

Highlights in this Issue

- Spotlight: The Great Pumpkin Patch
- Selling Farm Products at Farmers Markets
- New MarketMaker Registration
- Value-Added Conference
- What are "Business Connections"?
- 140 Characters of Opportunity

Participating States:

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

MarketMaker Spotlight on "The Great Pumpkin Patch"

The 200-acre McDonald/Condill family farm in Arthur, Illinois is home to The Great Pumpkin Patch which opens its 22nd season of family fun on September 15, 2010. It is also home to The Homestead Bakery offering made-from-scratch items in its store, and home to The Homestead Seeds, an online store for rare and heirloom cucurbit seeds. This year marks the 151st year the farm has been in the McDonald/Condill family.



Nationally recognized as cucurbit experts and innovative agri-tainment entrepreneurs, members of the Condill family have captured the attention of national media outlets, including *Martha Stewart Living*, *Real Simple* and *Country Living* magazines. Family members have been featured guests on Martha Stewart's morning show "Martha," her Sirius radio program and DIY network's "The Dirt On..." It also received the honor of being the 2009 Illinois Agritourism Business of the Year. The Great Pumpkin Patch provides an opportunity for families to celebrate harvest by sharing its displays, gardens, gift shops, concessions, and all things necessary to beautifully decorate inside and outside your home. The Patch is open September 15 through October 31 seven days a week with special weekend activities.

Aspiring artists and crafters of all ages can make works of art on gourd canvases at The Great Gourd Gathering, Saturday, June 5 from 9 am to 4 pm at The Great Pumpkin Patch. For the seventh year, they will also host the Illinois Gourd Society's Great Gourd Gathering, which celebrates the beauty and utility of gourds. Vendors and artists will offer classes and demonstrations throughout the day, sharing their skills and ideas for turning gourds into objects d'art and practical vessels for everyday uses around the house. There will be many opportunities for adventurous artists and crafters to create their own works of art to take home with them as souvenirs. Or, if you prefer, many vendors will have their work for sale.



After you've exhausted your creative passion, make sure to stop by The Homestead Bakery to help celebrate its fifth season as part of The Great Pumpkin Patch family. Sample a tantalizing array of made-from-scratch breads, cakes, rolls, and cookies and plan to be tempted to buy some to take home. The Bakery is currently open 9 am to 3 pm Monday-Saturday from May 1 to September 9, and is "seasonally open" from 9 am to 6 pm seven days a week from September 10 to October 31.

For further information, visit The Great Pumpkin Patch at www.the200acres.com or call at 217/543-2394.

Selling Farm Products at Farmers Markets

Matt Ernst and Tim Woods, University of Kentucky Department of Agricultural Economics



It's that time of year when farmers markets begin opening to the public. The number of markets is increasing yearly. Matt Ernst and Tim Woods of the University of Kentucky Department of Agricultural Economics refer to the "Three P's" of retail marketing – Product, Price, and Promotion" to give insight for marketing your products at local farmers markets. Here are a few excerpts from that article:

Product

"The most common reason that customers give for shopping at community farmers markets is the quality of produce. Consumers are more frequently looking for tastes that can only be grown locally — produce that is picked at its peak and sold at its most desirable stage. The potential farmer's market vendor must carefully plan to offer a range of products. Growers should have a core product offering of reliable varieties that produce well in their area. These should include varieties with which local consumers are familiar and prefer."

Price

"One of the most common questions asked by farmers market vendors is, "How do I set prices for my products?" Generally, prices at farmers markets are set locally and are often higher than similar products available at local grocery stores. Farmers market advocates suggest this disparity is crucial to differentiate the farmers market product from wholesale produce. The two most important factors in setting your prices are:

- Knowing your cost of production
- Knowing what your product is selling for at other local retail outlets



Properly managed farmers markets are attractive destinations for customers wanting to purchase the finest local produce available. There are many ways to enhance customer traffic at the entire farmers market."



Promotion

"One of the best promotions for your product is an attractive, tidy, and well-managed market stand. In addition, contrasting colors and product display heights help add depth to a farmers market display. A well-designed booth not only attracts customers to your display, but it also helps to keep shoppers flowing through your stand. For example, placing bags or signage where your customers should start moving along your display will prevent a bottleneck around the cash register or cashbox.

