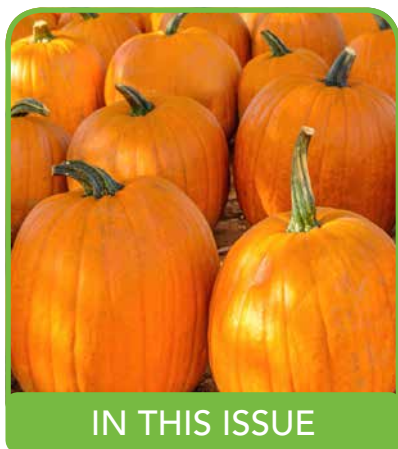




# MARKET MAKER™

Linking Agricultural Markets



## IN THIS ISSUE

<i>Live Now: MarketMaker 4.0</i>	1
<i>MarketMaker Celebrates 10 Years</i>	2
<i>Ohio MarketMaker Attends 52<sup>nd</sup> Annual OSU Farm Science Review</i>	4

## LIVE NOW: MARKETMAKER 4.0

The latest version of the national MarketMaker website is now active and awaiting your visit. Featuring user-requested upgrades, MarketMaker 4.0 premieres improvements to the appearance and usability, registration process, and search capabilities.

MarketMaker and Riverside Research have collaborated to modernize the national website's appearance. This fresh, easy-to-navigate design is the first step in creating an efficient and engaging experience for existing users and new visitors.

Further enhancing efficiency, new user registration is now clearly identified and accessible from the national website. The simplified registration process allows users to provide minimal information up front and grants immediate access to the site's full capabilities. A new "General Member" profile has also been added as a registration option in order to capture all possible registrants regardless of business association.

Following registration, all users will be able to make instant changes to their business profiles. Changes will no longer be subject to approval before appearing on business profiles.

*Continued on page 2*

Continued from page 1

Basic and advanced searches are also possible on the national website by using the new keyword search functionality. You are able to search by state and product, or perform an advanced search by selecting additional options from the county, business type, and qualities or certifications drop-down menus. The website uses geolocation to detect where you are and indicate the distance from your current location to the businesses found, even offering driving directions. Additionally, you are able to sort your search results by relevance, distance, or alphabetically.

Last month's newsletter included a video demonstration of these changes. If you missed it, click the YouTube link to the right.

The aforementioned upgrades to the national MarketMaker website lay the foundation for similar improvements to the state partner homepages. Aesthetic and registration upgrades are now in effect on the state partner homepages, but the existing search capabilities will remain unchanged at this time.

Stay tuned to the monthly MarketMaker Newsletter to keep up with the latest developments.



[Click here to watch the video demonstration.](#)

## MARKETMAKER CELEBRATES 10 YEARS

In honor of MarketMaker's ten year anniversary, we plan to recognize significant milestones in the program's history each month.



### 2004 MARKETMAKER 1.0

The first live MarketMaker site debuted in 2004. It included 12 farmer profiles and connected over 38,000 food businesses across the state of Illinois. MarketMaker continued to exist in this capacity for the next three years.



### 2007 MARKETMAKER 2.0

In 2007, MarketMaker 2.0 was released, premiering two features. The national portal was created to connect the expanded scope of the database, now including seven separate state sites. The Buy & Sell Forum was also added in the upgrade and provided a quick, easy way to view all the active listings in participating states.



### 2010 MARKETMAKER 3.0

Additional enhancements were made in 2010 with the release of MarketMaker 3.0. In order to improve the user experience, this version featured a streamlined mapping system and advanced search capability.

# MARKETMAKER WISHES YOU A BOUNTIFUL AUTUMN



## MARKETMAKER™

### *Buy & Sell Forum*

Whether you are interested in buying fresh produce, selling livestock, searching for equipment, transporting foodstuffs, or looking for a specific service, the *Buy & Sell Forum* will connect you to other industry members in all 20 participating state networks.

BUY

9

LISTINGS

SELL

97

LISTINGS

OTHER

9

LISTINGS

[BROWSE ADS](#)

## MARKETMAKER™

### *In the Field*

We want to share your MarketMaker experiences with the entire Partner Network by including them in the MarketMaker Newsletter. Email your success stories, tips for new users, hot topics, and current events in the agriculture industry.



[SUBMIT CONTENT](#)

## OHIO MARKETMAKER ATTENDS 52<sup>ND</sup> ANNUAL OSU FARM SCIENCE REVIEW

Ohio MarketMaker has been attending the Ohio State University (OSU) Farm Science Review since the state program's inception in 2005. However, this year the event was more successful than ever before. Over 131,000 people attended, giving Ohio MarketMaker visibility among a staggering amount of farmers, industry professionals, Future Farmers of America students, and agricultural enthusiasts from Ohio and the surrounding states.

Ohio MarketMaker joined over 600 exhibitors at the three-day event, occupying a free-standing display complete with National MarketMaker and OSU Research & Extension resources. Charissa McGlothlin, Horticulture, Soil, Water & BioEnergy Program Assistant at OSU Research & Extension, managed the display and distributed learning materials to attendees. Brad Bergefurd, Research & Extension Educator and Agriculture Horticulture Specialist at OSU, delivered an educational presentation teaching audience members about the basics of MarketMaker. He also spoke about hops, the plant used to impart flavoring and stability to beer, and their potential use as a crop alternative in Ohio.

By networking with other industry organizations at the Farm Science Review, Ohio MarketMaker secured an invitation to the Ohio Ecological Food and Farm Association's 36th Annual Conference in February 2015. Registration for this event, which is the largest sustainable food and farm conference in the state, opens in December.

Thank you to the OSU Research & Extension team for your efforts in promoting MarketMaker!



**Brad Bergefurd tells the crowd about the benefits of MarketMaker and discusses the possibility of using hops as a crop alternative in Ohio.**

## MARKETMAKER NATIONAL NETWORK:

- ▶ ALABAMA
- ▶ ARKANSAS
- ▶ COLORADO
- ▶ DISTRICT OF COLUMBIA
- ▶ FLORIDA
- ▶ GEORGIA
- ▶ ILLINOIS
- ▶ INDIANA
- ▶ IOWA
- ▶ KENTUCKY
- ▶ LOUISIANA
- ▶ MICHIGAN
- ▶ MISSISSIPPI
- ▶ NEBRASKA
- ▶ NEW YORK
- ▶ OHIO
- ▶ PENNSYLVANIA
- ▶ SOUTH CAROLINA
- ▶ TEXAS
- ▶ WYOMING

**MARKET**  **MAKER™**

FoodMarketMaker.com

[Newsletter@FoodMarketMaker.com](mailto:Newsletter@FoodMarketMaker.com)



Become a fan of MarketMaker at:  
[facebook.com/FoodMarketMaker](https://facebook.com/FoodMarketMaker)



Follow MarketMaker at:  
[twitter.com/FoodMarketMaker](https://twitter.com/FoodMarketMaker)

**RIVERSIDE**  **RESEARCH**

*Technology powered by [riversideresearch.org](https://riversideresearch.org)*

*MarketMaker was created at the University of Illinois at Urbana-Champaign and is licensed to Riverside Research, an independent not-for-profit organization.*