

Participating States:

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

MarketMaker Farms & Businesses in the Spotlight



Livermore Farms: Ken Livermore is the owner of Livermore Farms located in Geneva, Upstate New York. The farm was owned by both his father George and grandfather Glenn and they grew grain and raised cattle, on a small scale. Ken retired from Cornell University where he worked in fruit breeding, helping to introduce Empire, Jonagold and Jonamac, Fortune, apples; Royalton, Hartland, Somerset, Kristen, Blackgold, Sweet cherries; Surefire, Tart cherries; Caselton, Long John, Polly, Plums; York, Elderberry. After a few years of retirement he decided to grow fruit, himself.

Mr. Livermore mentioned how he enjoys his life by sharing his knowledge and experience with fruit growers;

"I enjoy, being able to supply good products. Due to my wide range of experience, I also work as a consultant and a grafter for some of my fellow fruit growers. Red Jacket Orchards, Singer Farms and Maloney farm have all been good friends and we have interacted over the years, and they are supportive of my future fruit breeding project. I'm not a large grower. In fact I'm a small grower with only four acres of fruit on the home farm and several acres of fruit on several other farms. I grow mostly stone fruit, which means Cherries, Apricots, Peaches, Plums, Plumcots, and Nectarines. The two crops that I consider my main crops are Apricots which I have twenty varieties, and I've grown Apricots for forty years, and Plums which I have a hundred varieties, and I plan on making crosses for future varieties. I'm presently evaluating selections from several breeding programs this is interesting work and I hope I can do this the rest of my life."



When he was asked about marketing of his products, and how MarketMaker helps his business, Mr. Livermore responded:

"My main outlets for my fruit are four farmers markets Geneva on Thursday, Seneca Falls on Wednesday, Clifton Springs on Friday, and Lyons on Saturday; and a farm stand. I use MarketMaker several ways, one way I use it, is to find other growers, who might have the same varieties that could help me out when I'm short on orders. Second I use MarketMaker as a source to find possible markets when I have more product than my normal demand. MarketMaker is easy to use and helpful when in need of help, for a market source or a supplier. I'm happy with MarketMaker."

More information about Livermore Farms, please contact Ken Livermore [fruitmanken39@yahoo.com]

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 Sandy at marketmaker@extension.uiuc.edu

Food Industry MarketMaker at the 17th Annual International Restaurant & Foodservice Show

The Show Floor of the 17th Annual International Restaurant & Foodservice Show of New York was jammed packed for three straight days with more than 16,000 restaurant and foodservice buyers and professionals including chefs, restaurant owners, operators, and caterers attending and conducting business. The event was held at the Jacob K. Javits Convention Center in New York City from Sunday, February 28th through Tuesday, March 2nd 2010. The industry professionals who attended had the opportunity to hear from some of the biggest and best names in the industry; meet with 550 exhibiting companies and view and sample the latest cuisines and newest equipment products. The show is produced and managed by Reed Exhibitions, and owned and sponsored by the New York State Restaurant Association (NYSRA).



Dr. Khin MarCho presenting about New York MarketMaker at IRFS

“We are thrilled that so many industry professionals came out to the show to not only see and taste the latest products but also to hear from the experts in our conference sessions who delivered solutions with regard to Social Media, Japanese Cooking Trends, local store public relations, going green and menu development,” said Ron Mathews, Industry Vice President for Reed Exhibitions’ Foodservice Events. “As the industry starts to see a brighter future the owners and operators are coming to the show to find the best new products and ideas to bring to their guests to increase satisfaction as well as revenue.”

The Keynote Speaker –Jon L. Luther, executive chairman, Dunkin’s Brands shared insights and lessons from the experience of leading and building two of the world’s most recognized and loved brands: Dunkin’ Donuts and Baskin-Robbins. In addition to the keynote event there were over 35 complimentary education sessions during the show. New York MarketMaker staff gave a speech at the education sessions on Sunday, February 28.