Your product is your best promotion, and there are many ways to promote your produce at the market. Good **signage** will help your products stand out on a busy market day. You may also be able to offer **samples** of new or unusual products and commodities. You might also ask a chef or local

Extension employee to do a **cooking demonstration** using some of your crops."

"Point of purchase" materials are items that you provide customers at sale time to educate them about their purchase. **Recipes** are some of the best promotional materials around. Some farms choose to provide **newsletters** or other information detailing how their produce was grown. Regardless of how you choose to promote your product, it is doubtful that you can offer your customers too much information. Many farmers market customers are not only interested in the product itself, but also the product story—where it came from, who grew it, how it was grown. The more information you provide customers wanting to connect with where their food comes from, the more likely they are to return for more purchases."

Read this article in its entirety at: <http://www.uky.edu/Ag/NewCrops/marketing/farmmarket.pdf>

Check your MarketMaker Account **NOW!**

By this time you should have received your correspondence from Food Industry MarketMaker with information about our new registration pages. The new system provides you with the opportunity to list **more details** about your business, register in **multiple categories**, and include **photos** of your products and business.



If you are receiving this newsletter, your business is in our system. We encourage you to log into your account and make sure your business information is accurate and up-to-date. If you don't have a user account yet, set one up now so you are ready for the summer months ahead!

To create an 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.

National MarketMaker on the Road... *United Fresh 2010 Conference*



Dave Washburn (left) demonstrates the MarketMaker website to interested conference participants.

The Sands Expo Center in Las Vegas, Nevada was the site of the United Fresh 2010 Conference on April 20-23. Over 5,000 were estimated to have attended this year's conference that caters to the produce industry.

MarketMaker team members were on hand to demonstrate to hundreds of conference participants looking to expand their opportunities to find producers, processors, and wholesalers on the MarketMaker site.

Darlene Knipe, National MarketMaker, says, "The opportunity to demonstrate the benefits of MarketMaker at a show like this is great for all

MarketMaker registrants. This event really helps to connect with the movers and shakers in the produce industry and give them the opportunity to see "hands on" what a benefit MarketMaker can be."



Darlene Knipe discusses the benefits of MarketMaker with Dr. Kristian Moeller, GLOBALGAP, Germany

Coming in June – 12th Annual National Value-Added Agriculture Conference



This year's National Value-Added Agriculture Conference is being held in Biloxi, MS on June 27, 28, and 29. Mississippi State University Extension Service is hosting the conference at the Beau Rivage Resort & Casino. Dr. Lester Spell, MS Commissioner of Agriculture, will welcome participants.

General sessions will feature such speakers as Judith Canales, Administrator for Rural Business and Cooperative Program and LeAnn Oliver, Deputy Administrator, USDA Rural Development; David Waide, President, MS Farm Bureau; and many other distinguished experts in their fields. Breakout sessions include topics on: Agritourism, Local/Regional Food Systems, Bio Energy, and Value Added Business Development.

For more information contact: Anna Hood, phone 662-325-8056, e-mail: annah@ext.msstate.edu, or visit the conference website: <http://fsnhp.msstate.edu/events/nvaac/>.

MarketMaker Tips and Pointers: What are “Business Connections”?

Any business listed in MarketMaker has the ability to link itself with an affiliated business. For example, a producer who takes product to a farmers market can connect (or link) themselves with that particular farmers market if it is listed in MarketMaker. This allows those viewing your business to know exactly where you are selling your product. Farmers markets can also use this method to connect to all the vendors selling product at their market.

To make Connections in MarketMaker:

1. Log into your business account
2. Click on “Search” in the top upper right of the page.
3. Select the Business Type of the business you’d like to connect with from the drop down box (i.e. Farmers Market).
4. Select that particular business from the list by clicking on the magnifying glass.
5. When the business comes up, go to the right side of the page under Business Connections and click on “Get Connected”.

To view your Connections:

1. Log into your business account.
2. Click on “My Connections”.
3. This is also the page to use if you want to delete a connection.

