

## MarketMaker Farms & Businesses in the Spotlight



Nestled in the North Georgia Mountains, **My Daily Bread** was founded by the Wills Family in 2001. In an effort to eat a healthier diet, the family baked with whole grains for many years. As they shared with friends and served at Christian retreats, people expressed a need for a whole grain bakery and My Daily Bread was created.

Every loaf of bread is made just as it is made for their own table - with freshly ground wheat that is not stripped of the valuable vitamins and fiber. Local honey is used in all their yeast breads and they use no preservatives, dyes, or artificial flavorings in their products.

Jams and jellies are made from pesticide-free produce, most of which are grown on their own farm and picked at the peak of its flavor. They use only small amounts of pure cane sugar and also make a low-sugar product for restricted diets.



Jams and jellies are made from organic and pesticide-free fruit picked at its peak

Their desire is to ALWAYS present healthful, quality baked goods to every customer. All products are 100% guaranteed.

When asked how MarketMaker has benefited their business, Dabrielle Wills, owner of My Daily Bread, said:

"I must admit that I was a bit skeptical about whether or not MarketMaker would be of benefit to us as a small family operated bakery in a wee mountain town. Just before Christmas this year (2008), we received a call from a gentleman that is the CEO of a large accounting firm in our area. He inquired about sending gift boxes all over the United States."

"I actually thought it was a prank call as he had never had our products and wanted gift boxes much larger than we offered. When I asked how he had heard of us, he told us he had found us on MarketMaker! He felt confident in us just because we were listed on this site. We did, however, insist that he try our products BEFORE we sent them out!"

"Thank you for providing this wonderful site to help small businesses like us get the word out to so many!"



My Daily Bread offers a variety of sweet breads, muffins, and cookies made with natural ingredients



Organic grains are ground fresh and baked immediately

To learn more about My Daily Bread, you can visit their website at <http://www.mydailybread.vpweb.com>

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## 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](mailto:sshetler@illinois.edu) You just might be our next business “in the spotlight!”

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## Welcome Colorado!

The Colorado MarketMaker website went live on June 2, 2009. We welcome this state partner to the growing list of states linking producers and consumers.



Bringing MarketMaker to Colorado is a cooperative effort between the Colorado Department of Agriculture and Colorado State University. Check out their website at: [www.comarketmaker.com](http://www.comarketmaker.com)

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## MarketMaker at 2009 National Value Added Agriculture Conference

MarketMaker hosted a reception at this year's National Value Added Agriculture Conference held June 2 - 4 in Moline, IL. The conference was hosted by Iowa State University and University of Illinois. It focused on three core areas: Local/Regional Food Systems; Value Added Business Development; and Agritourism. Participants learned about the latest trends and research in the field of value added agriculture.



Value Added Ag Conference participant checking out MarketMaker's abilities

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## MarketMaker In the News...

MarketMaker was named NetLink “Resource of the Month” by GeoWorld Magazine. The June edition features quotes by Darlene Knipe, University of Illinois marketing and business specialist and Ken Hood, agriculture economist with Mississippi State University Extension Service.

The article explains that University of Illinois Extension created MarketMaker five years ago to link specialty beef producers and potential buyers in Chicago. It goes on to tell how the site links farmers with grocery stores, food processors, and other food related businesses. Since its inception MarketMaker participation has grown to include a network of 13 states.

Follow the link below for the complete article:

<http://www.geoplaces.com/ME2/dirmod.asp?sid=119CFE3ACE2A48319AA7DE6A39B80D66&nm=News&type=Publishing&mod=Publications%3A%3AArticle&mid=8F3A7027421841978F18BE895F87F791&tier=4&id=ABDBDFBD3C2B4DF6A63BD622C1826EB0>

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## New “Retail Ready” Certification Project



A “Retail Ready” certification project for producers is underway under the direction of Dr. Timothy Woods, Extension professor at the University of Kentucky. He and his team are working with grocery retailers and restaurants designing an education program to aid growers interested in selling to these institutions. As the demand for local food sources expands, so does the demand for better understanding of how to conduct business with local retailers. The goal of the project is to work with retail buyers to create a best practices checklist that will allow growers in the MarketMaker network of states to more readily identify themselves as potential retail suppliers.

It is expected that a pilot education program will be tested in Kentucky by early Fall 2009 and made more widely available shortly thereafter. The program will be developed in collaboration with those implementing MarketMaker in their respective states and will focus on both produce and livestock products.

This project will research and design a “Retail Ready” curriculum and certification for agricultural and value added producers similar to the Good Agricultural Practices program. This will hopefully facilitate restaurant, grocery and related institutional purchases as the purchasing agents will be better assured that the producer understands their procurement needs.

The program will create a series of best practices modules based on extensive interviews with restaurant, grocery and foodservice buyers, as well as experienced growers, addressing the following topics:

<b>Invoicing</b>	<b>Pricing</b>
<b>Marketing</b>	<b>Packaging</b>
<b>Supply</b>	<b>Labeling</b>
<b>Delivery</b>	<b>Insurance</b>
<b>Certifications and Audits</b>	<b>Communication</b>
<b>Satisfaction Guarantees</b>	
<b>Quality Assurance (Temperature Control, GAPs, Storage, etc.)</b>	

Look for the training program to be offered in your state soon. Further information on the program can be obtained from Dr. Woods at [tim.woods@uky.edu](mailto:tim.woods@uky.edu).



## New Farms & Businesses on MarketMaker

Since the May newsletter, over 250 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.

