

MarketMaker Farms & Businesses in the Spotlight



Hampshire Farms is a small family farm in the Thumb of Michigan. It has been in the family since 1896. They have been Certified Organic since 1988. On their 240 acres farm, they grow a variety of crops which they sell at local farmers market. Their main crops are grains

and edible dry beans. They also grow 10-20 acres of vegetables, which are started in their greenhouse in early spring.

In the 1980's they bought a 20-inch stone mill to grind flour from their organic grain. In 1992, they built a wood fired brick oven and started baking yeast-free, whole grain sourdough breads. Amalie and Brandon raise chickens on pasture and sell certified organic eggs.

When asked how MarketMaker has helped their business prosper, Randy Hampshire said:

One of the most important things MI MarketMaker does for me is get people to my website so they can see what I produce. When people come to my farm market or visit my stand at one of the farmers' markets where I sell products, I ask them how they found me. I have confirmed with many that they found me through MI MarketMaker. For us it is very important to get these new customers. Once we find a customer and can satisfy that customer, we are likely to have him or her as a customer for life. Attracting these new people to us is very important and MarketMaker helps us do that.

To learn more about Hampshire Farms, visit their website at www.hampshirefarmsorganic.com.

[What's New in MarketMaker](#)

Visitors to the [National Food Industry MarketMaker](#) website will notice a new and improved site. Users will still be able to find local sources of grass fed beef, grocery stores in ethnic neighborhoods and other useful information that helps food find its way from farm to fork. Now, those searches will be much speedier and even easier and more useful features have been added to the site.

MarketMaker is a free online resource linking consumers, farmers and businesses through out the food chain. It boasts one of the largest collections of searchable food industry-related data in the country – categorized by buyers, sellers, location and other demographic information. More than just an online directory, the **MarketMaker** website features a mapping capability, allowing easy location of nearby food sources. The site provides a quick, yet simple method of searching for food-related products in detail, looking for attributes such as humanely-raised or organically grown and product forms such as fresh or frozen. [Read More](#)

MarketMaker: Connecting Farmers, Processors, Food Retailers and Consumers



MarketMaker was developed as an online marketing resource to give Illinois farmers greater access to regional markets by linking them with processors, retailers, consumers and other food supply chain participants. It is currently one of the most extensive collections of searchable food industry related data in the country and contains over 350,000 profiles of farmers and other food related enterprises in Illinois, Iowa, Georgia, Mississippi, Nebraska, Kentucky, Michigan, Indiana, OH, and New York. All the information can be mapped and queried by the user. Each partner state has their own unique site, but all sites access a common database. This allows users to conduct multi-state searches for information. The site

was created by a team of University of Illinois Extension researchers with the intention of building an electronic infrastructure that would more easily connect food producing farmers with economically viable new markets and aid in the development of quality driven food supply chains. The project was funded by the Illinois Department of Agriculture, University of Illinois Extension, and the *Illinois Council on Food and Agricultural Research (C-FAR)*. [Read More](#)

MARKET PLACE PLACE

[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 SELL

Product	State	End Date
Small Cell Bees/Package and Nuc's	Illinois	3/01/09
Eggs	Illinois	3/01/09
Illinois Crown Beef Steaks	Illinois	2/18/09
Muns Atomic Detonator-Pepper and Spice Powder (local)	Indiana	3/12/09
Organic Grassfed Beef for Sale	Iowa	3/01/09
Hot Pepper Sauce	Kentucky	3/01/09
Spicy BBQ Sauce	Kentucky	3/01/09
Frozen Fruit	Michigan	5/05/09
Frozen Blueberries	Mississippi	5/11/09
Oasis Market, Local Grown Plants	South Carolina	5/07/09

LOOKING TO BUY

Product	State	End Date
Grain for Animal Consumption	Illinois	3/01/09
Blueberry Packing Equipment Needed, 20x20 Cooler	Kentucky	3/01/09
Alfalfa-Hay	Michigan	3/01/09

SERVICES

Product	State	End Date
A Fresh Approach to Food Marketing	Illinois	3/01/09
Draft Horse Workshops	Indiana	5/06/09
Tremont Farmers' Market	Ohio	5/12/09

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

MarketMaker Tips & Pointers

How to Find a Business: When searching in MarketMaker you will be able to find a business that sells a particular type of food product. You can query the database for a variety of food-related businesses – Producers/Farmers, Wineries, Farmers Markets, Processors, Wholesalers, Food Retailers and Eating & Drinking Places.

A green, rounded rectangular button with a white border and a slight shadow, containing the text "Begin Your Search" in white.

Steps to Find a Business

- From your state's MarketMaker homepage, click on **Begin Your Search** on the left side of the page.
- Under **Find a Business**, click the down arrow to the right of the **Select Business Type** and select the type of business you want to search for.
- Select the specifics about the business that you want to find. The specifics are different dependent on the type of business you are looking for. Once selections are made, **Submit** your request for information.

A search results page will appear listing all of the businesses that fit the specific criteria you are looking for. The table includes several things:

- **Business Name, City and State**
- Business **Website** and **Email** connection, if available
- Action column – **MapIt** and **Detail** icons
 - **MapIt** (world globe icon) – shows the location of the business in map view
 - **Detail** (magnifying glass icon) – provides more specific information about the business
- **Map All** button – located above the results table. This option allows you to map all of the results listed.

By mapping all of the results, you can see where the businesses are located all at once. From the map, determine an area that best suits where you are looking for businesses. To zoom in, click and drag a box around the area.

