



**AgEcon** SEARCH  
RESEARCH IN AGRICULTURAL & APPLIED ECONOMICS

*The World's Largest Open Access Agricultural & Applied Economics Digital Library*

**This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.**

**Help ensure our sustainability.**

Give to AgEcon Search

AgEcon Search  
<http://ageconsearch.umn.edu>  
[aesearch@umn.edu](mailto:aesearch@umn.edu)

*Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*

# Promotion in the Marketing Mix: What Works, Where and Why

Proceedings from the NEC-63 Conference

Toronto, Ontario • Canada • Spring '94

*Sponsored by*

The Committee on Commodity Promotion (NEC-63)

The Dairy Farmers of Canada

Department of Agricultural Economics and Business, University of Guelph, Canada  
and the National Centre for Promotion Research, Cornell University, USA



**Canadian Cataloguing in Publication Data**

Main entry under title:

Promotion in the marketing mix: what works, where  
and why: proceedings from the NEC-63 conference,  
Toronto, Ontario, Canada, spring '94

Proceedings of a conference held Apr. 28-29, 1994  
and sponsored by the Committee on Commodity  
Promotion (NEC-63) --- et. al..  
ISBN 0-88955-404-8

1. Farm produce - Canada - Marketing - Congresses.
  2. Farm produce - United States - Marketing - Congresses.
  3. Produce trade - Canada - Congresses.
  4. Produce trade - United States - Congresses.
- I. Goddard, Ellen Willoughby. II. Taylor, Daphne S. (Daphne Sheila), 1961- . III. Northeast Regional Committee on Commodity Promotion Programs. IV. Ontario Agricultural College. Dept. of Agricultural Economics and Business.

