

Highlights in this Issue

- Spotlight: Hyman Vineyards and Lauren Farms, Inc.
- Twitter, Other Social Media Give NE Farmers Tools to Be Ag Advocates
- Understanding Community Supported Agriculture
- Value-Added Conference
- Entering Business Data in Your Profile
- New MarketMaker Registrations

Participating States:

Arkansas
Iowa
New York

Colorado
Kentucky
Ohio

Georgia
Michigan
South Carolina

Illinois
Mississippi
Washington DC

Indiana
Nebraska



MarketMaker Spotlight on...
HYMAN VINEYARDS and **LAUREN FARMS, INC.**



This month the MarketMaker Spotlight features two businesses. Lauren Farms, Inc., Mississippi, is a prawn production farm that specializes in the hatching and grow-out of freshwater prawns. Hyman Vineyards, South Carolina, specializes in growing and processing muscadine grapes for use in the development of nutraceutical and cosmaceutical products. Both businesses are users of the MarketPlace Buy/Sell Forum.

We'd like to hear YOUR story! Be featured "In the Spotlight" by emailing: marketmaker@extension.uiuc.edu



HYMAN VINEYARDS is a small South Carolina muscadine farm vineyard specializing in producing natural, wholesome products made from nutrient-rich fruits and veggies. They are a natural products company that has a hand in all aspects of the vineyard, including: growing, formulating, producing, and marketing their line of natural products.

The heritage of Hyman Vineyards began with Hyman Farms back in the late 1800's. Members of the Hyman Family have been growing a variety of crops in the Pee Dee area of Eastern South Carolina for five generations. With their main focus now surrounding Hyman Vineyards, the Hyman Family planted a small farm vineyard just outside Conway, South Carolina, where they grow three varieties of naturally sweet muscadine grapes: Carlos, Noble, and Doreen.



Muscadine grapes are an excellent source of many of the nutrients we need on a daily basis. Hyman Vineyards uses their muscadine grapes for natural, wholesome foods in addition to research-based natural medicinal purposes. Check their website for nutraceuticals, cosmeceuticals, and candles in addition to their red and white wines, jams, jellies, preserves, and salsa. They continually seek to create products which not only enrich your appetite, but also enrich your health.

Through education and entertainment Hyman Vineyards seeks to produce goods and services that excite the consumer and epitomize 21st Century Agriculture in South Carolina. They look to the future in every action they take.

Visit Hyman Vineyards' General Store at 6027 Old Bucksville Road, Conway, SC. They are open for wine tastings and tours on Thursday, Friday and Saturday from Noon-6 pm. Or visit Hyman Vineyards online at: <https://hymanvineyards.com/>



You can also view their ad in MarketPlace Buy/Sell Forum at: www.marketmaker.uiuc.edu/marketplace_detail.php?id=95&cat=2



LAUREN FARMS, INC. is a prawn production farm founded in 1995 in Leland, Mississippi. Having proven itself as a forerunner in the industry, the goal of Lauren Farms is to provide the best outlet possible for the freshwater prawn. Growers Steve and Dolores Fratesi are able to use their strong knowledge and marketing skills to heighten the prawn industry for growers, marketers, buyers, and sellers. Last year, Lauren Farms, Inc. averaged yields of over 750 pounds of shrimp per acre from 14 acres grown.

As one of the pioneers with Mississippi State University, Lauren Farms has mastered a "full circle" in the production process: hatching, stocking, feeding, water quality, harvesting and marketing. The prawns are all natural, fed wholesome grains, raised in fresh water, are free from pollutants and chemicals, and are an environmentally friendly, sustainable aquaculture – fresh from pond to table. Lauren Farms prawns boast a mild, sweet, lobster-like taste, are low in fat, iodine, calories, and sodium, and are one of the most earth-friendly sources of protein and Omega3 fatty acids.



Delores Fratesi with celebrity chef, Terry Teplitzky, at 2010 "Cooking for Solutions"

Recently, Lauren Farms was recognized as a 2010 "Seafood Champion" by the prestigious Seafood Watch program of the Monterey Bay Aquarium, CA. Recognition was given at the annual "Cooking for Solutions" event to only 8 individuals and companies, recognizing them as leaders that have embraced the message of sustainable seafood and are taking it to new levels. The U.S. farmed freshwater prawn earned a green ranking in each of the criteria making it the very first shrimp/prawn to achieve a green ranking in every one of the five sustainability criteria since Seafood Watch began assessing seafood in 1999.

