



MARKET MAKER™

Linking Agricultural Markets



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ARKANSAS MARKETMAKER BUILDS SUCCESSFUL PARTNERSHIPS

[Triple M Farms](#), a family-owned and operated establishment in Hamburg, Arkansas, recently teamed up with [Del Monte](#), one of the world's leading vertically-integrated producers, marketers, and distributors of fresh and prepared food, and [Subway](#) restaurants. Through this partnership, Subway restaurants in Arkansas featured Triple M's locally grown tomatoes and bell peppers on their menus in June and July.

Because of tomato growing season time constraints in other tomato production areas, Del Monte and Subway were searching for a grower that could produce fresh tomatoes and bell peppers in June and July. The Arkansas tomato growing season lasts throughout these early summer months, making it the ideal time for Del Monte and Subway to go local.

As the primary food supplier for Subway, Del Monte reached out to Triple M Farms owners James Meeks and Wendell Moffatt through a collaboration with the [University of Arkansas's \(UA\) Division of Agriculture](#) and Harrod & Hensley Tomato Company and proposed that Triple M Farms begin growing tomatoes and bell peppers for Subway. This UA/Del Monte partnership had been in existence for nearly five years because of a relationship made possible by the initial launch of Arkansas MarketMaker.

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Subway only uses tomatoes that can easily fit inside their sandwich bread when sliced. In order to partner with the distributor and retailer, Meeks and Moffatt had to meet this standard. They outfitted their farm with new technology, adding a new grading system that could sort the produce by size and select the perfect tomatoes for the restaurant. Since the initiation of the partnership, Triple M has further upgraded their equipment by adding a u-pick operation to service the local market. James Meeks recently credited MarketMaker for expanding his sales, indicating that customers now travel from Louisiana and Mississippi to pick his local produce. Triple M plans to expand their u-pick acreage in 2015.

Arkansas MarketMaker's Ron Rainey, Professor of Agriculture at UA, and Del Monte's Andy Goldring were introduced through their involvement with MarketMaker. To make this partnership possible, Goldring worked as a liaison between all involved parties – Triple M Farms, the grower; Del Monte, the distributor; and Subway, the retailer. Rainey was responsible for the statewide promotion of the partnership, teaming up with the [Arkansas Agriculture Department](#) and their state branding program, "[Arkansas Grown](#)," to obtain signage advertising the use of local produce. "Arkansas Grown" signs hung in the windows of state Subway restaurants and table tents were displayed to tell the story of the Subway and Triple M Farms collaboration, also raising awareness for locally-grown agriculture and its economic benefit to area communities.

"MarketMaker was instrumental in building the relationships to create this local food success story," said Rainey. "UA is working to expand this program in other states through the MarketMaker resource."

Rainey and Goldring continue to work together on behalf of MarketMaker and Del Monte to grow this program in southern states. Subway also continues their interest in locally-grown products by maintaining ongoing communication with UA as the company seeks more opportunities to partner with potential growers in Arkansas.



Click here to watch the YouTube video and see this collaboration in action.

MARKETMAKER CELEBRATES 10 YEARS

MarketMaker celebrated its tenth anniversary in May at the National Value Added Agriculture Conference in conjunction with the 2014 Farm Credit MarketMaker Innovation Awards held in Baltimore, MA.

Co-Founders Richard and Darlene Knipe were present and celebrated fond memories with the strong partners and great friends who have enabled the past decade of MarketMaker growth and advancements.

Happy 10th Birthday

MARKETMAKER™

Fond Memories, Strong Partners, Great Friends



RIVERSIDE RESEARCH AND MARKETMAKER:

A Partnership in the Public Interest

When the University of Illinois licensed MarketMaker to Riverside Research in November 2013, many of you probably wondered, “Who is Riverside Research and what is their role in the food supply chain?” It’s an obvious question without an obvious answer, even after visiting the Riverside Research website (which many of you probably did). Underneath the overwhelmingly defense-centric exterior is an organization built upon the same foundational principles as MarketMaker.

Riverside Research is an independent, not-for-profit organization chartered to advance scientific research in the public interest and in support of the United States government. Like MarketMaker, the company is rooted in academia, fosters a social-good, mission-focused culture, and embraces collaboration through strategic partnerships that ultimately benefit mankind. This is the common ground on which the Riverside Research/MarketMaker partnership was built.

Developed by researchers Richard and Darlene Knipe at the [University of Illinois College of Agriculture, Consumer, and Environmental Sciences](#), MarketMaker currently connects producers and consumers in 19 states and the District of Columbia through a growing network of partner organizations. Over the last 10 years, this producer-consumer connection has improved access to emerging markets, facilitated local sourcing of agricultural products, enhanced the efficiency of food distribution value chains, and supported agro-economic research in food distribution networks.

With technical reach-back support from Riverside Research’s technical experts and integrated research laboratories, MarketMaker users will enjoy technologically-advanced improvements not only to the MarketMaker database, but to the agriculture industry itself.

In the near term, Riverside Research will focus on improving MarketMaker capabilities, functionality, and the overall user experience. Long-term plans are focused on increasing the scope of the program, further enhancing market access, local sourcing, agro-economic research, and the efficiency of food distribution chains. Many exciting things are on the horizon for the MarketMaker community.

