

February 2011

### 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.

### In this Issue:

**Business in the Spotlight:**  
Buffalo Farms Inc., SC

**Great Idea!**  
Aran Essig, University of Northern Colorado

**Tips & Pointers:**  
Farmers' Markets Info

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

MarketMaker Business in the Spotlight...

## Buffalo Farms Inc. Simpsonville, South Carolina



How does a city boy from New York become a farmer raising bison in South Carolina?

John Zaugg's career in the petroleum industry took him from the northeast to South Carolina. In 2006, he decided to try his hand at farming. He heard that bison were making a comeback and, after much research, he started Buffalo Farms Inc. in Simpsonville.

Zaugg now has buffalo plus a 250 acre farm that produces broccoli, spinach, squash, tomatoes, turnips, zucchini, peas, peppers, eggplant, and a variety of greens.

A year ago, Zaugg attended a conference at Clemson University and learned about MarketMaker. He decided it may be a benefit to register his business. He couldn't have been more correct!

A Japanese broker found Buffalo Farms on MarketMaker, contacted

Zaugg, and Zaugg began shipping a buffalo a week to Japan.

In addition, Whole Foods, Bi-Low, and WalMart made a connection with Zaugg through his MarketMaker profile and are now purchasing his locally grown produce for their stores.

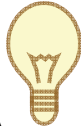
Says Zaugg, "By being part of MarketMaker, my business has established credibility and this has helped the right people find me. Because of my increased sales, I'm hoping to expand my business by purchasing new farms."

Zaugg also sells his produce at farmers markets, wholesale, and on a farm stand on the property. The bison are quite an attraction and have been part of the farm stand for the past three years.

To learn more about Buffalo Farms Inc., check their [MarketMaker](#) profile or visit them at 1715 Jonesville Rd., Simpsonville, SC 29681. Phone 864-553-5500.



## GREAT IDEA!



Submitted by:  
**ARAN ESSIG, CEC, CAA**  
 Executive Chef, Dining Services  
 University of Northern Colorado

I used the (MarketMaker) site last summer in working with our Residential Education department who wanted to set up a farmers market on campus. I was able to locate farmers within the area and invite them to participate in our on campus market by emailing an invitation to them. It is a fantastic site and a wonderful resource, very easy to navigate.

## MarketMaker News

Since the January newsletter, **125** new businesses have registered on MarketMaker. Check them out at: <http://foodmarketmaker.com/whatsnew.php>.

## MARKETMAKER TIPS & POINTERS

Now is a great time for farmers' markets to update their profiles. Be certain to check your location, hours of operation, and any other market specific details so your customers know exactly when and where to find you.

Are you looking for vendors for your farmers' market? Let MarketMaker help! The Buy & Sell Forum is a great place to start.

Log into your MarketMaker account and click on 'My Buy & Sell Ads'. Click on 'New Ad' and select '**SERVICES & EQUIPMENT**'. Post your market name and a description of your market - days, times, etc. After hitting 'Continue', you may attach images to your ad as well. Don't forget to review your ad on the final page and click 'submit'.

### Manage Ad

\* required

Category:\*

Ad Title:\*

Description:\*   
EXAMPLE:  
 MarketMaker is looking for local vendors for our 2011 season. Our Saturday market is from 9 am-1 pm in the Park on Main Street. Please call 555-123-4567 for more information.

Product Availability:

Ad Duration:

## MarketPlace Buy & Sell Forum

MarketPlace Buy & Sell Forum is for farms and businesses to post ads for products and/or services they have to sell or want to buy. There is no cost to post an ad. See detailed ads on our website at: [www.foodmarketmaker/main/marketplace](http://www.foodmarketmaker/main/marketplace).



<b>BUY</b> 5 listings	<b>SELL</b> 43 listings	<b>SERVICES/EQUIPMENT</b> 4 listings	<b>TRANSPORTATION</b> 1 listing
--------------------------	----------------------------	---	------------------------------------

## WE WANT TO HEAR FROM YOU!

Do you have an idea that might benefit another farm, fishery, or business? How have you used MarketMaker? Did you find markets for your products by doing a market search? Have you connected with another business on MarketMaker? Have customers found you because of your listing?

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

## Contact Information:

National MarketMaker Headquarters  
 University of Illinois Extension  
 4550 Kennedy Drive  
 East Moline, IL 61244  
 Phone: 309-792-2577  
 Email: [marketmaker@extension.uiuc.edu](mailto:marketmaker@extension.uiuc.edu)  
 Web: <http://national.marketmaker.uiuc.edu>

