

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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Meet MarketMaker Advocate Marguerite Constantine

Sneak Preview of the New MarketMaker Homepages

In Every Issue: Buy & Sell Forum

Meet Marguerite... MarketMaker Advocate

Editor's Note:

I met Marguerite at an airport in Pittsburg, PA as we were both returning from the National Value Added Ag Conference. It didn't take me long to realize that Marguerite is a bundle of energy and her interest and enthusiasm for MarketMaker were immediately apparent. This article is a result of that conversation and several others since.

West and Marguerite Constantine own a small goat dairy in Louisiana. Besides milking goats, Marguerite makes soaps, cheeses, and hosts a farmers market and gift shop on their farm. In addition, she spreads the MarketMaker word to everyone who will listen. As she puts it, "I'll shout it from the rooftop! I'm a firm supporter of local foods and I think MarketMaker is an effective way to connect consumers with local producers."

Marguerite is such a believer in the MarketMaker program that she takes her laptop to conferences, farmers markets, and anywhere else she travels in order to help others register their business in the database. "MarketMaker allows producers to market their products **free of charge**. How can you beat free advertising?" says Marguerite. "Producers who lack the money or expertise to develop a website will definitely benefit from this free service."



Marguerite, a farm girl all her life, served full time in the Louisiana National Guard before launching a successful career in advertising and marketing. Upon retirement, she and her husband, West, decided to raise milk goats. Next month we'll learn more about their retirement business, WesMar Farms.

With her background in advertising and marketing, Marguerite is a natural when it comes to promotion. She regularly mentions MarketMaker at her local Rotary meetings and encourages others to do the same at their local civic organizations, FFA meetings, schools, etc.

Marguerite was on hand at the recent Louisiana Restaurant Association EXPO held in early August with MarketMaker information for any and all who would listen. She's also touted MarketMaker at the LSU/SU Goat Field Day in Baton Rouge, LSU Ag Leadership Development Course, SU Ag Leadership Field Trip, National Value Added Conference, Avoyelles 4-H Leadership Meeting, Cane River Green Market, LA Sustainable Local Food Policy Council of the LA Legislature, Alexandria Museum of Arts Second Saturday Market, FFA Executive Committee Meeting.

The National MarketMaker Team would like to take this opportunity to say thanks to Marguerite for her passion and resolve for MarketMaker and local foods!





A Sneak Preview...

Check out the **NEW** State Homepages!

The MarketMaker Team is happy to announce the launch of our newly designed state homepages next week!

Be sure to check out your state's page complete with new market and business search features, resource center, and business directory. We hope you'll enjoy the new look and functionality!

The screenshot shows the Pennsylvania MarketMaker website. At the top, there's a navigation bar with links for HOME, SEARCH, RESOURCES, HELP, ABOUT US, CONTACT US, and LOG IN. Below the navigation is a banner image of a green tractor in a field. The main content area is divided into several sections:

- Market Research:** A search box with dropdowns for 'Age' (set to 'Population 18 years and under') and 'Where'. It includes a 'Search' button and a link to 'Advanced Search'.
- Farmers, Fisheries, & Businesses:** A search box with a dropdown for 'Farmer', a 'Where' dropdown, and a '50 miles of Zip' search field. It includes a 'Search' button and a link to 'Advanced Search'.
- Register Your Business:** A section encouraging users to register at no cost to help others find their business. It includes a 'Register' button and a link for 'Already registered? Log In'.
- Business Spotlight:** A section for 'Lauren Farms, Inc.', featuring a photo of prawns and text describing their prawn production farm. It includes a 'Learn More' link.
- Happening Now:** A section with a 'Buy & Sell Forum' button and a list of items: '1 Listing' for 'Upcoming Events', '1 Listing' for 'Directory Search', and '0 Listings' for 'Now In Season'. It also shows a 'Latest Posting' for 'Need Fresh Fish!' and a 'View All Advertisements' link.
- National MarketMaker:** A section with a map of the U.S. and a 'Select A State' dropdown menu.
- MarketMaker Blog:** A section with several blog entries, including 'USDA: Value Added Producer Grants for farmers' and 'White House Rural Council to Strengthen Rural Communities'.
- Taste of Pennsylvania:** A section featuring 'Tassel Ridge Wine' with a photo of wine bottles and a 'Learn More' link.

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.

BUY
9 listings

SELL
72 listings

SERVICES/EQUIPMENT
11 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

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