

## MarketMaker Farms & Businesses in the Spotlight



**Wild Hive Farm** is a small family farm in the Hudson Valley of New York. It was created as a venue for Don Lewis' commercial beekeeping and pollination businesses in 1982. Baking began as a supplemental farm income in 1984.

Commercial honey production came to a halt, and a full-scale bakery began in 1989. Local, organically grown, freshly milled flour began to be incorporated into bakery products in 1999. All products henceforth are made with 100% local organic flour. Freshly milled flours and corn meals were packaged and made available to the public consumer in 2006. Organic grain harvest increased to new levels, allowing Wild Hive Farm to expand its distribution services throughout Ulster County. Increased levels also allow Wild Hive to donate freshly milled, organic flour to the Dutchess Outreach Food Pantry, to help ensure sustainable food security within the community. Wild Hive's mobile hearth oven takes its maiden voyage to the Family Farm Festival in High Falls, New York.

At Wild Hive Farm Micro Mill they stone grind locally grown organic grains in small batches to provide you with the freshest and most nutritious wholegrain products in the Hudson Valley. Their fresh flour makes the integrity and flavor of their Artisan bakery products. Their log-grown Shiitakes grow naturally. They also sell seasonal foraged mushrooms. The farm store provides the best of their area's honeys, jams, maple syrups, eggs, butter, meats, beans, cornmeal, flour and vegetables. The Wild Hive Cafe offers a menu exclusively prepared using these ingredients.



When asked how MarketMaker has helped their business, Don Lewis said: **I am getting many people to visit my website since I have been registered with NY MarketMaker in 2007. This is one of the most important things MarketMaker does for me.** When people come to my farm or visit my stand at one of the farmers' markets (Union Square Greenmarket in Manhattan) where I sell products, I ask them how they found me. I have confirmed with many that they found me through NY MarketMaker. It is very important for us to get these new customers and MarketMaker helps us do that.

Don also said: "Our mission is to help build sustainable communities and support regional sustainable agriculture by producing food products made with the local, organic bounty of the Hudson Valley." By promoting this regional food system, and raising attendance to local festivals, stores, and markets, Wild Hive Farm contributes to a flourishing local economy and sets a standard for future growth of the sustainability of the Hudson Valley.

To learn more about Wild Hive Farm, visit their website at [www.wildhivefarm.com](http://www.wildhivefarm.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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## New York MarketMaker Outreaches to Farmers, Retailers, and Consumers

“Healthy food connects healthy people, healthy farms and healthy communities. The best source for healthy food is local fresh food. The city of New York and its over 8 million residents, millions of domestic and international tourists, and thousands of restaurants should deserve access to healthy fresh food grown in New York. This will improve diet and health for NYC consumers and also will assist in the economic development of the NY producers. NY MarketMaker is a good resource for you to connect with 2000 Empire State producers...” - Dr. Khin Mar Cho



The need for strategic food marketing data accessible to small and mid-sized producers has been a major issue at state and national levels for decades. Food Industry New York MarketMaker was developed and is directed by Cornell University Cooperative Extension-NYC. The site went live in July 2007. NY MarketMaker is providing access to a database of growers, food processors, wineries, retailers, wholesalers, farmers' markets and restaurants in New York State. Finding the demographics of a market - and pairing a product to the right niche - used to be the exclusive domain of large producers with deep enough pockets to pay for a market analysis.

Any producer or grower in New York state can get listed on the site for **FREE**, can access census data to determine where targeted buyers are located in a given area and can find markets for products, such as farmers' markets, grocery stores, restaurants and other retail locations, in a map-based format. We created our own educational outreach program that would teach food entrepreneurs how to use the site and the basics of marketing value added food products. [Read More...](#)

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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 on MarketPlace and are still active at the time of this email.

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**LOOKING TO BUY**

<b>Product</b>	<b>State</b>	<b>End Date</b>
<a href="#">We buy Grain for animal consumption!!!</a>	Illinois	5/17/2009
<a href="#">2009 Vendors Wanted!</a>	Illinois	6/15/2009
<a href="#">Approx 20X20 cooler, Blueberry packing Equip needed</a>	Kentucky	4/19/2009
<a href="#">Grain Cleaning and Milling Equipment</a>	New York	6/14/2009
<a href="#">Farmers Needed for 2009 Season</a>	Ohio	6/3/2009

**LOOKING TO SELL**

<b>Product</b>	<b>State</b>	<b>End Date</b>
<a href="#">Emily G's "Jam of Love"</a>	Georgia	5/22/2009
<a href="#">Get a FREE organic produce box!</a>	Georgia	5/28/2009
<a href="#">Fresh Eggs</a>	Georgia	7/4/2009
<a href="#">Geneva Green Market</a>	Illinois	4/20/2009
<a href="#">small cell bees/package and nuc's</a>	Illinois	5/17/2009
<a href="#">Goat Meat For Sale Seasonally</a>	Illinois	5/24/2009
<a href="#">eggs</a>	Illinois	6/16/2009
<a href="#">Labels and Labeling Guns</a>	Illinois	7/12/2009
<a href="#">ABGA Fullblooded Boer Buck</a>	Indiana	4/17/2009
<a href="#">Nice Horned Painted Desert Hairsheep Ram for Sale</a>	Indiana	4/17/2009
<a href="#">Farm Fresh Eggs</a>	Indiana	5/18/2009
<a href="#">Farm Fresh Lamb</a>	Indiana	6/1/2009
<a href="#">Dried Lavender Bundles</a>	Kentucky	4/19/2009
<a href="#">Louisville Nature Center's Native Plant Sale</a>	Kentucky	4/29/2009
<a href="#">The Writer's House</a>	Kentucky	5/17/2009
<a href="#">chicks are hatching soon also hay for sale</a>	Kentucky	7/8/2009
<a href="#">Frozen Fruit</a>	Michigan	5/5/2009
<a href="#">alfalfa-hay</a>	Michigan	5/17/2009
<a href="#">Frankenmuth Farmers Market</a>	Michigan	6/7/2009