Lauren Farms follows the highest sustainability practices in producing freshwater prawns. In doing so, U.S. Freshwater Prawns have been designated a "Best Choice" for consumers by the Seafood Watch program. Owners, Dolores and Steve are considered role models for sustainable prawn aquaculture. Says Steve, "Preserving inland aquaculture is one of the most important conservation issues today. It is the farmer's responsibility, and also, the responsibility of the consumer to support safe foods supplied by well managed U.S. farms."

For further information, call (662) 390-3528 or visit Lauren Farms, Inc. at www.laurenfarms.com. See their ad on the Buy/Sell Forum for mouth-watering seafood! www.marketmaker.uiuc.edu/marketplace_detail.php?id=75&cat=2

Coming this Month – 12th Annual National Value-Added Agriculture Conference

This year's National Value-Added Agriculture Conference is being held in Biloxi, MS on June 27, 28, and 29. Mississippi State University Extension Service is hosting the conference at the Beau Rivage Resort & Casino. Dr. Lester Spell, MS Commissioner of Agriculture, will welcome participants.

General sessions will feature such speakers as Judith Canales, Administrator for Rural Business and Cooperative Program and LeAnn Oliver, Deputy Administrator, USDA Rural Development; David Waide, President, MS Farm Bureau; and many other distinguished experts in their fields. Breakout sessions include topics on: Agritourism, Local/Regional Food Systems, Bio Energy, and Value Added Business Development.



For more information contact: Anna Hood, phone 662-325-8056, e-mail: annah@ext.msstate.edu, or visit the conference website: <http://fsnhp.msstate.edu/events/nvaac/>.



Twitter, Other Social Media Give Nebraska Farmers Tools to Be Ag Advocates

By Sandi Alswager Karstens
IANR News Service

Social media may be taking agriculture by storm and along with it Nebraska farmers and University of Nebraska-Lincoln College of Agriculture and Natural Resources alumni.

Often out in the tractor working long days alone, farmers young and old are using newly affordable and accessible technology, such as BlackBerries and iPhones to tap into social media applications. By participating, they are taking Nebraska farmers' ideas, concerns and ideals across the state and around the world.

From top 10 lists of "who to follow in agriculture" to a weekly Tuesday night #agchat – a forum for people interested in agriculture – watching the ag community develop on Twitter has been incredible, said Zach Hunnicutt, a farmer in Hamilton County and 2004 UNL agricultural economics grad.

Just by tweeting or posting, Nebraska farmers are able to engage skeptics and shape perceptions of agriculture within a global conversation, he said.

Twitter, the fast-growing social media tool that allows users to quickly submit brief (140 characters or less) messages to a network of other users, is gaining the same foothold in agriculture as it has in other businesses and industries.

"It gives us each a platform to tell our story about our operations, and it's important that we tell our stories before someone else tells them for us," he said. "It's never been easier to communicate with the entire world, and as consumers pay more attention to ag issues, it's important that we're there to answer their questions."

Read the full article at: <http://ianrnews.unl.edu/static/1001280.shtml>.

Follow MarketMaker on [Twitter](#) and [Facebook](#).



Understanding Community Supported Agriculture

Mary Holz-Clause
Associate Vice President for Extension and Outreach

Community Supported Agriculture, or CSA, is quickly becoming a direct marketing alternative. In a CSA system, the farmer grows food for a group of shareholders or subscribers, who pledge to buy a portion of the farm's crop that season. This arrangement gives growers up-front cash to finance their operation and higher prices since the middleman has been eliminated. Most CSAs are organized with produce, but some are adding meat products. **The four types of CSAs are:**

- **Subscription or farmer-driven** - The farmer organizes the CSA and makes most of the management decisions. The shareholder or subscriber is not very involved in the farm. This kind of CSA is quickly becoming the most common.
- **Shareholder or consumer-driven** - Consumers organize the CSA and hire the farmer to grow what they want. The consumers make most of the decisions. This model is often used in the Northeast.
- **Farmer cooperative** - This is a farmer-driven CSA in which two or more farms pool their resources to supply customers.
- **Farmer-consumer cooperative** - The farmer and consumer co-own land and other resources and work together to produce food.



