

MarketMaker Farms & Businesses in the Spotlight



R & R Farm Produce is located in Lancaster, Ohio. Owners Dick and Berta Deckerd grow a wide variety of vegetables and fruit throughout the summer season. All their products are home grown on their farm and raised with TLC. Their farm is open to the public June thru August, Wednesday (1-6pm), Friday (10 am – 6 pm), Saturday (2 – 5 pm) and Sunday (12 – 4 pm). They also sell their products at 2 local Farmers Market – GrovePort Elementary (Thursdays) and Canal Winchester (Saturdays). They accept Ohio Senior Farmer’s Market Nutrition Program coupons.

They offer an extra special service to their customers. A customer can call their farm before noon and their order will be picked fresh and ready for pick-up by 4 pm. For a small extra fee, they will even deliver.

When asked about responses received since being listed on MarketMaker, Dick said:

“This past winter I received a phone call from someone in Canada who found our name on MarketMaker. They wanted to know whether they could buy all of our tomatoes this season. They don’t have a long enough growing season for tomatoes and they wanted all of ours to sell. We don’t have a large enough supply to sell them so I gave them another producer’s name from southern Ohio. Last year we received a call during the tomato scare from Ohio University about supplying their food service department with tomatoes. It was too early in our growing season so we referred them to another Ohio producer. We also received a call from a business in Oregon about purchasing tomato stakes from him. They found our name on MarketMaker. Being on MarketMaker has helped us get our name out to the public.”

Visit R & R Farm Produce website at: <http://www.rfarmproduce.com/>

TELL US How You Use MarketMaker – Be “Spotlighted” in our Newsletter



Tell us how you have used MarketMaker. We’d like to hear your story and tell about it in a future **Spotlight**. How have you used MarketMaker to improve your business? Did you find markets for your products by doing a market search? Were you able to connect with a business because you found their listing on MarketMaker? Did you have new business because the customer found your listing on MarketMaker?

Let us know the successes you have had because of MarketMaker. Email your experiences to Sandy at marketmaker@extension.uiuc.edu You just might be our next business “in the spotlight!”

Social Media...It's all the Buzz

Just when you finally get your website launched and think you have conquered what the internet can offer your business, more opportunities arise. Or maybe you have chosen to avoid a website and would like another avenue to market your product. There is a lot of buzz out there when it comes to Twitter, Facebook, and blogging. All of these, along with other online marketing tools, are a part of what is called social media. Although all of these tools are of no cost to use, we hesitate to call it free because businesses have to use human resources to implement and maintain online marketing. As a small business such as a farmer, it more than likely means your time.



So what can these online marketing tools do for you as a farmer/business? These tools keep you connected to your customers, other farmers, ag-related organizations, and suppliers. It gives you an opportunity to give and receive real time information from all over the world. Before jumping on the bandwagon and signing up to use social media, it's essential to understand what these tools do and what you want to communicate. Social media is powerful. It's a marketing discipline that requires an emphasis on strategic planning, a clear understanding of what a brand is, what its purpose is, and how to build it with integrity. Over the next few newsletters, we will be identifying and defining the uses of individual tools so you can make sound strategies within your online marketing plan.

Become a fan of MarketMaker on [Facebook](#) and follow us on [FoodMarketMaker Twitter](#).



What They're Saying about MarketMaker - Testimonials

Jeni's Ice Cream - Ohio

Jeni's Ice Cream makes artisan ice creams that are less sweet and more flavorful. Jeni Britton, owner, described the MarketMaker web site as "addictive".

"Once you start, the possibilities are endless. While searching the site, I found that there is a farm that grows cherries just a few miles away from the business. In the past I was going outside of Ohio. But now I'll be saving time and gas. That's just a testimony of the effectiveness of the MarketMaker program."

Find out more about Jeni's at their website: <http://jenisicecreams.com>

The Chef's Academy – Indiana

More than 50 student chefs and several faculty members of The Chef's Academy in Indianapolis heard how Indiana MarketMaker can be their resource for fresh seasonal crops, meats, cheeses and specialty food products. Don Wilson, The Chef's Academy purchasing manager/instructor said:

"MarketMaker is very user-friendly. You find the suppliers and you can go right to them and make those connections to what you are looking for."

