

July 2012

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Participating
 States:

- Alabama
- Arkansas
- Colorado
- District of Columbia
- Florida
- Georgia
- Illinois
- Indiana
- Iowa
- Kentucky
- Louisiana
- Michigan
- Mississippi
- Nebraska
- New York
- Ohio
- Pennsylvania
- South Carolina
- Texas
- Wyoming

Gonsoulin Land and Cattle, New Iberia, LA



An advocate for local foods, Shannon Gonsoulin of Gonsoulin Land and Cattle believes that most consumers will buy local even though it may be a bit more pricey than mass-produced foods.

Gonsoulin credits MarketMaker for a 20-25% boost in sales in the South Louisiana area.

The Gonsoulin Family has a long history in the cattle business. In 1770, Frenchman Jean Francois de Beaumelle Gonsoulin, registered the F2 brand in St. Martin Parish, LA. In addition to raising cattle, the family includes a long list of butchers and meat market operators. Shannon and Toni Gonsoulin began their grass-fed business in 2006 with the intent of producing quality beef as Mother Nature intended—using no antibiotics or growth hormones.

Gonsoulin Land and Cattle is proud of its commitment to conserve natural resources and has been awarded the Conservation Cooperator Award four years in a row for outstanding accomplishments in the conservation of soil, water and related natural resources from the USDA-NRC. They recently joined the American Grassfed Association, are members of the National and Louisiana Cattleman's Association, have been accepted into the LA Branded Beef Program, and have received their license to use the "Certified LA Product" label.



The Gonsoulin Family

Find Gonsoulin Land & Cattle on [MarketMaker](#), the [Web](#), on [Facebook](#), or call (337) 519-7848

MarketMaker Welcomes Wyoming!

National Food MarketMaker is excited to welcome Wyoming to their growing online network of states. The state went live on Monday, July 2. MarketMaker now includes 19 states plus the District of Columbia.



Wyoming MarketMaker is sponsored by the Wyoming Business Council and coordinated by the Agribusiness Division.



Wyoming MarketMaker coordinator, Terri Barr, comments, "We are very proud to be a part of the MarketMaker "group" and look forward to seeing how this effort impacts Wyoming producers and State. We hope that MarketMaker will increase the marketing opportunities for Wyoming producers, farmers, ranchers, farmers markets, and businesses as well as having an overall impact throughout the food marketing chain."

"An online database isn't new to Wyoming, but MarketMaker presents a new way of marketing Wyoming agricultural products," said Cindy Garretson-Weibel, Agribusiness Director for the Wyoming Business Council.

Experience the West by clicking on the logo above or go to: www.foodmarketmaker.com. View all the MarketMaker states on the national website at: www.foodmarketmaker.com.



FARM CREDIT SPONSORS 2012

NATIONAL FOOD MARKETMAKER INNOVATION AWA

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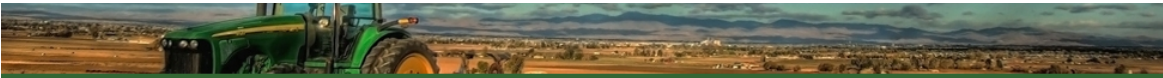
Pictured: Ken Hood, MS; Martha Sullins, CO; Blake Lanford, SC; Gary Matteson, Farm Credit; Tim Woods, KY; and Kevin Heidemann, KY

The 2012 National MarketMaker Innovation Awards sponsored by Farm Credit were presented during the National Value Added Ag Conference in Traverse City, MI on July 25th.

Gary Matteson, Farm Credit Vice President of Young, Beginning, Small Farmer Programs and Outreach was on hand to present the awards.

Congratulations go to **Mississippi MarketMaker** for first place award in the MarketMaker Partnership category and South Carolina as first runner up in that group.

Kentucky MarketMaker for first place in the Education, Research and Outreach category with Colorado as first runner up.



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My Connections

Businesses that you connect with on MarketMaker appear on your business's detail page to let users know more about your operation. You may want to connect with a variety of businesses, including:

- Retailers or farmers' markets that carry your product
- Businesses where you source product
- Other local food businesses

Add New Connection

- Type the name of a MarketMaker business into the search box and click *Submit*.
- Review the business results and click *Connect*.

Name	Type	Date Connected	Remove
Rick's Garden Spot Meats	Mine	2010-04-11 13:53:17.527	
Apple Tree Acres Alpacos	Mine	2010-04-11 13:53:17.527	
Thrushwood Farms Quality Meats, Inc	Mine	2010-04-11 13:53:17.527	
Ashburn (Chicago) Farmers' Market	Mine	2010-04-11 13:53:17.527	
Bartlett Farmers' Market	Mine	2010-04-11 13:53:17.527	
Algonquin Farmers Market	Mine	2011-08-23 09:53:26.153	
Huntinburg Farmer's Market	Mine	2010-04-11 13:53:17.527	
Belle Ecorce Farms	Mine	2012-01-18 10:42:50.740	
Dollinger Family Farm	Mine	2012-06-19 12:05:50.523	

Connecting
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Is
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Easy
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With
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Market -
Maker!
|
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Gonsoulin Grassfed Beef Featured

The "New Orleans Eat Local Challenge" began June 1st. For 30 days, residents were challenged to eat only foods raised or grown within a 200 mile radius of New Orleans to heighten awareness of the benefits of local foods.

Grassfed beef from Gonsoulin Land and Cattle was featured on the menu at the Irish House Restaurant in New Orleans as part of that challenge.



Make New Connections with MarketMaker

Connecting with other businesses

Let users know more about your business by connecting with farmers markets where you sell your produce, retailers that carry your produce, or other local food businesses that are important to your operation.

To make a connection, log into your account and select the "My Connections" tab. Type the name of a MarketMaker business with whom you would like to connect and click to add that business.

An email is then sent to the added business to let them know that you've made a connection. Add as many businesses as you like. Businesses you connect with on MarketMaker appear on your business's detail page.

MarketPlace Buy & Sell Forum

Post your ad for products and/or services you have to sell or want to buy. The Buy & Sell Forum is available to you at no cost. See detailed ads by clicking on MarketPlace Buy & Sell Forum on the National site: www.foodmarketmaker.com.



BUY
13 listings

SELL
43 listings

SERVICES / EQUIPMENT
1 listings

TRANSPORTATION
0 listing

SPORTS
2 listings

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