

Food

MARKETMAKER™

Linking Agricultural Markets

December 2010
Highlights in this Issue

- MarketMaker joins forces with the Gulf States Marine Fisheries Commission
- Tell Your Friends about MarketMaker
- Agritourism Series – Part 3
- In every issue: New Registrations and Buy & Sell Forum

Participating States:

**Arkansas
Indiana
Mississippi
South Carolina**

**Colorado
Iowa
Nebraska
Washington DC**

**Florida
Kentucky
New York**

**Georgia
Louisiana
Ohio**

**Illinois
Michigan
Pennsylvania**



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Gulf States Marine Fisheries Commission Joins Forces with MarketMaker

MarketMaker is joining forces with the Gulf States Marine Fisheries Commission (GSMFC) to provide a region-wide tool to connect fisheries to markets. GSMFC will sponsor Alabama and Texas who will join current MarketMaker Gulf States Florida, Louisiana, and Mississippi. This partnership is part of an economic recovery plan designed to assist fishermen affected by The Deepwater Horizon Oil Spill.

The Deepwater Horizon Oil Spill, which occurred on April 20th of this year, was the largest ever recorded and has affected businesses and livelihoods of many people across the Gulf States. Once on board, the Gulf seafood industry will have greater access to businesses such as grocers, restaurants, and hotels where they can sell their products.

MarketMaker is proud to be part of this recovery effort.



What follows is the third in a four-part series covering the business aspects of Agritourism. Our thanks to Iowa State University's AgMRC program for the use of their information.

Agritourism – Part 3 (Best Management Practices)

When starting an agritourism business or assessing your current operation, you will need to give thought to the following key points:

1) Authentic farm or ranch experience

Keep in mind your farm/ranch is often the “face of farming and ranching” in your community, region, or state. Develop your own niche in coordination with other attractions nearby.

2) Educational experience

Provide agriculturally-oriented educational experiences for all ages – topics that visitors will enjoy learning.

3) Customer service

Train your staff to interact with customers in an appropriate way to guarantee they have a safe and high quality experience. This will ensure customers will return and tell other potential customers about your business.



4) Adequate public facilities

Have the capacity to provide basic services such as parking, transportation, signage, customer assistance, education, restroom facilities, and roads.

5) Safe and accessible environment

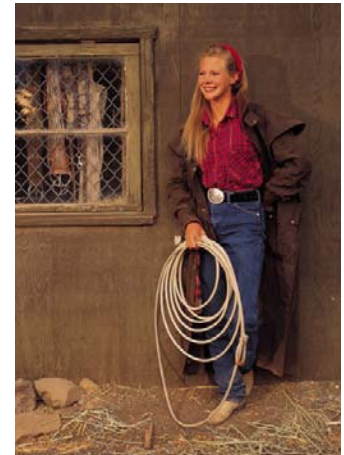
Be sure your property and facilities are maintained and in compliance with zoning, health, and environmental regulations.

6) Community relations

Create good community relations by regularly providing opportunities for organized community groups and individuals to visit your property.

7) Planning your financial future

Regularly review your business plan to provide for long-term sustainability.



For additional resources, go to AgMRC's publication, “Best Management Practices in Agritourism” at http://www.agmrc.org/media/cms/AgritourismBestManagement_7DF703A7C0F72.pdf.



Tell Your Friends, Tell Your Neighbors!

Thanks for the great response in registering your business on MarketMaker. You're now on your way to letting potential customers know exactly what your business has to offer.

The MarketMaker experience can only get better if you share this great news with your fellow producers, processors, restaurants, grocers, and other food related businesses. The more businesses with enhanced profiles on MarketMaker the better for everyone to connect!

It's simple to create a user account...

Go to the National MarketMaker website at <http://national.marketmaker.uiuc.edu> and click on your state. Once there, click on "Register Your Business". Complete the Business Profile (be sure to select the correct product type tabs for your particular business) and submit.

It's easy and there's NO COST ... share the MarketMaker experience with someone today!

New Farms & Businesses on MarketMaker

Since the November newsletter, 115 new farms and businesses have registered on MarketMaker. Check out the new registrants and what they have to offer.



Go to National MarketMaker at <http://national.marketmaker.uiuc.edu/whatsnew.php> to find **What's New in the MarketMaker Network**. Here's where all the latest news is located.



Check out the most current registrants by clicking on "Last 30 Days". Simply click on the business' name to see their complete profile. You may 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 at no cost!

MARKET PLACE *buy & sell* FORUM

[MarketPlace Buy & Sell Forum](#) 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



5 Current Listings

Looking to Sell



36 Current Listings

Services & Equipment



2 Current Listings

Transportation



1 Current Listings

To see detailed ads, go to the [MarketPlace Buy & Sell Forum](#)