

Participating States:

Colorado	Georgia	Illinois	Indiana	Iowa
Kentucky	Michigan	Mississippi	Nebraska	New York
Ohio	South Carolina	Washington DC		



See YOUR Business “In the Spotlight!”

As the New Year begins, we’re looking for businesses to feature in our **Spotlight**. How have you used MarketMaker and how has it benefited your business? Did you find markets for your products in Market Search? Did you connect with a business because of a listing on MarketMaker? Have you noticed increased business since listing on MarketMaker? We’d like to hear your story and share it in a future **Spotlight**.

Put your business “in the spotlight!” Email your experiences to Sandy at marketmaker@extension.uiuc.edu

Colorado Pavilion at PMA Fresh Summit includes MarketMaker

The 2009 Colorado Pavilion at the Produce Marketing Association’s FRESH SUMMIT trade show in Anaheim, California in October included the National MarketMaker terminal. The interactive display was available so all show attendees could experiment and become familiar with this new tool in connecting buyers and sellers.



The Fresh Summit show is one of the largest international events solely dedicated to fruits, vegetables, and floral and draws more than 17,000 attendees from 50 countries annually. The scope and energy of Fresh Summit is astounding. There is no other show like it in the United States. Attendees, from the entire supply chain, pack the convention center to learn about and find new sources and suppliers.

“At a trade show it’s important to be able to connect with visitors, whether from the U.S. or worldwide using the latest technology,” stated Tim Larsen, Senior International Marketing Specialist with the Colorado Department of Agriculture. “Providing a single website where our visitors can reconnect with every supplier is critical in today’s marketing. Few visitors will carry home the literature from the 800 exhibitors, but a website provides access to those companies and is quickly becoming the easiest way for companies to stay connected.”

Colorado Commissioner of Agriculture, John Stulp, is seen at the MarketMaker display at the 2009 PMA Fresh Summit show.

Ohio MarketMaker Update



Due to significant demands for local food, Ohio has the opportunity to gain more from the food economy by improving efficiencies in connections between food producers, buyers and others in the food chain.

Ohio MarketMaker, <http://ohiomarketmaker.com>, was launched in March 2008 as a collaborative effort to support Ohio's food industry, improve access to local food and keep more food dollars in the regional economy.

As part of a growing national network, Ohio MarketMaker is an easy to use web-based resource already used by thousands of food producers, buyers, and others in the food supply chain. This electronic infrastructure combines easy-to-use information that food businesses need, including demographic, food consumption and business profile data that can be mapped to show concentrated markets and strategic business partners.

This resource is accessible and free to all Ohioans thanks to the partnership and support of Ohio State University (OSU) Extension. The Ohio Department of Agriculture/Ohio Proud, Ohio Farm Bureau/Our Ohio, the Center for Innovative Food Technology and other organizations. With leadership from OSU Extension, the Direct Marketing team continues to develop, provide education and evaluate the Ohio MarketMaker program.

Social Media and the Food Industry

Keep up-to-date with the social media world! MarketMaker newsletters will feature articles by some social media professionals...



Michele Payn-Knoper is a Certified Speaking Professional. She founded Cause Matters Corp to help give a voice to the people who feed the world. Michele created #Agchat, a weekly streaming conversation that has brought together people in the business of raising food, feed, fuel, and fiber on Twitter. She believes social media will help you build a stronger connection between the farm gate and consumer plate.

Also joining us is **Rich Schell**. Rich is an attorney, author, and adjunct instructor in Green Law, Food Law, and Law for Illinois Agricultural Entrepreneurs. He grew up in a multi-generational farm family in Northern Illinois. Rich writes and speaks frequently on issues related to food and farm including compliance, risk management, and immigration issues. He will be posting blogs on the MarketMaker Blog in the near future. Look there for what he has to say.

