

February 2012

In this Issue:

FoodSearcher.com—
MarketMaker's New Mobile

Think Spring, Think Farmers
Markets

DC Benefits from Farmers
Markets and MarketMaker

Click & Tell
Register your business!

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

**Announcing MarketMaker's
New Mobile Website
for On-the-Go Users**

**Check out
FoodSearcher.com**

Food industry information is just a tap away! Locate fresh foods, farmers, fisheries, farmers markets, wineries, and ag and marine tourism destinations quickly and easily with MarketMaker's new mobile website.

National MarketMaker is pleased to announce the creation of **FoodSearcher.com**—a mobile website viewable through any mobile browser. This easy-to-use website allows users to find businesses in the MarketMaker network of states within a 100 mile radius of their current location or zip code.

To access the site, type FoodSearcher.com into your mobile browser. The welcome screen allows you to choose the state you would like to view. Once you have selected a state, you may share your location or change your location.

Begin by selecting a business type (farmer, winery, food retailer, farmers market, etc.) or business name, then a product (if prompted). Finally, tap on the profile of the specific business to learn more about what that business has to offer.

FoodSearcher.com allows you to "Map All Businesses" to see the locations of all your results, or map a particular business location by tapping on "Map" in that profile. Tap on the phone number for quick dialing or messaging.



Food  **Searcher™**
POWERED BY MARKETMAKER

Foodsearcher.com—your on-the-go link to everything food!

Think Spring... Think Farmers Markets!

With increased interest in healthier foods, fresh local products are more and more in demand. What better way to find these than the local farmers market?



Farmers markets allow consumers access to locally grown produce while giving producers an outlet in which to reach and develop relationships with customers. MarketMaker can facilitate these connections by helping all members of the farmers market community locate one another.

MarketMaker makes it simple for:

- Consumers to find farmers' markets
- Market managers to find vendors
- Producers to find outlets for their local foods

As a **farmers market manager**, you can use MarketMaker to easily find producers with the specific products you want for your market. Select "Farmer" in the dropdown menu of your state's homepage, then a particular business profile (ex: fruits, herbs, vegetables, etc.) and finally, choose the product type. Producers with that product available will appear on the right. Click profiles for contact information.

Producers looking to sell their foods can locate markets by choosing "Farmers Market" from the dropdown list on the homepage. Searches can be narrowed by location. Click on the profile to view market and contact information.

Last, but definitely not least, **consumers** can select "Farmers Market" from the dropdown list and then specify a geographical area in which they would like to search. By clicking on a specific market, consumers are able to obtain market information such as days and hours of operation, products sold, etc. Markets are easily located by using MarketMaker's mapping capabilities.



**MarketMaker-
Connecting
Consumers,
Producers,
and
Farmers Markets**

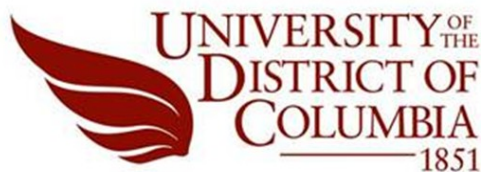
District of Columbia Benefits from Farmers Markets and MarketMaker

District of Columbia residents benefit from the variety, quality, and value of fruits, vegetables and other products conveniently available in their neighborhoods through Farmers Markets and the DC MarketMaker Program.



Calvin Lewis, Research Associate, with the initiative of Dean Gloria Wyche-Moore, started the CAUSES Farmers Market on the UDC campus in 2009 with one vendor. The Market now averages 5-6 farmers and other vendors weekly, including bakers, hot food providers and clothes retailers. Average buying attendance increased from 172 in 2009 to over 349 in 2010. In fall 2011, UDC partnered with other organizations to launch the Parkside-Kenilworth Farmers Market in a designated "food desert" neighborhood in southeast DC.

Calvin Lewis also administers DC MarketMaker, which reaches out to Mid-Atlantic minority farmers in the region to help them market and sell their products directly to the consumer. MarketMaker allows small, local farming operations to succeed and grow by expanding access to distributors, retailers and consumers.



"We are the only true urban, agriculture-based MarketMaker location in

the U.S.," says Lewis. "Twenty-six farmers markets in the District of Columbia were added to the MarketMaker database, identifying them to new channels of distribution and new avenues of profitability."

"DC Market Maker is currently being reviewed by the Food Working Group of Sustainable DC, as the web-based connectivity resource linking agricultural professionals to strategic and profitable markets", explained Dr. Lewis. Sustainable DC is the vision of Mayor Vincent C. Gray to make the District the greenest, healthiest, and most livable city in the country. As the District's only public university, UDC has a special commitment to the significant planning effort.

Visit DC MarketMaker at: www.udc.edu/marketmaker/

It's OK to Click and Tell—

Register your business, then tell your friends to do the same!

MarketMaker has added many new states and has introduced many new features in the past few years, but what makes the program so successful is **YOU!**

Becoming a registered user and keeping your profile current helps others who are looking for the products or services you have to offer. "All producers and businesses in the food supply chain are encouraged to participate," says Darlene Knipe, University of Illinois specialist and MarketMaker lead. "We are as interested in helping a grocery store find farm-fresh eggs as we are in helping the farmer find a place to sell them, so it's important to include as many links in the food supply chain as possible."

Registration is quick and easy. Best of all, there's no charge to list your business or use the website. We encourage you to tell your friends and neighbors, your favorite farmers markets, and all your local food-related businesses about MarketMaker. The more registered businesses, the better this resource can serve those looking for fresh, local foods.



CALLING ALL MARKET MANAGERS AND PRODUCERS

This is a great time of year for you to review your MarketMaker profile. Make sure your information is up-to-date to make searching easier for everyone!

WE WANT TO HEAR FROM YOU!

Do you have an idea that might benefit another farm, fishery, or business? Did you find markets for your products by doing a market search? Have customers found you because of your listing? Did you connect with a business by using the Buy & Sell Forum?

Tell us how you have used MarketMaker—we'd like to know!
Please submit ideas or articles to:

marketmaker@illinois.edu

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 7 listings	SELL 68 listings	SERVICES/EQUIPMENT 8 listings	TRANSPORTATION 0 listing	OTHER 2 listings
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Contact Us:

National MarketMaker Headquarters
University of Illinois Extension

4550 Kennedy Drive, Suite 2
East Moline, IL 61244
Phone: 309-792-2577

Email: marketmaker@illinois.edu
Web: www.foodmarketmaker.com

