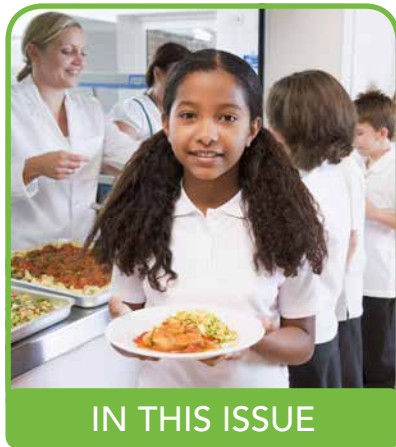




MARKETMAKER™

Linking Agricultural and Seafood Markets



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AGRICULTURAL URBANISM EFFORT UTILIZES MARKET RESEARCH FEATURE TO MAP REGIONAL FOOD SYSTEM ASSETS AND GAPS

This is the second article in a series highlighting who is using the market research feature on the MarketMaker site.

As a few Iowa communities are discovering, local food can mean much more than the bounty offered at a local farmers market during summer months. Year-round access to produce and other locally grown and processed foods is a good indication of a healthy local foods system.

Creating a strong local and regional food system is the goal for six Iowa communities participating in an Iowa State University (ISU) project called the [Agricultural Urbanism Toolkit](#). The project is a partnership of the ISU Community Design Lab, ISU Extension and Outreach, and the Leopold Center for Sustainable Agriculture.

The Agricultural Urbanism Toolkit is a planning process that helps Iowa communities explore their food systems related assets and identifies needs to make local food products more widely available to residents. The design process involves community capacity-building, research and analysis, public input, tactic prioritizations, and design documentation.

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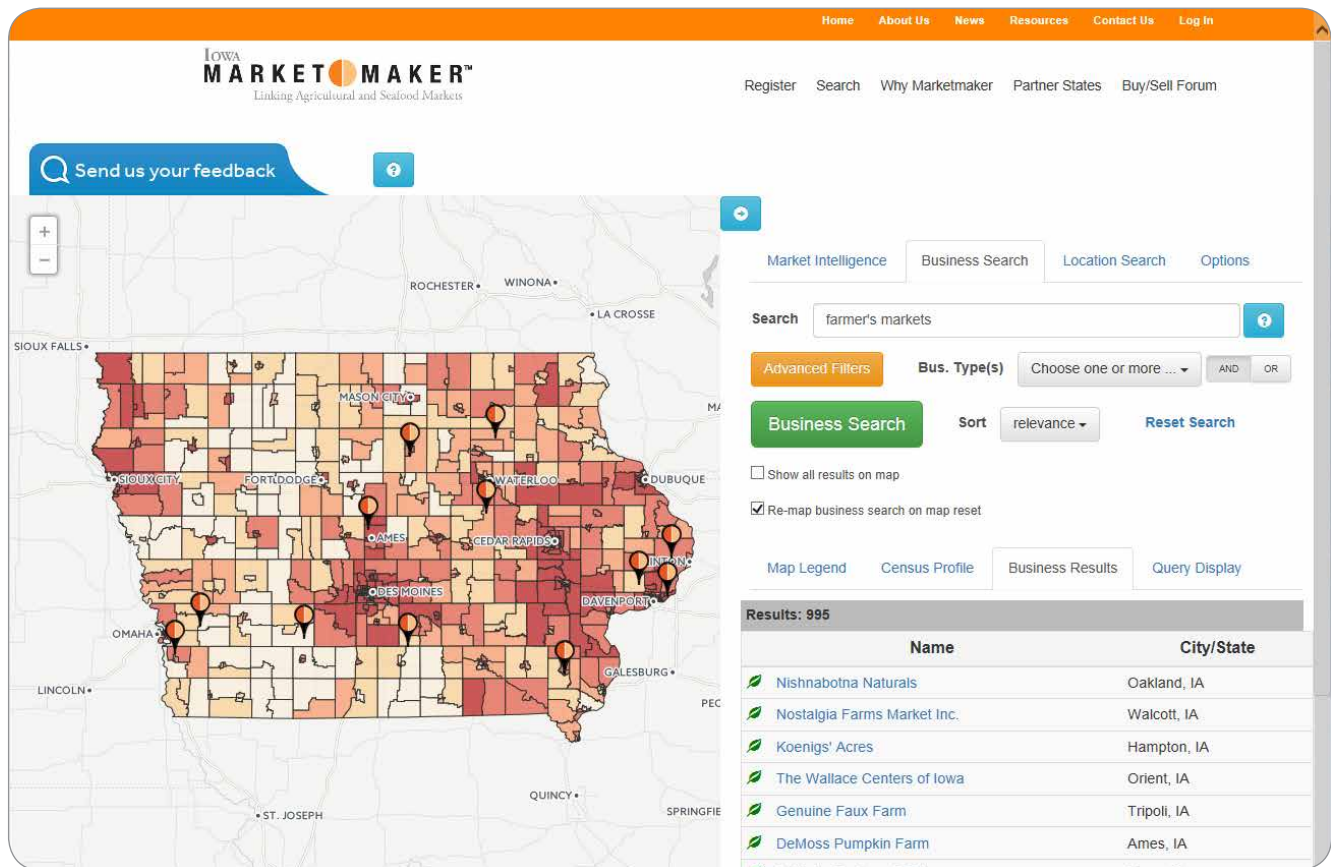
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According to Courtney Long, design fellow with the Community Design Lab and Local Foods Team and co-investigator of the toolkit, “In the first year of the process it’s all about understanding the current situation in the community. It’s really hard to show where everything like community gardens, food hubs, and farmers markets is happening because of the ebb and flow. Gathering all of this information is critical; the participants must have the knowledge of what is already happening in the community in order to make choices about where the food system has the opportunity to evolve.” That is where MarketMaker has helped through the newly updated Market research tool.