CIFT Kicks Off Its Farm to Chef Program



The Center for Innovative Food Technology's (CIFT) farm to chef project, The Northwest Ohio Fresh Network, is in full swing for 2009. In its fourth year, the network has 170 participants including hospitals, Universities, school systems, nursing homes, and day care centers, in addition to, Northwest Ohio restaurants, caterers and other food service venues. Chefs are under no obligation to purchase from any farmers. Likewise, farmers may participate until they run out of local produce.

The Farm to Chef project is using the Ohio MarketMaker website as a new tool for participants as a replacement for the previous program's weekly fresh sheets. This national network connects farmers and processors with food retailers, consumers and other food supply chain contacts. All Farm to Chef participants are registered and are in the Ohio database. This free, easy to use, interactive site can help restaurants find fresh eggs as easily as a farmer can find a place to sell them. [Read more...](#)

MarketMaker Tips & Pointers: How Do I Reset My Password?

To reset a user account password, choose a scenario below that best fits your situation:

Scenario 1: I know my password, but I want to change it.

- Log into your MarketMaker account.
- Locate and select **My Account** in the navigation menu.
- Enter your current password, a new password and retype the new password in the appropriate fields.
- Click **Submit**.
- A note will appear at the top of the page telling you your password has been changed.

Scenario 2: I forgot my password, but I know my username.

- On the Registration homepage, under Members Area, click on **Forgot Password?**
- Enter your user name and click **Submit**.
- An automated email containing a new password will be sent to the account on record. Once you receive the email, immediately log in to your account and change the new password to one you want and can easily remember.

A screenshot of the MarketMaker website's Members Area. At the top, it says "ILLINOIS MARKETMAKER" with a logo. There is a "Home" button in the top right. Below the header, it says "Members Area" and "Log in to change your business information." There are two input fields: "Username:" and "Password:". Below these are two buttons: "Login" and "Forgot Password?". Further down, there is a section titled "Request Account Access" with the text "If you are included in our database and need a member account to access and edit your information, click 'Request Account Access'" and a button labeled "Request Account Access".

Scenario 3: I forgot both my password and username.

- On the Registration homepage, click on **Request Account Access**. Enter the information requested, making sure to enter your business name like it is in the MarketMaker database.
- Once the MarketMaker team receives your request, an email will be generated containing your username and a new password. Once you receive the email, immediately log in to your account and change the new password to one you can easily remember.



New Farms & Businesses on MarketMaker

Since the July newsletter, over 366 new farms and businesses have registered on MarketMaker. Some could be from YOUR state! To see the new registrations, visit the **What's New in MarketMaker** webpage at <http://national.marketmaker.uiuc.edu/whatsnew.php>. Here you will be able to find specific information on each of the businesses like the type of business they are, the contact person, where they are from and much more. Click on their business' name and you will see their complete profile. Make sure to also click on "Last 30 Days" beside the table's title to see all of the registrants since our last newsletter.

On this webpage you will also be able to see the latest MarketPlace listings, most viewed MarketMaker Businesses and the latest MarketMaker News.



[MarketPlace Buy & Sell Forum](#) is where farms and businesses can place an ad for products/services they have to sell or products they want to buy. There is no cost to post an ad. The following ads have been posted on MarketPlace and are still active at the time of this email.

LOOKING TO BUY

Product	State	End Date
We buy Grain for animal consumption-Texas	Illinois	9/4/2009
2009 Vendors Wanted!	Illinois	9/21/2009
Piney Acres Farm	Indiana	9/9/2009
Berries	Indiana	9/14/2009
Straw	Kentucky	10/2/2009
Local Unique Food Manufacturers and Farmers	Michigan	8/26/2009
Slaughter Goats	New York	8/25/2009
Grain Cleaning and Milling Equipment	New York	10/11/2009
Hull-less Oats	New York	10/24/2009
Oat Dehulling & Rolling Equipment, Grain Cleaning and Grinding Equipment	New York	10/24/2009
WTB*** Sorghum Molasses Press	Ohio	9/19/2009
FRUITS AND VEGETABLES	South Carolina	9/12/2009

