

November 2013

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
Wyoming

Contact MarketMaker

Phone: 309-757-9077

Email:
marketmaker@riversideresearch.org

Web:
www.foodmarketmaker.com

Mobile Website:
Foodsearcher.com



Riverside Research and University of Illinois Ink Global Licensing Agreement for MarketMaker



URBANA, IL – November 21, 2013 – [Riverside Research](#), a not-for-profit company with facilities in Champaign, signed a global licensing agreement with the University of Illinois for the exclusive rights to [MarketMaker](#), a web-based information and communication resource designed to revolutionize the food supply chain. MarketMaker is one of the largest databases of searchable, food industry-related information in the country, currently linking producers and consumers in 19 states plus the District of Columbia. As the exclusive licensee, Riverside Research plans to invest in additional research and development to expand MarketMaker's capabilities to new markets and regions, both nationally and globally.

"Riverside Research is the ideal partner for MarketMaker," said Darlene Knipe, Co-Founder and Director of the National MarketMaker Program. "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."

"We look forward to growing the MarketMaker community in the years ahead through what we expect to be a showcase public-private partnership between Riverside Research and the University of Illinois," added Dr. Richard Knipe, National MarketMaker Founder and Co-Director.

Both Richard and Darlene Knipe will continue directing the National MarketMaker Program as employees of Riverside Research.

"Food distribution ecosystems in both the developed and developing world are undergoing massive disruption and transformation," said [Glen Salo](#), Manager of Riverside Research's Champaign-based [Computational Science and Engineering Lab](#). "Here in the United States and elsewhere in the developed world, changing consumer preferences and cost considerations are increasing the demands for local sourcing of food products. In the developing world, government policies aimed at improving the livelihood of rural – mainly agrarian – populations are disrupting long-established distribution models. MarketMaker is uniquely designed to address these challenges".

(continued from page 1)

Led by researchers Richard and Darlene Knipe, the [University of Illinois College of Agriculture, Consumer, and Environmental Sciences](#) partnered with other land grant agriculture colleges and universities to enhance MarketMaker's capabilities; namely, to improve access to emerging markets; to facilitate local sourcing of agricultural products; to enhance the efficiency of food distribution value chains; and to support agro-economic research in food distribution networks.

"Addressing the food and nutritional needs of a growing global population is a significant challenge," said Richard Annas, President, Riverside Research. "We will apply our corporate strengths in the information sciences to address this challenge and make meaningful contributions to the solution. That's our purpose – technical excellence and trusted solutions."

"We have a 46-year history of successfully serving our corporate charter to advance scientific research in the public interest and in support of the U.S. government," added T.I. Weintraub, Executive Vice President, Riverside Research. "MarketMaker presents an opportunity to extend our legacy to the food and agriculture supply chain. It's a perfect match with our charter and aligns well with our growing capabilities in precision agriculture."

With the signing of this licensing agreement, Riverside Research assumes responsibility for the National MarketMaker Program and its partner organizations.

About Riverside Research

Riverside Research is an independent 501(c)(3) not-for-profit, scientific-research institution committed to enhancing the security of our nation through trusted, high-level technical advisory and engineering support to government entities, public agencies, and private subcontractors in the public health, national security, and intelligence sectors since 1967. Centers of Excellence include airborne reconnaissance, biomedical engineering, cyber, electromagnetic sciences, radar, and technical intelligence.

About the University of Illinois at Urbana-Champaign

The University of Illinois at Urbana-Champaign is a world-class research institution boasting a respected faculty, high national rankings, and state-of-the-art facilities. The University's accomplishments include 22 Nobel Laureates among its faculty and alumni and such revolutionary innovations as the Web browser, new plant varieties, and even the discovery of third form of life.

Happy Thanksgiving



from MarketMaker!

Preparing for the Holidays

Be sure your MarketMaker profile is up-to-date!

Food plays an important part in holiday celebrations. Consumers are looking for all types to fill their holiday tables.

Make it easy for them to find your business by registering or updating your profile in MarketMaker.

A complete, customized profile helps potential customers find your business via MarketMaker's powerful search features. Whether you are a producer, wholesaler, processor, restaurant, or food retailer, the most important part of your business is your customers.

Make the MarketMaker Connection Today!

MarketMaker and Sustainable Food Systems in New York

Dr. Khin Mar Cho, Senior Extension Associate, Cornell University Cooperative Extension (CUCE) New York City

Educators Get Educated



What better way to promote healthy eating?

Educators get a lesson on agriculture at a local farm, then enjoy shopping at the farm store.



Cornell University Cooperative Extensions' nutrition educators got the opportunity to learn about local produce and the NY agriculture system as they spent a day touring [The Orchards of Concklin](#) in Rockland County. The farm has been in existence for over 300 years and has been registered with NY MarketMaker since 2007.

Along with the fun of touring an apple orchard, trying their luck at apple picking, and shopping in the farm store came education as well. Educators learned more about farming - the hardships farmers face when weather is inconsistent as well as the joys when a harvest is abundant.

This experience gave educators an first-hand look at local farming and provided them with valuable information they can use as they teach about healthy, local foods.

Faith-Based Food Hubs

Through CUCE-NYC's MarketMaker and Food Hubs program farmers from upstate New York have new market opportunities in the faith-based community of New York City. During summer and fall 2013 a total of 39 churches from five boroughs of NYC participated in food hubs program.

As October wrapped up, Brooklyn's [St. Mark's Food Hub](#) volunteers and participants welcomed fresh vegetables and fruits from [Angel Family Farm](#), Goshen, NY. Volunteers organized and packaged beets, potatoes, leafy greens, onions and apples and distributed over 1100 pounds of locally grown vegetables were distributed FREE to over 200 of the food pantry's participants.

For more information about NY MarketMaker and Food Hubs program please contact Dr. Khin Mar Cho at kc458@cornell.edu or visit the following link "Farm-to-Faith: Cornell NYC Food Hubs Program-YouTube" <http://www.youtube.com/channel/UCyuR3PJyo13h6vSxXQqaAAQ>



"Faith—Trust—Respect"
Faith-Based Organization Leader and Farmer at St. Mark's Episcopal Food Hub in Brooklyn

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 at: www.foodmarketmaker/main/marketplace.

BUY
11 listings

SELL
99 listings

SERVICES/EQUIPMENT
1 listings

TRANSPORTATION
0 listing

OTHER
0 listings

