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Participating States:

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



MarketMaker Spotlight on...



JAMES ARTHUR VINEYARDS and **CURTIS ORCHARD**

This month we are again fortunate to spotlight two businesses. **James Arthur Vineyards** is the largest winery in Nebraska, producing wine from its estate vineyard, as well as contracted growers throughout the state, with its focus always on producing the highest quality Nebraska product.

Curtis Orchard & Pumpkin Patch, Illinois, is a fun, inexpensive and educational farm experience for the whole family. Curtis Orchard is also an avid user of the Internet as a means to promote their business to its fullest. We thank them for helping us combine our **“Business in the Spotlight”** and our **“Social Media”** headings into one!

We’d like to hear YOUR story! Be featured in the “Spotlight” by emailing: marketmaker@extension.uiuc.edu.

MarketMaker Spotlight on “James Arthur Vineyards” – Raymond, Nebraska

In 1992, James Arthur Jeffers purchased a few hundred acres of land near Raymond, Nebraska for his family to enjoy. The idea of growing a few grapevines was planted in his head by his son-in-law, Jim Ballard, now JAV’s Winemaker. Soon the first 100 vines were a reality. Planted by hand, three different varieties were purchased from a nursery in upstate New York.



As the number of vines grew, so did the idea of turning the family’s hobby into an actual business. After serious consideration and careful planning, James Arthur Vineyards was established in 1996, and officially opened the winery doors in September of 1997, marking Nebraska’s 2nd winery. With a major investment of the family’s time and effort now going toward the winery, they literally began to see the fruits of their labor.

Through hard work and tender, loving care, the vineyard has literally grown to the thousands of vines you’ll see today, with a number of the varieties that have been successful in this region. The estate has also grown into the acquisition of new land and the addition of apples, pears and other fruit crops. James Arthur Vineyards is now the largest winery in Nebraska, producing wine from its estate vineyard, as well as contracted growers throughout the state, with its focus always on producing the highest quality Nebraska product.

Situated among the rolling hills and fertile soil north of Lincoln, Nebraska. James Arthur Vineyards is built on passion, dedication and old-fashioned hard work. The Jeffers and Ballard family’s pride themselves on providing a fund and educational experience for all their guests, whether it be a simple wine tasting and tour of the





vineyards, to one of their many special events and private parties. They've also proven they can make pretty good wine in Nebraska, as JAV wines have won countless awards across the country, including "Best of Show" in both the Florida State Fair and Monterey International Wine Competitions in 2010 for their 2009 Vignoles, and another "Best of Show" for their 2009 Edelweiss at the Los Angeles International Wine Competition this year.

It's no secret that the finest wine comes from the best grapes, and the best grapes come from the most outstanding of vineyards. At James Arthur, they're as proud of their vineyard as they are of their wine. After all, it's their home - their love and livelihood - and they're always happy to extend an invitation to guests!

Visit James Arthur Vineyards at 2001 W. Raymond Rd., Raymond, NE. They're open 7 days a week, Monday-Thursday 10-6, Friday and Saturdays 12-9 and Sunday 12-6. For more information go to their website at www.jamesarthurvineyards.com or find them on Facebook.

MarketMaker Spotlight on "Curtis Orchard & Pumpkin Patch" – Champaign, Illinois

What can you get that's free these days? Not much. However, some family farms are discovering very effective ways to advertise without spending a dime. That should perk the ears of anyone battling tight budgets these days. All you need is an internet connection and a few minutes every week.

If you don't know much about Facebook, it pays to find out. This social networking giant once frequented by mostly students now includes millions of adults, half of which log-in on any given day to send messages, find activities & interests, and post information. Businesses also tap in to the power of Facebook, creating pages that customers can see & interact with. Call it a social networking website if you want, but some in the agritourism industry call it a golden opportunity to advertise free-of-charge.



Curtis Orchard & Pumpkin Patch is one such farm that harvests virtual customers from the Web. This central Illinois apple orchard created a Facebook page for free last August, and the results were dramatic. Nearly 5000 people signed up as "fans" of Curtis Orchard after just two months

on Facebook. The orchard now claims around 7000 fans that can see pictures, updates, and reminders of what's going on at the farm. Curtis Orchard co-owner, Randy Graham, claims that the key to this rapid fan base growth is regular updating. "You have to spend some time at it" Graham says. "All it takes, though, is letting people know what's going on once in awhile or posting a picture. For instance, we took a picture of how big the apples are getting and almost immediately, we had Facebook fans making comments on our page."

Office manager Chris Curtis updates the page as much as once a day during the season. "Each time a new apple variety is ready," Curtis claims, "we post it immediately on Facebook. Other times we'll post specials, new activities, or perhaps a new food item in the café. We know it gets people in because we often hear the comment 'Hey, I saw that on Facebook.'" In less than 12 months, Curtis Orchard's Facebook fan base eclipsed the amount of people on their more traditional email list, which is now in its fifth year of existence.

