



# MARKET MAKER™

Linking Agricultural Markets



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## THE RESULTS ARE IN: 2015 CULINARY FORECAST



The National Restaurant Association (NRA) recently released their 2015 Culinary Forecast. Using the results of their “What’s Hot in 2015” survey, which was performed in October 2014, the organization has produced a comprehensive outline of the hottest foods, beverages, cuisines, and culinary themes for restaurant menus this year.

The online survey provided a list of 231 items and asked respondents to rate each as one of the following: “hot trend,” “yesterday’s news,” or “perennial favorite.” The data was drawn from nearly 1,300 professional chefs who are also members of the [American Culinary Federation](#).

MarketMaker users can maximize their profits by aligning their products with the survey results. With this information, current and potential producers of the listed goods can target the restaurant industry to connect with new buyers. Producers of the listed products are encouraged to update their MarketMaker profiles to include these key phrases and foods in order to help chefs and restaurateurs easily source these goods.

*Continued on page 2*

## NRA'S WHAT'S HOT IN 2015

### NEW TRENDS

1. Locally-sourced meats and seafood
2. Locally-grown produce
3. Environmental sustainability
4. Healthful kids' meals
5. Natural ingredients and minimally-processed food
6. New cuts of meat
7. Hyper-local sourcing
8. Sustainable seafood
9. Food waste reduction/management
10. Farm/estate-branded items

### PERENNIAL FAVORITES

1. Barbecue
2. Italian cuisine
3. Fried chicken
4. French toast
5. Frying
6. Oatmeal
7. Comfort foods
8. Fruit desserts
9. Pulled pork
10. Chicken wings

### YESTERDAY'S NEWS

1. Insects
2. Foam/froth/air
3. Gazpacho
4. Bacon-flavored chocolate and chocolate-covered bacon
5. Popovers
6. Mini burgers and sliders
7. Molecular gastronomy
8. Flowers
9. Flavored/enhanced water
10. Tater tots



The NRA's 2015 Culinary Forecast includes far more detail than can be listed and also addresses trends in dining technology and social media dining.

Access the full 2015 Culinary Forecast to read more.

**DOWNLOAD**

### ABOUT THE NATIONAL RESTAURANT ASSOCIATION

Founded in 1919, the National Restaurant Association is the leading business association for the restaurant industry, which comprises 990,000 restaurant and food service outlets and a workforce of more than 13.5 million employees. The NRA represents the industry in Washington, DC, and advocates on its behalf. The NRA also operates the industry's largest trade show (the NRA Show, May 16–19, 2015 in Chicago, IL.), a leading food safety training and certification program (ServSafe), a unique career-building high school program (ProStart), and promotes healthful kids' menu options through their Kids LiveWell program. For more information, visit [National Restaurant Association](http://NationalRestaurantAssociation.org) or connect on [Twitter](https://twitter.com/NRA), [Facebook](https://facebook.com/NRA), and [YouTube](https://youtube.com/NRA).



Watch NRA's YouTube video that discusses the 2015 Culinary Forecast

# PERFORM MARKET RESEARCH WITH MARKETMAKER

The MarketMaker research tool is an interactive mapping resource for identifying target markets, developing customized census profiles, and mapping food-related businesses over demographic maps. This resource is designed to help researchers, policy makers, marketing instructors, as well as lenders and agriculture entrepreneurs develop business plans.

## The MarketMaker research tool can help you:

- Identify and map regions with the highest per capita consumption of fruits and vegetables
- Build a customized census profile for a target market area or region of interest
- Find and map food deserts
- Find and map farmers markets serving ethnic neighborhoods

Visit your state's MarketMaker search page to try the market research tool.

