

# ARKANSAS MARKETMAKER™

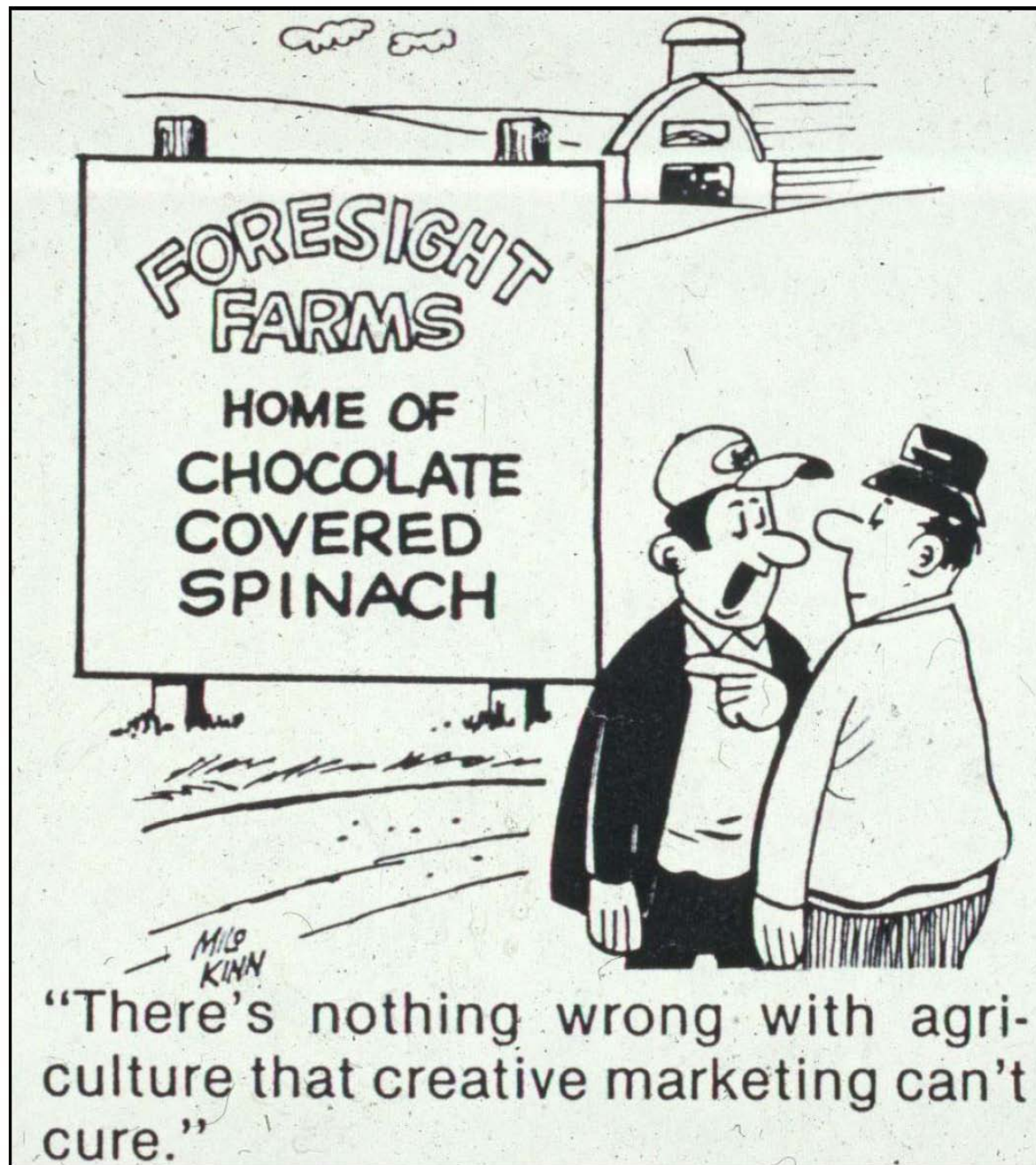
Linking Agricultural Markets



**An interactive mapping system that locates businesses and markets of agricultural products in Arkansas, providing an important link between producers and consumers.**

