

MarketMaker Farms & Businesses in the Spotlight



Kentucky's Smokin' Grill (KSG) is a family owned and operated business which began over fifteen years ago in Danville, KY. It happened when, by chance, David Kleckner forgot BBQ sauce at the store. His family and friends were at the house for the annual Derby party. Not wanting to disappoint, or ruin a perfectly good, grilled-to-perfection whole hog, he went in the kitchen and began to throw ingredients together. As they say, the rest is history.

Over a period of about 10 years, their cookouts went from family picnic, on past the hobby stage, and into a part time business. Over this period of time, they tried various sauces, some of them were acceptable as is, some needed a little attention, and some were beyond help. Their goal was to find a sauce that didn't have an overbearing vinegar content, didn't end up in the bottom of the grill because of a little heat but did have a pleasing flavor that a person wouldn't tire of quickly.

Their toughest job during the finalizing was to come up with a standard formula for production. 'A touch of this' and 'a bit of that' doesn't translate into a refined recipe. Their goal was creating a product that didn't require a preservative or vinegar to achieve acceptable shelf life. They had their sauce tested and were happy to find that it didn't need any modifications. Extended shelf life was possible right off the top of the stove.

David Kleckner, owner of Kentucky's Smokin Grill shares how his business has benefited from being listed on MarketMaker: "Like every small business, KSG needs help getting the word out. That's what MarketMaker does for us. It helps folks who may not know about our product to realize it's there, available to them. MarketMaker puts us in markets we may not get to otherwise."

To find out more about Kentucky's Smokin Grill, visit their website at <http://www.kentuckysmokingrill.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 sshetler@illinois.edu You just might be our next business “in the spotlight!”

What's New in MarketMaker



New MarketMaker Sites

Three new MarketMaker sites are currently being developed. They include South Carolina, Colorado and Washington DC. South Carolina MarketMaker should be up and running by the end of March. Washington DC MarketMaker should to be accessible to the public by mid-April and Colorado MarketMaker will follow shortly after that. Dave Lamie (South Carolina), Dawn Velasquez de Perez and Dawn Thilmany (Colorado) and Calvin Lewis (Washington DC) are the contacts for the respective states. They look forward to having MarketMaker available for their residents to use.

Keep your eye on the National MarketMaker portal – national.marketmaker.uiuc.edu – to see when these state sites are live!

MarketMaker Web Site Gets a Makeover



Since 2003, the University of Illinois MarketMaker website has been helping connect farmers and producers to markets. The website, which began as a free online database of Illinois businesses, has recently received a makeover.

There are currently 10 states whose websites are up and running: Illinois, Iowa, Indiana, Michigan, Nebraska, New York, Kentucky, Ohio, Mississippi, and Georgia. Colorado, Washington D.C. and South Carolina have websites that are under construction.

The national portal can be found at <http://national.marketmaker.uiuc.edu/>

“MarketMaker has grown exponentially since it was first kicked off in Illinois five years ago,” said Darlene Knipe, Marketing Specialist for University of Illinois and one of the founders of the MarketMaker program. “As more and more states went live it became apparent that our system could not accommodate the level of site activity we were experiencing.” [Read More](#)



[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 in the last month and are still active at the time of this email.

LOOKING TO BUY

Product	State	End Date
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Farmers Market Beecher IL	Illinois	4/1/2009
Tomatoes	Indiana	3/18/2009
Farmers Needed for 2009 Season	Ohio	6/3/2009

LOOKING TO SELL

Product	State	End Date
Emily G's "Jam of Love"	Georgia	5/22/2009
Get a FREE organic produce box!	Georgia	5/28/2009
Geneva Green Market	Illinois	4/20/2009
Goat Meat For Sale Seasonally	Illinois	5/24/2009
Labels and Labeling Guns	Illinois	6/7/2009
Muns Atomic Detonator - Pepper & Spice Powder (Local)	Indiana	4/4/2009
ABGA Fullblooded Boer Buck	Indiana	4/17/2009
Nice Horned Painted Desert Hairsheep Ram for Sale	Indiana	4/17/2009
Farm Fresh Eggs	Indiana	5/18/2009
All Natural BBQ Sauces	Iowa	5/21/2009
Dried Lavender Bundles	Kentucky	4/19/2009
Louisville Nature Center's Native Plant Sale	Kentucky	4/29/2009
The Writer's House	Kentucky	5/17/2009
rare and heirloom seeds	Michigan	4/14/2009
Frozen Fruit	Michigan	5/5/2009
alfalfa-hay	Michigan	5/17/2009
Frankenmuth Farmers Market	Michigan	6/7/2009
Hook to Cook Gourmet Fry Mixes & Tropic Sauce	Michigan	6/9/2009
Frozen Blueberries	Mississippi	5/11/2009
Bakery Cases	New York	5/18/2009
Fresh Salsas and Bruschetta Topping	New York	6/2/2009
Handmade Soap	Ohio	4/11/2009
Hymanvineyards Easter Special	South Carolina	4/1/2009
Oasis Market, local grown plants	South Carolina	5/7/2009

Muscadonia Vineyards	South Carolina	6/3/2009
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SERVICES

Product	State	End Date
Food and food related products broker	Illinois	5/31/2009
Draft Horse Workshops	Indiana	5/6/2009
Vender wanted	Ohio	3/18/2009
Tremont Farmers' Market	Ohio	5/12/2009

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

MarketMaker Tips & Pointers

MarketMaker provides a means of easily accessing U.S. census data for various market areas in order to obtain specific demographic information about consumers. The user can select from the following categories: household type, education, foreign born, race, income and income by race. Specific subgroups of these categories can also be selected. For example, a user might choose "Asian" under the "race" option. Searches may be conducted statewide or they can be narrowed to a particular county. A search of other states currently using MarketMaker is also possible. The data is displayed on a distribution map which is color-coded for different population levels. This data can be extremely useful in compiling a market plan that depends on reaching certain kinds of customers.



Find a Market

Steps to Find a Market

- From your state's MarketMaker homepage, click on **Begin Your Search** on the left side of the page.
- Click on the **Find a Market** icon near the bottom of the Search page. You will be taken to a page with a map of the state whose site you are on .
- Select the **Market Type** you want. Then choose the other specific selections that go along with the market type you selected.
- Select whether you are searching by county, state or multistate. If you are searching for a specific county, make sure and select the county from the drop down list.
- When your selections are complete, click on **Map It**. A map will appear showing you the results of your query. Note which color has the largest number of people that match your request. (Chart is to the right of the map.)
- To zoom in closer to a specific area, hold down the left mouse button and draw a box around the area you want.

In the April Newsletter, you will learn how to overlay business data over the **Find a Market** data you get.



New Farms & Businesses on MarketMaker

Since the February newsletter, over 100 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.

Contact Information

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

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