

TELL US How You Use MarketMaker – Be “Spotlighted” in our Newsletter



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!”

Indiana MarketMaker Receives Bronze Award

Indiana MarketMaker, an interactive mapping system that locates businesses and markets of agricultural products, received a bronze award at the 2009 ACE Critique and Awards program. ACE is the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences. It was entered in the Marketing Campaign Over \$1000 category along with 240 other entries, and received 97 out of a possible 100 points. Congratulations, Indiana!



South Carolina Launches MarketMaker

The Palmetto State's freshest seafood and agricultural produce is just a mouse click away through an interactive tool now available in South Carolina. S.C. MarketMaker is an online resource that puts the state's freshest agricultural products and from-the-boat seafood in the hands of consumers.

Bringing Market Maker to South Carolina is a cooperative effort between Clemson University Public Service Activities, S.C. Department of Agriculture, S.C. Sea Grant Consortium and the U.S. Department of Agriculture Natural Resources Conservation Service.



Dave Lamie demonstrates SC MarketMaker to onlookers.

From a farmer looking for a place to sell fresh-grown baby greens to a grocery store manager who wants to stock his coolers with locally caught shrimp, Market Maker's online interactive mapping system can locate businesses and products across the Palmetto State. The innovative tool provides an important link for producers and consumers, said R. David Lamie, Extension specialist at the Clemson Institute for Economic and Community Development, who is leading the project in South Carolina. [Read More](#)

Launch of DC MarketMaker



Herbert Brown (HE Brown Farms), Quinton Robinson (ESQ. Agriculture Consultant), Shay Axon (Food & Earth International), and Adam Diamond (USDA Agriculture Marketing Specialist) attend DC MarketMaker launch.

April 29, 2009 was the exciting occasion of the official launch of the DC MarketMaker online site. As the nation's only totally urban land-grant institute, the University of the District of Columbia is uniquely positioned to develop a model for similarly situated urban jurisdictions to fully utilize and promote the benefits of the internet based MarketMaker.

By linking food producers, buyers, distributors and consumers, MarketMaker is able to create a network that promotes:

- Strengthening the economy of local communities and businesses
- Encouraging better health and
- Cultivating environmental stewardship and sustainability

Three key program areas of UDC's Community Outreach and Extension Services (COES) will serve as vehicles to help spread the word about the exciting resource. [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 BUY

Product	State	End Date
Small Grain	Georgia	5/16/2009
We buy Grain for animal consumption!!!	Illinois	5/17/2009
2009 Vendors Wanted!	Illinois	6/15/2009
Grain Cleaning and Milling Equipment	New York	6/14/2009
Hull-less Oats	New York	7/15/2009
Oat dehulling & rolling equipment, grain cleaning and grinding equipment	New York	7/15/2009
Farmers Needed for 2009 Season	Ohio	6/3/2009

LOOKING TO SELL

Product	State	End Date
Emily G's "Jam of Love"	Georgia	5/22/2009
Get a FREE organic produce box!	Georgia	5/28/2009
Fresh Eggs	Georgia	7/4/2009
Small cell bees/package and nucs	Illinois	5/17/2009
Goat Meat For Sale Seasonally	Illinois	5/24/2009
Bremer Bros Freezer Beef	Illinois	6/8/2009
Eggs	Illinois	6/16/2009
Labels and Labeling Guns	Illinois	7/12/2009
14'Lely Roterra Model #450	Illinois	8/11/2009
2 Maschio R3 Heads	Illinois	8/11/2009
Produce and Alpaca yarn	Indiana	5/15/2009
Farm Fresh Eggs	Indiana	5/18/2009
Farm Fresh Lamb	Indiana	6/1/2009
All Natural BBQ Sauces	Iowa	5/21/2009
The Writer's House	Kentucky	5/17/2009
Chicks are hatching soon; also hay for sale	Kentucky	7/8/2009
Kentucky Proud Farm Raised Domestic Fryer Rabbits	Kentucky	7/19/2009
Dried Lavender Bundles	Kentucky	8/8/2009
Alfalfa-hay	Michigan	5/17/2009
Hulless seed pumpkins	Michigan	5/31/2009
Frankenmuth Farmers Market	Michigan	6/7/2009
Hook to Cook Gourmet Fry Mixes & Tropic Sauce	Michigan	6/9/2009
Wine	Michigan	6/14/2009
Heirloom seeds	Michigan	6/22/2009
Frozen Fruit	Michigan	8/10/2009
Freshwater Prawns & Catfish Fillets	Mississippi	6/17/2009

Bakery Cases	New York	5/18/2009
Fresh Salsas and Bruschetta Topping	New York	6/2/2009
Farm Fresh Eggs	New York	7/14/2009
Hull-less oats	New York	7/15/2009
Chicken - Organic, pastured, free-range, humanely raised	New York	7/23/2009
Eggs - Organic, pastured, free-range, humanely raised	New York	7/23/2009
New Temple-Inland Berry flats & pulp containers	Ohio	5/22/2009
Mill Creek Pheasant	Ohio	6/12/2009
Tilapia	Ohio	6/17/2009
Locally raised beef for sale	Ohio	7/15/2009
Hyman Vineyards Easter Special	South Carolina	5/24/2009
Muscadonia Vineyards	South Carolina	6/3/2009
Fresh produce	South Carolina	6/15/2009
Hyman Vineyards' Local Muscadine Wines	South Carolina	6/21/2009
Goat Meat	South Carolina	8/12/2009
USDA Chevron Goat Meat	South Carolina	8/12/2009