**Ron Rainey**  
**Associate Professor**  
**Agriculture Economics and Agribusiness**

**UofA** UNIVERSITY OF ARKANSAS  
DIVISION OF AGRICULTURE

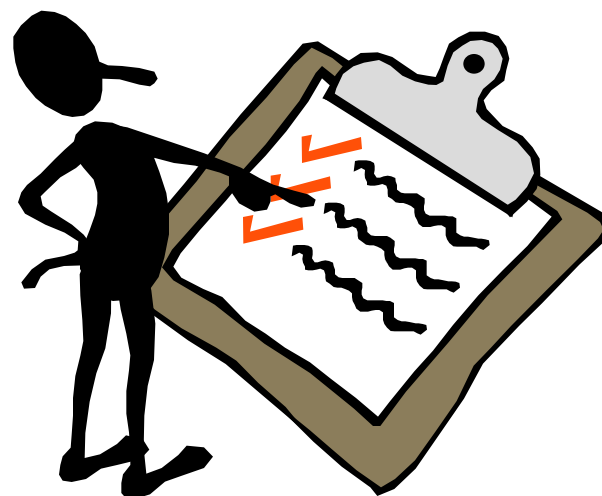


"There's nothing wrong with agriculture that creative marketing can't cure."

# Be Strategic

- In any strategic planning process, we must answer three key questions:

- Where are we now?
- Where are we going?
- How will we get there?



# Branding

- The satisfied customer visits 4.3 times per month, spends \$4.06 and is a customer for 4.4 years.
- The highly satisfied customer visits 7.2 times per month, spends \$4.42 and is a customer for 8.3 years.

# Branding

Doing the math:

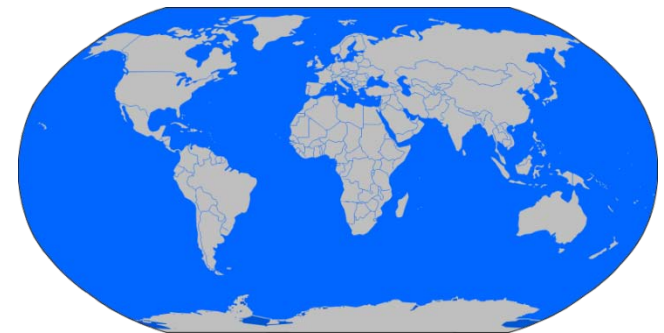
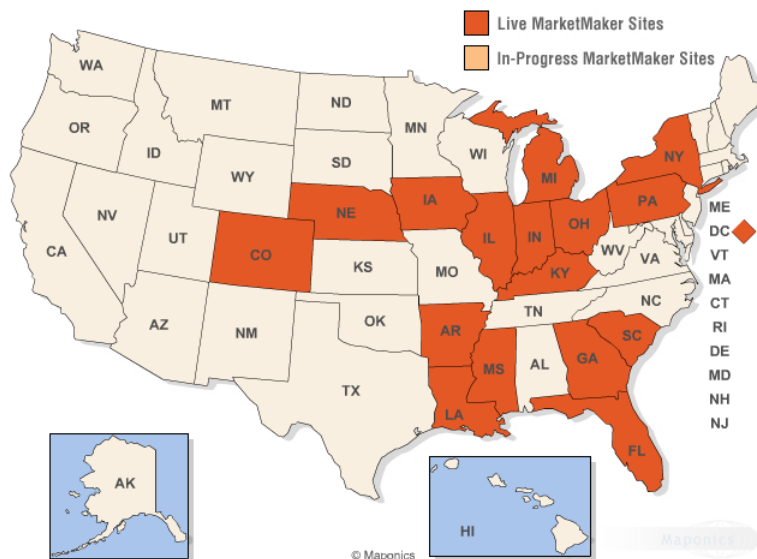
- the satisfied customer spends \$209.50 per year and is worth \$921.78 over the span of their 4.4 year customer life.
- the highly satisfied customer spends \$381.89 per year—an increase of \$172.39 or 82 percent more per year—and is worth \$3,169.67 over the span of their 8.3 year customer life.

# What is MarketMaker

- MarketMaker is a FREE online direct marketing tool for the food system – fishermen, farmers, processors, distributors and wholesalers, and consumers
  - Helps *producers and businesses* identify potential markets
  - Helps *business owners* connect with other members of the food supply chain
  - Helps *consumers* find fresh and locally grown food

# Who can use it?

- Anyone with internet access
- MarketMaker is a free tool for people who:
  - Grow food
  - Process food
  - Sell food
  - Eat food



# Radius Mapping

Map producers and food related businesses within a requested mile radius of a selected location

Producer/Farmer>VEGETABLES>Collards>Wholesale> Within 50 Miles of 60125

## Using the Map

- To find out more about a point on the map, click on its marker.
- Not all of the businesses on this page may appear on this map.
- Use the buttons in the top-left corner of the map to zoom in and out.
- You can pan across the map around by clicking and dragging it.



number of records retrieved: 5  
pages in report: 1 | current page: 1

Note: Business names in **bold** indicate an enhanced MarketMaker profile.

