

Participating States:

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|-----------------|-----------------------|----------------------|-----------------|-----------------|
| Colorado | Georgia | Illinois | Indiana | Iowa |
| Kentucky | Michigan | Mississippi | Nebraska | New York |
| Ohio | South Carolina | Washington DC | | |

MarketMaker Farms & Businesses in the Spotlight

Scales to Tails Seafood Shoppe: Dave and Wendy Lemke started fish farming approximately ten years ago in northwest Ohio where they raise tilapia, bass and yellow perch. In August 2007, they expanded the business and opened Scales to Tails Seafood Shoppe. This is a full-scale seafood shop that offers fresh, farm-raised fish and seafood, along with frozen seafood and specialty products.



When Ohio MarketMaker launched in March 2008, the Lemke’s had two listings on the site – one as a producer and one as a retailer. “I use MarketMaker to find products to sell in the shop,” says Dave. He also has seen a significant increase in his web site traffic since he registered.



The Lemke’s currently wholesale their fish to restaurants in addition to selling it at the shop. By being listed as a producer on MarketMaker, buyers can find their farm-raised fish for sale to offer in their stores, restaurants or institutions. The program offers many features for both sides of their business.

Sitting just outside of Amish Country in Wooster, Ohio, Scales to Tails Seafood Shoppe is open Monday through Saturday. If you’re lucky, you might catch them doing a product demonstration and taste their farm-raised fish. You can also visit their website at <http://www.scalestotails.net/>.

DC Community Outreach and Urban Agriculture Sustainability, “Getting Connected”

by Ron Chandler, CEO, Alliance Media Group and Member DC MarketMaker Board of Advisors

Supply Chain Solutions, LLC, was formed by Dar’rell Tennie and Judith Alston to assist local North Carolina farmers in obtaining availability for their products. They sought the advice of Dr. Calvin Lewis, Principal Investigator, DC MarketMaker and Research Associate, CES, Univ. of the District of Columbia, who referred them to DC MarketMaker. The networking provided opportunities to market locally grown NC collards and cabbages at a price better than what the local growers were receiving in North Carolina. The impact was enormous said Dar’rell Tennie.



This encouraged connections with DC MarketMaker and had a major role in the decision to bring North Carolina products to the Nation’s Capital. The program gave a new means of marketing and pinpointing areas in which to successfully market our products, including a line of ginger-based juices called “Flavors of the Caribbean.”

Enjoying “Flavors of the Caribbean” are: Rodney Gill, Ext. Agent II, Basic Financial Planning, Dr Calvin Lewis, Research Associate and PI, DC MarketMaker, and Eugene Williams, Family & Consumer Science & the Center for Nutrition, Diet and Health, UDC

DC MarketMaker allowed North Carolina producers to see how technology can make marketing easier by expanding our exposure throughout the domestic and international supply chain. The result:

- All cabbages and collards were sold at a profit greater than possible in the NC area.
- Optional markets are available for Specialty Food Systems Crops in Washington DC, especially at the UDC Farmers Market.
- DC MarketMaker is a technology tool that actually works.
- This is a clear indication of Dr. Gloria Wyche-Moore's, (Dean, USDC, COES) leadership establishing that UDC Farmers Market coupled with the DC MarketMaker Technology is viable and a significant asset to minority farmers and to DC consumers

[Click here to read the complete article.](#)



See YOUR Business “In the Spotlight!”

We're always on the lookout for businesses to feature in our **Spotlight** section. How have you used MarketMaker and how has it benefited your business? Did you find markets for your products in Market Search? Did you connect with a business because of a listing on MarketMaker? Have you noticed increased business since listing on MarketMaker? We'd like to hear your story and share it in a future **Spotlight**.

Put your business “in the spotlight!” Email your experiences to Sandy at marketmaker@extension.uiuc.edu

Coming in May...National Conference for Small Food Manufacturers

The Food Processing Center at the University of Nebraska is sponsoring and planning the second annual **National Small Food Manufacturer Conference** to be held on **May 20-21, 2010** in Omaha, Nebraska. Additional sponsors include the Nebraska Manufacturing Extension Partnership, which is a strategic partner as well as a conference sponsor and the USDA Rural Development.

Participants from throughout the U.S. will be invited to attend this important conference where they will increase their knowledge on issues and challenges directly related to small food manufacturing businesses. “The first conference was held in 2009 and was so well received that The Food Processing Center will host this event on an annual basis. We have created an even more exciting agenda for the upcoming conference, which will continue to help small food manufacturers explore opportunities and expand their businesses,” explained Dr. Rolando A. Flores, Director of The Food Processing Center.

