



# MARKET MAKER™

Linking Agricultural Markets



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## IMPROVE BUSINESS EXPOSURE BY UPDATING YOUR PROFILE

You can make the most of MarketMaker’s capabilities by keeping your business profile up-to-date. It is essential to keep all aspects of your profile current in order to promote your business and communicate with new and existing customers on MarketMaker.

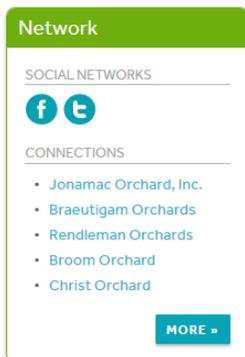
### BUSINESS PROFILE

An up-to-date business profile will improve your rank in database searches. Be sure to include any business-related changes in your profile, including products currently available and purchasing information. Because most people enter the name of the product they are looking for when searching, this will improve your chances of being found by potential customers. You can also complete the “About Us” section of your profile with similar information to further increase your probability of turning up in search results.

Your contact information is another key component of your business profile. Any changes to your address, telephone number, or email address will need to be recorded in your business profile. This will allow for better communication between buyers and sellers.

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## SOCIAL MEDIA

You can also create social media accounts to market your business; links to your social media accounts can then appear within your MarketMaker business profile in the “Network” section. Customers who discover your business using MarketMaker will be able to easily access your social media channels. Using social media for

marketing purposes will also help followers keep up with the latest news about your business and easily access your business profile to learn about product and purchasing information.

## CONNECTIONS

Making connections on MarketMaker can also increase your business’s visibility. When you connect with another business on MarketMaker, the name of your business will appear on their business profile in the “Network” section. Your connection’s business name will also appear on your business profile, providing marketing benefits for both parties.

[Log in to your account to update your business profile and experience all the benefits of MarketMaker!](#)

## MARKETMAKER CELEBRATES 10 YEARS

In conclusion to our celebration of MarketMaker milestones, we recognize the most recent advances made possible by our partnership with Riverside Research. Here’s to another ten years of success!



### 2010 MARKETMAKER 3.0

MarketMaker 3.0 premiered in 2010 and offered more content than ever before. In order to further improve the user experience, this version featured a streamlined mapping system and advanced search capability.



### 2013 A NEW CHAPTER

MarketMaker was licensed to Riverside Research in 2013, ushering in a new chapter of the program. Dedicated to moving science from the lab to the field, Riverside Research has committed to improve access to emerging markets, facilitate local sourcing of agricultural products, enhance the efficiency of food distribution value chains, and support agro-economic research in food distribution networks through the advancement of MarketMaker.



### 2014 MARKETMAKER 4.0

Nearly one year later, Riverside Research and MarketMaker unveiled an upgraded website. Featuring a modernized design, enhanced search capabilities that use geolocation, and a simplified registration process, MarketMaker 4.0’s new easy-to-use interface will provide benefits for all users.



# SPOTLIGHT ON: IOWA MARKETMAKER

After its conception in 2004 at the University of Illinois at Urbana-Champaign, MarketMaker piqued the interest of Iowa State University's Value Added Agriculture Program. Because MarketMaker could connect producers and consumers and offer market research capabilities, the Value Added Agriculture Program saw MarketMaker as a possible solution to a state-wide concern.

"We grow so much food [in Iowa], but only have three million mouths," said Craig Tordsen, Iowa State University Extension and Outreach. "We thought if we could reach Chicago restaurants with Iowa products that would help."

The population of Illinois is over four times larger than that of Iowa at roughly 12 million. In order to access the larger markets of Illinois, Tordsen and the Value Added Agriculture Program team reached out to MarketMaker Co-founders Rich and Dar Knipe to discuss expanding to Iowa. In exchange for bringing the resource to Iowa, the Value Added Agriculture Program granted MarketMaker access to the university's Agricultural Marketing Resource Center, increasing the tool's visibility among key audiences. Backed by a \$25,000 grant from Iowa State University's Leopold Center for Sustainable Agriculture, the Value Added Agriculture Program purchased data to create the Iowa MarketMaker website and became the program's first partner state in 2005.

Today, nearly ten years later, Iowa MarketMaker connects over 15,000 food businesses with new markets for their products in Iowa and the other 19 MarketMaker partner states. Four hundred and eighty-six of these businesses are producers, who also use the tool's market research capabilities to identify target customers. The state's website is also unique in that it allows users to post food industry job opportunities, which are then automatically listed on Iowa Workforce Development and USA Jobs websites. Both the Agricultural Marketing Resource Center and the Leopold Center continue to support Iowa MarketMaker, with assistance from several other sponsors including the Farm Credit Network, Iowa State University Extension and Outreach, the US Department of Agriculture Rural Development Program, and Iowa Workforce Development.

The Value Added Agriculture Program is also working with the Regional Food Systems Working Group, a network comprised of 15 local food groups of agricultural practitioners and community leaders, to grow the Iowa MarketMaker program further. Together, the programs aim to register the entire Regional Food Systems Working Group network with MarketMaker in effort to cultivate regional food system growth and increase business opportunities for MarketMaker users locally and nationally.

“ We grow so much food [in Iowa], but only have three million mouths. We thought if we could reach Chicago restaurants with Iowa products that would help. ”

Craig Tordsen, Iowa State University Extension and Outreach

# HAPPY THANKSGIVING FROM MARKETMAKER



## 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.

BUY

7

LISTINGS

SELL

116

LISTINGS

OTHER

6

LISTINGS

[BROWSE ADS](#)

## MARKETMAKER™

### *In the Field*

We want to share your MarketMaker experiences 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](#)

## MISSISSIPPI MARKETMAKER OFFERS FREE IN-SERVICE TRAINING AND OUTREACH PROGRAM

New and prospective MarketMaker users can learn more about how to use the online database and communications resource by scheduling workshops with Mississippi MarketMaker's free in-service training and outreach program.

Each training program consists of five 30-minute workshops, which are tailored to participants' needs. Commonly covered topics include:

- Introduction to MarketMaker
- How to Create and Update a Business Profile
- How to Integrate Social Media Networks in a Business Profile
- How to Conduct Business Searches
- How to Conduct Market Research
- How to Participate in MarketMaker Impact Assessments

Interested groups must be comprised of 6–12 participants from sea and land grant university extension offices, state regulatory agencies, local government agencies, non-profit organizations, food and seafood businesses, or school teachers and youth. If possible, participants should bring their own laptops or smartphones.

Upon in-service training or workshop completion, participants will be able to pass along their knowledge to help other producers use the MarketMaker database to enhance their businesses. They can also use these skills to teach consumers to use MarketMaker to support local, more sustainable agriculture by locating goods and services within their communities.

If you would like to schedule a free in-service training or learn more about how your state's MarketMaker program can offer similar services, contact [Dr. Benedict Posadas](#), Associate Extension/Research Professor of Economics at Mississippi State University.



**Dr. Benedict Posadas** conducts a workshop about using MarketMaker to market food products and agro-tourism activities.

## 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

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