

MarketMaker Farms & Businesses in the Spotlight



Eric and Sheila Olauson recently launched a business, Bizzy Lizzy Bakery, in Hillsdale, MI in the southeast corner of the state. They produce a non-flour cookie that serves as a meal substitute. They strive to provide their customers with the highest quality ingredients while balancing protein, fats, carbohydrates, fiber as well as vitamins and minerals. The Bizzy Lizzy Cookie is loaded with fiber and protein to help maintain a level of satisfaction until the next meal.

Sheila recently expressed her feelings about MarketMaker. "MarketMaker is awesome! We used the MI MarketMaker website to study the demographics of the State of Michigan and identify the areas with people who fit our product. We were able to make a diagram on a map of Michigan to show us the areas where we should sell our products. No one else could have done that for us."

To learn more about Bizzy Lizzy Bakery, visit their website at www.bizzylizzybakery.com

What's New in MarketMaker



In early 2009, **MarketMaker** will move to a new suite of high performance servers. In addition, the **MarketMaker** web application will receive several significant enhancements, allowing it to become an even more effective tool for agricultural commerce. One new addition to the website is the **MarketMaker Blog**. Here users can post regular entries of commentary, questions and other information they would like to share with persons of similar interests. [Read More](#)

Indiana MarketMaker at The Chef's Academy

More than 50 student chefs and several faculty members of The Chef's Academy in Indianapolis heard how Indiana MarketMaker can be their resource for fresh seasonal crops, meats, cheeses and specialty food products.

Had student Justin Cowan known about MarketMaker, he would not have had to stay up until 4 a.m. searching the Internet for resources for his "Open a Restaurant" project. He and three other students had chosen a "farm-to-table" style restaurant, but Cowan found locating information for locally-grown produce a challenge. "I could find information on eggs, chicken, meat or dairy, but finding information on vegetables and fruits was hard —especially local or organic," Cowan said. [Read More](#)





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 in the last month and are still active at the time of this email.

LOOKING TO SELL

Product	State	Date Expired
Shipping/Storage Plastic Bins	Michigan	1/25/09
Organic Freezer Beef	Michigan	1/30/09
200 grain vinegar & 5 gallon pails with lids	Ohio	1/23/09
Aquaculture Equipment & Supplies	Mississippi	1/27/09
Freshwater Prawns & Catfish Fillets	Mississippi	1/27/09
Wethers	Pennsylvania	1/27/09

LOOKING TO BUY

Product	State	Date Expired
Grain for Animal Consumption	Texas	2/15/09

SERVICES

Product	State	Date Expired
Fresh Approach to Food Marketing	Ohio	2/11/09

To check out any of the ads posted here, go to the [National MarketMaker](http://national.marketmaker.uiuc.edu) website and click on the [MarketMaker Buy/Sell Forum](http://national.marketmaker.uiuc.edu) logo. Web address is national.marketmaker.uiuc.edu

MarketMaker Tips & Pointers

How to set up a User Account: If you received this first eNewsletter, your farm or business is listed on MarketMaker. You may or may not have a User Account set up. What is a user account for, you ask? A user account gives a business the ability to make changes to their current information. If your products, address, description, etc. changes, you can log into your information and make corrections instead of having to contact MarketMaker staff to do it for you.

To request a user account, go to **National MarketMaker** – <http://national.marketmaker.uiuc.edu> - and click on the state where you are from. When you're at your state's site, click on **Register/Log In** on the left side of the page. On the next page, click on **Request Account Access**. Fill in the 4 pieces of information we are asking for and submit. An email will be sent to you that contains the username and password assigned. Once you receive it, log into your user account and change the password to something you can remember.

If you already have a user account and forgot the password, follow the directions above except click on **"Forgot Password?"** instead of Request Account Access. Enter the username assigned to you and submit. A new password will be emailed to you.

If you already have a user account but can't remember your username or password, click on **Request Account Access** and complete the information needed. Your old user account will be deleted and a new one set up with a new username and password. An email will be sent containing this new information.

TELL US How You Use MarketMaker

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 sshetler@illinois.edu You just might be our next business "in the spotlight!"

New Farms & Businesses on MarketMaker

We'd like to welcome the following farms and businesses to MarketMaker. They are new registrations on MarketMaker during December 2008.

