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Participating States:

Arkansas	Colorado	Florida	Georgia	Illinois
Indiana	Iowa	Kentucky	Louisiana	Michigan
Mississippi	Nebraska	New York	Ohio	Pennsylvania
South Carolina	Washington DC			

MarketMaker Business in the Spotlight...



In 1994 a chef and a bartender created a Bloody Mary Mix in Telluride, Colorado that soon became famous across Colorado ski-towns. The company began to operate under the name "Freshies," originally referring to skiing on fresh powder, but today stands for the fresh ingredients included in their products. In 1997, Ian Gustin and Colin Wells expanded their business by renting a production facility in Denver and creating five additional flavors of non-alcoholic cocktail mixes, and Freshies was born.

Freshies' most popular cocktail mixes include Margarita, Bloody Mary, Lemon Squeeze, and Mojito. They believe in the clean, crisp taste of fresh ingredients prepared by their chefs right before being placed into the recipe. Their mixes are made entirely of all-natural ingredients without the use of artificial flavorings or preservatives. Unlike most of their competitors, Freshies uses granulated whole cane sugar rather than high fructose corn syrup.

Freshies' presence in Colorado MarketMaker (CMM) has encouraged them to update their marketing plan. Because CMM connects consumers with company websites, Freshies feels compelled to make sure their website, company information, and logo remain up to date and accurately portray the company, their mission and their products.

Not only is Freshies listed as a business in CMM, but they also use the database to find and purchase ingredients that have been locally produced, such as the fresh onion, horseradish, and dill found in their Original Bloody Mary Mix. According to Brenna Vaughn, Quality Assurance and Production Manager, "The locavore movement is growing and in the next 10 years it will be extremely important for companies to purchase their materials locally. Colorado MarketMaker is the best tool in Colorado to help us find local ingredients."



Colorado MarketMaker also helped Freshies make connections with potential customers and find new client bases. Restaurants, bars, and other mixologists have all found Freshies through CMM. Brenna commented, "What has been interesting about Colorado MarketMaker is that it acts as a marketing tool for the locavore restaurants and mixologists. They are looking for local products and are pleasantly surprised to find companies like Freshies who are tucked away in their community. The 'buy local' movement is gaining steam the same way all-natural has been, and to be aligned with this movement through CMM is a wonderful opportunity for both Freshies and our customers."

To learn more about Freshies, check their [MarketMaker](#) profile or visit www.freshies.com

MarketMaker Welcomes 2 New States!

National Food MarketMaker is excited to welcome Florida and Pennsylvania to their growing online network of states. The states went live on Monday, August 16. MarketMaker now includes 15 participating states plus Washington, D.C.

FLORIDA
MARKETMAKER™



fl.foodmarketmaker.com

University of Florida IFAS Extension officially launched the Florida MarketMaker web site at the statewide Small Farms & Alternative Enterprises Conference held a few weeks ago. Currently, the primary focus for the MarketMaker committee is to encourage the 47,000 plus producers statewide to get involved. Early next year, a campaign will begin to spread the word to wholesale buyers and consumers that MarketMaker is a great way to find Florida produced products.

PENNSYLVANIA
MARKETMAKER™



pa.foodmarketmaker.com

Both Florida and Pennsylvania bring their own, unique products to the MarketMaker list of foodstuffs. In addition to a variety of fruits, vegetables, fish and meats: check Florida's site for citrus fruits, avocados, and kumquats; and Pennsylvania's site for milk, mushrooms, maple syrup, and eggs.

Access our new states by clicking on the above links or logos. You may view all the MarketMaker states on the national website at: <http://national.marketmaker.uiuc.edu/>.

A New Look...!

We are happy to announce the launch of MarketMaker 3.0!

MarketMaker 3.0 launched this week with a fresh, new look. Pardon our dust as we finish work on the site, but take a few minutes to log on and check out the new features. Watch for next month's newsletter to learn all the new attributes 3.0 has to offer.

If you can view your profile but do not have access to your account, you will need to "Request Account Access". Simply go to the National MarketMaker website at <http://national.marketmaker.uiuc.edu> and click on your state. Once there, find the "Update Your Info" box and click on "Register". On the next page, click "Request Account Access", complete the form, and submit. You will receive an email with your user account information.