Business Name ▲	City	State	Email	Website	Action
<b>Growing Home, Inc Farm 2</b>	Chicago	Illinois			
<b>Heritage Prairie Market</b>	Elburn	Illinois			
<b>Nichols Farm &amp; Orchard</b>	Marengo	Illinois			
<b>Resource Center City Farm</b>	Chicago	Illinois			
<b>Zeldernrust Farmstand</b>	Chicago Heights	Illinois	N/A	N/A	

MarketMaker is an interactive mapping system that locates



<http://www.uaex.edu/marketmaker>

I'm looking for a in [ ] [40] [50] [60] [70] [80] [90] [100]

Learn MarketMaker Case Studies Related Websites FreshWebb Glossary Resource Search

**Update Your Info**

Make sure that your business' info is up to date.

User ID: [ ]

\*\*\*\*\* [Login]

**Register Your Business**

Don't have an account? Sign up to add your business' info to MarketMaker. It's free.

[Register]

**National MarketMaker**

National MarketMaker™ MarketMaker is in many states across the U.S. Select a state below to travel to the site.

Select a State... [v]

**MarketMaker News**

Marketing: Food Help/State Farmers, Businessess  
Marketing's specialty businesses are finding a quick and easy virtual connection to consumers through a newly expanded computer mapping tool.  
[Learn More](#)

MarketMaker Receives USDA Award  
University of Illinois Extension's National Food

**Business Spotlight**

**Musgrave Orchard**

Musgrave Orchard, located in Monroe County, is owned and operated by Andy and Amy Hamilton and family. Rooted in tradition, we focus on local, fresh, seasonal goods. Autumn visitors enjoy our award-winning sweet apple cider, which is pressed weekly on our historic "cloth and rack" press. Our orchard is also home of Core Farms CSA, Community Supported Agriculture, where folks have the opportunity to invest in us as their farmer and know how their food is grown. For more info go to: [corefarmscsga.org](http://corefarmscsga.org) Visit us at the orchard Labor Day thru Winter Solstice, Wed - Sun, 10:00 AM - 5:00 PM, or find us on the web at: [musgraveorchard.com](http://musgraveorchard.com) for updates and special events happening at the farm. Come relax on the porch, enjoy the scenery of beautiful Morgan-Monroe State Forest while snacking on a fresh caramel apple with family and friends. [Learn More](#)

Angella Organics  
Diamond D Dairy Drinkable Yogurt  
Red Stick Farmers Market  
Savannah Bee Company

**Twists of the States**

Neath fresh Eggs

Local and humanely produced cage-free and organic eggs [Learn More](#)

1 2 3 4 5 6 7 8 9 10 11 12

**MarketMaker Blog**

Ahead the scenes look at MarketMaker

Farmers Markets build community vitality with help from IN Farm Bureau  
Bloomington  
Posted on 08/05/10

White House Report: Strengthening the Rural Economy  
Posted on 08/01/10

**Follow MarketMaker**

Facebook Twitter

## BUY & SELL FORUM

## MARKETPLACE

Looking to Buy

Looking to Sell

Value-added services

Transportation



6 current listings



33 current listings



4 current listings



0 current listings

## Upcoming Events

December 2010						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11

# Registering your business:

## Importance of Email

- It is important to provide an email contact when registering
- This is the quickest and easiest way to contact you the user
- If needed, set up a Gmail or Yahoo account – it's free!

# Registering your business: in three steps

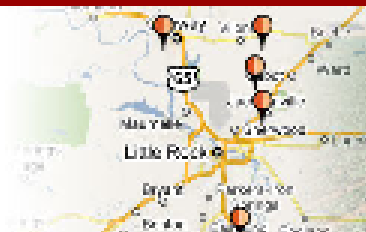
1. Go to the national portal,  
<http://national.marketmaker.uiuc.edu>,  
click on your state, click on “Register  
Your Business”
2. “Select a business type” from the  
profile page and follow directions
3. Begin entering information about your  
business

# 1. Go to **Arkansas MarketMaker** site and click on “Register Your Business”

**ARKANSAS**  
**MARKETMAKER™**

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MarketMaker is an interactive mapping system that locates businesses and markets of agricultural products in Arkansas, providing an important link between producers and consumers.



**for BUSINESSES** **for CONSUMERS**

I'm looking for a


[Learn MarketMaker Case Studies Related Websites FreshWebb Glossary Resource Search](#)

**Update Your Info**

Make sure that your business' info is up to date.