Businesses that sign up for a Facebook account can also get demographic information for free. One feature called New Insights Dashboard charts how many fans sign up over time and provides breakdowns of gender, age and location. For instance, 74% of Curtis Orchard's Facebook fans are female, and 30% are ages 25-34. "It's helpful to know who you're catering to," Graham adds.



However, Facebook is not the only way to advertise on the internet for free. Industry-oriented websites like MarketMaker help internet users searching for specific products get connected with the growers near them. Once again, the cost for a farm or business to add a listing is absolutely free. "All it takes is a few minutes to add an account and keep the information up-to-date," says Curtis. "The little effort it takes will probably mean more customers later. Look how many people use the internet now to find things."



A little about our business...

The piece of land called Curtis Orchard in central Illinois has changed from prairie to farmland to apple orchard in the three generations and 85 years it has been in the Curtis family. George Curtis never knew in 1892 that his land would someday be one of the area's favorite places for family fun.

Now it's time to make some history of your own. Start a family tradition here. You have plenty of choices: pick apples & pumpkins, feed goats, celebrate birthdays, and much more. Fresh country air and plenty of memories are waiting for you at Curtis Orchard.

For further information, visit Curtis Orchard at 3902 S Duncan Road, Champaign, IL, or call at (217) 359-5565. Find them on the Web at www.curtisorchard.com and follow them on [Facebook](https://www.facebook.com).

Singing and Tweeting on the Tractor

By Michele Payn-Knoper



Sing a little song about your daily work, even when it smells. Make your message fun. Upload to YouTube from your smart phone. Share it with the world. A family dairy farmer down in Alabama has developed quite a following for his work and his cows doing just that. Will Gilmer, also known as "The Singing Dairyman", creates "Moo Tube Minutes" to educate people how their milk is produced and give a voice to dairy farmers.

During my social media training and ag advocacy workshops, I really enjoy showing his "Water 'n Poo" video to help other farmers understand that telling their story doesn't have to be limited by lack of high-speed internet, video editing software or having pages of science on-hand. Will and I sat down recently to discuss why he sings from his tractor, tweets from the telephone and blogs about his cows. He points to the simplicity of telling agriculture's story through social media, how dairy judging gave him the initial confidence to speak up and ways you can make an impact.

Thanks to Will for setting an example for other farmers and explaining how they can give social media a chance. "Give it a shot and try it..." says the dairyman who filmed his video on a phone while driving a tractor and spreading manure, making a song about nutrient management fun. Also, congratulations to Will for his work chairman of the American Farm Bureau Farm Bureau Young Farmers and Ranchers.

Why do these types of messages work? My take: 1) It's authentic 2) Puts common agricultural practices in a in terms that people can understand 3) Gives human element to farming (a 'face on the plate') 4) Provides a glimpse inside food production and 5) It's fun.

You don't have to sing, but I hope Will has inspired you to find your own microphone to help people where their food comes from. It could be church parking lot conversations, Facebook ag facts, tweeting from your tractor, visiting an elected official, talking to your neighbors, or grabbing a Flip video cam to shoot video on your farm. The method doesn't matter – your voice does.

Find this article at: <http://causmatters.wordpress.com/2010/02/17/singing-and-tweeting-on-the-tractor/>



Louisiana Gulf Coast Fishermen Grab Life Ring Through MarketMaker

By LeAnn M. Ormsby, University of Illinois

The Deepwater Horizon oil spill is adding additional strain to already struggling shrimp and fishing industries along the U.S. Gulf Coast. Thousands of shrimpers and fishermen who depend on the region for their livelihood are struggling to retain their businesses following recent major hurricanes, and now, the worst oil spill in U.S. history. The Gulf region accounts for about a fifth of total U.S. commercial seafood production and nearly three-quarters of the nation's shrimp output.

In an effort to save these critical industries, Louisiana State University Agricultural Center (LSU AgCenter) leaders are launching MarketMaker, an online database of food supply chain participants, to connect Gulf Coast seafood producers with commercial buyers and consumers across the United States. MarketMaker, developed by a team of University of Illinois Extension researchers, is one of the most extensive collections of searchable food industry data in the country.

“About 17,000 commercial fishermen from Louisiana work the waters along the Gulf Coast,” said Paul Coreil, Louisiana State University Agricultural Center vice chancellor and director of the Louisiana Cooperative Extension Service. “It is very important that we sustain our seafood industry, which is worth more than \$2 billion to our state.”

According to Coreil, Louisiana lands more shrimp, blue crabs, and oysters than any other state.

“There are big fisheries and a lot of seafood production across the Gulf Coast,” he said. “But, Louisiana is where most of the big landings are and where the greatest numbers of fishermen are employed.”



