

**Participating States:**

Alabama  
 Arkansas  
 Colorado  
 Florida  
 Georgia  
 Illinois  
 Indiana  
 Iowa  
 Kentucky  
 Louisiana  
 Michigan  
 Mississippi  
 Nebraska  
 New York  
 Ohio  
 Pennsylvania  
 South Carolina  
 Texas  
 Washington, D.C.

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**In Every Issue:**  
 Buy & Sell Forum

MarketMaker Business in the Spotlight...

**Windmill Acres Farm & Goat Milk Dairy LLC**

**Ocklawaha, Florida**

For Alan and Yvonne Hart of Windmill Acres Farm, what began as a birthday present for their daughter has turned into a profitable goat dairy business. The gift of two Nigerian Dwarf goats led to the addition of milking does to provide the family with a healthy alternative to cow's milk.



As novices in the Caprine world, the Harts attended goat school to learn all facets of goat husbandry and the dairy business. The idea of a goat dairy farm was born! With assistance from the Florida Dept. of Ag Division of Dairy and their dairy inspector, the Harts are being licensed as a Grade A goat dairy farm—in fact, the only one in the State of Florida and the only one of their size in the history of Florida.

Windmill Acres Farm now has 23 dairy goats and 31 different products. They produce cheeses, cheese cakes, soaps and, of course, milk. In addition, they make an assortment of canned items such as jams, jellies, salsa, and pickles. They proudly support local farmers by making all of their canned products from locally grown produce.

Alan attended Florida A&M University in May of 2011 and became a certified Master Goat Producer. He also was awarded the Florida Innovative Farmer Award for the 2011 Florida Small Farms Conference which was awarded this month.

**Windmill Acres Farm**  
 &  
**Goat Milk Dairy**  
 Ocklawaha, FL

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**Visitors**  
 by appointment only  
**352-812-3241**

The Harts attribute part of their success to Florida **MarketMaker**. As Alan says, "It makes our products available to anyone who searches the Internet looking for goat milk products." The Harts are diligent in asking their customers how they found the farm and credit MarketMaker with several sales.

Their future goal includes building a processing plant for goat milk products that is large enough to house a farm store and a certified kitchen. The farm store will feature goat milk products and products made from local farmers.

To learn more about Windmill Acres Farm & Goat Milk Dairy LLC, check their [MarketMaker profile](#) or call (352) 812-3241.

## In The News...



## FARM CREDIT SPONSORS 2011 NATIONAL FOOD MARKETMAKER INNOVATION AWARD

### Ohio and South Carolina take top honors

The 2011 National Food MarketMaker Innovation Awards sponsored by Farm Credit were presented at the National Value Added Agriculture Conference in Pittsburgh, PA on June 27, 2011. Ohio and South Carolina were on hand to accept their awards.



Pictured left to right: Julie Fox (OSU South Centers), Gary Matteson (Farm Credit), Stan Ernst (OSU), Julie Moose (OSU South Centers), Mike Hogan (OSU Extension), and Deborah Rausch, (USDA Rural Development).



Pictured: Amber Von Harten (South Carolina Sea Grant Consortium), Gary Matteson (Farm Credit), and Robert Bacon (South Carolina Sea Grant Consortium) Not pictured: R. David Lamie (Clemson University)

Ohio accepted the award for MarketMaker States Partnered 3+ Years. Seven organizations united to produce “*Get Connected with Ohio MarketMaker*”. This resulted in strong partnerships and doubled the number of registered MarketMaker business profiles in Ohio. The creation of “*Get Connected*” artwork and marketing resources benefit all MarketMaker states.

South Carolina’s program, “*Helping MarketMaker ‘Float’ in U.S. Coastal States and Beyond*”, won the award for MarketMaker States Partnered Less than 3 Years. Clemson University Extension partnered with the South Carolina Sea Grant Consortium Extension program to develop a pilot seafood component which evolved into a national component. This effort diversified MarketMaker product offerings, engaged new producers and consumers, and helped expand MarketMaker into several new states.

Gary Matteson, Farm Credit Vice President of Young, Beginning, Small Farmer Programs and Outreach, says, “Farm Credit is proud to recognize the creativity and effectiveness of all entries to the 2011 National Food MarketMaker Innovation Award. It’s impressive to see how resourceful each MarketMaker program is, and understand the potential for these great ideas to be put to good use in other states. Special congratulations to the Ohio and South Carolina MarketMaker Teams, who demonstrate that MarketMaker success is about building partnerships to benefit farm and fishery producers.”