**Register Your Business**

Don't have an account? Sign up to add your business' info to MarketMaker. It's free.

**National MarketMaker**

National MarketMaker™  
MarketMaker is in many states across the U.S. select a state below to travel to the site.

**Business Spotlight**



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Musgrave Orchard, located in Monroe County, is owned and operated by Andy and Amy Hamilton and family. Rooted in tradition, we focus on local, fresh, seasonal goods. Autumn visitors enjoy our award-winning sweet apple cider, which is pressed weekly on our historic "cloth and rack" press. Our orchard is also home of Core Farms CSA, Community Supported Agriculture, where folks have the opportunity to invest in us as their farmer and know how their food is grown. For more info go to - [corefarmscsa.org](http://corefarmscsa.org). Visit us at the orchard Labor Day thru Winter Solstice Wed. - Sun., 10:00 AM - 5:00 PM, or find us on the web at: [musgraveorchard.com](http://musgraveorchard.com) for updates and special events happening at the farm. Come relax on the porch, enjoy the scenery of beautiful Morgan-Monroe State Forest while snacking on a fresh caramel apple with family and friends. [Learn More](#)

Angelic Organics


Diamond D Dairy Drinkable Yogurt

Red Stick Farmers Market

Savannah Bee Company

**Inside of the Store**

Next fresh Eggs




Local and humanely produced cage free and organic eggs [Learn More](#)

1 2 3 4 5 6 7 8 9 10

**MarketMaker Blog**

A behind the scenes look at MarketMaker



Farmers Markets build community vitality with help from MarketMaker

## 2. “Select a business type” from drop-down menu and follow on-screen instructions

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Business Profile

Upload Images

Business Information

Contact Information

Affiliations

Business Preview

Registration Complete

### Business Profile

Select the type of business you are from the drop down box below. Next select the tabs for each area that applies to you and complete the information. When all areas are filled in, click on the *Continue* button at the bottom of this page.

If you fit into more than one profile, press the *Save & Add Another Profile* button to save and add a different profile to your business description. You do not need to register more than once in order to be a part of multiple profiles. If something is missing, you will receive a notice telling you about the problem. Go back and correct the problem before proceeding.

Select a business type ▼

Select a business type

Agritourism

Buyer

Eating & Drinking Place

Farmer/Fisherman

Farmers Market

Food Retailer

Processor

Wholesaler

Winery

SPONSORS

Arkansas Market Resource Center

United States Department of Agriculture  
National Institute of Food and Agriculture

APPLIED  
CENTER

UNIVERSITY OF ARKANSAS  
AGRICULTURE

Arkansas  
GROWN

FARM  
BUREAU  
ARKANSAS

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National Portal | Privacy Policy and Disclaimer | Admin  
University of Arkansas  
marketmaker@uaex.edu  
Problems using the site? Support

### 3. Begin entering information about your farm business with listing your products

Famer/Fisheman ▼

Dairy	Fish/shellfi...	<b>Fruits &amp; Nuts</b>	Specialty Pr...	Vegetables
Grains	Herbs	Meat & Poultry		

