



# MARKET MAKER™

Linking Agricultural Markets



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## GROW YOUR BUSINESS BY CONNECTING WITH FOREIGN BUYERS

International business development professional Larry Taylor knew nothing about MarketMaker until his pursuit to provide foreign markets with American food and agriculture goods led him to the MarketMaker website. Larry did a simple Google search for aquaculture products, and through this search, Larry found MarketMaker and began using the tool to locate producers of farm-grown fish in Ohio and Indiana. Discussing export opportunities with these MarketMaker users sparked multiple new business leads.

MarketMaker users can take advantage of similar opportunities to connect with buyers in other countries. Larry's business consulting firm is now supporting the development of new air-freight routes from MidAmerica Airport to Asian and Latin American markets. Trade between Asian and Latin American markets is booming. However, current air-freight routes are extremely inefficient. New freight routes connecting Asia with Latin America via MidAmerica Airport will create streamlined routes that will save money and time for American exporters. Ultimately, fresh American food and other high-value products will be shipped to overseas markets quicker, easier, and at less cost.

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MidAmerica Airport is co-located with Scott Air Force Base, which is also home to the United States Transportation Command Center (US TransCom), in southwest Illinois. Because of this airport's location, facilities, and high security, it is ideal for handling freight and servicing air-freighters. The joint-use nature of the airport and the 24/7 operations of the premises reduce cost and enhance time-efficiencies. These factors combine to enable American producers to export to markets never reached before at efficiencies never achieved before.

An American food company realized the value of these new routes and invested at the airport to enhance their freight transportation and handling capabilities. They constructed a \$6 million refrigerated warehouse, which is now viewed as the most sophisticated cold-chain facility at any airport in North America. With this addition, perishable items can be stored and/or processed on site in preparation for distribution or export.



By using the MarketMaker network, Larry has successfully connected producers in several states to new, overseas markets. Gulf seafood producers in Mississippi, Louisiana, Alabama, and Florida are establishing relationships with Chinese customers with his assistance. Using the new air-freight routes and cold-chain facilities, their perishable products will be able to make it to Asian markets in a timely manner, enabling them to profit from Asia's demand for fresh products.

Now a friend of the program and its founders, Richard and Darlene Knipe, Larry offers his services to any MarketMaker user interested in developing their products and business strategies to meet the demand of foreign markets. With 40 years of experience in East-West business and first-hand knowledge of the new air-freight routes, Larry can help navigate the policies and requirements of exporting overseas. By reaching international markets, MarketMaker users can access more opportunities through increased sales, different seasonal rotations, and diverse economic structures and conditions.

Interested producers of fish and seafood, fruits and berries, dairy products, and finished products, including honey, beer, coffee products, horseradish, and others, are encouraged to contact Larry Taylor at [larrytaylor@aziotics.com](mailto:larrytaylor@aziotics.com).

## HELP IMPROVE MARKETMAKER IN JUST 10 MINUTES

Riverside Research wants your feedback to help improve MarketMaker. Our team has collected ideas for improvement and is now looking to find out which ideas are most important to you—the user.

Users interested in participating can click this link: [MarketMaker Development Using Concept Mapping](#). Once the project page loads, click the gray button that says “**Self-Register – Sign Up**.” If you have previously created an account, click the gray button that says “**Sign In**.” Next, click on “**Participant Questions**.” After answering these general questions, click on “**Rating: Importance**” to rate the compiled list of improvements. The information submitted will be aggregated for analysis only and will not be used for personal identification.

This survey will only take ten minutes to complete and will close on December 22, 2014. If you are interested in further contributing to this research or have questions, please contact [Bryan Dailey](#).



# NEW YORK MARKETMAKER AND CUCE-NYC CONTINUE TO GROW FAITH-BASED FOOD HUBS PROGRAM



Food hub administrators and volunteers work together with CUCE-NYC representatives to distribute products and provide health-related activities, including cooking demonstrations and nutrition education.

New York MarketMaker representative and Cornell University Senior Extension Associate Dr. Khin Mar Cho gave an update on the state's Faith-based Food Hubs Program of Cornell University Cooperative Extension-New York City (CUCE-NYC) at November's MarketMaker Partners Conference in Chicago, IL. This program, which will provide a model for similar programs in other partner states, received top honors at the Farm Credit MarketMaker Innovation Awards last May.