LOOKING TO SELL

Yak meat	Colorado	10/15/2009
Goat Meat For Sale	Illinois	9/13/2009
FoodBooks Series!	Illinois	9/15/2009
Eggs-Illinois	Illinois	9/15/2009
2 Maschio R3 Heads, Wattsburg, PA	Illinois	9/20/2009

Labels and Labeling Guns	Illinois	9/22/2009
Value added food	Indiana	9/13/2009
Fresh Purslane & Lambsquarter	Indiana	10/12/2009
Wholesale Scone, Biscuit, and Shortbread Mixes	Indiana	10/19/2009
All Natural BBQ Sauces	Iowa	9/21/2009
Farm Fresh Produce	Kentucky	8/25/2009
The Writer's House	Kentucky	8/29/2009
Garlic bulbs	Kentucky	9/2/2009
Meade County Farmer's Market	Kentucky	9/7/2009
Small batch natural ice cream	Kentucky	9/15/2009
McQuerry's Flatwoods Farm Herbs - N - Heirloom	Kentucky	9/17/2009
Hardneck Garlic Tablestock or Seed	Kentucky	10/15/2009
Jumbo Guineas Peafowl Chickens, Hay and Herbs	Kentucky	11/3/2009
Fresh Green and Red Cabbage	Kentucky	11/6/2009
Dried Lavender Bundles	Kentucky	11/12/2009
Wine	Michigan	9/20/2009
alfalfa-hay	Michigan	10/3/2009
All Natural Herbal Soap & Salves	Michigan	10/10/2009
Organic Personal Care	Michigan	10/18/2009
Frozen Fruit	Michigan	11/14/2009
FRESHWATER PRAWNS & CATFISH FILLETS	Mississippi	9/19/2009
Clun Forest sheep and crossbreds	New York	9/3/2009
Fresh Salsas and Bruschetta Topping	New York	9/5/2009
Clun Forest sheep and crossbreds	New York	9/15/2009
Serenity Acres Farm	New York	9/29/2009
Whole Grain Flours from local organic hard & soft wheat and rye	New York	10/24/2009
Eggs - Organic, pastured, free-range, humanely raised	New York	11/1/2009
Chicken - Organic, pastured, free-range, humanely raised	New York	11/1/2009
40 LBS Grass Fed Beef Sampler Package	New York	11/11/2009
Oliver tractor 1855	Ohio	9/4/2009

Organic Herbs	Ohio	9/25/2009
Mill Creek Pheasant	Ohio	9/26/2009
Roaster Lambs	Ohio	10/5/2009
Locally raised beef for sale	Ohio	10/17/2009
Hyman Vineyards' Local Muscadine Wines	South Carolina	8/23/2009
Bath and Body products	South Carolina	9/3/2009
All-Natural Soy Lotion Candles	South Carolina	9/3/2009
Handcrafted goat milk soaps	South Carolina	9/3/2009
Grade A Goat Milk (raw)	South Carolina	9/3/2009
Hyman Vineyards - "Resveratrol Capsules"	South Carolina	9/17/2009

SERVICES

Product	State	End Date
Food and food related products broker-Chicago Metro	Illinois	9/15/2009
Post Harvest Plastic Bins-Michigan	Illinois	9/15/2009
A Fresh Approach to Food Marketing-Ohio based	Illinois	9/15/2009
Riverside Marketplace	Indiana	8/31/2009
AQUACULTURE EQUIPMENT & SUPPLIES	Mississippi	9/20/2009
Luxurious Lodging in Rural Setting Close to Cornell and Ithaca	New York	8/24/2009
Tremont Farmers' Market	Ohio	11/8/2009

To check out any of the ads posted here, go to the [National MarketMaker](#) website and click on the MarketPlace Buy Sell Forum logo. Web address is national.marketmaker.uiuc.edu

Contact Information

Email: marketmaker@extension.uiuc.edu

Web: national.marketmaker.uiuc.edu

If you do not want to receive this newsletter, reply to this email with "unsubscribe" as the subject line or email marketmaker@extension.uiuc.edu to be removed from the mailing list.

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