**Fruit Product Type**

<input type="checkbox"/> Akee	<input type="checkbox"/> Figs	<input type="checkbox"/> Melons	<input type="checkbox"/> Pummelo
<input type="checkbox"/> Apples	<input type="checkbox"/> Gooseberries	<input type="checkbox"/> Monstera	<input type="checkbox"/> Raspberries •
<input type="checkbox"/> Apricots	<input type="checkbox"/> Grapefruit •	<input type="checkbox"/> Muscadines	<input type="checkbox"/> Robinson
<input type="checkbox"/> Atemoya	<input type="checkbox"/> Grapes •	<input type="checkbox"/> Muskmelon	<input type="checkbox"/> Sapodilla
<input type="checkbox"/> Avocado	<input type="checkbox"/> Guava	<input type="checkbox"/> Nectarines	<input type="checkbox"/> Sapote •
<input type="checkbox"/> Banana	<input type="checkbox"/> Honey Dew	<input type="checkbox"/> Olives	<input type="checkbox"/> Satsuma
<input type="checkbox"/> Blackberries	<input type="checkbox"/> Jackfruit	<input type="checkbox"/> Oranges •	<input type="checkbox"/> Souppernong
<input type="checkbox"/> Blueberries	<input type="checkbox"/> Kumquat	<input type="checkbox"/> Papaya	<input type="checkbox"/> Star Apple
<input type="checkbox"/> Boysenberries	<input type="checkbox"/> Lemon	<input type="checkbox"/> Passion Fruit	<input type="checkbox"/> Strawberries
<input type="checkbox"/> Calamondin	<input type="checkbox"/> Lime •	<input type="checkbox"/> PawPaws	<input type="checkbox"/> Sugar Apple
<input type="checkbox"/> Canistel	<input type="checkbox"/> Limequat	<input type="checkbox"/> Peaches	<input type="checkbox"/> Tangelo •
<input type="checkbox"/> Cantaloupe	<input type="checkbox"/> Longan	<input type="checkbox"/> Pears	<input type="checkbox"/> Tangerines •
<input type="checkbox"/> Carambola (Star Fruit)	<input type="checkbox"/> Loquat	<input type="checkbox"/> Persimmons	<input type="checkbox"/> Temple Tangor •
<input type="checkbox"/> Cherries •	<input type="checkbox"/> Lychee	<input type="checkbox"/> Pitaya	<input type="checkbox"/> Wampee
<input type="checkbox"/> Cranberries	<input type="checkbox"/> Mamoncillo (Genip)	<input type="checkbox"/> Plums	<input type="checkbox"/> Watermelon
<input type="checkbox"/> Currants	<input type="checkbox"/> Mango	<input type="checkbox"/> Pomegranate	<input type="checkbox"/> Wax Jambo
<input type="checkbox"/> Fallglo	<input type="checkbox"/> Mayhaw	<input type="checkbox"/> Prunes	Other

**Nut Product Type**

<input type="checkbox"/> Chestnuts	<input type="checkbox"/> Nuts	<input type="checkbox"/> Pecans	<input type="checkbox"/> Walnuts •
<input type="checkbox"/> Hazelnuts	<input type="checkbox"/> Peanuts •	<input type="checkbox"/> Pine Nuts	Other

# Registering your business:

## Product Details

- Check *all* attributes for your product, including 3<sup>rd</sup> party verified, product form
- This is a searchable database so *check all relevant boxes* for your business

Product Attributes - Producer Verified			
<input type="checkbox"/> Biodynamic	<input type="checkbox"/> Iron-Fortified	<input type="checkbox"/> No Artificial Colors	<input type="checkbox"/> Source-Verified
<input type="checkbox"/> Calcium-Fortified	<input type="checkbox"/> Kosher	<input type="checkbox"/> No Artificial Flavors	<input type="checkbox"/> Sustainable Practices
<input type="checkbox"/> Controlled Atmosphere Storage	<input type="checkbox"/> Lite	<input type="checkbox"/> No Preservatives	<input type="checkbox"/> Wild Harvest
<input type="checkbox"/> GMO Free	<input type="checkbox"/> Natural	<input type="checkbox"/> Pesticide Free	Other
<input type="checkbox"/> High Oleic Content			<input type="text"/>

Product Attributes - 3rd Party Certified/Verified			
<input type="checkbox"/> GAP Certified (Standards) •	<input type="checkbox"/> Kosher Certified •	<input type="checkbox"/> Organic (Certified) •	Other
<input type="checkbox"/> Halal Certified •	<input type="checkbox"/> Natural •	<input type="checkbox"/> State Environmental Certification •	<input type="text"/>

Product Forms			
<input type="checkbox"/> Bottled	<input type="checkbox"/> Extract	<input type="checkbox"/> Individually Quick Frozen (IQF)	<input type="checkbox"/> Refrigerated
<input type="checkbox"/> Canned	<input type="checkbox"/> Flour	<input type="checkbox"/> Jams/Jellies	<input type="checkbox"/> Salsa
<input type="checkbox"/> Cider	<input type="checkbox"/> Forced-Air Cooled	<input type="checkbox"/> Juice	<input type="checkbox"/> Sauces
<input type="checkbox"/> Condiments	<input type="checkbox"/> Freeze-Dried	<input type="checkbox"/> Meal	<input type="checkbox"/> Smoked
<input type="checkbox"/> Cured	<input type="checkbox"/> Fresh	<input type="checkbox"/> Oil	<input type="checkbox"/> Unpasteurized
<input type="checkbox"/> Dehydrated	<input type="checkbox"/> Fresh Processed/Packaged	<input type="checkbox"/> Pasteurized	<input type="checkbox"/> Vacuum-packed
<input type="checkbox"/> Dressings	<input type="checkbox"/> Frozen	<input type="checkbox"/> Pickled	<input type="checkbox"/> Wine
<input type="checkbox"/> Dried	<input type="checkbox"/> Hydro-cooled	<input type="checkbox"/> Prepared/Frozen	Other
			<input type="text"/>

# Registering your business:

## Product method of sales and markets

- Check methods of sale, and markets served
- Write business hours of operation, or other information
- When done, click “Continue”

The screenshot displays a registration form for the Arkansas Market Maker. It is divided into three main sections: 'Methods of Sale', 'Markets Served', and 'Business Details'.

