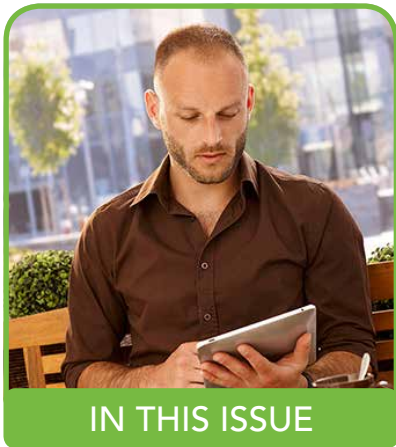




# MARKET MAKER™

Linking Agricultural Markets



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## YOUR FEEDBACK HELPS US IMPROVE MARKETMAKER

Based on your feedback, the national MarketMaker website will soon have a new look and even greater capabilities to connect your business to the national food supply chain. The video demonstration below showcases MarketMaker's soon-to-be enhanced search functionality and improved user registration process.



[Click here to watch the video demonstration.](#)

The national MarketMaker website will be accessible to both registered and non-registered users, using its eye-catching, user-friendly design to attract new registrants and better serve the needs of existing users.

Basic and advanced searches will be possible using the new search functionality. You will be able to search by state and product, or perform an advanced search by selecting additional options from the county, business type, and qualities or certifications drop-down menus. The website will use geolocation to detect where you are and indicate the distance from your current location to the businesses found, even offering driving directions. Additionally, you will be able to sort your search results by relevance, distance, or alphabetically.

*Continued on page 2*

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The simplified registration process will grant new users immediate access to the national MarketMaker network in four quick steps.

- Enter email and password
- Enter business contact information
- Choose business categories
- Select account preferences

Update this information and your MarketMaker profile often to keep your connections informed on the latest news about your business. Your business profile will offer the opportunity to manage the information displayed to the public, making it an essential tool for building your brand online.

MarketMaker and Riverside Research continue to find innovative ways to improve the user experience based on your feedback. Stay tuned to the monthly MarketMaker Newsletter to find out when these beneficial changes will be implemented and to learn about the latest developments.

## MARKETMAKER CELEBRATES 10 YEARS

In honor of MarketMaker's ten year anniversary, we plan to recognize significant milestones in the program's history each month.




Chicago Area Minority Population

- MarketMaker in 2000
- First mock up of MarketMaker concept
- Developed to teach the concept of target marketing to farmers
- Non-interactive static illustrations for classroom use

MarketMaker in the Beginning...  
Before it was MarketMaker

Before the inception of MarketMaker in 2000, researchers at the University of Illinois at Urbana-Champaign, Richard and Darlene Knipe, developed a concept to teach farmers about target marketing. Using non-interactive, static illustrations, the concept was only intended for classroom use.



- MarketMaker in 2001
- Designed as an Illinois-based site for livestock and meat industry
- Beta version never functioned

2001... An Experiment

One year later, the original concept had developed into an idea for a website. The first beta site was created as a tool for Illinois-based livestock and meat industry members, but never functioned.



- First live site
- One state (Illinois)
- 38,000 Food businesses
- 12 Farmer profiles

MarketMaker, 2004

In 2004, MarketMaker came to life for the first time with the launch of the first live website. The website connected 38,000 Illinois-based food businesses and included 12 farmer profiles.

Check out next month's MarketMaker Newsletter to learn how the program has evolved since the launch of its very first website.

## MARKETMAKER CO-FOUNDER RICHARD KNIPE RECEIVES 2014 FRIEND OF 4-H AWARD

MarketMaker Co-Founder Richard Knipe was honored with the 2014 Friend of 4-H Award by the Illinois 4-H Foundation on September 5. The award presentation took place in conjunction with the ACES College Connection program at the Hilton Garden Inn and Conference Center in Champaign, Illinois.

Richard, who began participating in 4-H at just ten years old, has supported the Illinois 4-H Program for over 30 years. He spent eight years as coordinator of the Illinois 4-H Livestock Judging Program and coach of the state 4-H judging team. During that time, he also created a volunteer coaching system that drives the development of some 2,000 youth across the state of Illinois annually.