Many nationally recognized speakers will be on hand for this conference. Attendees will have the opportunity to hear from Ellie Mirman, an expert on using social networking sites to promote and market products. Patrick Lynch from the National Association of the Specialty Food Trade will discuss the current state of and trends in the specialty food industry. These are just two of the many presenters scheduled to speak at the conference.

The Food Processing Center is nationally recognized for its support of the food industry since 1983. The Center has provided technical and business assistance to hundreds of food entrepreneurs and manufacturers throughout the country and in many foreign countries. This in-depth knowledge and assistance to the industry has allowed them to develop a conference specifically targeted to the issues small food manufacturers encounter every day. By attending, participants will learn from nationally known speakers, participate in interactive sessions, explore new opportunities, network with peers and industry experts and come away motivated and inspired to grow their business.

Early registration is encouraged due to limited space. To receive a conference brochure contact: Jill Gifford, Food Processing Center, University of Nebraska Lincoln, 143 H.C. Filley Hall, Lincoln, NE 68583-0928, phone 402-472-2819, e-mail: mjgifford1@unl.edu, or visit the conference website: <http://www.fpc.unl.edu/nsfmc>.

Sustainability, Local Sourcing and Nutrition Top List of Hottest Menu Trends for 2010, According to National Restaurant Association Research



The National Restaurant Association's annual survey of more than 1,800 professional chefs – members of the [American Culinary Federation](#) (ACF) – reveals that local sourcing of ingredients, sustainability and nutrition will be the hottest trends on restaurant menus in 2010. Locally grown produce, locally sourced meats and seafood, sustainability, mini-desserts and locally produced wine and beer top the list of nearly 215 culinary items in the "What's Hot in 2010" survey. Rounding out the top 10 trends are nutritious kids' meals, half-portions, farm-branded ingredients, gluten-free/food-allergy conscious meals and sustainable seafood.

"No one has a better view of restaurant menu trends than the chefs of the nation's nearly one million restaurants, and that is why we survey these culinary professionals on what hot, new trends we'll see in the coming year," said Dawn Sweeney, President and CEO of the Association. "The top trends this year – local sourcing, sustainability and nutrition – reflect wider societal trends and consumers' growing interest in these issues. Many restaurants are sourcing some of their ingredients locally, and you often see chefs shopping at farmer's markets to create a host of better-for-you options that today's diners want."

Read the full article: <http://restaurant.org/pressroom/pressrelease/?ID=1866>

National Restaurant Association's Top 20 Food Trends for 2010

1. Locally grown produce
2. Locally sourced meats and seafood
3. Sustainability
4. Bite-size/mini desserts
5. Locally produced wine and beer
6. Nutritionally balanced children's dishes
7. Half-portions/smaller portions for a smaller price
8. Farm-/estate-branded ingredients
9. Gluten-free/food-allergy conscious
10. Sustainable seafood
11. Superfruits (e.g., acai, goji berry, mangosteen)
12. Organic produce
13. Culinary cocktails (e.g., savory, fresh ingredients)
14. Micro-distilled/artisan liquor
15. Nutrition/health
16. Simplicity/back to basics
17. Regional ethnic cuisine
18. Nontraditional fish (e.g., branzino, Arctic char, barramundi)
19. Newly fabricated cuts of meat (e.g., Denver steak, pork flatiron, Petite Tender)
20. Fruit/vegetable children's side items

Download the complete **What's Hot in 2010** Chef Survey Results at http://restaurant.org/pdfs/research/whats_hot_2010.pdf

Twitter Empowers Farmer

By Michele Payn-Knoper



One of the greatest personal advantages to social media tools such as Facebook, Twitter, LinkedIn and YouTube is the ability to really connect with people, rather than just see them when I'm speaking. Relationships, built through shared experiences, have been growing through hundreds of conversations online.

[#AgChat](#) on Twitter has been a breeding ground for thousands of those conversations to spread the word about agriculture. One of the people I've enjoyed connecting with through #AgChat is [@farmerhaley](#), a Purebred Simmental, grain and hay farmer in Ohio who also goes by Mike Haley. He gave me a totally different perspective on the value of social media when I was challenging him about the need to speak up for agriculture in his local community. Mike said "While I have always taken time to answer my communities and neighbors questions about agriculture, **since I have been on Twitter I have gained more confidence and knowledge in how to talk to people about their questions or concerns.**"

So, if you want to know why a farmer 'tweets', read on at:
<http://causmatters.wordpress.com/2009/11/13/twitter-empowers-farmer/>

Follow MarketMaker on [Twitter](#) and [Facebook](#).