TELL US How You Use MarketMaker

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 You just might be our next business "in the spotlight!"

New Farms & Businesses on MarketMaker

We'd like to welcome the following farms and businesses to MarketMaker. They are new registrations on MarketMaker during January 2009.

Business	City	State	Business Type
Gilliard's Store	Cairo	GA	Processor
Holt Heritage Farm and Supply, LLC	Euharlee	GA	Producers/Farmers
Johnson Farms	Millen	GA	Producers/Farmers
Mitcham Farm	Oxford	GA	Producers/Farmers
PrairieSun Organics LLC	Sioux City	IA	Producers/Farmers
Breezy Hills Vineyard & Winery	Minden	IA	Winery
Grape Escape Winery	Pleasantville	IA	Winery
Yummy Tummy Gardens	Ottumwa	IA	Producers/Farmers
Family Journeys	Charleston	IL	Food Retailer
Illinois Crown Beef	Springfield	IL	Producers/Farmers
Arbuckle's Produce	Scottsburg	IN	Producers/Farmers
Farm Fresh Delivery	Indianapolis	IN	Food Retailer
Greenfield Mills	Howe	IN	Processor
Hanselman Farms	Attica	IN	Producers/Farmers
Howard Farms	Veedersburg	IN	Producers/Farmers
J & T Garden and Beekeeping	Shirley	IN	Producers/Farmers
Ostrom Farms	Claypool	IN	Producers/Farmers
Woodlawn Nature Center Harvest Market	Elkhart	IN	Farmers Market
Gary's Garden Goodies	Albany	KY	Producers/Farmers
Battel's Sugar Bush	Cass City	MI	Producers/Farmers
Cassopolis Farmers Market on Stone Lake	Cassopolis	MI	Farmers Market
Creation Farm	Frankfort	MI	Producers/Farmers
Fresh Solution Farms	White Pigeon	MI	Producers/Farmers
Full Circle Ranch	Pottsville	MI	Producers/Farmers
Kokx's Produce	Hickory Corners	MI	Producers/Farmers
Robinette's Apple Haus	Grand Rapids	MI	Producers/Farmers
ROBINETTES APPLE HAUS & WINERY	Grand Rapids	MI	Eating & Drinking
ROBINETTES APPLE HAUS & WINERY	Grand Rapids	MI	Food Retailer
ROBINETTES APPLE HAUS & WINERY	Grand Rapids	MI	Winery
Stone Road eco Farm	Hesperia	MI	Producers/Farmers
Sue Chef	Ada	MI	Wholesaler

The May Farm	Frankfort	MI	Producers/Farmers
Travelers Club Restaurant	Okemos	MI	Eating & Drinking
Hernando Farmers' Market	Hernando	MS	Farmers Market
Battenkill Valley Creamery, LLC	Salem	NY	Producers/Farmers
Big Sky Farm	Schenevus	NY	Producers/Farmers
Chenango Historic Cheese	Norwich	NY	Producers/Farmers
Clearview Farm	Palmyra	NY	Producers/Farmers
Cooperstown Holstein Cooperation	Cooperstown	NY	Producers/Farmers
Crescent Duck Farm, Inc.	Aquebogue	NY	Producers/Farmers
El Paso Winery	Ulster Park	NY	Winery
Foothill Hops	Munnsville	NY	Producers/Farmers
Gem Farms Buffalo	Castleton-on-Hudson	NY	Producers/Farmers
Kinderhook Farm	Valatie	NY	Producers/Farmers
Lucky Dog Farm & Store	Hamden	NY	Producers/Farmers
Mack Brook Farm	Argyle	NY	Producers/Farmers
Painted Goat Farm	Garrattsville	NY	Producers/Farmers
Pasture Pride Farm	Romulus	NY	Producers/Farmers
Patroon Land Farm	Voorheesville	NY	Producers/Farmers
Sherman Hill Farmstead	Franklin	NY	Producers/Farmers
Sweet Land Farm	Trumansburg	NY	Producers/Farmers
Thornwood Farms	Sidney Center	NY	Producers/Farmers
Tonjes Farm Dairy	Callicoon	NY	Producers/Farmers
Wit's End Farm	Trumansburg	NY	Producers/Farmers
Wyllie Fox Farm	Cato	NY	Producers/Farmers
Buurma Farms Inc	Willard	OH	Producers/Farmers
Creekside Maple	Middlefield	OH	Producers/Farmers
Elliott's Farm	Frankfort	OH	Producers/Farmers
Ensign Family Farm	McComb	OH	Producers/Farmers
Fuhrmann Orchards, LLC	Wheelersburg	OH	Producers/Farmers
Grossman Brothers Maple Products	Chardon	OH	Producers/Farmers
Hollmeyer Orchards	Cincinnati	OH	Producers/Farmers
MAGEROS CANDIES	Hubbard	OH	Food Retailer
Monroe's Orchard & Farm Market, LLC	Hiram	OH	Producers/Farmers
Pappy's Sassafras, Green and Raspberry Teas	Columbus Grove	OH	Processor
Tremont Farmers' Market	Cleveland	OH	Farmers Market
Wellness Forum Foods	Worthington	OH	Eating & Drinking
White House Gardens	Medina	OH	Producers/Farmers

To find information about any of these farms and businesses, go to National MarketMaker – <http://national.marketmaker.uiuc.edu> - and click on the state where they are from. Select **Search** in the upper right corner of the page. Enter the business name in the keyword search area.

Contact Information

Email: sshetler@illinois.edu

Web: 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 to be removed from the mailing list.

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