Translating the Twittersverse

By Michele Payn-Knoper



Have you tweeted your tweeps in your Twub or checked out your twinfluence? If this leaves you scratching your head, it's time to put a new tool in your toolbox. After all, Twitter has been the media darling of 2009 and now agricultural media outlets are regularly featuring the tool, so why not understand the basics? Moreover, if you understand the landscape (and the crazy vernacular), you can search and find a plethora of useful information Twitter – even if you don't have a profile.

In order to make Twitter more approachable, look at it as a large party or coffee shop; there are hundreds of conversations (tweets), millions of new people to meet (following) and different rooms to go to find those with similar interests (hashtags). Some people in my webinars and trainings have mentioned that they don't know why these people are following them. Twitter is not a permission based system; it is not designed for you to only interface with those you know, but share information with a wider circle. Your community (followers) grows as you share information (re-tweet) and interface with people regularly (tweets or chats). Read more at:

<http://causematters.wordpress.com/2009/10/08>

Why Social Media and Local Food Go Together Like Butter & Fresh Sweet Corn

By Rich Schell, J.D.

If the tie between new media/social media and local food and agriculture did not already exist, it would have to be invented. Just as farmers' markets allow producers to sell to consumers without a brick and mortar grocery store, new media/social media channels allow people to create their own platforms to communicate directly through the internet with their own content. The vehicles are increasingly familiar: Blogs, YouTube, Podcasts, Twitter, Facebook, and Email Newsletters.



For local food producers, selling directly to consumers could be familiar territory. What's new and exciting in this picture is that social media gives growers a platform to reach consumers directly and easily. Websites in the beginning were expensive and hard for non technical people to update; blogs on the other hand are cheap, fast and easy. Putting new content on websites required someone who knew html, but if you can send an email, you can put content on your blog. For example, I blog at www.schellacres.com. The blog allows me to reach readers without a magazine or newspaper and lets me post audio clips without an interview done at a radio station. Another example is the publication I wrote on selling food directly, [A Legal Guide to Illinois Laws Governing Direct Farm Marketing](#). It used to be only available in print but, now it's available as a pdf from a couple of sources including: <http://www.nationalaglawcenter.org/assets/linkstorage/illinois-farmermarket.pdf>

In 2007, I posted a commentary about Chuck Zimmerman's site Agwired (www.agwired.com) on my blog at www.schellacres.com. Chuck was one of the first people in agriculture who went into social media in a big way. He was a pioneer in using podcasting, videocasting and offering blogging services to the farm community.

When I talked with him we both focused on the book [The Long Tail Why Selling More Of Less Is The Future](#) by Chris Anderson. The book title refers to the small part of a bell curve distribution. This is the thin part at the furthest edges. The fat part of the curve is where 90 percent of the product usually is sold— as the book illustrates, think of buying CDs at Wal-Mart vs. Amazon. Wal-Mart stocks the top 10 CDs and counts on selling a lot of them. Amazon stocks almost every CD and sells less of a lot more categories. Amazon, of course, could not exist without the internet. The internet and their low cost storage facilities make it possible for Amazon to hold inventory until it is sold. The local food parallels are similar—a website/blog makes it possible to give the market the detail on how to buy local food—cheaply and relatively easily. This applies even if most of the food by volume still goes through supermarket channels.

But, the change is a lot more than just a way of getting the word out, the internet also allows local food providers to be able to build a community around their food. Facebook, Twitter, and email newsletters all can help local producers build a following. The good news is that local food purchasers seem to want to connect in virtual and real communities. These people like to get to know each other and their local food producers. For more info on social media and where it fits into farming, see my interview with Chuck Zimmerman at <http://agwired.com/2009/12/30/chicago-farmers-thoughts-on-social-media/>.

Follow MarketMaker on [Twitter](#) and [Facebook](#).