“ Riverside Research is the ideal partner for MarketMaker. The company has great experience and expertise in information systems, a long-standing commitment to the greater good, and a high-integrity business culture. These qualities are critical to the future expansion of MarketMaker and realizing its great potential to fight world hunger. ”

Darlene Knipe, Co-Founder and Director of the National MarketMaker Program

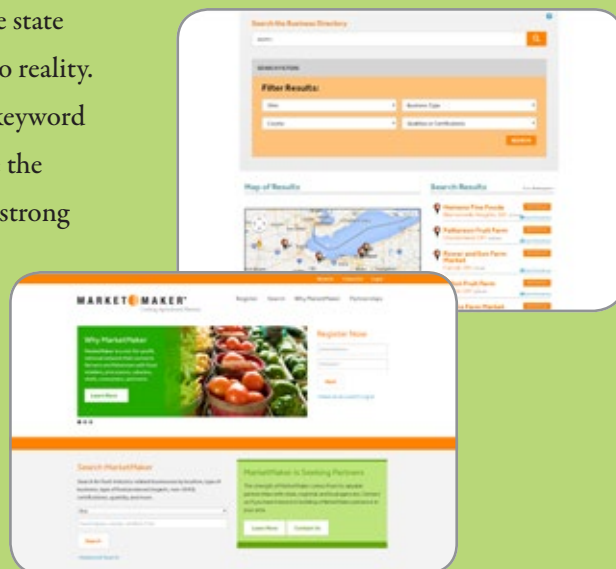


Watch Riverside Research President Richard Annas and Co-Founder and Director of MarketMaker Darlene Knipe discuss the advantages of partnership.

WHAT'S NEW WITH MARKETMAKER?

Riverside Research and MarketMaker are collaborating with the state partner network to bring the improvements you want to see into reality. Currently, we are working to improve the registration process, keyword searches, and map functionality. In addition, we aim to increase the scope of the program by launching an aggressive effort to build strong partnerships in new states.

Riverside Research will support the growing MarketMaker network, providing a user-friendly platform spanning all 50 states that connects you with the people and services you need and presents new opportunities to develop not only your business, but to advance and sustain the food supply chain.



MARKETMAKER™

Buy & Sell Forum

Whether you are interested in buying fresh produce, selling livestock, searching for equipment, transporting foodstuffs, or looking for a specific service, the *Buy & Sell Forum* will connect you to other industry members in all 20 participating state networks free of charge.

BUY

8
LISTINGS

SELL

74
LISTINGS

OTHER

9
LISTINGS

BROWSE ADS

MARKETMAKER™

In the Field

We want to share your experiences using MarketMaker with the entire Partner Network by including them in the MarketMaker Newsletter. Email your success stories, tips for new users, hot topics, and current events in the agriculture industry.



SUBMIT CONTENT

2014 FARM CREDIT INNOVATION AWARDS HONOR NEW YORK, GEORGIA, OHIO, AND IOWA MARKETMAKER PROGRAMS

The 2014 Farm Credit MarketMaker Innovation Awards were announced at the sixteenth annual National Value Added Agriculture Conference held May 13–15 at the Holiday Inn Baltimore Inner Harbor Hotel. This presentation celebrates outstanding efforts to improve state-wide MarketMaker programs and expand MarketMaker’s online database of food industry and market data through the National MarketMaker Partners Network. Farm Credit sponsored the event and contributed incentive cash rewards for the winner and runners-up to use to advance their state MarketMaker programs.

Top honors went to New York MarketMaker and runners up included the state MarketMaker programs from Georgia, Ohio, and Iowa.

Gary Matteson, Vice President of Young, Beginning, Small Farmer Programs and Outreach, represented Farm Credit at the awards and acknowledged the ingenuity of each program.

“We are pleased to support and recognize the worthy efforts of this year’s Innovation Award winners,” said Matteson. “It is gratifying to see their good ideas brought to life and spread among other members of the MarketMaker community. Their contributions are helping MarketMaker accomplish their goals to connect producers to markets and improve consumers’ access to fresh, healthy, local foods.”

MarketMaker and Farm Credit were pleased to witness firsthand the resourcefulness and passion of all conference and award attendees. Together, we are making great strides in advancing the technology, scope, and visibility of both national and state MarketMaker programs. To learn more about the recognized state programs, [click here](#).



Front Row (L to R): Khin Mar Cho, New York MarketMaker; Charissa McGlothlin and Julie Moose, Ohio MarketMaker

Back Row: Kent Wolfe, Georgia MarketMaker; Brad Bergefurd, Ohio MarketMaker; Ray Hansen and Craig Tordsen, Iowa MarketMaker; Gary Matteson, Farm Credit Council

MARKETMAKER NATIONAL NETWORK:

- ▶ ALABAMA
- ▶ ARKANSAS
- ▶ COLORADO
- ▶ DISTRICT OF COLUMBIA
- ▶ FLORIDA
- ▶ GEORGIA
- ▶ ILLINOIS
- ▶ INDIANA
- ▶ IOWA
- ▶ KENTUCKY
- ▶ LOUISIANA
- ▶ MICHIGAN
- ▶ MISSISSIPPI
- ▶ NEBRASKA
- ▶ NEW YORK
- ▶ OHIO
- ▶ PENNSYLVANIA
- ▶ SOUTH CAROLINA
- ▶ TEXAS
- ▶ WYOMING

PROFILE UPDATE REMINDER

As we transition from summer to fall and your gardens transition from warm-season to cool-season crops, make the most of MarketMaker by updating your profile to include your end-of-summer harvests!



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