**Methods of Sale:** This section contains a grid of checkboxes for various sales methods. The options are: Community Supported Agriculture (CSA), Delivery, Export, Farmers Market, Internet, Mail Order, On Farm Sales, Pick-Your-Own, Retail Storefront, Roadside Stand, and Wholesale. All checkboxes are currently unchecked.

**Markets Served:** This section contains a grid of checkboxes for different market regions. The options are: Local, Mid-Atlantic (USA), Mid-West (USA), Mountain Plains (USA), Northeast (USA), Southeast (USA), Southwest (USA), Western (USA), National, and International. The 'Local' and 'Southeast (USA)' checkboxes are checked, while the others are unchecked.

**Business Details:** This section includes a label 'Days/Hours of Operation' followed by a text input field.

At the bottom of the form, there are three buttons: '<<Cancel', 'Save & Add Another Profile', and 'Continue >>'. A red arrow points from the 'Continue >>' button to the 'Continue' text in the list on the left.

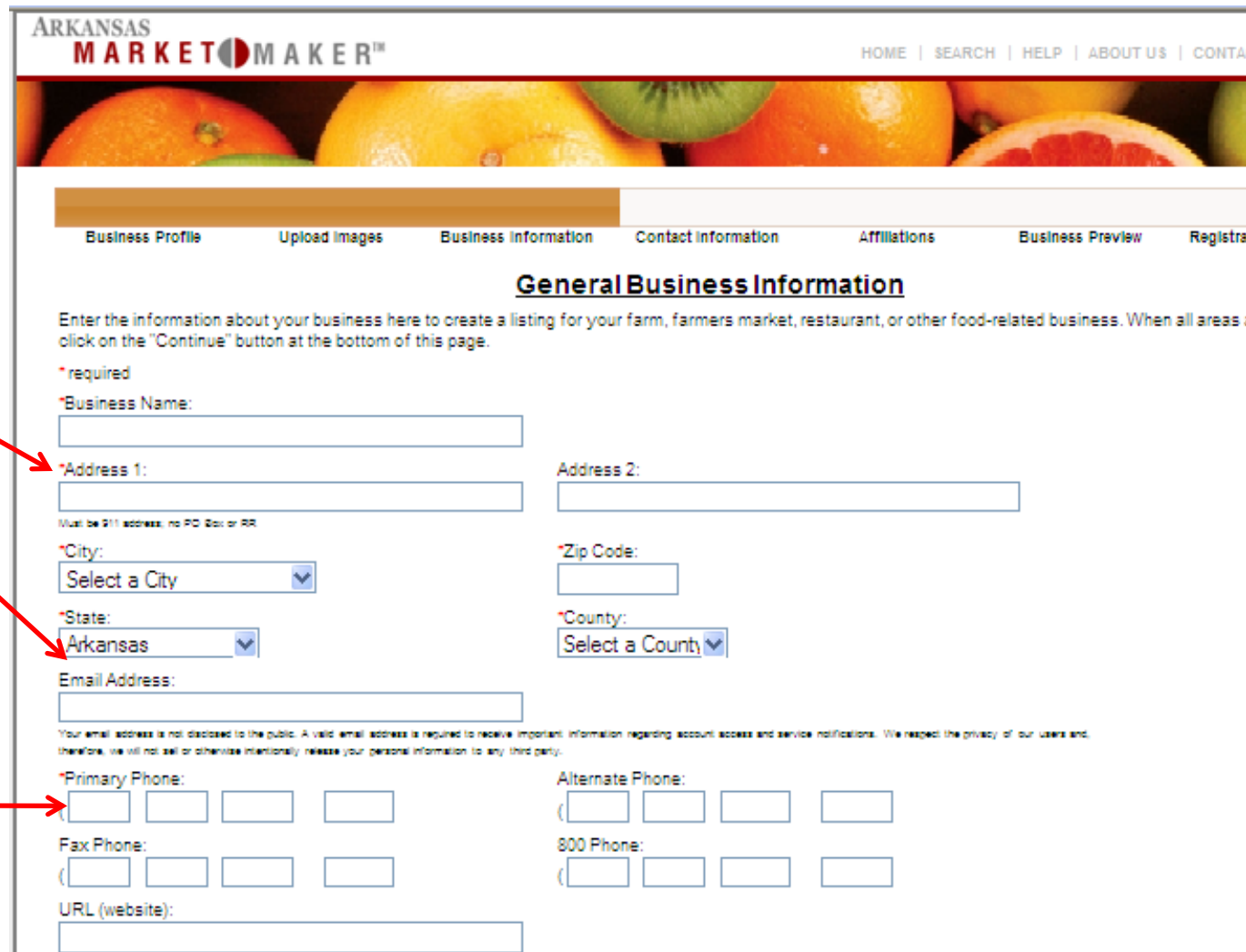
**Sponsors:** A row of logos is displayed below the buttons, including AgMRC, USDA, Applied Sustainability Center, University of Arkansas Division of Agriculture, Arkansas Grown, and Farm Bureau Arkansas.