In the first year of the toolkit grant, Long and her co-workers compiled a report of 20 maps to understand areas of highest impact including food deserts, health concerns, transportation, etc. They used the [MarketMaker Market Research](#) feature to

create maps that showed the various existing businesses, i.e., production, processing, farmers markets, and more that are in the MarketMaker database. Long said this information is very helpful for the stakeholders in making decisions about their communities’ food system priorities.

Darlene Knipe, Co-founder of MarketMaker, noted, “We’ve always believed that interactive maps that allow a user to visualize large amounts of food related data can really help decision makers who are interested in creating better access to local, healthier, fresher, foods for their communities. This new MarketMaker research tool gives communities, regardless of size and resources, access to the same powerful information, and you don’t have to be a data mapping expert to use it.”



MarketMaker Market Research Tool

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Long noted that the Agricultural Urbanism Toolkit three-year program has now partnered with six communities: Des Moines, Cresco, Cedar Rapids, Cass County, Dubuque County, and Healthy Harvest (a coalition of counties in northern Iowa), and has resulted in fascinating projects that are in various phases of planning and implementation. The 2015 Agricultural Urbanism Toolkit publication provides a general overview of the nineteen different projects, or tactics, that have been researched as part of the initial project. In 2016 and years following, the toolkit program will research additional tactics that meet the needs of the community partners.

“We’ve looked at the goals and purpose of each tactic, potential opportunities, and benefits for a community and whether a particular tactic is a good fit for a community,” said Long. “The Agricultural Urbanism Toolkit program is a transferable process that allows for community understanding and design development for how differing communities use the same process to generate creative, place-based design solutions for local food systems.”

Groups from three new communities were added in 2016. Applications are due February 18, 2016.

To find the Agricultural Urbanism Toolkit, go to the [ISU Extension and Outreach online store](#) or the [Leopold Center website](#).