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[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
<a href="#">We buy Grain for animal consumption!!!</a>	Illinois	7/31/2009
<a href="#">Potato Bread</a>	Kentucky	6/2/2009
<a href="#">Fruits and Vegetables for early June in Michigan</a>	Michigan	6/29/2009
<a href="#">Local Unique Food Manufacturers and Farmers</a>	Michigan	8/26/2009
<a href="#">hull-less oats</a>	New York	7/15/2009
<a href="#">oat dehulling &amp; rolling equipment, grain cleaning and grinding equipment</a>	New York	7/15/2009
<a href="#">slaughter goats</a>	New York	8/25/2009
<a href="#">FRUITS AND VEGETABLES</a>	South Carolina	9/7/2009

#### LOOKING TO SELL

<a href="#">Fresh Eggs</a>	Georgia	7/4/2009
<a href="#">Labels and Labeling Guns</a>	Illinois	7/12/2009
<a href="#">small cell bees/package and nuc's</a>	Illinois	7/31/2009
<a href="#">2 Maschio R3 Heads, Wattsburg, PA</a>	Illinois	8/11/2009
<a href="#">Goat Meat For Sale Seasonally</a>	Illinois	9/5/2009
<a href="#">eggs</a>	Illinois	9/13/2009
<a href="#">chicks are hatching soon also hay for sale</a>	Kentucky	7/8/2009
<a href="#">Fresh Lavender</a>	Kentucky	7/12/2009
<a href="#">Kentucky Proud Farm Raised Domestic Fryer Rabbits</a>	Kentucky	7/19/2009
<a href="#">Homegrown Produce</a>	Kentucky	7/23/2009
<a href="#">Dried Lavender Bundles</a>	Kentucky	8/8/2009

<a href="#">The Writer's House</a>	Kentucky	8/29/2009
<a href="#">Meade County Farmer's Market</a>	Kentucky	9/7/2009
<a href="#">heirloom seeds</a>	Michigan	6/22/2009
<a href="#">Frozen Fruit</a>	Michigan	8/10/2009
<a href="#">FRESHWATER PRAWNS &amp; CATFISH FILLETS</a>	Mississippi	6/17/2009
<a href="#">Senepol Bull</a>	Mississippi	8/17/2009
<a href="#">40 LBS Grass Fed Beef Sampler Package</a>	New York	6/25/2009
<a href="#">Clun Forest sheep and crossbreds</a>	New York	7/2/2009
<a href="#">Farm Fresh Eggs</a>	New York	7/14/2009
<a href="#">Eggs - Organic, pastured, free-range, humanely raised</a>	New York	7/23/2009
<a href="#">Chicken - Organic, pastured, free-range, humanely raised</a>	New York	7/23/2009
<a href="#">Fresh Salsas and Bruschetta Topping</a>	New York	9/5/2009
<a href="#">Tilapia</a>	Ohio	6/17/2009
<a href="#">Locally raised beef for sale</a>	Ohio	7/15/2009
<a href="#">Hyman Vineyards' - "Father's Day Special"</a>	South Carolina	6/18/2009
<a href="#">All Natural Pastured Broilers</a>	South Carolina	6/26/2009
<a href="#">Hyman Vineyards' Local Muscadine Wines</a>	South Carolina	7/15/2009
<a href="#">Goat Meat</a>	South Carolina	8/12/2009
<a href="#">USDA Chevron Goat Meat</a>	South Carolina	8/12/2009
<a href="#">Bath and Body products</a>	South Carolina	9/3/2009
<a href="#">All-Natural Soy Lotion Candles</a>	South Carolina	9/3/2009
<a href="#">Handcrafted goat milk soaps</a>	South Carolina	9/3/2009
<a href="#">Grade A Goat Milk (raw)</a>	South Carolina	9/3/2009

## SERVICES

Product	State	End Date
<a href="#">Riverside Marketplace</a>	Indiana	8/31/2009
<a href="#">Post Harvest Plastic Bins</a>	Illinois	6/29/2009
<a href="#">A Fresh Approach to Food Marketing</a>	Illinois	9/13/2009

<a href="#">Food and food related products broker</a>	Illinois	9/13/2009
<a href="#">AQUACULTURE EQUIPMENT &amp; SUPPLIES</a>	Mississippi	6/22/2009
<a href="#">Luxurious Lodging in Rural Setting Close to Cornell and Ithaca</a>	New York	8/24/2009
<a href="#">Tremont Farmers' Market</a>	Ohio	8/23/2009

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](http://national.marketmaker.uiuc.edu)

## MarketMaker Tips & Pointers: The Benefits of a User Account

...OR...

### What Can a MarketMaker User Account Do for ME?

Aside from connecting your business to a searchable, national database that links your business with processors, retailers, and consumers, a MarketMaker user account also allows you to do much more!

#### Members Area



- Post ads on the Buy/Sell Forum at no charge.
- Update your business information to stay current in the market.
- Track the number of times your business has been viewed on the MarketMaker site with "My Business."
- View a statistical breakdown of how users arrived at your business detail page (via Business Search, Keyword Search, or Ad View).
- Check the status of the ads you've posted with "My MarketPlace." It will show how many times your ads have been viewed and how many replies you've gotten in response to those ads. It also gives a chart detailing the total amount of ads in MarketPlace at the given time, segmented into different advertising categories.

Can't remember if you have a User Account or don't remember the access information? See May's newsletter for full login information.

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**Contact Information**

Email: [sshetler@illinois.edu](mailto:sshetler@illinois.edu)

Web: [national.marketmaker.uiuc.edu](http://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](mailto:sshetler@illinois.edu) to be removed from the mailing list.

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