MarketMaker Unveils New Seafood/Aquaculture Profile Component

In an effort to grow and enhance the MarketMaker database, a new profile component has been added to the producer/farmer profile to capture data in the seafood and aquaculture fields, covering both freshwater, salt water, wild caught and farm raised products.



The profile was developed over several months by a team of fish and seafood experts across many states.

Currently, seafood and aquaculture producers can enter initial data at MarketMaker's data portal site (national.marketmaker.uiuc.edu/dataportal.html). This data will initially populate this producer/farmer profile component and will become part of the "live" MarketMaker once a critical mass of initial data is gathered. Based on responses by registered MarketMaker users, findings showed:

- More than 50 percent of producers reported that their overall marketing performance improved somewhat or quite a bit during the past year.
- Nearly 50 percent of farmers' markets reported their overall marketing performance improved quite a bit or extremely during the past year.
- The majority of producers, farmers' markets, and direct marketing team members shared a positive perception of MarketMaker's benefit of helping keep more food dollars in the regional economy.

Aquaculture 2010 Triennial March 1 - 5

The Aquaculture 2010 Triennial will be held from March 1 – 5, 2010 in San Diego, CA. The Triennial is the largest aquaculture conference and tradeshow in the world with nearly 4000 attendees from over 80 countries! The Triennial combines the annual meetings of the National Shellfisheries Association, Fish Culture Section of the American Fisheries Society and the World Aquaculture Society. In addition to the annual meetings of the main sponsors, look what else is happening!

- AQUACULTURE AMERICA - annual meeting of the US Chapter of World Aquaculture Society, the National Aquaculture Association, and the US Aquaculture Suppliers Association.
- Annual Meeting of the American Tilapia Association
- Annual Meeting of the Striped Bass Growers Association
- Annual Meeting of the US Trout Farmers Association
- Special sessions organized by Aquacultural Engineering Society and International Association of Aquaculture Economics and Management
- Many other meetings of work groups, government agencies and related aquaculture activities
- Program with technical sessions and producer's seminars covering virtually all species grown by aquaculture

For more information, contact the conference management office at 760-751-5005 or [visit our website](#).

New Farms & Businesses on MarketMaker



Since the January newsletter, 132 new farms and businesses have registered on MarketMaker. Some could be from YOUR state! To see new registrations, visit the **What's New in MarketMaker** webpage at <http://national.marketmaker.uiuc.edu/whatsnew.php>. Here you can find specific information on each of the businesses - 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 the most current registrants.

On this webpage you will also be able to see the latest MarketPlace listings, most viewed MarketMaker Businesses, and the latest MarketMaker News.

[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 types of ads are currently listed on the Forum:

Looking to Buy

- 2 horse bumper hitch trailer
- Grain Cleaning and Milling Equipment
- Fresh produce
- Organic Frozen Fruit
- Hull-less oats
- Oat dehulling & rolling equipment, grain cleaning and grinding equipment
- We buy Grain for animal consumption-Texas

Looking to Sell

- Meat – Beef, Lamb, Pheasant, Chicken, Ram, Ewes
- Fish/Seafood – Prawns, Catfish, Rainbow Trout
- Cheese - Artisanal Cheese, Goats Milk Cheese, Tocatta
- Eggs
- Fruit – Red Raspberries, Frozen Fruit
- Sauces – Jams, Jellies, Salsa, BBQ
- Other Miscellaneous Foods – Pumpkins, Garlic, Pickles, Pies, Popcorn, Flour, Biscuit Mixes, Wine, Beer
- Other – Homemade Soap, Lotion, and Candles, Organic Skincare, Organic Insect Repellent, Bees, Peacock Feathers, Alfalfa, Hay
- Equipment – Antique Apple Sorting Equipment, Hydroponic Plant Growing Systems, Bakery Cases, Enclosed Trailer, Antiques

Services

- Lodging
- Consulting/Marketing Services
- Aquaculture Equipment
- Jam Maker needed
- CSA Applications being accepted
- Welding Services & Classes
- Orchard Manager to start CSA
- Operations & Marketing Manager
- Plastic Bins
- Freeze Dry Asparagus
- Custom/Specialty Meat Contracts
- Food Broker

To check out the specific ads, go to the [MarketPlace Buy & Sell Forum](#) website and click on the specific area or ad you are interested in. The web address is http://www.marketmaker.uiuc.edu/marketplace_home.php

Contact Information

Email: marketmaker@extension.uiuc.edu

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