



# MARKETMAKER™

Linking Agricultural and Seafood Markets



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## CHAMBER OF COMMERCE LOCAL LUNCH SPOTLIGHTED MARKETMAKER'S VALUE TO FARMS AND SMALL BUSINESSES

*Who's using the MarketMaker market research feature?*

*This article is the first of several articles that will highlight who is using the market research feature on the MarketMaker site.*

“Farming is best approached incrementally, moving into it slowly and not all at once, but doing it in a considered and planned sort of way.” That is the advice that Gary Matteson, Farm Credit Council Vice President of [Young, Beginning, and Small Farmers](#), gives to beginning farmers from across the country. It is also the advice he gave to a group of small business owners and government officials for how agriculture can fit into rural economic development at a local chamber of commerce lunch.

Matteson explained that he likes to think of rural economic development in the same way that he thinks about how to best approach farming. Agriculture can grow naturally and be a part of economic development but it helps when there are tools available that assist agricultural businesses to grow in a planned way.

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Matteson, who serves on the MarketMaker Policy Advisory Committee, explained that MarketMaker is a public sector service that is run through land grant universities and extension services. It is a neutral base of information that is meant to increase the kind of rural economic development at the farm scale in which agriculture can benefit whatever type of community it is in.

**“The site is much more than a directory online,” Matteson said. “The MarketMaker site does give a web presence to small businesses for free, but the data stored in MarketMaker helps to identify target markets and maps food related businesses over demographic information. The MarketMaker research tool provides an interactive mapping resource that has information about people, the economy, local farms and other food related businesses. This allows a small business to make an effective business plan.”**

Gary gave the following example: if he wanted to start growing a specialty crop like bok choy, a Chinese cabbage often used in Chinese cuisine, he could use MarketMaker’s market research feature to help determine the region he could likely sell it and at a price that could make a profit. MarketMaker can show where a target market is located by mapping the population that consumes food at home, earns a specific level of household income, and consumes the most bok choy. The mapping feature can also show where the wholesalers, grocery stores, and farmers markets are in relation to that target market.

The businesses men and women gathered for networking and to enjoy locally grown food at the [Botetourt Chamber of Commerce Taste of Botetourt Lunch](#) in September. The event was organized by the local Farm Credit, Cooperative Extension Service, and Chamber of Commerce.

MarketMaker can be used to help farmers and other small businesses learn more about the local or regional market for their products. Try the [Market Research Tool](#) for your state today.



# HAPPY THANKSGIVING FROM MARKETMAKER

# MARKETMAKER CAN HELP CONNECT CHRISTMAS TREE GROWERS TO MARKETS

Christmas tree growers can help make it easier for families searching for the perfect tree this holiday season by [registering or updating their profile](#) on MarketMaker. There are two options for Christmas tree growers when registering on MarketMaker:

## Option 1

Christmas trees can be selected under the Tourism category when a user creates a profile. This option is best for growers or sellers that sell directly to consumers on their farm. By listing as a Tourism site, families that desire an agritourism experience and prefer to select a tree before it is cut will be better able to find your information.

## Option 2

If you feel like tourism does not describe your operation well, you can select “other” under the Farmer/Rancher profile for Specialty Products and type in Christmas Trees.

Many Christmas tree farms that have on-farm sales choose to list their business both ways, as Tourism and Specialty Products. It is important to fill out the “About Us” section using keywords like “Christmas tree” because the search tool will use that in addition to the selections in a profile to find your business when someone searches for “Christmas tree.”



Visit MarketMaker at booth 1047 at the [Great Lakes Fruit, Vegetable, and Farm Market Expo](#) December 8–10, 2015 in Grand Rapids, MI.

## 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



SELL



OTHER



[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.



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