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Colorado
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Georgia
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South Carolina

Illinois
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Washington DC

Indiana
Nebraska

Iowa
New York

MarketMaker Farms & Businesses in the Spotlight



Barb's Organic Garden is located in Martinsburg, New York and owned by Barbara Bernhardt. She came to northern New York after her retirement and realized she finally had enough room and time to have as big a vegetable garden as she wanted. In 1996, she started a tiny little garden, working up as much of the hard, rocky ground as she could dig herself. The second year she planted more than she could use and went to a local farmers market to sell her excess. She'd never heard of such a thing before, and was charmed and delighted to find

an outlet for her garden's extra produce. Think of it! No more having to put all those tomatoes and zucchini on the compost heap.

As time went by, Barbara kept adding vegetables and selling everything she grew so she began to plant for the market instead of just taking her surplus there. Her tables have everything from asparagus to zucchini. She has also found a market for her culinary herbs. She has added five bee hives on her farm now, allowing her to sell honey as well. In 2008, she added a small flock of chickens so she can sell certified organic chickens.

One of the vegetables Barbara raises is garlic. Somebody she knew had been growing and selling garlic for fifteen years or so, and was no longer able to spend the time and effort on it. She gave Barbara a little brown bag of it, about a pound, which she planted. The return you get on garlic is around seven to ten times what you plant. (If a head of your variety has seven to ten cloves, you get a full head for every clove you plant.) Garlic is a wonderful crop, because nobody likes it --not deer, rabbits, ground hogs, or bugs, or worms or fungus or anything else bothers it. You get a head for every clove you plant and that's it.



Garlic from Barbara's Garden

Barbara has been gardening organically since the mid-sixties. In 2005 she decided to take the plunge and get certified organic. She found a local store that sold only certified organic produce as well as many customers who buy only organic products. Barbara said, "The certification process is expensive, and I'm not sure how long I can continue it. For my little business it costs \$525 per year to renew the certification."



Barb's Organic Garden

When asked how she has benefited from being listed on MarketMaker, Barbara said, "I've only put two ads up on MarketMaker, and one was spectacularly successful (garlic: 100 lbs sold to one customer in three days) and the other not so much (pie pumpkins: no response in several weeks). I will continue to use the MarketMaker ads though. I think it helps to have places where people can go to shop locally and/or get things they need for their own businesses.



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 marketmaker@extension.uiuc.edu You just might be our next business “in the spotlight!”

Blogging... Create a Personality Behind Your Business

How are your tweets coming along on Twitter? Is your producer fan page up and ready to go on Facebook? Those are two of the trio of tools we mentioned in our first installment of articles discussing ways to use social media to gain exposure to your business. As a quick summary, these tools keep you connected to your customers, other farmers, ag-related organizations, and suppliers. It gives you an opportunity to give and receive real time information from all over the world. As many producers have stated on Twitter, they can also help dispel myths and misinformation about production and food. The last tool we will discuss is a blog.



Blog is an abbreviated version of weblog, which is a website that maintains an ongoing account of information. Blogs are diary-type commentary with links to articles and other websites that are updated frequently. Blogs have a variety of uses, such as political, personal, and topical. Just like Twitter and Facebook, a blog gives you an opportunity to create a personality behind your business. The benefit of a blog is it provides better interaction with readers through the comment section. There are no restrictions on how many characters you can use. You can archive previous blogs, link to other blogs, and best of all, you can be found much easier through search engines like Google and Bing. Here is a simple explanation of a blog in this [short video](#).

The challenge with blogging is that the content should be updated frequently. Because we live in a society that is always in search of something new, you have to keep your content fresh. Typically a blog is updated no less than monthly, while many update them weekly. There are [several websites](#) that provide free blogging services, Wordpress.com and Blogger.com are the most commonly used sites.

Once you have decided to implement these social media tools, you should be able to intertwine them to give your business a presence online. Each tool can promote the other one and create a consistency that shows just what your business wants to represent to your customers, suppliers, and other farmers. Here is a nice article about blogging: [Texas Farmers Blogging for Business and Pleasure](#)

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

MarketMaker on the Move in Mississippi

MarketMaker proved to be a valuable resource for several Mississippi growers this past year. A blueberry grower sold his crop into a local cooperative. He was unhappy with the revenue he received and was never able to sell more than 50% of his fresh yield.



This year, via a registered MM grower, WalMart approached him to test his blueberries in a few select stores. During the trial he sold 1/3 of his crop at prices 50-100% higher than prices he was averaging through his local coop. He now has a contract from WalMart to sell into 44 stores in the Gulf Coast states. He is expanding production, subcontracting with two other blueberry growers, and planning to enlarge his packaging facility to accommodate the increase in production.

In another part of the state, a grower decided to plant a couple acres of pumpkins. Having never grown pumpkins, he was unsure what to expect. Much to his surprise he ended up with a bumper crop on his hands - and no idea where to sell them. Luckily his county Extension agent was familiar with MM and helped the grower list his pumpkins on the Buy/Sell Forum. Within 48 hours after posting his ad, the grower had received over 50 responses for his pumpkins.



