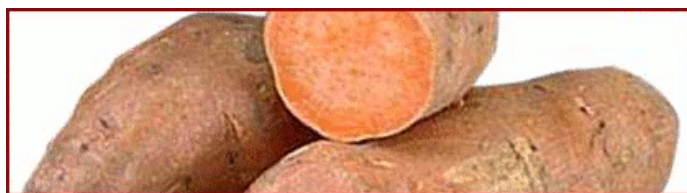


- Spotlight: Missiana Produce Inc.
- MarketMaker Award
- MarketMaker 3.0 Launch
- Agritourism Series – Part 2
- In every issue: New Registrations and Buy & Sell Forum

Participating States:

Arkansas	Colorado	Florida	Georgia	Illinois
Indiana	Iowa	Kentucky	Louisiana	Michigan
Mississippi	Nebraska	New York	Ohio	Pennsylvania
South Carolina	Washington DC			

**MarketMaker Business in the Spotlight...
 Missiana Produce Inc., MS**



Bill Wooten, general manager of Missiana Produce, Inc., in Bruce, Mississippi, came to Mississippi nine years ago from North Carolina. Having been from a family of sweet potato companies and farms, he “liked the soil and the people and I saw good potential for us in Mississippi.”



Mr. Wooten describes a sweet potato as “the most totally nutritious vegetable there is.” This tuberous root is, indeed, almost a perfect vegetable. Sweet potatoes are an excellent source of vitamin A and beta carotene. They also contain significant amounts of vitamins C and E. In addition they provide a good source of potassium, riboflavin, copper, pantothenic acid, and folic acid. Sweet potatoes are fat-free and a great source of dietary fiber.

Today Missiana Produce not only raises sweet potatoes, but also buys and sells sweet potatoes to every market – retail, wholesale, foodservice, and processing. The facility can store 440,000 bushels and can refrigerate 125,000 bushels of sweet potatoes. They furnish storage and storage bins to their farmers and help market their crop as well.

“MarketMaker is an excellent tool to add to our marketing kit so that we can touch every aspect of sweet potato consumption. We want to spread the word in every way possible that sweet potatoes are a powerhouse of nutrients.”

Bill has experienced the benefits of MarketMaker first hand. “Surprisingly, I received a call from a potential customer in the United Kingdom who was interested in having us ship him sweet potatoes,” Wooten said. “I’d say a program that can have that wide a draw is a benefit to us. We’ll keep using it.”



Bill Wooten, of Missiana Produce in Bruce, MS, prepares sweet potatoes for shipment.

Contact Missiana Produce Inc. at (662) 983-3550 or check their [MarketMaker profile](#).

MarketMaker Receives Award from USDA's National Institute of Food and Agriculture



MarketMaker state partners from around the U.S. joined the National MarketMaker Team in Washington, D.C. to accept the USDA's NIFA Multistate Effort award.

University of Illinois Extension's National Food MarketMaker Project was one of four groups honored with USDA's National Institute of Food and Agriculture (NIFA) Partnership Award for their exemplary work and outstanding contribution in support of the USDA mission and for their positive impacts on agriculture at their annual NIFA Award Ceremony in Washington, D.C. on October 6, 2010.

MarketMaker received the award in the category of Multistate Efforts. The University of Illinois-led effort boasts a partnership of 17 land-grant institutions and over 30 departments of agriculture and non-governmental organizations.

"NIFA's Partnership Awards showcase the outstanding work of our grantees and highlight the important role our partners play in advancing agricultural science, education and extension," said Roger Beachy, NIFA director.

"We're really honored and excited to receive this kind of national recognition," said Dar Knipe, University of Illinois Extension marketing specialist. "The emphasis of this award is on multi-state collaboration. We have been fortunate to have an extraordinary team of individuals from across the country who has worked hard to make this program a success."

Click to follow link to full article: <http://www.aces.uiuc.edu/news/stories/news5431.html>

The Benefits of Registering Your Business

Why Should I Register My Business?

