

In this Issue:

Know Your Farmer, Know Your Food & MarketMaker Impact Ethnic Foods

Top 10 Most Viewed Businesses and How to Get YOUR Business on the List

Facebook Testimonial

Take FoodSearcher.com on Vacation

In Every Issue:
 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

**Know Your Farmer, Know Your Food
 And MarketMaker Impact Ethnic Foods**



Yao Afantchao & Dr. Calvis Lewis, UDC, at ethnic crop forum at U.S. Dept of Agriculture

Yao Afantchao, Extension agent at UDC College of Agriculture, Urban Sustainability and Environmental Sciences, knows first hand what it's like to come to America and be without his native foods. The local foods he brought from Togo were confiscated upon his arrival in the United States.

"Know your farmer, know your food" is now his mantra. Noting that many immigrants were unable to find their "home" foods, Mr. Afantchao made it his job to help American farmers successfully produce ethnic crops. "They just need knowledge, training, and a handful of seeds to get them started."

Mr. Afantchao has encouraged farmers to plant ethnic crops to provide consumers with new options for better health, fresh foods to excite their palettes, plus an opportunity for mainstream and ethnically diverse groups to appreciate the importance of sharing cultural values. It also encourages Americans in urban environments to experience new, delicious foods.

"Because of the comprehensive knowledge that we acquired from the Know Your Farmer, Know Your Food initiative and the MarketMaker technology, we were able to galvanize the relationship between the small mid-Atlantic farmer, the buying consumer, and a sustainable, profitable market." ~Yao Afantchao

Mr. Afantchao is also the MarketMaker farmer responsible for growing the edible hibiscus plants that graced the tables at a G-8 Summit-related symposium where President Obama delivered the opening keynote address on May 18. The Symposium on Global Agriculture and Food Security was a leading event in advance of the G-8 Summit held at Camp David, MD on May 18-19. The Chicago Council on Global Affairs, along with the World Economic Forum's Grow Africa initiative hosted the Symposium.

Mr. Afantchao is also the MarketMaker farmer responsible for growing the edible hibiscus plants that graced the tables at a G-8 Summit-related symposium where President Obama delivered the opening keynote address on May 18. The Symposium on Global Agriculture and Food Security was a leading event in advance of the G-8 Summit held at Camp David, MD on May 18-19. The Chicago Council on Global Affairs, along with the World Economic Forum's Grow Africa initiative hosted the Symposium.

Facebook Testimonial

Thanks to Lynne Howe for her MarketMaker Facebook post...

"FIM (Food Industry MarketMaker) is a super help for small-to mid-sized farmers. Thanks so much for all you are doing to level that playing field out there!"



www.facebook.com/foodmarketmaker



www.twitter.com/FoodMarketMaker

MarketMaker's Top 10 Most Viewed Businesses



The businesses listed below hold the distinction of being the "10 Most Viewed Businesses" in the MarketMaker network over the past 30 days.

- ◆ Mauthe Farms, L.L.C. (Progress Milk Barn) - McComb, MS
- ◆ Clawdaddy's Crawfish and Seafood, LLC—Lafayette, LA
- ◆ Paul Becnel Citrus Nursery—Belle Chasse, LA
- ◆ Lauren Farms, Leland, MS
- ◆ Daniel and Anna's Orchard—New Iberia, LA
- ◆ DeKalb Farmers Market—Decatur, GA
- ◆ Adams Farms, Fayetteville, GA
- ◆ Buffalo Farms Inc.—Simpsonville, SC
- ◆ Pontotoc Ridge Blueberry Farm—Pontotoc, MS
- ◆ Braffet Berry Farm—Carlock, IL

Tips to Making the Top 10 List

Let's explore ways to help your business attain this "Top 10" standing. Last newsletter we talked about with Business Information. This month we'll look into completing your **Business Profile**.

Business Type: Be sure to select the correct Business Type. If you fit into more than one category, go to the bottom of the page and click on "Save & Add Another Profile" to add another business type.

Make Sure to Select the Correct Tab(s): At the top of the profile, you'll find tabs in the gold bar that correspond to your type of business. Make sure you are listing your information under the correct tab. For example, if you sell fruits and vegetables, be certain to add your information under each tab.

INFORMATION IS THE KEY! Enter as much information as you can to make your profile searchable in as many ways as possible.



Harris Teeter is a newly registered Market-Maker buyer looking to expand local produce in their stores in the 6 state area of:

- District of Columbia
- Delaware
- Maryland
- North Carolina
- South Carolina
- Virginia

If you are a producer willing to deliver fresh, local produce directly to a store, please contact Robert Daly, Produce Field Buyer at: 202-744-0348 or 704-953-8458.



Take MarketMaker with you as you travel this summer!



MarketMaker's new Mobile Website can help you locate farmers markets, agritourism sites, and producers selling local foods as you travel.

FoodSearcher.com is a great way to connect with local foods as you vacation this summer!

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 by clicking on MarketPlace Buy & Sell Forum on the National site: www.foodmarketmaker.com.



BUY	SELL	SERVICES/EQUIPMENT	TRANSPORTATION	OTHER
16 listings	38 listings	2 listings	0 listing	1 listings

Contact Us:

National MarketMaker Headquarters
University of Illinois Extension

1601 52nd Avenue, Suite 17
Moline, IL 61265
Phone: 309-757-9077

Email: marketmaker@illinois.edu
Web: www.foodmarketmaker.com
Mobile website: foodsearcher.com