Shrimping has been a tough industry in the Gulf Coast area. Shrimpers complain that the prices processors are paying are much too low. That, coupled with foreign competition, has forced some shrimpers out of business.



One shrimper, however, is using MarketMaker and his ingenuity to keep his business alive. This particular shrimper brought his boat up the Tenn-Tom Waterway, selling shrimp as he traveled to attend an agri-tourism meeting. At the meeting he spoke about the problems the industry has been facing. He also learned about MarketMaker.

By using MM and its mapping capability, he can chart a route and search for restaurants in port cities along his way. It also gives him the necessary contact information to phone restaurants in advance to schedule dates and times to sell his product.

Thanks to MarketMaker, the shrimper is looking forward to a more productive, more financially successful year.

MarketMaker Tips & Pointers: How to Make Connections between Businesses

You can connect your business to another in the MarketMaker database. This is a great way for a farmers market to connect itself with the producer/farmers that sell at its venue or a restaurant to show a list of the producers they purchase local foods from. This connection will show up on the detail page of both businesses. Either business may choose to delete the connection. You can see all of your connections when you are logged into your user account.

Creating a Connection:

- Log into MarketMaker using your username and password. (See the [January 2009 eNewsletter](#) Tips & Pointers for directions on how to set up a user account if you don't have one.)
- Using the menu at the top of the screen, click on **Search** to return you to your state MarketMaker site.
- You'll notice the extra menu bar near the top of the screen that contains the links related to your user account. This lets you know you are still logged into MarketMaker.



- Complete either a keyword search or a Find a Business search to find the business you want to connect with. (See the [February](#) or [September](#) eNewsletter if you need directions.)
- Once you found the business you are looking for, view their detail page, displaying all of the information for that business.
- Notice how the logged-in menu changes: MAKE CONNECTION is now the first item on the menu.
- Click it to connect your businesses. MAKE CONNECTION changes to CONNECTED! when the request happens.

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MAKE CONNECTION Members Area My Connections My Business My MarketPlace My Account Logout

Producer/Farmer>VEGETABLES>Whiteside County

Producer Detail

[view location map](#)
Last Activity: Feb 27, 2009

Business :	The Pumpkin Ranch & Corn Maize
Hours :	Mid September - October 30. Tuesday - Sunday, 10-6. Closed Monday's.
Comments :	also sell straw bales, corn shocks and ear corn. Field trips available by appointment. Corn maize, weekend hayrack rides, crafts, farm animals.
Contact :	Tina or Keith Nafziger

Viewing Your Connections:

- To make sure the connection was created, click on My Connections on the menu bar. If you aren't logged in, do that first.
- You'll now see all of your connections in a table on that page.
- Left click on the business name to go to that business' detail page. Scroll to the bottom of the page to see the connection you have made.

Deleting a Connection:

- Log into your user account on MarketMaker.
- Click on My Connections on the menu bar.
- Click on the delete link in the Action column of the table.

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My Connections

Connected Businesses:

Business Name	Profile	Contact	Location	Action
Angelo's Pizzeria	Eating & Drinking Places	Joe Dravis	Sterling, Illinois	delete
Abbott Farm	Producers/Farmers	Bill & Betty Abbott	Fulton, Illinois	delete
The Pumpkin Ranch & Corn Maize	Producers/Farmers	Tina or Keith Nafziger	Albany, Illinois	delete

New Farms & Businesses on MarketMaker



Since the October newsletter, over 50 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 types of ads are currently listed on the Forum:

Looking to Buy

- Organic Frozen Fruit
- Greenhouse Frames
- NY Raised Meat and Poultry
- Grain Cleaning & Milling Equipment
- Caramel Apple Warmer
- Hand Crafted Small Batch Spirits

Looking to Sell

- Meat – Beef, Goat, Lamb, Chicken, Pheasant, Prawns/Catfish, Turkey, Yak, Guineas
- Eggs
- Vegetables – Pumpkins, Winter Squash, Tomatoes, Broccoli, Cabbage, Pinto Beans, Potatoes
- Fruit – Apples, Blueberries, Frozen Fruit
- Baking Mixes & Flours
- Honey
- Sauces – BBQ Sauce, Fresh Salsa, Jams/Jellies Alfalfa Hay
- Wine
- Chocolates
- Other Miscellaneous

Services

- Lodging
- Consulting/Marketing Services
- Aquaculture Equipment
- Jam Maker needed
- Post Harvest Plastic Bins
- Farm Tour

To check out the specific ads, go to the [MarketPlace Buy & Sell Forum](http://www.marketmaker.uiuc.edu/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>

National MarketMaker-Main Headquarters

University of Illinois Extension, 4550 Kennedy Drive, East Moline, IL 61244

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