New York MarketMaker has participated in the Show since 2008, displayed MarketMaker materials at the Pride of New York Pavilion, conducted a MarketMaker Live Demo on “how to use electronic infrastructure direct marketing and FREE access to regionally grown producers/farmers”. We also promoted quality New York State grown products together with producers, processors and wineries to food retailers, wholesalers, distributors, restaurant chefs and individual consumers. This year, Pride of New York had a pavilion on the show floor featuring 25 food companies that offered agricultural products grown and food products processed within New York State. [Read More](#)

Coming in May...National Conference for Small Food Manufacturers

It's not too late to register for the National Small Food Manufacturer Conference to be held on May 20-21, 2010 in Omaha, NE. Refer to the February MarketMaker newsletter for more details. For more information contact: Jill Gifford, phone 402-472-2819, e-mail: mjgifford1@unl.edu, or visit the conference website: <http://www.fpc.unl.edu/nsfmc>.

Is local food more expensive? Not always, Leopold Center study shows

If you think local foods are more expensive than their conventional counterparts, think again. A Leopold Center research project conducted last summer shows few differences in price for Iowa-grown vegetables, eggs and meat when compared to similar non-local products.

“We wanted to look at prices for some of the fresh foods that might be found in a typical Iowan’s shopping cart,” said Rich Pirog, Leopold Center associate director who collaborated with Iowa State University graduate student Nick McCann on the project. “We found that during peak season, produce items at farmers’ markets were very competitive and in several cases lower than prices for the same non-local items found at supermarkets.”

The study surveyed prices for eight different vegetables sold at Iowa farmers’ markets in Des Moines, Cedar Rapids, Ames and Iowa City. On the same day, prices were documented for similar produce from national or international sources being sold at supermarket chains in those cities. Prices were checked on five days during July and August.

Results are outlined in a new Leopold Center report, “Is Local Food More Expensive? A Consumer Price Perspective on Local and Non-Local Foods Purchased in Iowa.” The study showed no statistical differences for local and non-local vegetables during Iowa’s peak growing season: an average price of \$1.25 per pound for locally grown zucchini, summer squash, cucumbers, string beans, cabbage, onions, tomatoes and sweet corn from a farmers’ market, compared to \$1.39 per pound for non-local items from a supermarket.

The lower prices for the local items can be attributed in part to competitive pricing of zucchini and summer squash at farmers’ markets. A two-week supply of those eight vegetables for a family of four, based on per capita consumption, would cost \$15.03 at a farmers market, compared to \$16.91 at a supermarket.

A second part of the study looked at prices for lean ground beef, pork chops and brown eggs sold at supermarkets, natural food stores and butcher shops in those four Iowa cities in June, July and August. Pirog said it was difficult to find products with similar attributes available at all venues to make meaningful comparisons. However, they did find that locally raised lean ground beef and bone-in pork chops from butcher shops are similar in price to their non-local counterparts from supermarkets.

Pirog said the study did not look at relative freshness, taste or overall quality of local and non-local products. The study also did not examine produce or food items sold under organic certification.

“Keep in mind that this study was conducted during the height of the Iowa growing season when produce was in plentiful supply from multiple vendors at farmers’ markets, and their prices were lower than at other times during the farmers’ market season,” Pirog said.

He added that the study also points to an obvious opportunity for growers who extend their production season by using greenhouses or high tunnels and market their harvest at competitive prices. “Given the increase in construction of high tunnels in the past two or three years, Iowa growers may be able to increase the supply of locally grown vegetables and sell to a wider array of market venues,” he said.

Read the full report, [Is Local Food More Expensive](#).

Faces of “Factory Farms”

By Michele Payn-Knoper (March 2, 2010 blog)



Corporate agriculture. Land profiteers. Factory farms. CAFOs. Uncaring. Pundits of “big agriculture” espouse the downfall of our food system while pointing to greedy corporations. After all, they’re looking to only get rich from subsidies, have no pride in the craft of agriculture, abuse animals in horrific conditions and pour chemicals on the land in an effort to make more money. Right?

WRONG! The people of modern agriculture are the same types of folks you see in Charlotte’s

Web – their barns just look different and a PDA has replaced that pitchfork. Modern day farmers share the same hopes and dreams of running a successful family business. They are entrepreneurs, scientists – and yes, businesspeople. Their children are raised on the same land, developing the same work ethic, as other family farms. And, these food producers are working to grow food, feed, fuel and fiber in a safe manner – usually with far more regulations than anyone in Charlotte’s Web could ever imagine.