Ohio MarketMaker Survey Report

Exploring impacts of improved marketing practices

This report is one of three reports associated with the project, "Exploring and improving marketing practices and regional market access for Ohio's food producing farmers". This third phase included web-based survey research to further study the impacts of improved market access. Consistent content included perceptions on overall marketing performance improvement in the last year, specific marketing improvements during the last year, the level of involvement with [Ohio MarketMaker](#), the perception of MarketMaker as a tool to keep more food dollars in the regional economy, and significant marketing priorities for the next year.

Based on responses by registered MarketMaker users, findings showed:

- More than 50 percent of producers reported that their overall marketing performance improved somewhat or quite a bit during the past year.
- Nearly 50 percent of farmers' markets reported their overall marketing performance improved quite a bit or extremely during the past year.
- The majority of producers, farmers' markets, and direct marketing team members shared a positive perception of MarketMaker's benefit of helping keeping more food dollars in the regional economy

Ohio Governor, Ted Strickland, helped launch Ohio MarketMaker in March 2008 as the 10th state in the growing MarketMaker national network. He states, "Connecting producers and buyers means more unique, local, fresh Ohio products will be on our store shelves and on our restaurant plates." More than 5,000 unique visitors used [Ohio MarketMaker](#) in 2009. For the full report, [click here](#).



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MarketMaker Tips & Pointers:

Setting up a User Account / Updating Information

It's the beginning of a new year and a good time to make sure your information is updated on MarketMaker! You may or may not have a User Account set up. What is a user account for, you ask? A user account gives a business the ability to make changes to their current information. If your products, address, description, etc. changes, you can log into your information and make corrections instead of having to contact MarketMaker staff to do it for you. You can also post ads for products you have for sale as well as see the number of views that have occurred on your MarketMaker profile.

To request a user account, go to **National MarketMaker** – <http://national.marketmaker.uiuc.edu> – and click on your state. Once at your state's site, click on **Register/Log In** on the left side of the page. On the next page, click on **Request Account Access**. Fill in the 4 pieces of information and hit submit. An email will be sent to you that contains the username and password assigned. Once you receive it, log into your user account and change the password to something you can remember.

If you already have a user account and forgot the password, follow the directions above except click on **"Forgot Password?"** instead of Request Account Access. Enter the username assigned to you and submit. A new password will be emailed to you.

If you already have a user account but can't remember your username or password, click on **Request Account Access** and complete the information needed. Your old user account will be deleted and a new one set up with a new username and password. An email will be sent containing this information.

New Farms & Businesses on MarketMaker



Since the November newsletter, 135 new farms and businesses have registered on MarketMaker. Some could be from YOUR state! To see new registrations, visit the **What's New in MarketMaker** webpage at <http://national.marketmaker.uiuc.edu/whatsnew.php>. Here you can find specific information on each of the businesses - the type of business they are, the contact person, where they are from and much more. Click on their business' name and you will see their complete profile. Make sure to also click on "Last 30 Days" beside the table's title to see the most current registrants.

On this webpage you will also be able to see the latest MarketPlace listings, most viewed MarketMaker Businesses, and the latest MarketMaker News.



[MarketPlace Buy & Sell Forum](#) is where farms and businesses can place an ad for products/services they have to sell or products they want to buy. There is no cost to post an ad. The following types of ads are currently listed on the Forum:

Looking to Buy

- Organic Frozen Fruit

Looking to Sell

- Fish/Seafood – Prawns/Catfish
- Eggs
- Sauces – Jams/Jellies
- Other Miscellaneous Foods – Garlic, Pickles, Pies
- Other – Homemade Soap, Lotion, and Candles, Antique Apple Sorting Equipment, Hydroponic plant growing systems

Services

- Lodging
- Consulting/Marketing Services
- Aquaculture Equipment
- Jam Maker needed
- CSA Applications being accepted

To check out the specific ads, go to the [MarketPlace Buy & Sell Forum](#) website and click on the specific area or ad you are interested in. The web address is http://www.marketmaker.uiuc.edu/marketplace_home.php

Contact Information

Email: marketmaker@extension.uiuc.edu

Web: <http://national.marketmaker.uiuc.edu>

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