

In this Issue:

MarketMaker & MarketReady-
 A Great Team!

What are "My Alerts"?

In Every Issue:
 Buy & Sell Forum

**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

**MarketMaker and MarketReady...
 A Great Team!**

MarketMaker and MarketReady are teaming up to help small and mid-sized growers understand evolving commercial market opportunities.

MarketReady



The curriculum was developed as a result of an extensive survey of commercial buyers across Illinois, Kentucky, and Ohio and introduces a variety of important issues that producers should be aware of as they evaluate potential opportunities.

Informative checklists and suggested Best Marketing Practices are included in the training to help producers be better prepared to meet the needs of potential commercial buyers/customers. These were obtained directly from commercial retail, restaurant, and institutional buyers. Topics include:

- Communication / Relationship Building
- Packaging / Labeling
- Pricing / Invoicing
- Supply / Delivery
- Insurance
- Certifications & Audits
- Quality Assurance
- Marketing

MarketMaker plays an important part in this process by helping farmers and fishermen identify new markets and make necessary connections in the marketplace. Workshops will teach participants how to use this free marketing tool and demonstrate the many ways it can help enhance their business.

Upcoming trainings:

November	15	Warren County Extension Office, KY	270-842-1681
	29	Franklin County Extension Office, IL	618-439-3178
December	6	Nelson County Extension Office, KY	502-348-9204
	13	Knox County Extension Office, IL	309-342-5108
January	24	Caldwell County Extension Office, KY	270-365-2787
	24	Athens, OH*	
	31	Carter County Extension Office, KY	606-474-6686
	31	Columbus, OH*	
February	7	Youngstown, OH*	
	15	Cincinnati, OH*	
	23	Toledo, OH*	
	28	Cleveland, OH*	

*OH locations are currently unconfirmed. Please call 740-289-2071 ext. 223 or email moose.14@osu.edu for further information.

Additional programs are being scheduled in these states as well as in PA, IN, & TN. Contact your MarketMaker office to learn more. If your state is not listed, call or email Dr. Tim Woods at 859-257-7270 or tim.woods@uky.edu.

What are "My Alerts"?

When you log into your account, you will see a tab on the toolbar called "My Alerts". This list of check boxes pertains to Buy & Sell Forum ads. For example, if you are a fruit grower and you would like to know when a "looking to buy" ad is posted for fruits, you will check "fruit" in the "looking to buy" box. This will allow you to be notified by email when such an ad is posted.

My Alerts

Choose from our suite of MarketMaker Alerts listed below to receive important email notifications. By selecting an alert notification, you agree to receive email generated from the MarketMaker system. Additionally, you may choose to unsubscribe from one or multiple alert notifications at any time.

- Buy & Sell Forum Alerts
 - Looking To Buy
 - Fish and Seafood
 - Fruit
 - Grains
 - Livestock
 - Specialty Product
 - Vegetables
 - Looking To Sell
 - Fish and Seafood
 - Fruit
 - Grains
 - Livestock
 - Specialty Product
 - Vegetables
 - Other
 - Services and Equipment
 - Transportation

By checking the "Buy & Sell Forum Alerts" checkbox, you will receive ALL Buy & Sell Forum ads.

Trade Alerts

Notice that the "Trade Alert" box is, by default, already checked. This allows you to be part of a state and national alert system that may notify you of special events, conferences, or business needs.

Submit

MarketPlace 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 by clicking on MarketPlace Buy & Sell Forum on the National site: www.foodmarketmaker.com.

BUY	SELL	SERVICES/EQUIPMENT	TRANSPORTATION	OTHER
5 listings	71 listings	9 listings	0 listing	1 listing



Happy Thanksgiving
to you and yours
from the
National
MarketMaker Team!

Contact Information:

National MarketMaker Headquarters
University of Illinois Extension
4550 Kennedy Drive, Suite 2
East Moline, IL 61244
Phone: 309-792-2577

Email: marketmaker@extension.uiuc.edu

Web: www.foodmarketmaker.com