

In this Issue:

Headline Story:

Finding Contacts at
 Start-Up and Beyond

Page 2:

- Aronia Berries—
 A Developing Industry
- “Food for Thought”
- 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

**Finding Contacts
 at Start-Up and Beyond**

By Mildred L. Culp
 Communications Director, [Coldbrook Farm Inc.](http://ColdbrookFarm.com)

Growers learn quickly that marketing takes more than 60% of their time, even if they aren’t marketing a little-known product, such as aronia berries. Building contacts in foods can be extremely difficult. Many smaller businesses don’t promote themselves; so they don’t appear in the press, on Google, or on LinkedIn. Some food businesses don’t even have websites. This invisibility makes market research difficult. Moreover, this established industry is filled with large businesses that won’t look at new growers twice.

From within corn and bean country, John Pilcher of Coldbrook Farm Inc., wholesaler of aronia berries, spent months on the telephone hunting for fruit processors. Scouring the Internet was almost useless and very frustrating for him.



Spring brings fields of white flowers on aronia bushes.
 (Photo: James M. Theuri)

When John faced a new challenge—finding blueberry growers interested in aronia—I stepped in to help. I called the Indiana Horticultural Society about finding blueberry growers to consider growing aronia. The person who answered mentioned **MarketMaker**, which I assumed covered only Indiana. Wrong! Digging around a bit, I discovered search capability in 20 states.

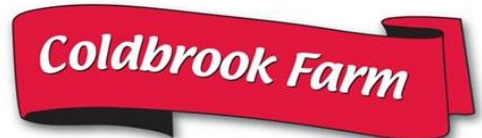
Although businesspeople say that going through contacts is the best way to make headway, for new growers or those branching into new areas, getting that first contact is like getting a first job. Without a first contact, we strain and lose valuable time. **MarketMaker gives growers a jumpstart into the market.**

Growers are thought to be self-sufficient. They are. However, they need all of the help with market research they can get. **MarketMaker is that help.**

Coldbrook Farm invites grower inquiries about aronia at aronia.us@att.net. Check them out on [MarketMaker](http://MarketMaker.com). (Copyright 2013 Coldbrook Farm Inc.)



August aronia berries turn red and become deep purple when ripe.
 (Photo: James M. Theuri)



Aronia Berries—A Developing Industry

Aronia bushes are native to the eastern half of the United States. They produce clusters of berries that are gaining recognition as super berries.

The aronia berry industry is in its early stages of development in the United States. The hardy bush that yields the berry clusters can withstand various soil types, dry or wet conditions, sun or shade, and varying temperatures, making it easy to grow and maintain.

The berries are packed with more antioxidant power than most fruits and may be beneficial in the treatment of high cholesterol and cardiovascular disease. Several compounds found in the berries are also said to be natural cancer fighters and offer protection against the development of many types of tumors.

Aronia berries are similar in size to blueberries and are deep purple in color. They can be eaten whole and raw, or made into juice or concentrate, wine, or jams, jellies, sauces and dried snacks.



Photo by James M. Theuri

ARONIA BERRIES are now listed under “Fruit” on the MarketMaker site.

Food for Thought...

From [Food Industry MarketMaker Facebook](#) page:

“I discovered MarketMaker tonight, and may have already found a source to replace my blueberry shrubs, And within my 200 mile preference radius. Hope this comes together.”



“Like”

Food Industry MarketMaker

www.facebook.com/foodmarketmaker



Follow

Food Industry MarketMaker

www.twitter.com/FoodMarketMaker

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
14 listings

SELL
92 listings

SERVICES/EQUIPMENT
7 listings

TRANSPORTATION
0 listing

OTHER
2 listings

CONTACT US

National MarketMaker Headquarters
University of Illinois
Dept of Agricultural & Consumer Economics

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

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

