

MarketMaker Farms & Businesses in the Spotlight

Lavender Hills of Kentucky

Lavender Hills of Kentucky is a family owned and operated lavender farm in its fifth year of operation. Located in the northern Kentucky county of Bracken, this family farm was established in 1965 with tobacco and cattle being the main source of income. Over forty years later, their goals have changed to include the production of lavender.

Three generations have come together to begin the first commercial lavender farm in Kentucky! Lavender is a lovely flower used for many decorative items as well as an herb used in many recipes from entrees to desserts. Their first year consisted of plans and plantings. They established their first field with Grosso plants in June 2005 with their first harvest in June 2006. They now have over 600 lavender plants and 15 varieties.



Their on-farm gift shop also opened in 2006, and they carry a wide variety of lavender products for the kitchen, bedroom and bath. They also carry cleaning products, culinary products, and beauty products. Fresh lavender is available during June and July, and their lovely dried bundles are available all year round.

When asked why they registered on MarketMaker, Judy Brothers said, "Being listed on MarketMaker opens doors for a small business like us that are otherwise closed. We need exposure and MarketMaker gives this to us. I placed an ad on MarketMaker and received 1,576 hits in a 3 month period. I will continue to list my 'Kentucky Proud' product on this site."

To learn more about Lavender Hills of Kentucky, visit their website at:
<http://www.lavenderhillsofkentucky.com/>



TELL US How You Use MarketMaker – Be “Spotlighted” in our Newsletter

Tell us how you have used MarketMaker. We'd like to hear your story and tell about it in a future **Spotlight**. How have you used MarketMaker to improve your business? Did you find markets for your products by doing a market search? Were you able to connect with a business because you found their listing on MarketMaker? Did you have new business because the customer found your listing on MarketMaker?

Let us know the successes you have had because of MarketMaker. Email your experiences to Sandy at sshetler@illinois.edu You just might be our next business “in the spotlight!”

Website Links Agricultural Markets in Two More States and Washington DC

National Food MarketMaker recently added Colorado, South Carolina, and Washington, D.C., to their growing online network on the National Food MarketMaker website. MarketMaker now includes 12 participating states plus Washington, D.C.

The national website located at national.marketmaker.uiuc.edu is a portal to all of the participating states.

"The site was created in 2004 by University of Illinois Extension with the intention of building an electronic infrastructure that would more easily connect food-producing farmers with economically viable new markets," said U of I Extension marketing specialist Darlene Knipe. "It's currently one of the most extensive collections of searchable food industry-related data in the country. And all the information can be mapped and queried by the user." [Read More](#)



What They're Saying about MarketMaker - Testimonials

Wal-Mart US

The world's largest grocery company is making a commitment to buy more locally grown produce but doesn't have an easy way to find new sources. MarketMaker offers Wal-Mart a way to connect with farmers. Over 45 Wal-Mart buyers have been trained to use MarketMaker as a tool to find locally grown food.

Ron McCormick, VP of Produce & Floral, WalMart Corp. was quoted in an interview with the Illinois Farm Report:

"We are so excited about MarketMaker because we think it bridges lots of the gaps. Wal-Mart has a relatively small buying team for the volume that we buy and for the sheer number of growers that are out there. Many don't have a history of doing business with big retailers but we think they have great potential. MarketMaker has the ability to help us connect to farmers we wouldn't have a way of connecting to in the past. The miraculous MarketMaker database that is being built will help us manage all those relationships."

Ohio State University's Office of Campus Dining Services - Ohio

Mark Newton, executive chef of Ohio State University's Office of Campus Dining Services plans to use Ohio MarketMaker to build local relationships with farmers and others in the food industry.

"We serve 25,000 to 30,000 meals a day, so sometime it's a challenge to meet and maintain that volume. But I can use MarketMaker to help fill those needs and also find local specialty items. I can click on the button and find local farmers who are selling basil. MarketMaker contains a wealth of business information that I never knew existed in Ohio."

Rotthoff Strawberry Farm – Pennsylvania

Rotthoff Strawberry Farm used MarketMaker's Buy/Sell Forum in 2008 to advertise equipment they had for sale. Here is what Virginia Rotthoff said about MarketMaker:

"Thank you so much-We read about this site when it was first introduced and started using it. Was so happy to sell two pieces of equipment last year. Once again Thank you."