Not listed and need to register your business? Follow the above directions, but click on "Register Your Business" and proceed by completing your profile.



A Guide to Local Food Terminology

Have you ever heard of a **locavore**?* How about an **econnoisseur**?* While they may not be common terms, those listed below can all be found on the 'attributes' section of MarketMaker 3.0.

GAP (Good Agricultural Practices): is a series of on-farm practices designed to minimize the risk of food contamination, maintain a clear record of how food was produced, handled and stored; and ensure people buying produce that it is coming from a clean, well-managed environment. The application of the practices on a farm may be verified by third party audits, depending on the policies of the customer.

Genetically Modified Organism (GMO): An organism that has had its genetic material altered through genetic engineering – i.e. plants, seeds, and livestock that have been genetically engineered in a lab to increase yields, pest resistance, or to enhance desired traits.

Halal Certified: Food conforming to Islamic (Muslim) dietary laws. It refers to the manner that meat is slaughtered. Meat from permitted animals (in general grazing animals with cloven hooves, and thus excluding pig meat) and birds (excluding birds of prey) are killed under religious supervision by cutting the throat to allow removal of all blood from the carcass, without prior stunning.

Hydroponic: Cultivation of plants in nutrient solution rather than in soil.

Kosher Certified: Referring to products that meet the dietary requirements of Jewish Law. Whether a food is Kosher or non-Kosher depends on two variables: the source of the ingredients and the status of the production equipment. Kosher certified is the guarantee that the food meets kosher requirements. Non-kosher equipment cannot be used in the production of kosher foods.



Natural: Meats and produce that are minimally processed and contain no artificial ingredients or colors.

Organic: Products certified to be grown or produced without synthetic pesticides, fertilizers, hormones, or antibiotics, and are GMO free.

Source-Verified: The ability to trace livestock from birth to slaughter to processing to distribution. Record keeping involves health records, feed record, and genetic history of the individual animal.

Sustainable Agriculture: is defined by the United States Department of Agriculture, Alternative Farming Systems Information Center as "an integrated system of plant and animal production practices having a site-specific application that will, over the long term:

- Satisfy human food and fiber needs
- Make the most efficient use of nonrenewable resources and on-farm resources and integrate, where appropriate, natural biological cycles and controls
- Sustainable
- Sustain the economic viability of farm operations
- Enhance the quality of life for farmers and society as a whole."

Value-Added Product: A raw agricultural product that has been modified or enhanced to be a product with a higher market value and/or a longer shelf life. Some examples include fruits made into pies or jams, meats made into jerky, and tomatoes and peppers made into salsa.



* **Locovore:** one who tries to eat only locally grown food.

* **Econnoisseur:** one who insists on the highest quality at the lowest price.

New Farmers, Fishermen, and Businesses



Since the July newsletter, 250 new farms and businesses have registered on MarketMaker. Check out the new registrants and what they have to offer!

Go to National MarketMaker: <http://national.marketmaker.uiuc.edu/whatsnew.php> and click on **What's New in MarketMaker**. Here you will find all the latest news – along with specific information on each of the businesses - the type of business, the contact person, where they are located and much more. Click on their business' name to see their complete profile.

Check out the most current registrants by clicking on "Last 30 Days". You can also view the latest MarketPlace listings, most viewed MarketMaker Businesses, and the latest MarketMaker News.



MarketMaker is designed to help connect farmers and processors with food retailers, consumers, and other food industry contacts. Each state site allows users to register and manage their business listing, as well as query, map, and locate data – all for free!



BUY & SELL FORUM

The [Buy & Sell Forum](#) in MarketPlace is for farms and businesses to post ads for products and/or services they have to sell or products they want to buy. There is no cost to post an ad.

Looking to Buy



12 Current Listings

Looking to Sell



58 Current Listings

Services & Equipment



12 Current Listings

Transportation



0 Current Listings

To see detailed ads, click on one of the icons above, or go to the [Buy & Sell Forum](#)

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