Since May, this program has experienced notable growth. Five more "food hubs" have been created to accommodate an increase in participating religious organizations. Now, more than 50 New York religious organizations currently participate in the program, making up 12 food hubs across the city. Together, the hubs purchase over 195,000 pounds of fresh produce from local farmers each week. Ten New York state farmers have also benefitted from the program. By working with the food hubs and CUCE-NYC representatives, these farmers have increased their sales by accessing these in-need markets.

The Faith-based Food Hubs Program of CUCE-NYC uses MarketMaker to increase religious communities' access to New York farm products by linking churches, synagogues, mosques, monasteries, and other faith-based organizations (FBOs) with state farms. The mutually-beneficial connections made through this program have provided faith-based communities with greater access to affordable, healthy foods and have provided new, urban markets for growers.

Each food hub is a network of six to eight FBOs, including food pantries and soup kitchens, and a designated "hub" organization and location. The hub serves as that network's focal point, collecting food orders, negotiating prices and delivery options with producers, and organizing volunteers to unload and distribute goods throughout the network on a weekly basis. CUCE-NYC provides instruction and support and assists hub administrators with scheduling and managing deliveries.

New York City provided an ideal test setting for the program as it houses an estimated 6,000 FBOs, some with memberships as large as 20,000. As health becomes an increasingly-important public concern, many FBOs are incorporating health into their mission, making the ability to acquire fresh food at affordable prices a high priority. Because established food hubs are self-maintaining and do not require external funding, the program design can be applied to many urban areas that also contain large, diversified faith-based communities.

New York MarketMaker and CUCE-NYC also provide free MarketMaker and food hub training for involved FBOs. This service also includes nutrition education free of charge. This free training and education opportunity, in conjunction with involvement in the Faith-based Food Hubs Program, is an effective strategy to spread nutrition knowledge and healthy food access to faith-based communities and low-income families.

If you are interested in learning more about the Faith-based Food Hubs Program of CUCE-NYC or establishing a similar program in your community, please contact [Dr. Khin Mar Cho](#).



A food hub receives a Thanksgiving delivery from a MarketMaker farmer.

# HAPPY HOLIDAYS FROM MARKETMAKER



## PREPARING FOR THE HOLIDAYS

Food plays an important role in holiday celebrations and consumers are looking for all types to fill their tables. Make it easy for them to find your business by updating your profile in MarketMaker.

### MARKETMAKER™

#### *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

3  
LISTINGS

SELL

71  
LISTINGS

OTHER

10  
LISTINGS

[BROWSE ADS](#)

### MARKETMAKER™

#### *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](#)

## A LETTER FROM DARLENE KNIPE



As 2014 draws to an end, I would like to take this opportunity to thank all of you for using MarketMaker and being part of the ever-growing network of farmers, food-related businesses, consumers, educators, and researchers who use MarketMaker to connect with and learn about

one another. It has been 10 years since MarketMaker was launched at the University of Illinois as a platform to help farmers discover new market opportunities within the state. A decade later MarketMaker has a new home with Riverside Research, a not-for-profit scientific research company that will allow us to expand the program in ways that will better meet the needs of our broad community of users. Most of you are aware that the MarketMaker website now has a modern look and an improved search and registration process. We also now have over a million food-related business profiles that can be searched across all 50 states.

In the coming year, we will continue to grow our partnership across the country. We look forward to welcoming Virginia MarketMaker and other new states in 2015. With the help of our newly-expanded technology team, we will be improving and increasing the functionality and services available to you as a user. Keep up with the latest news by reading the MarketMaker newsletter, which will continue in 2015.

On behalf of the entire MarketMaker team, I'd like to wish you all a happy holiday and a happy new year.

Sincerely,

*Darlene Knipe*

Darlene Knipe  
Co-Founder and Food Systems SME

## MARKETMAKER NATIONAL NETWORK:

- ▶ ALABAMA
- ▶ ARKANSAS
- ▶ COLORADO
- ▶ DISTRICT OF COLUMBIA
- ▶ FLORIDA
- ▶ GEORGIA
- ▶ ILLINOIS
- ▶ INDIANA
- ▶ IOWA
- ▶ KENTUCKY
- ▶ LOUISIANA
- ▶ MICHIGAN
- ▶ MISSISSIPPI
- ▶ NEBRASKA
- ▶ NEW YORK
- ▶ OHIO
- ▶ PENNSYLVANIA
- ▶ SOUTH CAROLINA
- ▶ TEXAS
- ▶ WYOMING

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