MarketMaker as a Catering Tool in Kentucky

Due to the soaring popularity of farmers' markets and CSAs, we focus much of our energy and resources on developing and supporting these direct channels. Universities are immersed with consumer research, in an effort to "profile" direct market shoppers and obtain valuable insights about their behaviors. As a result, it has been consistently determined that the locavores make decisions based, in varying proportions, on social responsibility. And, that's exactly the reason why caterers and independent foodservices have shown growing interest in offering local fare.

Caterers and small foodservices are vastly different than the institutional buyers we immediately think of when it comes to banquets, weddings, conferences, and the like. These operations are practically free from corporate restrictions, leaving them the flexibility to adjust plate costs, menu items, preparation techniques, and just about anything else if it means landing the contract. As consumer choice is shifting, and interest in local food is increasing, so is the demand for local businesses or services.

So, when it comes to buying locally produced food, what's the big hold up with caterers and independent foodservices? They don't know where to start. [Read More](#)

MarketMaker Tips & Pointers: How to Post an Ad on MarketMaker

It's the time of year that gardens are plentiful and you may have excess product to sell. Why not post an ad on the MarketMaker Buy Sell Forum to help you sell it? It is **FREE** and easy to do.

1. First, you have to have a user account for your business. If you don't, request one by going to the **Register/Log In** page, click on **Request Account Access** and enter the information requested. Your user account information will be emailed to you.
2. Once you have your user account information, log in by inserting it in the **Members Area** of the Login area. After logging in, you will be in your **Members Area**.
3. To post your ad, click on **My MarketPlace**. Click on **New Ad**. You will see a page similar to the one on the right. Select the **Category** – Looking to Buy, Looking to Sell, Services, Transportation.
4. Insert a Title for the product you have to sell/buy.
5. Write a complete description of the product. Use the Formatting tool to make your text look more professional. You can add bolding, font color, lists, etc. to your information.
6. Enter your **Product Availability** by inserting the start and end date when you will have product to sell or when you are looking to buy.
7. Determine the number of days you want your ad to run (7 – 90 days) and select it from the drop down list. Click **Continue**.
8. You can post up to 5 images with your ad. Make sure you resize them before trying to upload. They can't be any larger than 400x400 pixels and 300 KB in size. If you don't have a program to edit your images, there is one included on the image page. Once they are the correct size, browse on your computer for the image you want to insert. Once you have selected it, click **Upload** to send it to our server. You will see a small version of the image uploaded below where you entered the image location. Enter all images you want included, then click **Continue**.

The screenshot shows the 'Create New Ad' form. At the top right is the title 'Create New Ad'. Below it, the 'Category' is set to 'Looking To Buy'. The 'Title' field is empty. The 'Description' field has a rich text editor toolbar. Below the description are 'Product Availability' fields for 'Start' and 'End' dates, each with a 'Calculate' button. At the bottom left is the 'Ad Duration' dropdown menu with a 'Calculate' button.

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9. You will see the **Ad Preview** next. Look over everything to make sure everything is okay. If you see some changes needed, click on **Edit** to take you back to the area where the problem is. Once all is okay, click **Submit** to complete your ad submission.
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New Farms & Businesses on MarketMaker

Since the June newsletter, over 185 new farms and businesses have registered on MarketMaker. Some could be from YOUR state! To see the new registrations, visit the **What's New in MarketMaker** webpage at <http://national.marketmaker.uiuc.edu/whatsnew.php>. Here you will be able to find specific information on each of the businesses like 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 all of the registrants since our last newsletter.

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 ads have been posted in the last month and are still active at the time of this email.