Most CSAs have between 35 and 200 members. A typical offering would be 5 to 10 pounds of produce per week, or enough for 2 or 3 people. One detailed three-year study showed that CSA shareowners would have paid 37 percent more at their supermarket for conventionally grown food.

Read this article in its entirety at:

http://www.agmrc.org/business_development/operating_a_business/direct_marketing/articles/understanding_community_supported_agriculture.cfm

MarketMaker Tips and Pointers: Entering Business Data in Your Profile

So you've registered your business, your user account is set up, and you're ready to begin entering your business data. It's an easy process if you remember one important step right from the start...

Once you've clicked on the profile heading for your business (i.e. producer/farmer, processor, food retailer, etc.), you'll see a screen similar to the one below. Notice tabs for Dairy, Fish, Fruits, Grains, etc. **Select the tab most suitable to your business.** Once you are on the correct tab, you may enter information as it pertains to your business.

ILLINOIS MARKETMAKER™

Home Help About Us FAQs Contact Us Search Login

Business Profile

Select the type of business you are from the drop down box below. Next select the tabs for each area that applies to you and complete the information. When all areas are filled in, click on the *Continue* button at the bottom of this page.

If you fit into more than one profile, press the *Save & Add Another Profile* button to save and add a different profile to your business description. You do not need to register more than once in order to be a part of multiple profiles. If something is missing, you will receive a notice telling you about the problem. Go back and correct the problem before proceeding.

Producer/Farmer

Dairy Fish/shellfi... Fruits & Nuts
Grains Herbs Meat & Poultry Specialty Pr... Vegetables

Dairy Product Type

Butter Cream Ice Cream Yogurt
 Cheese Cream Cheese Milk Other
 Cottage Cheese Frozen Desserts

You will also notice a gray area under each heading. This gray area indicates information only applicable to *that particular tab*. Under the gray, you will see a white area. The information you enter in the white needs only to be entered once. It will appear throughout all tabs.

If you need assistance, feel free to call National MarketMaker at 309-792-2577 or email us at: marketmaker@extension.uiuc.edu. We are happy to help!

Check out your MarketMaker Account!



Summer is upon us - a great time to make sure your MarketMaker account is up-to-date! Our new registration pages provide you with the opportunity to list **MORE DETAILS** about your business. You can now:

- Register **Multiple Categories** on one profile
- Include **Photos** of your products and business
- List **Business Connections** and **Industry Affiliations**
- Provide links to **Social Networks** (i.e. Facebook, Twitter, etc.)

Check out your account today and make sure your business information is ready for summertime viewing!

If you don't have a user account yet, it's easy to set one up. Simply go to the National MarketMaker website at <http://national.marketmaker.uiuc.edu> and click on your state. Once there, click on "Log In" then "Request Account Access". Complete the form and submit. You will receive an email with your user account information. It's that easy!

New Farms & Businesses on MarketMaker

126 new farms and businesses have registered on MarketMaker since the May newsletter!



Check out the new registrations on the **What's New in MarketMaker** webpage at <http://national.marketmaker.uiuc.edu/whatsnew.php>. Here you will find specific information on each business - the type of business, the contact person, the location, and more. Click on their Business Name to view their complete profile.

Check out the most current registrants by clicking on "Last 30 Days". You can also view the latest MarketPlace listings, most viewed MarketMaker Businesses, and the latest MarketMaker News.



[MarketPlace Buy & Sell Forum](#) is for farms and businesses to post ads for products and/or services they have to sell or products they want to buy. There is no cost to post an ad.

Looking to Buy



6 Current Listings

Looking to Sell



66 Current Listings

Value-Added Services



12 Current Listings

Transportation



0 Current Listings

To see detailed ads, click on one of the icons above, or go to the [MarketPlace Buy & Sell Forum](#) at http://www.marketmaker.uiuc.edu/marketplace_home.php or click on the specific icon above.

Contact Information

Email: marketmaker@extension.uiuc.edu

Web: <http://national.marketmaker.uiuc.edu>

National MarketMaker – Main Headquarters

University of Illinois Extension, 4550 Kennedy Drive, East Moline, IL 61244

Phone: 309-792-2577