**Footer:** The footer contains the 'ARKANSAS MARKET MAKER' logo, a list of links (Home, Search, Register, Contact Us, Site Map, National Portal, Privacy Policy and Disclaimer, Admin), an email address (marketmaker@uark.edu), and a version number (version: 3.1.17). Social media icons for RSS, Facebook, and Twitter are also present.

# Registering your business:

## Complete business information

- When creating profile, type in all relevant information
- Physical address is critical
- Be sure to include email address
- ***E-mail will not appear in your public profile***
- List your primary phone contacts



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Business Profile Upload Images Business Information Contact Information Affiliations Business Preview Registration

### General Business Information

Enter the information about your business here to create a listing for your farm, farmers market, restaurant, or other food-related business. When all areas are complete, click on the "Continue" button at the bottom of this page.

\* required

\*Business Name:

\*Address 1:

Address 2:

Must be 911 address, no PO Box or RR

\*City:

\*State:

\*Zip Code:

\*County:

Email Address:

Your email address is not disclosed to the public. A valid email address is required to receive important information regarding account access and service notifications. We respect the privacy of our users and, therefore, we will not sell or otherwise intentionally release your personal information to any third party.

\*Primary Phone:  
(   )

Fax Phone:  
(   )

URL (website):

Alternate Phone:  
(   )

800 Phone:  
(   )

# Registering your business:

## Contact information

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Business Profile Upload Images Business Information **Contact Information** Affiliations Business Preview Registration Complete

### Contact Information

Enter information regarding business contacts. To add multiple contacts, complete the web form and click "Save & Add Another Contact". When you are finished, click the "Continue" button at the bottom of this page.

Contact Information is optional. If you choose to provide contacts, please note the following required fields: First Name, Last Name.

Salutation

\*First Name

Middle Name

\*Last Name

Suffix

Title

Email

Primary Phone (     )

Alternate Phone (     )

Fax Phone (     )

Private Contact?

<< Back Save & Add Another Contact Continue >>

- When finished adding contacts click "continue"

# Tell Your Story

- Know your customer! Research and identify your marketing options prior to making production decisions.
- Utilize resources available through government agencies, university, and other outlets.
- Develop a well defined “marketing strategy” with a focus on targeted marketing opportunities.

# Summary

- 1) Research your audience and market evaluating the dynamics of how your target group will change over time and competitor responses.
- 2) Communicate clearly. Must say the “right things” to your target audience and make sure that your “message” is reaching the right people.
- 3) Meet the unique need in the marketplace. Identify the needs and tailor your product or service to meet them.

# Questions

**Ron Rainey**

**Arkansas MarketMaker, Project Director**

**501-671-2175**

**[marketmaker@uaex.edu](mailto:marketmaker@uaex.edu)**

# Questions

**Ron Rainey**

**Arkansas MarketMaker, Project Director**

**501-671-2175**

**[marketmaker@uaex.edu](mailto:marketmaker@uaex.edu)**

# Buyers & Sellers Forum

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Home> Buy & Sell Forum

Buy & Sell Forum Overview

If you would like to post a listing on the Buy & Sell Forum but aren't yet registered with MarketMaker, please contact [Gina Backes](#).

### Looking To Buy

End users in the value-added food chain seek products for restaurants, grocery stores and farmers markets.




6 Current Buy & Sell Forum Listings

[View Current Listings](#)

### Services and Equipment

If you need or offer processing services for value-added agriculture, look here.




4 Current Buy & Sell Forum Listings

[View Current Listings](#)

### Looking To Sell

Agricultural entrepreneurs with products to sell can list their inventory here.




