

**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...

**Circle G Ranch  
 Acworth, Georgia**



In 2006 the company Tim Gray worked for closed its doors. This proved to be the perfect opportunity for Gray and his wife to buy land and start a hobby farm. And so Circle G Ranch was born. Gray decided to raise Rhode Island Red chickens since that was the heritage breed of chickens Tim grew up with as a child.

They purchased 75 chicks and never looked back. Says Gray, "In my wildest dreams I would have never thought that we would have the demand for fresh brown eggs that we enjoy now." He adds, "Listing our eggs on the **MarketMaker** site has lead me to sell at the Farmers' Market for the past 4 years, also several 1-day markets have invited us to participate. These markets have allowed us to sell eggs and grow our flock to over 150 layers."

Circle G Ranch also offers fresh berries and vegetables in season. Blueberries, blackberries, raspberries, and dewberries sell well at the market and an assortment of vegetables is available during season. Most are heirloom and are in high demand in metro Atlanta. The Grays hope to produce more vegetables and berries each year as the demand is already greater than they can meet.

The Gray's daughter teaches 2nd grade and, for the past three years, they've placed an incubator in the classroom for the kids to observe chicks hatching. The Grays spend a day answering questions in hopes the kids will develop an interest in chickens and fresh eggs. And, says Gray, "**MarketMaker** will be there to connect them!"

"**MarketMaker** gives me an opportunity to sell all over metro Atlanta. Without costly advertising I can connect my eggs and vegetables with individuals and people in the food industry. **MarketMaker** is the bridge between the producer and the consumer."



To learn more about Circle G Ranch, check their [MarketMaker profile](#) or visit them at 1163 Regiment Drive, Acworth, GA 30101. Phone (678) 232-4469.

**\* EDITOR'S NOTE \***

Circle G Ranch is in MarketMaker's top 50 most viewed businesses of all time, most viewed farmers, other user profiles, and most Buy & Sell ad views.

Congratulations, Circle G Ranch!

## GREAT IDEA!



Submitted by:  
**DONNA ONDRISKA**  
 Market Manager  
 Palos Heights Farmers Market, IL

“Last year I had an opportunity to take over a second farmers market, but came on board late in April. By then most of the vendors I knew were already booked out for the summer and the previous manager had moved the existing vendors elsewhere on that day.

Thank goodness for MarketMaker and how easy it was to use. I was able to spend a few days perusing the data base to locate a few new vendors or get in contact with some who could refer others. As I worked into the wee hours of the night, it was available to me to use 24/7 and I was able to email vendors with my request.

I have suggested to all my vendors to put their contact information in MarketMaker so other managers can find them or even to find new customers. It’s been a great tool and I highly recommend it.”

### MarketMaker Tips & Pointers:

## WHAT MAKES MY PROFILE NOTICEABLE?

This is a common question and one that we feel is important to address. There are several ways to make your profile more prominent. The goal is for your profile to appear as often as possible when the database is searched.

- 1) List your business in as many business categories as applicable. There are 10 possible on the MarketMaker site. If you are a farmer or fishery with an agritourism business, list yourself in both categories. If you produce grapes, make wine, and sell it on the property, then list yourself as a farmer, processor, and winery.
- 2) Make sure you ‘fine tune’ your business listing by including as many descriptions as possible. This means listing ALL product types, attributes, forms, and methods of sale that apply. The more you have, the more times your profile will appear when the database is searched.
- 3) Keep your information current. This is important to anyone viewing your profile. Old information, outdated websites, incorrect Facebook and Twitter links are frustrating to the viewer.
- 4) If you belong to any group affiliation listed in MarketMaker, be sure to check the appropriate box within your profile.
- 5) Use the MarketMaker Buy & Sell Forum to help market your products. Make certain your ad is descriptive and complete.

**Attract more viewers—make your business as visible as possible!**

## 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](http://www.foodmarketmaker/main/marketplace).



<b>BUY</b> 9 listings	<b>SELL</b> 56 listings	<b>SERVICES/EQUIPMENT</b> 8 listings	<b>TRANSPORTATION</b> 0 listing
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## WE WANT TO HEAR FROM YOU!

Do you have an idea that might benefit another farm, fishery, or business? How have you used MarketMaker? Did you find markets for your products by doing a market search? Have you connected with another business on MarketMaker? Have customers found you because of your listing?

Tell us how you have used MarketMaker - we’d like to hear your story! Please submit ideas or articles to: [marketmaker@extension.uiuc.edu](mailto:marketmaker@extension.uiuc.edu).

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