140 Characters of Opportunity

By Michele Payn-Knoper

Twitter. It’s likely to be voted most likely to leave you scratching your head. After all, how much can you really say in 140 characters? And what on earth are all these weird twists on words, like Tweets, Twubs, Re-tweets, Tweepers and Tweet-ups? Isn’t all just “noise” – and who has time to worry about what some celebrity had for lunch?



The uncontested social media darling of last year, Twitter is likely to make you ask all these questions when you first look at the little blue bird. It’s not intuitive. It does look like a bunch of mumbo jumbo. It does get overloaded and crash.

Those truths aside, Twitter may just represent one of the most powerful existing social media tools – and arguably, the most powerful tool for agriculture. Twitter allows you to:

1. Listen louder – see thought patterns and trends.
2. Engage in a conversation with people looking for information related to food, feed, fuel and fiber.
3. Immediately access breaking news, information, technical data and research.
4. Develop relationships to benefit your business.

The secret to Twitter is in the community and the conversation. It’s a great place for U.S. soybean farmers and others involved in agriculture to learn to engage in productive dialogue, which requires listening. The 140-character limit forces us to hone in on the essence of what really NEEDS to be communicated. And you learn very quickly what’s important to people and what’s not.



The little blue bird that is Twitter’s icon may seem silly to you, but it represents 140 characters of opportunity.

Read Michele’s full article at:

<http://www.unitedsoybean.org/community.aspx?bid=8277576808465035757>

Follow MarketMaker on [Twitter](#) and [Facebook](#).

New Farms & Businesses on MarketMaker

Since the April newsletter, 248 new farms and businesses have registered on MarketMaker. Some could be from YOUR state! To see new registrations, visit the **What's New in MarketMaker** webpage at <http://national.marketmaker.uiuc.edu/whatsnew.php>. Here you will find 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.



See YOUR Business "In the Spotlight!"

We're always on the lookout for businesses to feature in our **Spotlight** section. How have you used MarketMaker and how has it benefited your business? Did you find markets for your products in Market Search? Did you connect with a business because of a listing on MarketMaker? Have you noticed increased business since listing on MarketMaker? We'd like to hear your story and share it in a future **Spotlight**.

Put your business "in the spotlight!" Email your experiences to marketmaker@extension.uiuc.edu



[MarketPlace Buy & Sell Forum](#) is where farms and businesses can place ads for products and/or services they have to sell or products they want to buy. There is no cost to post an ad. Here are a few of the ads currently listed on the Forum this month:

Looking to Buy

- Vendors wanted for Farmers Markets in Illinois and Iowa
- Fresh Produce
- IPM/Organic Fruit
- Bulk Maple Sugar
- Small Grain
- Local Pork, Poultry, Fish & Produce
- We buy Grain for animal consumption-Texas

Looking to Sell

- Meat – Beef, Chicken, Goats, Yak
 - Fish/Seafood – Prawns, Catfish, Rainbow Trout
 - Eggs – Chicken, Duck
 - Fruit – Blackberries, Frozen Fruit
 - Vegetables – Sweet Potatoes, Bell & Jalapeno Peppers, Tomatoes, Cabbage
 - Sauces – Jams, Jellies, Salsa, BBQ
 - Other Miscellaneous Foods – Dip Mixes, Caramel Corn, Wine, Beer, Honey
 - Other – Homemade Soap, Lotion, and Candles, Organic Skincare, Salves, Organic Insect Repellent, Bees, Peacock Feathers, Dried Lavender, Alfalfa, Hay, Tomato Stakes, Trees, Shrubs, Perennials, Grasses, CSA Subscriptions
 - Equipment – Antique Apple Sorting Equipment, Enclosed Trailer, Maschio R3 Heads, Labels and Labeling Guns
-

Services

- Hospitality Personnel Staffing
- Retail Management Consulting Services
- Aquaculture Equipment
- Farmers' Markets
- CSA Applications being accepted
- Post Harvest Plastic Bins
- Food and Food Related Products Broker
- Food Marketing
- Cheesemaker, Investor, Business Partner

To check out the specific ads, go to the [MarketPlace Buy & Sell Forum](http://www.marketmaker.uiuc.edu/marketplace_buy_sell_forum) website and click on the specific area or ad you are interested in. The web address is http://www.marketmaker.uiuc.edu/marketplace_home.php

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