When ethical behavior in 4-H livestock shows became an issue in the late 1990s, Richard took action. He joined forces to develop a series of 4-H and Future Farmers of America quality assurance and ethics clinics. These clinics became a requirement for all youth livestock exhibitors and then became a national model for livestock youth programs. Richard was invited to present this model at the National Youth Livestock Ethics Symposium in Dallas, Texas.



**“It is humbling to receive such recognition when so many have done so much,” said Richard. “I just challenge all of us to guarantee that future generations will have the same opportunities we had through 4-H.”**

Throughout his 30 years of involvement, Richard has selflessly donated his time and generously shared his knowledge to encourage countless 4-H participants. Congratulations, Richard!

The Friend of 4-H Award recognizes a person or organization whose leadership, actions, and support have contributed to the improvement and promotion of the Illinois 4-H Youth Development Program. One individual or organization is selected each year, per state, from a pool of nominated candidates.



**L to R: Barbara Clark, Chair, Illinois 4-H Foundation Board of Directors; Richard Knipe, 2014 Friend of 4-H Award recipient and MarketMaker Co-Founder; and Angie Barnard, Executive Director, Illinois 4-H Foundation.**



**Click here to watch a video about Richard Knipe, recipient of the 2014 Friend of 4-H Award.**

### *More about the Illinois 4-H Foundation*

The Illinois 4-H Foundation builds relationships to generate financial resources for the Illinois 4-H program. For more information, visit <http://4hfoundation.illinois.edu/>. Illinois 4-H is part of the University of Illinois Extension program that is offered in concert with the University of Illinois at Urbana-Champaign campus, the Federal Extension Service, and the United States Department of Agriculture. For more information about 4-H in Illinois, visit [www.4-H.illinois.edu](http://www.4-H.illinois.edu).

# MARKETMAKER™

## *Buy & Sell Forum*

Whether you are interested in buying fresh produce, selling livestock, searching for equipment, transporting foodstuffs, or looking for a specific service, the *Buy & Sell Forum* will connect you to other industry members in all 20 participating state networks.

BUY

11  
LISTINGS

SELL

103  
LISTINGS

OTHER

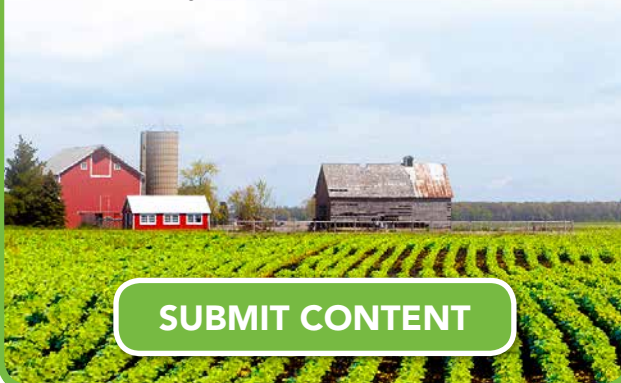
11  
LISTINGS

[BROWSE ADS](#)

# MARKETMAKER™

## *In the Field*

We want to share your MarketMaker experiences with the entire Partner Network by including them in the MarketMaker Newsletter. Email your success stories, tips for new users, hot topics, and current events in the agriculture industry.



[SUBMIT CONTENT](#)

## MARKETMAKER NATIONAL NETWORK:

- ▶ ALABAMA
- ▶ ARKANSAS
- ▶ COLORADO
- ▶ DISTRICT OF COLUMBIA
- ▶ FLORIDA
- ▶ GEORGIA
- ▶ ILLINOIS
- ▶ INDIANA
- ▶ IOWA
- ▶ KENTUCKY
- ▶ LOUISIANA
- ▶ MICHIGAN
- ▶ MISSISSIPPI
- ▶ NEBRASKA
- ▶ NEW YORK
- ▶ OHIO
- ▶ PENNSYLVANIA
- ▶ SOUTH CAROLINA
- ▶ TEXAS
- ▶ WYOMING

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