SERVICES

Product	State	End Date
Food and food related products broker	Illinois	5/31/2009
A Fresh Approach to Food Marketing	Illinois	6/16/2009
Post Harvest Plastic Bins	Illinois	6/29/2009
Aquaculture Equipment & Supplies	Mississippi	6/22/2009
Pearl Market - Columbus, OH Now Enrolling Vendors for 2009	Ohio	6/15/2009

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

MarketMaker Tips & Pointers: Refresh Your Information Today!

Summer is fast approaching and gardens will begin producing their wears for you and your family to eat and enjoy or sell to others. Now is the perfect time for you to update your farm's/business' information contained on the MarketMaker website. You want to make sure everything is correct when people begin looking for various types of food and your information appears in their search. Here's how to do the updating!

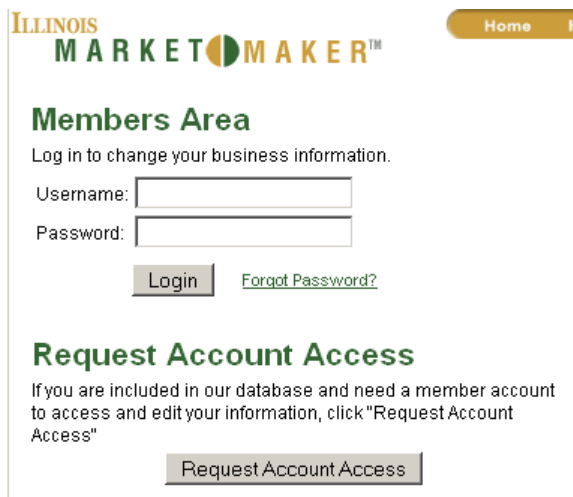
Already have a MarketMaker User Account?

- Go to National MarketMaker – <http://national.marketmaker.uiuc.edu> – and click on the state you are from.
- In your state's MarketMaker homepage, click on **Register/Log In** on the left side of the page.
- In the Members Area (upper left side) enter your username and password.
- Once logged in, click on "My Business" to make changes to your information.



Can't remember if you have a User Account or don't remember the access information?

- Go to National MarketMaker – <http://national.marketmaker.uiuc.edu> – and click on the state you are from.
- In your state's MarketMaker homepage, click on **Register/Log In** on the left side of the page.
- In the upper left area of the page, click on the **Request Account Access** button.
- Enter the information requested. For Business Name, enter how your business is listed in MarketMaker
- Click **Submit** once all four areas are filled in.
- An email containing your username and password will arrive within 1 business day (not including weekends) to the email address you entered.
- Once you get the email, log in to your account and change the username/password to something you can easily remember. Follow steps 1 & 2 above except this time fill in the username and password in the Members Area.
- Look over your current business information and make additions/corrections to it so it highlights your farm/business and the products you sell.



The screenshot shows the Illinois MarketMaker website interface. At the top, it says "ILLINOIS MARKETMAKER™" with a "Home" button. Below this is the "Members Area" section, which includes a login form with fields for "Username:" and "Password:", a "Login" button, and a "Forgot Password?" link. Below the login form is the "Request Account Access" section, which contains a paragraph of text and a "Request Account Access" button.

Checking to see if your information needs corrections:

- Go to National MarketMaker – <http://national.marketmaker.uiuc.edu> – and click on the state you are from.
 - Click on **Search** in the upper right corner of the homepage.
 - Enter all or part of your business name into the Google Custom Search box and click **Search**.
 - Find your farm/business name in the search results and click on **View** to the right of your farm's/business' name. A profile page will come up showing you what is currently entered about your farm.
 - If changes need to be made to your information, follow the directions above to set up a user account or log into it.
 - If your farm/business is not mapped out correctly, let Sandy Shetler know either by calling her at 309-792-2500 or emailing her at sshetler@illinois.edu. She will work with you to get it mapped out as close as possible.
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New Farms & Businesses on MarketMaker

Since the April newsletter, over 153 new farms and businesses have registered on MarketMaker. Some could be from YOUR state! To see the new registrations, visit the **What's New in MarketMaker** webpage at <http://national.marketmaker.uiuc.edu/whatsnew.php>. Here you will be able to find specific information on each of the businesses like the type of business they are, the contact person, where they are from and much more. Click on their business' name and you will see their complete profile. Make sure to also click on "Last 30 Days" beside the table's title to see all of the registrants since our last newsletter.

On this webpage you will also be able to see the latest MarketPlace listings, most viewed MarketMaker Businesses and the latest MarketMaker News.

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