The screenshot displays the Illinois MarketMaker website. The top navigation bar includes links for Home, About Us, News, Resources, Contact Us, and Log In. The main header features the 'ILLINOIS MARKETMAKER' logo with the tagline 'Linking Agricultural and Seafood Markets'. Below the header, there are tabs for 'Business Search', 'Market Research', and 'Help'. The 'Market Research' tab is active, showing search filters for 'Type: Food Preferences', 'Subtype: Average Fruits & Vegetables at Home E', and 'Region: Illinois'. A 'Map it!' button is visible. To the right, a legend shows 'Unit: \$ by census tract' with a color scale from 0-563 (lightest) to 954-2962 (darkest). A map of Illinois is shown below the legend, with a color-coded overlay representing the selected variable. On the right side, the 'Census Profile' tab is active, displaying a table with data for YR 2000 and YR 2010. The table includes sections for 'By Age (Number of People)', 'By Household Type (Number of Household)', and 'By Race (Number of People)'. A 'Print Census Profile' button is located at the top of the table.

	YR 2000	YR 2010
<b>Total Population</b>	12,096,973	13,089,726
<b>Population Density (per sq. mi.)</b>	215	232
<b>Total Household</b>	4,592,740	4,838,349
<b>By Age (Number of People)</b>		
Population 18 years and under	3,417,497	3,254,770
Population 19 to 24 years	1,028,125	1,286,218
Population 25 to 34 years	1,798,840	1,793,595
Population 35 to 54 years	3,639,956	3,655,496
Population 55 to 69 years	1,432,853	1,944,058
Population 70 years and over	1,102,022	1,155,589
<b>By Household Type (Number of Household)</b>		
Total Family Households	3,125,318	3,220,300
Total married couple families	2,396,891	274,778
Total married couple fam. w/ childrn. < 18 yrs.	1,152,317	126,189
Total nonfamily households	239,140	390,947
Total One Person Households	1,228,282	187,787
<b>By Race (Number of People)</b>		
White	9,123,564	9,332,121
Black	1,864,619	1,867,843
Asian	423,440	567,972
Native Hawaii and Pacific Islander	3,811	6,312
Other Race	724,021	964,565



## SPOTLIGHT ON: KUMQUAT GROWERS INC.

Kumquat Growers Inc., the nation's largest producer of kumquats and kumquat products, has been growing and shipping kumquats since 1912. Located in St. Joseph, FL, which is also known as the nation's "kumquat capitol," the family-owned business produces two types of fresh kumquats and an assortment of jams, jellies, sauces, and desserts. Kumquat season began in November and will end in April, making it the ideal time to sample these exotic fruits.

On January 29 and 30, Kumquat Growers Inc. will host an open house as a precursor to the Dade City Kumquat Festival. Visitors can enjoy informational discussions about the history and origin of the kumquat and tours of the facility's packing house and grove. Kumquat Growers Inc. will also be present at the festival on the 31st; their packing house and gift shop will remain open to on-site visitors. Both events provide a great opportunity to learn about kumquats, sample the different varieties, and eat different dishes and condiments made with the fruit.

### CRASH COURSE IN KUMQUATS

The citrus fruit closely resembles an orange, but is the size and shape of a large olive. Native to Asia and the Asia-Pacific region, the fruit was introduced to England in 1846 and began growing in the US shortly after. There are four types of kumquats, but Kumquat Growers Inc. produces the two most popular US varieties: Meiwa and Nagami.

**Meiwa kumquats** are distinguished by their round shape and sweet taste. They have few seeds and are best eaten whole, as one would eat a grape. Because Meiwa kumquats lack tartness, they are not typically used for cooking. Meiwa kumquats are not as readily available in the US as Nagami kumquats, but can be procured at request.

**Nagami kumquats** are oval in shape and are characterized by their sour flavor. Because of their tartness, they are ideal for cooking and making various condiments. Nagami kumquats are the most commonly grown variety in the US.

If you wish to purchase fresh kumquats, kumquat products, or learn more about Kumquat Growers Inc., visit [www.kumquatgrowers.com](http://www.kumquatgrowers.com).

Meiwa kumquats are distinguished by their round shape and sweet taste.

Nagami kumquats are oval in shape and are characterized by their sour flavor.

# 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.

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2  
LISTINGS

SELL

81  
LISTINGS

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11  
LISTINGS

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# 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.



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FoodMarketMaker.com

[Newsletter@FoodMarketMaker.com](mailto:Newsletter@FoodMarketMaker.com)



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