With the oil spill crisis, areas of the Gulf are closed to fishing and many of the large wholesale seafood buyers located at the ports are not getting the volume of products they need to stay open. So fishermen are bringing in product with no place to sell it. In other cases, there is oil in or near the ports, so the associated waters are closed to fishing and in some cases navigation. Officials don't want to disrupt the oil while it's being picked up. These challenges have caused Gulf Coast shrimpers and fishermen to seek other venues for selling their products.

“High-quality seafood from clean waters is still being caught, but the shrimpers and fishermen are having trouble selling it,” Coreil said.

“There has been miscommunication that seafood products from the Gulf are not safe to eat,” he said. “That is not true. The fishing waters and products being caught are sampled by the Louisiana Department of Wildlife and Fisheries, the Louisiana Department of Health and Hospitals, and the National Oceanic and Atmospheric Administration (National Marine Fisheries Service) and have proven to be clear of any contaminants. We see MarketMaker as replacing some of the disruption in where fishermen have traditionally sold their product and will help consumers connect to suppliers who can provide excellent Louisiana shrimp, fish, blue crabs, and oysters.”

During July, University of Illinois Extension specialists will hold training workshops in Louisiana to assist with the implementation of MarketMaker. Trained LSU AgCenter Extension specialists, fishery agents, seafood specialists, and other industry professionals will then conduct training sessions in their parishes or communities.

“We are working with our seafood industry leaders to connect them to MarketMaker and get this wonderful resource into their hands as quickly as we can,” Coreil said. “We have asked University of Illinois Extension specialists to pull up their boots with us, and they have said ‘we want to help.’ We are still in a crisis disaster response mode, and MarketMaker has come to the top as being one of the life rings that we can implement immediately.”

“The MarketMaker team couldn't have been more eager to respond to LSU AgCenter's request,” said Darlene Knipe, University of Illinois Extension specialist. “I've watched events in the Gulf unfold in the news and it's hard not to feel connected to it. If MarketMaker can play some small role in helping the fisherman in Louisiana rebound from this disastrous turn of events that would give us a great sense of satisfaction.”

University of Illinois Extension researchers developed MarketMaker in 2004 to connect Illinois farmers with economically viable new markets. The initiative has expanded to become a national partnership of land grant institutions and State Departments of Agriculture dedicated to the development of a comprehensive interactive database of food industry marketing and business data. National MarketMaker currently includes 14 participating states with three additional states having sites in development.



MarketMaker Tips and Pointers: ***“HELP!”***

Navigating a website can often be frustrating. MarketMaker makes it easy to learn all the “ins and outs” with the assistance of the [HELP](#) button located at the top of your state's home page. Click on it to learn the basic mapping functions and descriptions of the mapping icons found on the MarketMaker site.

MarketMaker Support. If you have problems with the mapping tool, try using a different browser.'" data-bbox="83 413 886 512"/>

Need more help? It's easy!

Click on “MarketMaker Support” in the first paragraph of the Help page and you'll be taken to the Support Center. Once here, click on “Knowledgebase” to get started. On the next page click on MarketMaker to find six different categories from which to choose. You may also enter keywords into the Search bar beside the text.

Want to change your username? Reset and/or change your password? Just click on “Account Management” and follow the easy steps. How to register your business? The “General” category will give you this and more. Other categories will give you answers on how to post ads in MarketPlace, answer your mapping questions, and even tell you what a blog is all about.

Give the support center a look and you'll be guaranteed to find answers to most of your MarketMaker questions. A read through these frequently asked questions (FAQs) will definitely enhance your MarketMaker experience!

Check it out today at:

http://marketmakersupport.com/index.php?_m=knowledgebase&_a=view&parentcategoryid=7&pcid=0&nav=0

UPDATE NOW!

This is a great time to update your profile on MarketMaker! If you haven't already created a user account, simply go to the National MarketMaker website at <http://national.marketmaker.uiuc.edu> and click on your state. Once there, click on “Log In” then “Request Account Access”. Complete the form and submit. You will receive an email with your user account information.

Need to register your business? Follow the above directions, but click on “Register Your Business” and proceed by completing your profile.

New Farms & Businesses on MarketMaker

Since the June newsletter, 199 new farms and businesses have registered on MarketMaker. Some could be from YOUR state!

Go to National MarketMaker at <http://national.marketmaker.uiuc.edu/whatsnew.php> and click on **What's New in MarketMaker**. Here you will find all the latest news – registrant, MarketPlace ad listings, specific information on each of the businesses - the type of business, the contact person, where they are located and much more. Click on their business' name to see their complete profile.



Check out the most current registrants by clicking on "Last 30 Days". You can also view the latest MarketPlace listings, most viewed MarketMaker Businesses, and the latest MarketMaker News.



[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



9 Current Listings

Looking to Sell



70 Current Listings

Value-Added Services



16 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](#) at http://www.marketmaker.uiuc.edu/marketplace_home.php or click on the specific icon above.

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