## Looking to Buy? Want to Sell?

Whether you produce a product to sell or need to find a product to buy, MarketMaker's Buy and Sell Forum is an easy, no cost way of advertising. Here are step-by-step instructions to post an ad:

1. First, you must have a user account for your business. If you don't, request one by going to the Register/Log In page, click on Request Account Access and enter the information requested. Your user account information will be emailed to you.
2. With that user account information, log in by inserting this information in the Members Area. You will now be in your Members Area.
3. To post your ad, click on My MarketPlace then click on New Ad. Select the Category – Looking to Buy, Looking to Sell, Services, or Transportation.
4. Insert a Title for the product you have to sell/buy.
5. Write a complete description of the product. Use the Formatting tool to make your text look more professional by adding bolding, font color, lists, etc.
6. Enter your Product Availability by inserting the start and end date when you will have product to sell or when you want to buy.
7. Determine the number of days you want your ad to run (7–90 days) and select it from the drop down list. Click Continue.
8. You can post up to 5 images with your ad. Make sure you resize them before trying to upload. They can be no larger than 400x400 pixels and 300 KB in size. If you don't have a program to edit your images, there is one included on the image page. Once they are the correct size, select the image you want to insert and click Upload to send it to our server. You will see a small version of the image uploaded below where you entered the image location. Enter all images you want included, then click Continue.
9. Preview the ad to make sure it is correct. If you need changes, click on Edit to return to the area you want to fix. Click Submit to complete your ad submission.

**MarketMaker Buy & Sell Forum**

<p><b>Looking To Buy</b></p> <p>End users in the value-added food chain seek products for restaurants, grocery stores and farmers markets.</p> <div style="border: 1px solid gray; padding: 2px; display: flex; align-items: center;"> <div style="margin-left: 5px;"> <p>12 Current Buy &amp; Sell Forum Listings</p> <p style="text-align: center; background-color: #e67e22; color: white; padding: 2px 5px; border-radius: 3px;">View Current Listings</p> </div> </div>	<p><b>Looking To Sell</b></p> <p>Agricultural entrepreneurs with products to sell can list their inventory here.</p> <div style="border: 1px solid gray; padding: 2px; display: flex; align-items: center;"> <div style="margin-left: 5px;"> <p>68 Current Buy &amp; Sell Forum Listings</p> <p style="text-align: center; background-color: #e67e22; color: white; padding: 2px 5px; border-radius: 3px;">View Current Listings</p> </div> </div>
<p><b>Services and Equipment</b></p> <p>If you need or offer processing services for value-added agriculture, look here.</p> <div style="border: 1px solid gray; padding: 2px; display: flex; align-items: center;"> <div style="margin-left: 5px;"> <p>4 Current Buy &amp; Sell Forum Listings</p> <p style="text-align: center; background-color: #e67e22; color: white; padding: 2px 5px; border-radius: 3px;">View Current Listings</p> </div> </div>	<p><b>Transportation</b></p> <p>If you need to have product transported or if you are in the business of transporting products, look in this category.</p> <div style="border: 1px solid gray; padding: 2px; display: flex; align-items: center;"> <div style="margin-left: 5px;"> <p>0 Current Buy &amp; Sell Forum Listings</p> <p style="text-align: center; background-color: #e67e22; color: white; padding: 2px 5px; border-radius: 3px;">View Current Listings</p> </div> </div>

Click the link in the box below to check out the current listings in the Buy & Sell Forum.

### 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 on our website at:

[www.foodmarketmaker/main/marketplace](http://www.foodmarketmaker/main/marketplace).

**BUY**  
12 listings

**SELL**  
60 listings

**SERVICES/EQUIPMENT**  
6 listings

**TRANSPORTATION**  
0 listing



## WE WANT TO HEAR FROM YOU!

Do you have an idea that might benefit another farm, fishery, or business? Did you find markets for your products by doing a market search? Have customers found you because of your listing? Did you connect with a business by using the Buy & Sell Forum?

Tell us how you have used MarketMaker—we'd like to know! Please submit ideas or articles to: [marketmaker@extension.uiuc.edu](mailto:marketmaker@extension.uiuc.edu)

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