Business	City	State	Business Type
Crager-Hager Farm	Carrollton	Georgia	Producer
Montaluce Winery & Estates	Dahlonega	Georgia	Winery
Tilford Winery	Kathleen	Georgia	Winery
Tink's Grassfed Beef	Washington	Georgia	Producer
Waggin' Delights, Inc.	Marietta	Georgia	Food Retailer
Irish Grove Farms, Inc.	Pecatonica	Illinois	Producer

Local Growers' Network (L.G.N.) Farmstand	Dahinda	Illinois	Producer
Lost Creek Orchard	Greenup	Illinois	Producer
Sterling Gardens	Sterling	Illinois	Farmers Market
Grounded Organic & Natural Foods	Jasper	Indiana	Food Retailer
Sauces Rubs Marinades	Newburgh	Indiana	Food Retailer
The Buffalo Ranch	Monticello	Indiana	Producer
Center Fresh Egg Farm, LLP	Sioux Center	Iowa	Processor
Davenport Farmers' Market	Davenport	Iowa	Farmers Market
Dean's Produce	Wever	Iowa	Producer/Food Retailer
EVERYBODYS Whole Foods	Fairfield	Iowa	Food Retailer
Gateway Natural Meats,LC	Bellevue	Iowa	Producer
AZUR Restaurant & Patio	Lexington	Kentucky	Eating & Drinking
Bertram Dairy	Glasgow	Kentucky	Producer
Cedar Ridge Farms	Williamstown	Kentucky	Producer
Felice Vineyards	Louisville	Kentucky	Winery
Fox Run Farm CSA	Falmouth	Kentucky	Producer
Goose Creek Berries	Georgetown	Kentucky	Producer
Rainbow Harvest Farm	Liberty	Kentucky	Producer
Zephyr Ridge Farm	Carlisle	Kentucky	Producer
4L Farms	Shelbyville	Michigan	Producer
Country Dairy	New Era	Michigan	Producer
Dale's Custom Hay	Berrien Springs	Michigan	Producer
Eckert's Greenhouse	Sterling Heights	Michigan	Producer
Green Organics Farm Inc	Metamora	Michigan	Producer
Jake's Country Meats	Cassopolis	Michigan	Producer
Michigan Mushrooms llc	Alpena	Michigan	Producer
Oconnor Farms	Croswell	Michigan	Producer
Pentamere Winery LLC	Tecumseh	Michigan	Winery
Springin Kids Farm	Perry	Michigan	Producer
Sunnyside Greenhouses LLC	Martin	Michigan	Producer
MissLou Blueberry Growers Co-op Association	Lumberton	Mississippi	Producer
Bowman & Hill Micro Farm	Kent	New York	Producer
Common Thread CSA	Madison	New York	Producer
Hoeffner Farms	Montgomery	New York	Producer
Seaway Trail Honey	Williamson	New York	Producer
Thunderhill Farm	Stanfordville	New York	Producer
Ber-Gust Farms	Waynesfield	Ohio	Producer
Bowling Green Farmers Market	Bowling Green	Ohio	Farmers Market
Clifford Hill & Sons Farm	Letart Falls	Ohio	Producer
Curlys Custom Meats. Inc.	Jackson Center	Ohio	Processor
Kramer's Farm Market	Norwalk	Ohio	Producer
Scales to Tails Seafood Shoppe	Wooster	Ohio	Processor/Wholesaler
Skinny Pickle Company, Inc.	Madison	Ohio	Processor
White Feather Farms Of Ohio	Pataskala	Ohio	Food Retailer

To find information about any of these farms and businesses, go to National MarketMaker –

<http://national.marketmaker.uiuc.edu> - and click on the state where they are from. Select **Search** in the upper right corner of the page. Enter the business name in the keyword search area.

Contact Information

Email: sshetler@illinois.edu

Web: national.marketmaker.uiuc.edu

If you do not want to receive this newsletter, reply to this email with "unsubscribe" as the subject line or email sshetler@illinois.edu to be removed from the mailing list.

National MarketMaker – Main Headquarters
University of Illinois Extension
4550 Kennedy Drive
East Moline, IL 61244
