

## 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](mailto:marketmaker@extension.uiuc.edu) You just might be our next business “in the spotlight!”

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## USDA Launches 'Know Your Farmer, Know Your Food' Initiative to Connect Consumers with Local Producers to Create New Economic Opportunities for Communities

WASHINGTON, September 15, 2009 -

Agriculture Secretary Tom Vilsack and Deputy Secretary Kathleen Merrigan today announced



United States Department of Agriculture

a new initiative - 'Know Your Farmer, Know Your Food' - to begin a national conversation to help develop local and regional food systems and spur economic opportunity. To launch the initiative, Secretary Vilsack recorded a video to invite Americans to join the discussion and share their ideas for ways to support local agriculture. The video, one of many means by which USDA will engage in this conversation, can be viewed at USDA's YouTube channel, [www.youtube.com/usda](http://www.youtube.com/usda) . Producers and consumers can comment on the 'Know Your Farmer, Know Your Food' YouTube playlist, as well as submit videos or provide comments on this initiative by e-mailing [KnowYourFarmer@usda.gov](mailto:KnowYourFarmer@usda.gov).

"An American people that is more engaged with their food supply will create new income opportunities for American agriculture," said Vilsack. "Reconnecting consumers and institutions with local producers will stimulate economies in rural communities, improve access to healthy, nutritious food for our families, and decrease the amount of resources to transport our food."

The 'Know Your Farmer, Know Your Food' initiative, chaired by Deputy Secretary Merrigan, is the focus of a task force with representatives from agencies across USDA who will help better align the Department's efforts to build stronger local and regional food systems. This week alone, USDA will announce approximately \$65 billion in funding for 'Know Your Farmer, Know Your Food' initiatives. [Read More](#)

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## In 140 Characters or Less...

When it comes to marketing your business, the most frequent strategy is word of mouth. What was once customers verbally spreading the word about a product has now expanded to the internet. In our last newsletter we discussed how social media ([Social Media in Plain English](#)) can benefit all businesses, big and small, including farmers. One of those tools used in social media is Twitter. MarketMaker has been on Twitter for a little over a month now and continues to meet amazing people in the ag industry. This is a powerful tool that gives you an opportunity to connect with customers, other farmers, ag-related organizations, and suppliers. This is real-time information that allows users to keep a pulse on the industry. We like to think of it as an extension of the coffee shop. We thought it would be interesting to see what MarketMaker's followers had to say when posed with the question: "Why should farmers use Twitter?" Here are a few of the answers we received:



- Twitter is also for networking w/ other agriculturalists, staying on top of current news/trends, & discovering opinions.
- Huge diverse audience. GR8 way 2 connect, educate, & correct misconceptions. Also excellent 4 resource & faq finding.
- Shows farmer is social media savy...would be good for those w/CSA clientele-what is in season.

The first thing you might notice is the grammar. Since Twitter requires you to use 140 characters or less, the messages are short and to the point and contain text abbreviations and shortcuts. The messages can also contain links to articles or your website. As long as you have an email, you can go to [www.twitter.com](http://www.twitter.com) and sign up for an account in less than five minutes. As farmers, there's no doubt that you are away from your computer most of the day, but most carry cell phones. Twitter allows you to tweet from your phone in the form of a text. For more information on using Twitter, visit [How To Use Twitter](#). Another video worth viewing is [Social Media Revolution](#). Follow [MarketMaker](#) on Twitter!

You can also become a fan of MarketMaker on [Facebook](#). Next month's eNewsletter will tell you more about Facebook and how it can be beneficial to you.

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## MarketMaker Tips & Pointers: Keyword Searches

To make a search in MarketMaker go faster, especially if you are looking for a specific business or keyword, use the Keyword Search portion of the Search page. To get there, either click on **Search** in the upper right or lower left portion of the webpage or click on **Begin Your Search** on the left side of the homepage. Enter the business' name or keyword/s you are looking for in the **Search MarketMaker** portion of the page. Click on the bullet noting whether you want it for the specific state or all states in the MarketMaker system. In this example we will look for businesses that are **certified organic** in Illinois.

### Search MarketMaker

Use this tool to search all **MarketMaker** sites as well as **AgMRC** (The Agricultural Marketing Resource Center) to find related documents. This search tool will also allow you to keyword search on businesses within the current state site.

Illinois  All States



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On the search results page, you will notice 5 tabs across the top for various searches done for those keywords. They include:

- Business Name
- Business Description
- Product Type
- Product Attribute
- Documents

## Business Search Results

Business Name (0)	Business Description (38)	Product Type (1)	Product Attribute (71)	Documents (varies)
<b>(Business Description) number of records retrieved: 38</b>				
Name	Comments	Details		
AMDG Organic Farm	Grass fed beef on <b>certified organic</b> farm	<a href="#">View</a>		
Biver Farms CSA	Many kinds of vegetables and fruit, all <b>certified organic</b> . Potted pepper plants and herbs. CSA season runs from mid-May-mid-Oct.	<a href="#">View</a>		
Blue Moon Farm	Blue Moon Farm is USDA- <b>certified organic</b> and grows over forty different crops each season on 5-6 acres. Widest selection of naturally raised produce in the C-U area. Primary crops include heirloom tomatoes and salad greens. Produce is available at the Urbana Farmers Market, the Common Ground Food Coop in Champaign, and many of the area's fine restaurants and cafes. <b>Certified</b> by OEFFA.	<a href="#">View</a>		
Blue Ribbon Farms	Seasonal vegetables. Transitioning to a <b>certified organic</b> farm. Produce also available at Good Earth Food Alliance - <a href="http://www.goodearthfoodalliance.com">www.goodearthfoodalliance.com</a>	<a href="#">View</a>		

**Business Name:** Any business whose name contains the words you entered in the query.

**Business Description:** Businesses whose business description contains the words you entered in the query.

**Product Type:** Businesses who grow/raise the product you entered in the query.

**Product Attribute:** Businesses whose products have the attribute you entered in the query (such as certified organic, natural, locally grown, etc.).

