

Subject: Farmers are trying to find their niche in the marketplace

Story summary: Low prices for mainstream agricultural products are causing farmers to pay more attention to niche markets, the specialty products and gourmet foods that do well in a booming economy.

TRT: 1:59

Suggested lead: Many farmers are finding new opportunities and better profits in so-called niche markets. Stewart Truelsen reports on the trend.

Suggested supers:

Carl Loop
Florida Farmer
@:13

Tommy Lee
Florida Farmer
@:42

Lorie Bushey
New Hampshire goatherd
@1:23

Courtney Haase
New Hampshire goatherd
@1:38

Stewart Truelsen
Reporting
@1:48

Farmers are trying to find their niche in the marketplace
Stewart Truelsen, reporting
March 23, 2000

<p>Florida greenhouse grower Carl Loop reaching for potted begonia, Roomful of foliage plants, close-ups of plants and blooms</p>	<p>VO/ THIS FLORIDA FARMER FOUND A NICHE IN PRODUCING HIGH-QUALITY FLOWERS AND FOLIAGE PLANTS FOR FLORISTS AND BETTER GARDEN CENTERS. IT'S A BLOOMIN', BOOMIN' BUSINESS.</p>
<p>Cover first sentence of Loop soundbite with Loop reaching for leaf of foliage plant, close-up of leaf / Back to Loop to key name, Carl Loop Florida farmer</p> <p>cover last :10 with woman pricing and boxing plants/ pan of cartons of plants/</p>	<p>SOT/ WE WORK VERY CLOSE WITH OUR CUSTOMERS. WE HELP THEM DECIDE WHAT THEY ARE GOING TO NEED. IN FACT SOME OF OUR SALESMEN WILL GO IN OUR RETAIL FLOWER SHOPS. THEY'LL CHECK THEIR INVENTORY, DECIDE WHAT THEY ARE GOING TO NEED, UNLOAD IT, PUT IT IN THERE AND COME OUT.</p>
<p>Tommy Lee reaching into bag of potato chips/ Tommy Lee Florida farmer</p>	<p>SOT/ THAT IS THICKER, CRISPIER AND CRUNCHIER Mmmmm! THAT IS GOOD.</p>
<p>Close-up of bag/ Tilt up of display/</p>	<p>VO/ THIS POTATO FARMER ALSO FOUND A NICHE MARKET---KETTLE-STYLE POTATO CHIPS SEASONED WITH LOCALLY—GROWN, HOT, MINORCAN DATIL PEPPER.</p>
<p>Tommy reaching for barrel and rolling it/</p>	<p>SOT/ THE FIRST WAY THEY SHIPPED POTATOES BACK IN THE OLD DAYS WAS BY POTATO BARRELS. THEY WOULD CATCH THE BARREL FULL AND ROLL IT OVER.</p>
<p>UPS cartons/ truck/</p>	<p>VO/ LEE SHIPS ALL OVER BY UPS OR BY TRUCK TO FLORIDA MARKETS.</p>
<p>Tommy reaches into safe/</p>	<p>SOT/ THIS IS WHERE WE KEEP OUR SECRET INGREDIENTS. THIS IS OUR MINOROCAN DATIL PEPPER, THAT</p>

	WE USE ON OUR...
potato digging	VO/ BUT A FARMER DOESN'T NEED SECRET INGREDIENTS OR A LARGE INVESTMENT TO BE PART OF THIS NICHE MARKET TREND.
Lorie Bushey New Hampshire goatherd Cutting soap and bar of soap in her hand	SOT/ THIS IS NEW HAMPSHIRE PERSONIFIED IN MAY. THIS IS EXACTLY WHAT IT SMELLS LIKE AND PEOPLE LOVE THAT.
Several goats along fence to be petted/	VO/ THESE NEW ENGLAND FARMERS FOUND A NICHE MAKING SOAP FROM GOAT'S MILK.
Lorie Bushey soundite	SOT/ PEOPLE WHO REALLY WANT TO PROMOTE THE SMALL FARMS LOVE TO BUY THE SOAP BECAUSE THEY KNOW THAT'S EXACTLY WHAT IT'S DOING.
Courtney Haas folding cheese into cloth to hang it/	VO/ WHATEVER THE REASONS, DEMAND IS GROWING FOR SPECIALTY ITEMS, NATURAL PRODUCTS AND GOURMET FOODS LIKE GOAT CHEESE AND CHEESE SPREAD.
Making cheese spread/ Courtney Haase New Hampshire goatherd	SOT/ WE HAVE FOUND THAT WHEN PEOPLE BUY MY CHEESE OR MY MILK THEY WANT TO KNOW WHY YOU ARE DOING IT. THEY WANT TO CONNECT TO YOUR PHILOSOPHY AS WELL AS TO YOUR FOOD.
tilt down from New Hampshire sign to Nunsuch sign/ milk pails/ Adjusting milking equipment, patting goat/	VO/ NICHE MARKETS PROVIDE NEW OPPORTUNITIES FOR EXPERIENCED FARMERS, AND THEY ARE ATTRACTING NEW PEOPLE TO FARMING, LIKE THIS FORMER NUN. I'M STEWART TRUELSEN REPORTING.