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Participating States:

Alabama
Arkansas
Colorado
District of Columbia
Florida
Georgia
Illinois
Indiana
Iowa
Kentucky
Louisiana
Michigan
Mississippi
Nebraska
New York
Ohio
Pennsylvania
South Carolina
Texas
Wyoming

MarketMaker continually evolves in order to assist food industry-related businesses connect with consumers and each other

NOTIFICATION PREFERENCES

What are Notification Preferences?

Notification preferences are the emails and/or texts generated from the MarketMaker system to help you keep in touch with food industry information. There are several categories of notifications:

1) Buy & Sell Form Alerts

Select these alerts to receive notification when buy and sell forum ads are posted.

2) Trade Alerts

Trade alerts notify users of product availability, product need, food industry alerts, and related services. You may opt to receive all trade alerts or narrow your preferences to specific ones.

3) New Members

Receive a notices when new businesses register that complement your product preferences and regions of interest. *(Currently under development)*

4) Newsletter

By selecting this option, you will continue to receive a monthly email that directs you to the National MarketMaker website where newsletters are posted. Keep up-to-date with MarketMaker information and features by selecting this option.

5) Alerts by Location *(Currently under development)*

Select a specific region—determined by zip code and distance—or select the MarketMaker state(s) you'd like to receive alerts from.

MANAGE YOUR ACCOUNT

MarketMaker now allows you the ability to establish your own username and password—no more computer generated passwords!

Simply go to your state's homepage, click on "Log In". Once in your "Member's Area, select "My Account". From here you can manage your login access and choose from our suite of MarketMaker preferences.

MarketMaker News and Updates...

Why Does This Page Look Different?

MarketMaker now offers you the option to provide an **alternate email address**. Previously, your business email was used for all correspondence including newsletters, trade alerts, and Buy and Sell Forum notices. Now you can send notifications to one account, business correspondence to the other.

Create your own password. No more waiting for a computer generated password that will have to be changed. Choose your own easy-to-remember password!

For Registered Users - access the "My Account" page by logging in and selecting the tab in the Members Area.

Not Registered? Click "Register" on your states' home page. Complete the "Create Account" with your business information and click Submit. It's that easy!



"Friend"
Food Industry MarketMaker
on Facebook
to keep in touch
with local foods!

Friend MarketMaker at:
[www.facebook.com/
foodmarketmaker](http://www.facebook.com/foodmarketmaker)

LET'S BE FRIENDS!

My Account

Manage your login access to change your username or password. Choose from our suite of MarketMaker preferences listed below to receive important notifications. By selecting a notification, you agree to receive email and/or texts generated from the MarketMaker system. Additionally, you may choose to unsubscribe from one or multiple alert notifications at any time by logging in to your account and unchecking the box.

Update Email Address:

current email:

Update Username:

current username:

Current Password:

New Password:

Passwords must be at least 8 characters long and contain both letters and numbers.

Account Preferences

MarketMaker wants to help you manage the information you receive. We have created notification preferences to help you narrow down the information so it is beneficial and specific to you.

Email: Receive notifications by email

Text Message: Mobile Phone Number: () - Provider: Standard Text Message fees may apply.

*Text message feature is currently under development, but please include this information if you like to receive notifications when available.

Buy & Sell Forum Alerts: Receive notices of publicly posted buy/sell forum ads.

Trade Alerts: Member only notification of product availability, product needs, food industry alerts, and related services.

You will receive Trade Alerts. [Narrow your preferences?](#)

New Members: Receive notices of farms/ranchers, fisheries, and businesses that match your product preferences and region of interest. *This is under development.*

Newsletter: Receive important MarketMaker updates and information by selecting to receive the monthly e-newsletter. You will receive a monthly email that directs you to the National MarketMaker website where newsletters are posted.

Alerts by Location

You will receive alerts from all MarketMaker sites. *This is under development.* [Narrow your preferences?](#)

What is MarketMaker Market Research?

MarketMaker's Market Research tool is rich with U.S. Census data and is designed to help farmers, fishermen, buyers, etc. find potential markets for their products. It is also an excellent resource for new businesses in need of local demographic data.

Market research includes seven variables (which can be broken down into subtypes) for use in finding potential markets:

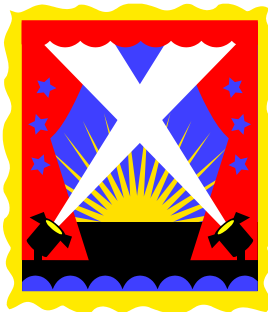
1. Age
2. Household Type
3. Race
4. Income
5. Education
6. Foreign Born
7. Food Preferences

Market Research

Each of these variables can be broken down further into subtypes. The Market Research tool also allows the user to view results by multi-state, state, or county selections.

The results are presented in map form with colored shaded areas representing a different range of the results. Y2010 results* can also be printed and compared to Y2000 figures.

* Partial results—2010 census figures not completed by U.S. Census Bureau



See YOUR Business "In the Spotlight!"

Here at MarketMaker headquarters, we're always on the lookout for businesses to feature.

If you've found MarketMaker helpful for selling and/or finding products because of the Buy & Sell Forum; made a connection with another business; made a sale because someone found your profile...we want to know!

We'd like to hear your story and put your business "in the spotlight!"
Email your experiences to marketmaker@illinois.edu

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 10 listings | SELL 107 listings | SERVICES/EQUIPMENT 2 listings | TRANSPORTATION 1 listing | OTHER 2 listings |
|---------------------------|-----------------------------|---|------------------------------------|----------------------------|



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