IOWA STATE UNIVERSITY
Extension and Outreach



LEOPOLD CENTER
FOR SUSTAINABLE AGRICULTURE

AGRICULTURAL URBANISM TOOLKIT RELATION INFORMATION

Completed grant: [Agricultural Urbanism Toolkit \[M2014-03\]](#)

Current grant: [Agricultural Urbanism Toolkit Years 2 + 3 \[M2015-12\]](#)

[The ISU Community Design Lab's Website](#)

[Agricultural Urbanism Process Webinar](#)

MARKETMAKER UPDATES

NEW PROFILES ADDED

Cattle industry profiles have been added to assist the cattle industry in connecting to create more business-to-business opportunities. Forage and Livestock Production categories have been added to the Farmer/Rancher business type. The forage category includes Hay Broker and Hay/Forage Producer. The Livestock Production category includes Calf-Cow Producer, Grower/Backgrounder, and Cattle feeder.

FARMERS MARKET PROFILE UPDATES

The farmers market profile has been updated with input from the Illinois Farmers Market Association (IFMA) as the first deliverable in a grant to implement shared profiles. The new profile creates consistency between USDA and IFMA and will be implemented in every MarketMaker state.

FARM TO SCHOOL EFFORT STRENGTHENED BY ARKANSAS MARKETMAKER AND COLLABORATIONS WITH COMMUNITY GROUPS

The [Farm to School](#) movement that teams local farms with nearby schools to provide fresh produce for students and income for farmers in Arkansas is gaining momentum—a win-win for farmers, children, and their local economies. The Arkansas MarketMaker program has partnered with several organizations to promote the effort to schools, farmers, and community partners. Through co-hosting five regional Farm to School workshops, farm tours, and facilitating connections between farms and school buyers, the MarketMaker program has truly made a difference.

“Local farmers and schools throughout Arkansas are seeing registration in MarketMaker as a first step to entering this fastest-growing market in the state,” said Beverly Dunaway, Arkansas MarketMaker representative.

Dolores Sutterfield, director of child nutrition for Harrisburg School District, attended one of the Farm to School regional meetings. After the meeting, Dolores said, “I went on [to MarketMaker] trying to find more local farmers and started reaching out to them in November. We are looking forward to purchasing more in the spring when more local foods will be available.”

Beverly Dunaway added, “Given obstacles that must be overcome to integrate fresh produce into school cafeterias, it’s exciting for us to witness the growing enthusiasm for local food from our school nutritionists, and also very rewarding to see what an important part MarketMaker is playing in the process.”

According to Dr. Ron Rainey, director of the Arkansas MarketMaker program and an extension economist for the University of Arkansas System Division of Agriculture, “There are more schools that want to purchase local products than the farmers can supply.” The mission of the Arkansas MarketMaker program is to connect farmers with customers. It is housed and staffed within the Cooperative Extension Service, part of the University of Arkansas System Division of Agriculture.

“We love supporting Farm to School because it’s a remarkably simple means to benefit the entire community—students, schools, and local farmers,” said Ron. “Research done by Division of Agriculture scientists shows the value of fresh produce in schools and its ability to reduce childhood obesity in a very economical way,” he said. “And these partnerships also help local economies by boosting sales for local farmers. Everybody wins.”

Arkansas Governor Hutchinson declared October Farm to School month. Representatives from [Arkansas Children’s Hospital Research Institute Childhood Obesity Prevention Research Program](#), [Access to Healthy Foods Working Group](#) of the [Arkansas Coalition for Obesity Prevention](#), the [Arkansas Department of Education—Child Nutrition Unit](#), [Arkansas MarketMaker](#), the [Arkansas Agriculture Department](#), and farmers were in attendance for the proclamation.



