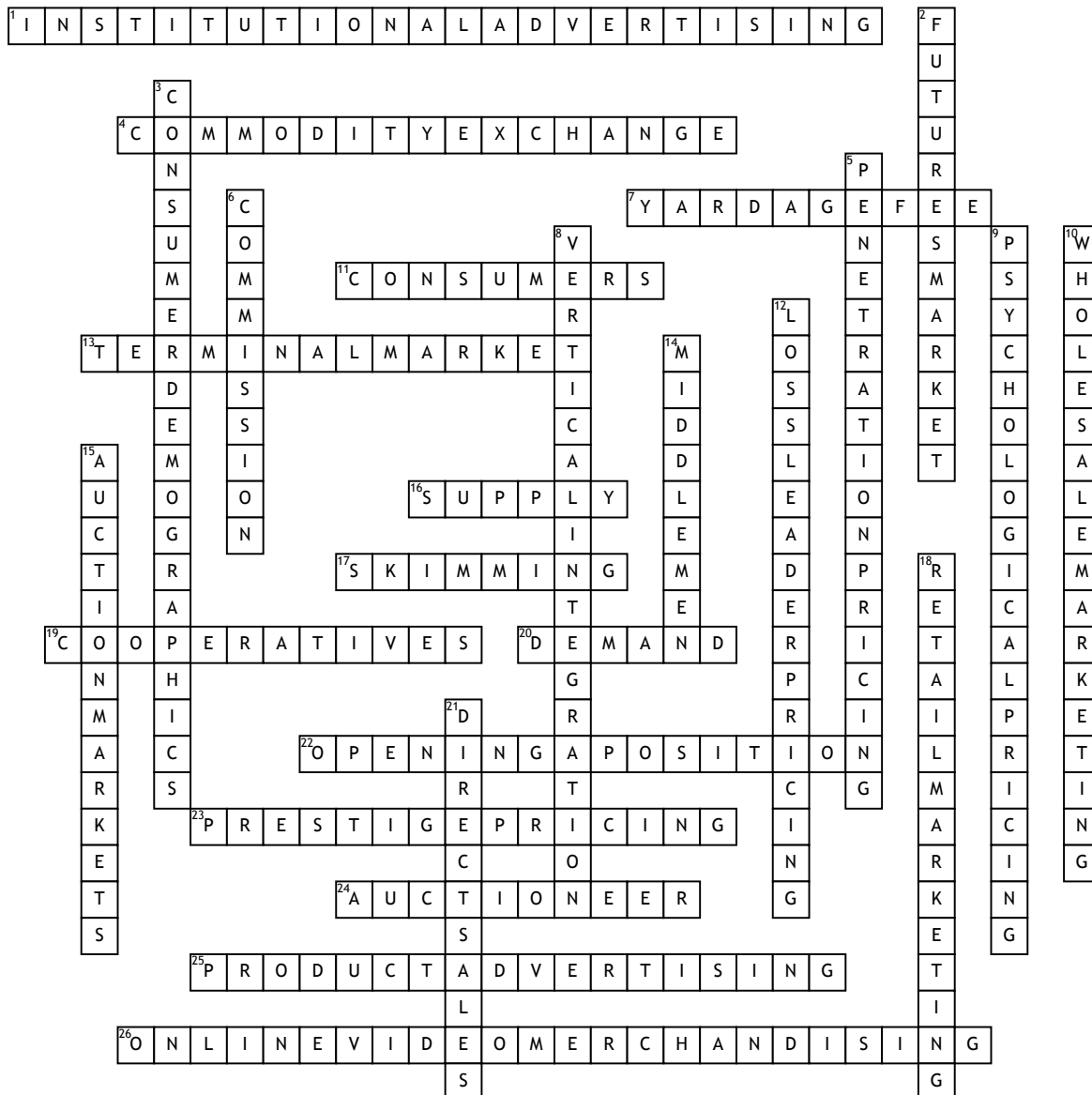


MARKETING IN AGRICULTURE - UNIT 34



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