

Participating States:

- Alabama
- Arkansas
- Colorado
- Florida
- Georgia
- Illinois
- Indiana
- Iowa
- Kentucky
- Louisiana
- Michigan
- Mississippi
- Nebraska
- New York
- Ohio
- Pennsylvania
- South Carolina
- Texas
- Washington, D.C.

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MarketMaker Business in the Spotlight...

Daniel and Anna's Orchard
New Iberia, Louisiana

Daniel and Anna's Orchard is a small specialty fruit and pecan grower near Coteau in Iberia Parish, Louisiana. Daniel Romero owns the orchard and runs it as a sideline business. This busy grower juggles his full time job along with tending his 20-acre orchard. He boasts over 3,000 pecan and fruit trees.

Romero, like most producers, is always on the lookout for new ways to market his products. He found MarketMaker through Louisiana State University Agricultural Center (LSU AgCenter) and registered his business in September of 2010. Since that time, Romero can attribute several calls directly to his MarketMaker listing—one was from an out-of-state buyer of persimmons.

"I've noticed that we have had more traffic from outside the area, even as far as Texas, coming to the orchard since we registered," said Romero. "I believe MarketMaker has helped those looking for exotic fruits find our orchard."

John Westra, Associate Professor at LSU and LSU AgCenter states, "It's great that producers are seeing enough potential value in MarketMaker that they are signing themselves up. MarketMaker gives smaller producers like the Romero's the opportunity to market their products to a wider audience. The MarketMaker website offers a way to 'level the playing field' at no cost - giving small producers an audience far more expansive than what local advertising can target.

To learn more about Daniel and Anna's Orchard, check their [MarketMaker profile](#) or call (337) 365-1690.



Daniel Romero, owner of Daniel and Anna's Orchard in Iberia Parish picks satsumas in his citrus grove. Romero has used MarketMaker to sell his products. (Photo by Bruce Schultz, LSU AgCenter)



Carol Boudreaux of Erath picks pecans at Daniel and Anna's Orchard. (Photo by Bruce Schultz, LSU Ag Center)

We Want to Know!

How have you used MarketMaker? Noticed new customers? Used the Buy & Sell Forum?

We'd like to hear your story! Please submit ideas or articles to: marketmaker@extension.uiuc.edu

In The News...

American Culinary Federation Colorado Chefs Association Promotes Colorado MarketMaker



From Colorado beef and potatoes to lamb and dairy products, Colorado's chefs understand the high quality products available in the state. The Colorado Department of Agriculture and the Colorado Chefs Association have been partners for years, working together to support Colorado agriculture. Now, the Colorado Chefs Association is helping promote Colorado MarketMaker to chefs across the state, encouraging them to use the tool to find local products.

"We are really excited how Colorado MarketMaker can connect the state's chefs with local producers," said Joan Brewster, Executive Director of the Colorado Chefs Association. "We think this resource will make it easier for chefs to incorporate local ingredients into their menus."

Chefs are already utilizing the tool. Aran Essig, Executive Chef for Dining Services at the University of Northern Colorado in Greeley, has used Colorado MarketMaker with great success. "I was able to locate farmers within the area and invite them to participate in our on-campus market by e-mailing an invitation to them. It is a fantastic site and a wonderful resource, very easy to navigate," said Essig.

The mission of the ACF Colorado Chefs Association is to provide educational opportunities to Colorado residents pursuing a career in the culinary profession through leadership, financial assistance and guidance, thereby enhancing the quality of the Colorado Culinary Arts. The ACF Colorado Chefs Association is one of the largest culinary organizations in the United States, with more than 1,000 members.

Promote Your Business at **NO COST!**

Advertising is a necessity for business owners who want to promote their products. Yet this can be costly!
A professionally designed website may fall well outside the budget.

Thanks to the creation of social media, there are new opportunities to engage your customers and promote your business for little to no cost. Free tools such as Facebook can give your business exposure to millions of people. Facebook alone has over 600,000 million users worldwide.

Why not take advantage of this free market? Many businesses now have fan pages that are much more engaging than a basic website. How do you make a free marketing tool like a Facebook Fan Page work for you?

- Make it interesting with plenty of updates, photos, videos, and discussions.
- Offer special promotions specifically to your Facebook fans such as printable vouchers for discounts or free products.
- Post updates and links to relevant and interesting things. You want them to see your business in their news feeds regularly to keep your business fresh in their mind.
- Read what your fans post on your fan page wall and interact. Reading what your fans say about your business is crucial for your brand.

To learn more about Facebook Fan Pages, [click here](#).



Become a fan of MarketMaker at: <http://www.facebook.com/pages/Food-Industry-MarketMaker/122774947174>

MarketMaker Tips and Pointers:**MarketMaker's Members Area Explained...**

You've registered your business on MarketMaker—congratulations! With your registration comes access to your own 'Members Area'. Let's take a look inside and learn more about what this section offers.

◀ My Home ▶

Here you will find your business snapshot showing the number of views and your Buy/Sell Forum traffic.

◀ My Business ▶

A view of your profile as it appears on the website. You can edit your profile from this area.

◀ My Connections ▶

This lists the businesses with which you have a connection.

To connect, log into your account and do a business search. On the results page, click on the business profile with which you want to connect. Within that profile, under 'Business Connections' you'll see the GET CONNECTED icon. Click to connect your businesses.

◀ My Buy & Sell Ads ▶

This shows a list of the ads you have posted on the MarketMaker website. It displays the title, beginning/end date, and allows you to delete or repost an ad. You may also create a new ad from this area.

◀ My Account ▶

Click on this heading to change your Username and/or your Password. If you forget your password, email us at: marketmaker@extension.uiuc.edu.

◀ My Alerts ▶

You may elect to receive alerts in specific areas of interest by checking them under this heading. For example, by checking 'Fruit' under the 'Looking to Sell' category you will receive an email when someone has fruit to sell.

Looking to Buy—for those seeking to purchase products

Looking to Sell—for those with products to sell

Services and Equipment—farm markets, CSA's, co-ops, equipment, and farm/marketing/business services advertise here

Transportation—for those seeking to transport or have products transported

Since the April newsletter,

109

new businesses have registered on MarketMaker.

Check them out at:

[http://
foodmarket-
maker.com/
whatsnew.php](http://foodmarketmaker.com/whatsnew.php).

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 on our website at: www.foodmarketmaker/main/marketplace.

BUY
8 listings

SELL
51 listings

SERVICES/EQUIPMENT
5 listings

TRANSPORTATION
0 listing

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