**Documents:** Documents located on **MarketMaker** sites as well as **AgMRC** (The Agricultural Marketing Resource Center).

The number in parentheses next to each result category is the number of results returned for your search term(s) in that category. Click on **View** to the right side of any business to open the detail page for that particular business. The detail page will give you specific information about that business, such as address, phone, email, website, products they sell, etc.

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## New Farms & Businesses on MarketMaker



Since the August newsletter, over 205 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

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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.

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[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 on MarketPlace and are still active at the time of this email.

#### LOOKING TO BUY

Product	State	End Date
Hand Crafted Small Batch Spirits	Colorado	11/19/2009
2009 Vendors Wanted!	Illinois	9/21/2009
We buy Grain for animal consumption-Texas	Illinois	11/10/2009
Organic Frozen Fruit	Illinois	11/25/2009
Straw	Kentucky	10/2/2009
Grain Cleaning and Milling Equipment	New York	10/11/2009
Hull-less Oats	New York	10/24/2009
Oat dehulling & rolling equipment, grain cleaning and grinding equipment	New York	10/24/2009
WTB*** Sorghum molasses press	Ohio	9/19/2009

#### LOOKING TO SELL

Seasonal chocolates	Colorado	9/25/2009
Grass-fed all natural highland ground beef	Colorado	9/26/2009
Yak meat	Colorado	10/15/2009
Alpaca Yarn, Roving, Hats, Headbands and more	Colorado	11/16/2009
Pinto Beans	Colorado	11/19/2009
Muscadine & Scuppernong Grapes	Georgia	10/18/2009
Fresh Eggs	Georgia	11/16/2009

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2 Maschio R3 Heads, Wattsburg, PA	Illinois	9/20/2009
Labels and Labeling Guns	Illinois	9/22/2009
Small cell bees/package and nuc's-Georgia	Illinois	11/22/2009
Hydroponic Plant growing Systems	Illinois	11/25/2009
Homemade Jams, Jellies, Pickles and Pies for Wholesale	Illinois	11/25/2009
Boer Goat Does	Illinois	12/9/2009
Boer Goat Wethers	Illinois	12/9/2009
Full Blood Boer Goat Bucks	Illinois	12/12/2009
Fresh Purslane & Lambsquarter	Indiana	10/12/2009
Pumpkins for sale	Indiana	10/15/2009
Wholesale Scone, Biscuit, and Shortbread Mixes	Indiana	10/19/2009
Frozen (IQF) blueberries	Indiana	12/14/2009
All Natural BBQ Sauces	Iowa	9/21/2009
Fresh Strawberries for sale	Kentucky	9/18/2009
Hardneck Garlic Tablestock or Seed	Kentucky	10/15/2009
Alfalfa horse hay	Kentucky	10/18/2009
Jumbo guineas, peafowl, chickens, hay and herbs	Kentucky	11/3/2009
Garlic bulbs	Kentucky	11/5/2009
Fresh Green and Red Cabbage	Kentucky	11/6/2009
Dried Lavender Bundles	Kentucky	11/12/2009
Wine	Michigan	9/20/2009
Alfalfa-hay	Michigan	10/3/2009
All Natural Herbal Soap & Salves	Michigan	10/10/2009
Organic Personal Care	Michigan	10/18/2009
Frozen Fruit	Michigan	11/14/2009
starter flocks/herds/lamb/chevre	Michigan	11/26/2009
FRESHWATER PRAWNS & CATFISH FILLETS	Mississippi	9/19/2009
Serenity Acres Farm	New York	9/29/2009
Whole grain flours from local organic hard & soft wheat and rye	New York	10/24/2009
Eggs - Organic, pastured, free-range, humanely raised	New York	11/1/2009

Chicken - Organic, pastured, free-range, humanely raised	New York	11/1/2009
40 LBS Grass Fed Beef Sampler Package	New York	11/11/2009
Farm Fresh Eggs	New York	11/15/2009
Goat carcass'	New York	11/17/2009
Clun Forest sheep and crossbreeds	New York	12/5/2009
Fresh Salsas and Bruschetta Topping	New York	12/6/2009
Mill Creek Pheasant	Ohio	9/26/2009
Locally raised beef for sale	Ohio	10/17/2009
Roaster Lambs	Ohio	11/20/2009
Apples	Ohio	11/29/2009
Organic herbs	Ohio	11/29/2009
Hyman Vineyards - Fall Special	S. Carolina	10/15/2009
Hyman Vineyards' Local Muscadine Wines	S. Carolina	11/29/2009

## SERVICES

Product	State	End Date
Retail Management Consulting Services	Illinois	12/10/2009
Need jam-maker	Indiana	12/14/2009
AQUACULTURE EQUIPMENT & SUPPLIES	Mississippi	9/20/2009
Luxurious Lodging in Rural Setting Close to Cornell and Ithaca	New York	11/28/2009
Tremont Farmers' Market	Ohio	11/8/2009

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](http://national.marketmaker.uiuc.edu)

## Contact Information

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