Meet two of these “factory farmers” and judge with your own eyes and ears by reading more of Michele’s blog at <http://causmatters.wordpress.com/2010/03/02/faces-of-factory-farms/>

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

MarketMaker Tips & Pointers: Important Notice Coming from MarketMaker

Watch your mail in April for a postcard, email or letter from Food Industry MarketMaker. It will tell you when our registration system has been updated. We have been diligently working on improving our registration system, to include more detail on your business as well as allowing you to register in multiple categories and include photos of your products and business. For example, if you are a producer of grapes as well as make and sell wine, you can register as a producer, processor, winery and food retailer all at one time. This will allow you to have a more complete profile of your business for all to see.

Once you receive the correspondence from us, we encourage you to go online and update your business information included in our system. If you don’t have a user account yet, set one up now so you are ready. To do that, go to the National MarketMaker website – <http://national.marketmaker.uiuc.edu> – and click on the state you live in. 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.

Wal-Mart Unveils Plan to Make Supply Chain Greener

By Stephanie Rosenbloom (February 26, 2010)

Wal-Mart, the nation's largest retailer, announced that it would cut some 20 million metric tons of greenhouse gas emissions from its supply chain by the end of 2015 - the equivalent of removing more than 3.8 million cars from the road for a year.

The company plans to achieve that goal by focusing on popular product categories with the highest embedded carbon - milk, bread, meat, clothing - and by pressing its suppliers to rethink how they source, manufacture, package and transport those goods. Essentially, suppliers are being asked to examine the carbon lifecycle of their products, from the raw materials used in manufacturing all the way through to the recycling phase.

Wal-Mart's sustainability executives will work with suppliers to help them figure out what measures to take. Any costs related to making products more energy-efficient - redesigning packaging or using a different fertilizer - will be the responsibility of each supplier, not of Wal-Mart.

Jim Stanway, who oversees Wal-Mart's supplier initiatives involving energy, said in an interview that suppliers would be willing to spend money if "it's an investment where everybody's sure it makes the supplier more profitable."

And while the initiative may be good for the environment, it may also be good for Wal-Mart. Driving costs out of the supply chain could result in savings for Wal-Mart that can be passed along to consumers - enabling the company to uphold its reputation as a destination for rock-bottom prices.

Also, as Michael T. Duke, Wal-Mart's president and chief executive, said in a Web cast on Thursday, "We know we need to get ready for a world in which energy will only be more expensive."

At the beginning of the decade, Wal-Mart began taking an industry-leading role in environmental sustainability, in part to burnish its image. Soon, Wal-Mart was wielding its heft to change industry practices. [Read More](#)

New Farms & Businesses on MarketMaker



Since the January newsletter, 132 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 can find specific information on each of the businesses - 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 the most current registrants.

On this webpage you will also be able to see the latest MarketPlace listings, most viewed MarketMaker Businesses, and the latest MarketMaker News.



[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 types of ads are currently listed on the Forum:

Looking to Buy

- Vendors wanted for Jacksonville Main Street Farmers Market (Illinois)
- Grain Cleaning and Milling Equipment
- Fresh produce
- Organic Frozen Fruit
- Bulk Maple Sugar
- Local Pork, Poultry, Fish & Produce
- We buy Grain for animal consumption-Texas
- 2 Horse Bumper Hitch Trailer

Looking to Sell

- Meat – Beef, Lamb, Pheasant, Chicken, Ram, Ewes
- Fish/Seafood – Prawns, Catfish, Rainbow Trout
- Cheese - Artisanal Cheese, Goats Milk Cheese, Tocatta
- Eggs
- Fruit – Red Raspberries, Frozen Fruit
- Sauces – Jams, Jellies, Salsa, BBQ
- Other Miscellaneous Foods – Pumpkins, Garlic, Pickles, Pies, Popcorn, Flour, Biscuit Mixes, Wine, Beer
- Other – Homemade Soap, Lotion, and Candles, Organic Skincare, Organic Insect Repellent, Bees, Peacock Feathers, Alfalfa, Hay, Tomato Stakes, FoodBooks Series
- Equipment – Antique Apple Sorting Equipment, Hydroponic Plant Growing Systems, Bakery Cases, Enclosed Trailer, Antiques

Services

- Lodging
 - Consulting/Marketing Services
 - Aquaculture Equipment
 - Jam Maker needed
 - CSA Applications being accepted
 - Welding Services & Classes
 - Orchard Manager to start CSA
 - Operations & Marketing Manager
 - Plastic Bins
-

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- Freeze Dry Asparagus
 - Custom/Specialty Meat Contracts
 - Food Broker

To check out the specific ads, go to the [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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