

February 2013

In this Issue:

Headline Story:
Georgia Farm to Food Bank
Pilot Program

Page 2:

- Time to Think Farmers Markets!
- Markets, Vendors, and Business Connections

Page 3:

- New MM Feature Connects Businesses with Ag & Food Workers
- Buy & Sell Forum

Participating States:

Alabama
Arkansas
Colorado
District of Columbia
Florida
Georgia
Illinois
Indiana
Iowa
Kentucky
Louisiana
Michigan
Mississippi
Nebraska
New York
Ohio
Pennsylvania
South Carolina
Texas
Wyoming



Farm to Food Bank

Farm to Food Bank... Georgia Pilots a Program to Help Feed the Hungry

MarketMaker has partnered with Feeding America, the Georgia Food Bank Association, the University of GA Center for Agribusiness and Economic Development, and Georgia Grown to bring a unique pilot program for farmers in Georgia to donate

wholesome, but unmarketable fruits and vegetables to the hungry.

New MarketMaker technology in Georgia will allow producers to select “I am interested in donating” as a notification preference choice. A farmer can text with the type and amount of food they have to donate. A food bank will contact the producer within one business day to arrange pick-up.

Danah Craft, Executive Director of the Georgia Food Bank Association comments, “The seven Feeding America food banks that comprise the Georgia Food Bank Association are committed to sourcing and distributing more fresh produce to Georgia families in need. There is no need to dispose of good produce when millions in Georgia can greatly benefit from these gifts.”

Dr. Kent Wolfe and Sharon Kane with the University of Georgia Center for Agribusiness and Economic Development are introducing the new MarketMaker donation platform during winter meetings with Georgia farmers. After the 2013 harvest, these farmers will be asked for feedback that will aid in the design of a farm to food bank model that will available to farmers in all participating MarketMaker states.

Phil Jennings IV, co-owner of [Nature Crisp](#) vegetable farm in Soperton, GA was the first to take advantage of the new technology. He placed a call and donated 500 heads of lettuce.

“Normally we would give excess produce to friends and employees for their families, feed it to livestock, or simply throw it away. My father and I had talked about finding a place to donate the extra food we had on hand, and it was that same week when we were told about the program down in Savannah. Of course we loved the concept and jumped onboard,” said Jennings.



Lettuce donated by Nature Crisp, Soperton, GA

Time to Think Farmers Markets!



With increased interest in healthier foods, fresh local products are more and more in demand. What better way to find these than at your local farmers market?

Farmers markets allow consumers access to locally grown produce while giving producers an outlet in which to reach and develop relationships with customers. MarketMaker can facilitate these connections by helping all members of the farmers market community locate one another.

MarketMaker makes it simple for:

- **Market managers** to find vendors
- **Producers** to find outlets for their local foods
- **Consumers** to find farmers' markets

Farmers market managers can use MarketMaker to easily find producers with the specific products you want for your market. Select "Farmer" in the dropdown menu of your state's homepage, then a particular business profile (ex: fruits, herbs, vegetables, etc.) and finally, choose the product type. Producers with that product available will appear on the right. Click profiles for contact information.

Producers looking to sell their foods can locate markets by choosing "Farmers Market" from the dropdown list on the homepage. Searches can be narrowed by location. Click on the profile to view market and contact information.

Last, but definitely not least, **consumers** can select "Farmers Market" from the dropdown list and then specify a geographical area in which they would like to search. By clicking on a specific market, consumers are able to obtain market information such as days and hours of operation, products sold, etc. Markets are easi-



BUSINESS CONNECTIONS

Link your farmers market profile with the profiles of the vendors in your market so customers can easily find both market and vendor information



New MM Feature Helps Connect Businesses with Ag & Food Workers

Finding new employees has just gotten easier. At no cost, visitors to MarketMaker can use the new Employment Opportunities feature of [Iowa MarketMaker](#) to post a new job opening today and see it advertised nationally tomorrow.

[Iowa State University Extension & Outreach](#) working with [Iowa Workforce Development](#) and the National Labor Exchange through [US.jobs](#) has created an easy way to help businesses listed on [Iowa MarketMaker](#) to find employees in more than 50 job categories, including all aspects of the agriculture and foodservice industries.

Initially, the goal was to help migrant and seasonal workers find jobs with farmers listed on MarketMaker but it was soon apparent that the employment needs of all food-related businesses should be considered. This required more job descriptions. Using the Department of Labor O-Net Codes, five Career Clusters, fifteen Career Pathways, and 54 job descriptions were selected so businesses have a range of employment opportunities from which to choose.

The basic Career Clusters include:

- Agriculture, Food and Natural Resources
- Architecture and Construction
- Hospitality and Tourism
- Marketing, Sales and Service
- Transportation, Distribution and Logistics

**EMPLOYMENT
OPPORTUNITIES**

Find the new “Employment Opportunities” category
on the [Iowa MarketMaker](#) Buy & Sell Forum page!

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.

BUY	SELL	SERVICES/EQUIPMENT	TRANSPORTATION	OTHER
13 listings	104 listings	7 listings	0 listing	2 listings



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