



P-Glossary



Niche Agricultural Marketing

Niche agricultural marketing is the specialization of customers and agrifood products under innovative segmentations of the market. The marketer maneuvers to gain special recognition of the product and communication with the customers. The marketer has the ability to negotiate favorable pricing with customers. The product, customer, production, and delivery of the product are personalized. It is the opposite of bulk, commodity trade in mainstream marketing. Niche market production is generally small by definition. But the most distinct feature of niche marketing is the very high inherent value that has been added in the supply process. Niche food markets have grown tremendously in recent years. These markets are very attractive targets for small food producers and processors who naturally find it difficult to compete with large, multinational companies in more traditional markets. Exotic new fruits and vegetables, organic items, and specialty ethnic or lifestyle items all appear to be preferred by growing numbers of consumers and all have the potential to offer profitable niche markets for small farmers.