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<a href="#">Hook to Cook Gourmet Fry Mixes &amp; Tropic Sauce</a>	Michigan	6/9/2009
<a href="#">Wine</a>	Michigan	6/14/2009
<a href="#">heirloom seeds</a>	Michigan	6/22/2009
<a href="#">Young Senepol Bull</a>	Mississippi	4/15/2009
<a href="#">Frozen Blueberries</a>	Mississippi	5/11/2009
<a href="#">FRESHWATER PRAWNS &amp; CATFISH FILLETS</a>	Mississippi	6/17/2009
<a href="#">Bakery Cases</a>	New York	5/18/2009
<a href="#">Fresh Salsas and Bruschetta Topping</a>	New York	6/2/2009
<a href="#">Mill Creek Pheasant</a>	Ohio	6/12/2009
<a href="#">Tilapia</a>	Ohio	6/17/2009
<a href="#">Oasis Market, local grown plants</a>	South Carolina	5/7/2009
<a href="#">Hyman Vineyards' "Mother's Day Special"</a>	South Carolina	5/9/2009
<a href="#">Hymanvineyards Easter Special</a>	South Carolina	5/24/2009
<a href="#">Muscadonia Vineyards</a>	South Carolina	6/3/2009
<a href="#">fresh produce</a>	South Carolina	6/15/2009

## SERVICES

Product	State	End Date
<a href="#">Food and food related products broker</a>	Illinois	5/31/2009
<a href="#">A Fresh Approach to Food Marketing</a>	Illinois	6/16/2009
<a href="#">Post Harvest Plastic Bins</a>	Illinois	6/29/2009
<a href="#">Draft Horse Workshops</a>	Indiana	5/6/2009
<a href="#">AQUACULTURE EQUIPMENT &amp; SUPPLIES</a>	Mississippi	6/22/2009
<a href="#">Community Supported Agriculture Shares</a>	Ohio	5/6/2009
<a href="#">Tremont Farmers' Market</a>	Ohio	5/12/2009
<a href="#">Pearl Market - Columbus, OH Now Enrolling Vendors for 2009</a>	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](http://national.marketmaker.uiuc.edu)

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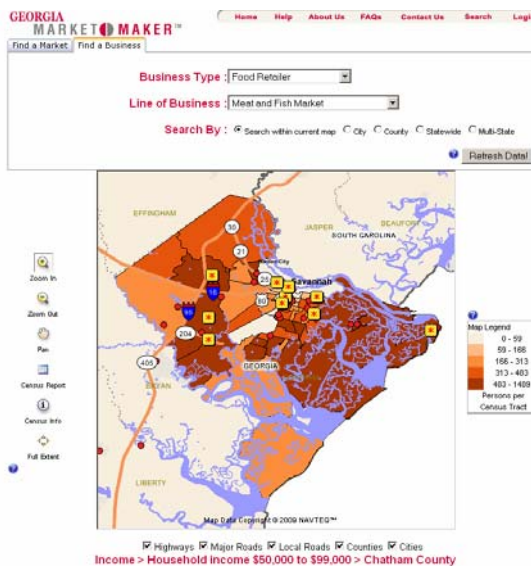
## MarketMaker Tips & Pointers

In the March 2009 MarketMaker eNewsletter, we covered how to Find a Market using the website. This month we want to tell you how to overlay business data overtop the demographic market data you found. Let's use the following example: You have fish to sell and you want to find customers with an income between \$50,000 and \$99,000 and living in Chatham County, Georgia. You also want to know where the Meat and Fish Markets are in that county so you can sell your fish to them. Here's the steps you follow:

### Steps to follow:

#### Finding a Market

- From Georgia MarketMaker homepage ([www.marketmaker.uga.edu](http://www.marketmaker.uga.edu)), click on **Begin Your Search** on the left side of the page.
- Click on the **Find a Market** icon near the bottom of the Search page. You will be taken to a page with a map of the state whose site you are on .
- Select the **Market Type** you want. Then choose the other specific selections that go along with the market type you selected. In this case, select "Income" as the Market Type and "Household income \$50,000 to \$99,000" as the **Income**.
- Select "Chatham" from the **Select Location** drop down box and then click **Map It!**
- A map will appear showing you the results of your query. Note which color has the largest number of people that match your request. (Chart is to the right of the map.)



#### Overlaying Business data

- Click on the **Find a Business** tab at the top of the selection area above the map.
- Select the **Business Type** you want. In this example, select "Food Retailer."
- For **Line of Business**, select "Meat and Fish Market."
- Make sure the "Search within current map" button is selected in the **Search By** line. Then select **Map It!**
- You will see red and yellow dots appear on the map for the businesses located in that area. Yellow dots are the businesses listed in the table below the map. Red dots are for other businesses in the search result.
- You may want to zoom in closer to the businesses located in the area where the higher number of people making \$50,000 - \$99,000 live. To do that, draw a box around the area you want and click **Refresh Data** above the map.

The amount of information you can find on MarketMaker is endless. We hope you find MarketMaker a benefit to your business. Please feel to [contact us](#) if you have any questions or comments.



## New Farms & Businesses on MarketMaker

Since the February newsletter, over 100 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

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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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**Contact Information**

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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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