LOOKING TO BUY

Product	State	End Date
Dairy tanks	Colorado	7/24/2009
We buy Grain for animal consumption-Texas	Illinois	9/4/2009
2009 Vendors Wanted!	Illinois	9/21/2009
Straw	Kentucky	10/2/2009
Local Unique Food Manufacturers and Farmers	Michigan	8/26/2009
Hull-less oats	New York	7/15/2009
Oat dehulling & rolling equipment, grain cleaning and grinding equipment	New York	7/15/2009
Slaughter goats	New York	8/25/2009
Grain Cleaning and Milling Equipment	New York	10/11/2009
FRUITS AND VEGETABLES	South Carolina	9/12/2009

LOOKING TO SELL

Small cell bees/package and nuc's-Georgia	Illinois	8/16/2009
Goat Meat For Sale	Illinois	9/13/2009
FoodBooks Series!	Illinois	9/15/2009
Eggs-Illinois	Illinois	9/15/2009
2 Maschio R3 Heads, Wattsburg, PA	Illinois	9/20/2009
Labels and Labeling Guns	Illinois	9/22/2009
Naturally Raised Farm Fresh Beef	Indiana	7/29/2009
Fresh Purslane & Lambsquarter	Indiana	10/12/2009
All Natural BBQ Sauces	Iowa	9/21/2009
Farm fresh produce	Kentucky	7/15/2009
Kentucky Proud Farm Raised Domestic Fryer Rabbits	Kentucky	7/19/2009
Homegrown Produce	Kentucky	7/23/2009
Dried Lavender Bundles	Kentucky	8/8/2009
The Writer's House	Kentucky	8/29/2009
Garlic bulbs	Kentucky	9/2/2009
Meade County Farmer's Market	Kentucky	9/7/2009
Small batch natural ice cream	Kentucky	9/15/2009
McQuerry's Flatwoods Farm Herbs - N - Heirloom	Kentucky	9/17/2009
Hydroponic Lettuce	Michigan	7/19/2009
Frozen Fruit	Michigan	8/10/2009
Wine	Michigan	9/20/2009
Alfalfa-hay	Michigan	10/3/2009
All Natural Herbal Soap & Salves	Michigan	10/10/2009
Senepol Bull	Mississippi	8/17/2009
FRESHWATER PRAWNS & CATFISH FILLETS	Mississippi	9/19/2009
Eggs - Organic, pastured, free-range, humanely raised	New York	7/23/2009
Chicken - Organic, pastured, free-range, humanely raised	New York	7/23/2009
40 LBS Grass Fed Beef Sampler Package	New York	8/5/2009
Clun Forest sheep and crossbreds	New York	8/11/2009

Clun Forest sheep and crossbreds	New York	9/3/2009
Fresh Salsas and Bruschetta Topping	New York	9/5/2009
Serenity Acres Farm	New York	9/29/2009
Locally raised beef for sale	Ohio	7/15/2009
Organic herbs	Ohio	9/25/2009
Mill Creek Pheasant	Ohio	9/26/2009
Roaster Lambs	Ohio	10/5/2009
USDA Chevron Goat Meat	South Carolina	8/12/2009
Goat Meat	South Carolina	8/12/2009
Hyman Vineyards' Local Muscadine Wines	South Carolina	8/23/2009
Hyman Vineyards "Summer Special" - Muscadine Capsules	South Carolina	8/23/2009
Bath and Body products	South Carolina	9/3/2009
All-Natural Soy Lotion Candles	South Carolina	9/3/2009
Handcrafted goat milk soaps	South Carolina	9/3/2009
Grade A Goat Milk (raw)	South Carolina	9/3/2009

SERVICES

Product	State	End Date
A Place to Market your Georgia Made Georgia Grown Products	Georgia	8/6/2009
Food and food related products broker-Chicago Metro	Illinois	9/15/2009
Post Harvest Plastic Bins-Michigan	Illinois	9/15/2009
A Fresh Approach to Food Marketing-Ohio based	Illinois	9/15/2009
Riverside Marketplace	Indiana	8/31/2009
AQUACULTURE EQUIPMENT & SUPPLIES	Mississippi	9/20/2009
Luxurious Lodging in Rural Setting Close to Cornell and Ithaca	New York	8/24/2009
Tremont Farmers' Market	Ohio	8/23/2009

To check out any of the ads posted here, go to the [National MarketMaker](http://national.marketmaker.uiuc.edu) website and click on the MarketPlace Buy Sell Forum logo. Web address is national.marketmaker.uiuc.edu

Contact Information

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