UPCOMING EVENTS

FEBRUARY

February 16–17

Illinois Farmer's Market Association Conference and Trade Show, Chicago, IL

February 22–26

Aquaculture 2016 Meeting, Las Vegas, NV

February 24–25

Ohio Hops and Malting Barley Conference and Trade Show, Wooster, OH

February 25–26

USDA Ag Outlook Forum, Arlington, VA

February 27

Virginia Farm Bureau Young Farmers Expo, Chatham, VA

MARCH–APRIL

March 8

Small Farms Conference, Delaware State University, Dover, DE

March 11

Farm Credit University, Raleigh, NC

March 31–April 2

Wyoming Farmers Market Association and Master Gardener Joint Conference, Riverton, WY

April 4

Virginia Agritourism Conference, Halifax, VA

MARKET MAKER™

Buy & Sell Forum

Whether you are interested in buying fresh produce, selling livestock, searching for equipment, transporting foodstuffs, or looking for a specific service, the *Buy & Sell Forum* will connect you to other industry members in all 20 participating state networks.

BUY

7

LISTINGS

SELL

59

LISTINGS

OTHER

4

LISTINGS

[BROWSE ADS](#)

MARKET MAKER™

In the Field

We want to share your MarketMaker experiences with the entire Partner Network by including them in the MarketMaker Newsletter. Email your success stories, tips for new users, hot topics, and current events in the agriculture industry.



[SUBMIT CONTENT](#)



BUSINESS SPOTLIGHT:

SHADY GROVE GREENHOUSE

Heather and Ken Cook live and farm in a small community in rural Ohio, about two hours from large markets of Pittsburgh, Columbus, and Cleveland. They started [Shady Grove Greenhouse, LLC](#) after years of working in retail and manufacturing. The Cooks specialize in growing 30 different types of organic microgreens and lettuce blends and 70 different types of produce in addition to raising fish. Microgreens are the shoots of salad vegetables, such as radish, kale, cabbage, and arugula, which are picked just after the first true leaves have developed, in as little as ten days. The Cooks use a self-sustaining environment where the fish (hybrid bluegill and perch) are feeding the plants; the plants are cleaning the water for the fish.

The Cooks live in a small community where what they grow is not common. They joined MarketMaker in order to help connect them to regional markets. Heather said, “The Buy/Sell Forum on MarketMaker is a great idea; I listed a couple of ads when the farmers markets weren’t busy. It was very easy to use.” Heather and Ken sell their products at several area farmers markets, a retail outlet, and to local restaurants and coffee shops. To learn more about Shady Grove Greenhouse, visit their [MarketMaker profile](#).

The Cooks use a self-sustaining environment where the fish are feeding the plants and the plants are cleaning the water for the fish.



Shady Grove Greenhouse's new farm box option includes four types of fresh microgreens, radishes, a lettuce mix, and herbs.

A LETTER FROM THE FOUNDERS

Thank you to our many partners and supporters of MarketMaker this past year! Our collaboration has enabled our program to do good and important work for agriculture and the food industry across the nation.

2015 marked the beginning of a new decade for Food MarketMaker and we have used this year to develop ways to better meet the needs of our food system and explore partnerships into areas that promote more local and regional markets for farms of all sizes. To read more, [click here](#) for the 2015 Year in Review.

We have been fortunate to expand our National MarketMaker team to include a full time marketing position and we have added new faces to an already very talented technology team. We also welcomed a new full time program manager who can provide leadership to the MarketMaker team as we pursue growing MarketMaker in every state and in international markets.

I hope you enjoy reading about the many accomplishments in the 2015 Year in Review. We want to thank all those many partners and colleagues who have worked alongside us not only in 2015 but over the past 11 years. All of MarketMaker's successes we share with you.

Sincerely,

Richard & Darlene Knipe



Richard Knipe
*Co-founder and
Agriculture Research
Subject Matter
Expert (SME)*



Darlene Knipe
*Co-founder and
Food Systems SME*

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- ▶ ARKANSAS
- ▶ COLORADO
- ▶ DISTRICT OF COLUMBIA
- ▶ FLORIDA
- ▶ GEORGIA
- ▶ ILLINOIS
- ▶ INDIANA
- ▶ IOWA
- ▶ KENTUCKY
- ▶ LOUISIANA
- ▶ MICHIGAN
- ▶ MISSISSIPPI
- ▶ NEBRASKA
- ▶ NEW YORK
- ▶ OHIO
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