Let potential customers know exactly what your business has to offer. Enter your information in detail; give specific product forms, product attributes, and methods of sale along with business details such as hours of operation. You can even add photos!

The greatest benefit of registration is that your business will be among the first that a viewer will see. Registered businesses are always listed first and are identified by this icon:

Create a user account today. Go to the National MarketMaker website at: <http://national.marketmaker.uiuc.edu> and click on your state. Once there, click on "Register Your Business". Complete the Business Profile (be sure to select the correct product type tabs for your particular business) and submit.

It's easy, it's free, and it's a great way to get your business name out for all to see!

What is the “Taste of...”?

A Look into New Features MarketMaker 3.0

No doubt you've noticed the new “Taste of” section on your state's website. This is a prototype of an e-commerce feature we hope to employ in the near future. Currently, you may click on “Learn More” and be taken to the business' website to order products. Several states are assisting us in the development of this section.

As our e-commerce area evolves, we look forward to offering users a direct means of ordering and paying right from the MarketMaker website. This will also allow customers to keep accounts to make frequent ordering fast and convenient.

What are “My Alerts”?

Log into your MarketMaker account and click on the new “**My Alerts**” tab near the top of the page. Here you have the opportunity to receive important email notifications in your area(s) of interest. Simply click on the category that is of significance to you and/or your business and you will receive an email from MarketMaker as new items are added to the Buy and Sell Forum.

Take a few minutes to visit your state's website and check out MarketMaker's new attributes. We will continue to detail these new features in coming newsletters.

What follows is the second in a four-part series covering the business aspects of Agritourism. Our thanks to Iowa State University's AgMRC program for the use of their information.

Agritourism – Part 2 (Online Resources)

Around the country, many farm/ranches are diversifying their product base and including value-added endeavors like agritourism to enhance profitability. According to the American Farm Bureau, agritourism is “an enterprise at a working farm, ranch or agriculture plant conducted for the enjoyment of visitors that generates income for the owner.”

Agritourism has benefits for both the farmer/rancher and the consumer. In addition to serving as an additional source of income, agritourism can benefit farmers/ranchers by:

- 1) helping create name recognition for your agricultural products,
- 2) helping educate consumers about farming/ ranching and America's rural heritage,
- 3) generating financial incentives for the protection and enhancement of your farm/ranch's natural resources and natural amenities, and
- 4) generating “spillover” economic development opportunities in your community by bringing tourists into town who may then shop, eat and lodge locally.



Before you embark on an agritourism venture, you may want to consider the following questions:

- Is Agritourism for me?
- Who is my customer?
- What is my product?
- How do I market my Agritourism enterprise?
- How can I evaluate my potential agritourism site?

For help with these questions and other information on the ins and outs of the field, go to AgMRC's publication, “Online Agritourism Resources”. It provides a summary of information from existing resources along with links: http://www.agmrc.org/media/cms/AgritourismOnlineResources_A3E314BD5D326.pdf

New Farms & Businesses on MarketMaker

Since the September newsletter, 179 new farms and businesses have registered on MarketMaker. Check out the new registrants and what they have to offer.

Go to National MarketMaker at <http://national.marketmaker.uiuc.edu/whatsnew.php> to find **What's New in the MarketMaker Network**. Here's where all the latest news is located.



Check out the most current registrants by clicking on "Last 30 Days". Simply click on the business' name to see their complete profile. You may also view the latest MarketPlace listings, most viewed MarketMaker Businesses, and the latest MarketMaker News.

MarketMaker is designed to help connect farmers and processors with food retailers, consumers, and other food industry contacts. Each state site allows users to register and manage their business listing, as well as query, map, and locate data – all for free!

MARKET PLACE 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 products they want to buy. There is no cost to post an ad.

Looking to Buy



5 Current Listings

Looking to Sell



41 Current Listings

Value-Added Services



4 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](#)

Contact Information

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