33 Current Buy & Sell Forum Listings

[View Current Listings](#)

### Transportation

If you need to have product transported or if you are in the business of transporting products, look in this category.



0 Current Buy & Sell Forum Listings

[View Current Listings](#)

Latest Buy & Sell Forum Postings

Title	Category	Region	State	Start Date	End Date	Views
<a href="#">FREE RANGE EGGS</a>	<a href="#">Looking To Sell</a>	<a href="#">Southeast</a>	<a href="#">Florida</a>	11/30/2010	02/28/2011	168
<a href="#">Frozen Blueberries</a>	<a href="#">Looking To Sell</a>	<a href="#">Southeast</a>	<a href="#">Florida</a>	11/29/2010	02/27/2011	55

Post current needs and availability of food-related products and services on the MarketMaker Buy/Sell Forum

# Confirmation

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Business Profile | Upload Images | Business Information | Contact Information | Affiliations | Business Preview | Registration Complete

Thank you for registering with MarketMaker.

Your information has been submitted. It will appear on the website within 1 - 2 business days.



If you entered an email address, you will receive notice of your username and assigned password in an email so you can have access to your MarketMaker profile. This will allow you to update your information whenever you need to. Once you receive the email, log in to the site and immediately change your password to one you will remember.

SPONSORS



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Home | Search | Register | Contact Us | Site Map  
National Portal | Privacy Policy and Disclaimer | Admin  
University of Arkansas  
marketmaker@uaex.edu  
Problems using the site? Support  
(version: 3.1.17)



- You receive email confirmation of registration
- Your profile will be online in 1-2 days

# Registering your business:

## Complete business information

- Write brief description of your business for other business and consumers
- Put twitter and facebook information
- When done, click “continue”

Brief Description of Business or Product(s)

For Businesses:

For Consumers:

Social Network Links

Twitter (website):   
http:// not required

Facebook (website):   
http:// not required

Mailing Address (if different from above):

Address 1:

State:

Zip Code:

City:

<< Back    Continue >>

SPONSORS

AgMRC  
Arkansas  
MARKETMAKER™

USDA  
United States Department of Agriculture  
National Institute of Food and Agriculture

APPLIED SUSTAINABILITY  
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University of Arkansas  
marketmaker@uaex.edu  
Problems using the site? Support  
(version: 3.1.17)

RSS   f   t

# Registering your business:

## Upload images

- If you have pictures or images of your business, upload them now!

The screenshot shows the 'Upload Images' step of the Arkansas MarketMaker registration process. At the top, the 'ARKANSAS MARKETMAKER™' logo is on the left, and navigation links (HOME, SEARCH, HELP, ABOUT US, CONTACT US, LOG IN) are on the right. Below the logo is a banner image of various fruits. A horizontal menu bar contains the following options: Business Profile, Upload Images (highlighted), Business Information, Contact Information, Affiliations, Business Preview, and Registration Complete. The main heading is 'Upload Images'. Below it, the text reads: 'Attach images to your business profile. MarketMaker enforces the following stipulations: - The number of images cannot exceed 5. - Images must be .jpg, .gif or .png. - Images cannot exceed 1 megabyte in size. - Images cannot exceed 600 pixels in any dimension.' There is a text input field followed by 'Browse...' and 'Upload' buttons. Below these are '<< Back' and 'Continue >>' buttons. At the bottom, a row of logos for sponsors is displayed: AgMRC, USDA, Applied Sustainability Center, University of Arkansas Division of Agriculture, Arkansas Grown, and Farm Bureau Arkansas. A vertical 'SPONSORS' label is on the far left. Two red arrows point to the 'Upload' button and the 'Continue >>' button.

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Business Profile Upload Images Business Information Contact Information Affiliations Business Preview Registration Complete

### Upload Images

Attach images to your business profile.

MarketMaker enforces the following stipulations:

- The number of images cannot exceed 5.
- Images must be .jpg, .gif or .png.
- Images cannot exceed 1 megabyte in size.
- Images cannot exceed 600 pixels in any dimension.

Browse... Upload

<< Back Continue >>

SPONSORS

AgMRC  
agricultural marketing  
resource center

USDA  
United States Department of Agriculture  
National Institute of Food and Agriculture

APPLIED SUSTAINABILITY  
CENTER

U of A  
UNIVERSITY OF ARKANSAS  
DIVISION OF AGRICULTURE

Arkansas  
GROWN

FARM  
BUREAU  
ARKANSAS

- When finished uploading pictures, click "continue"

# Arkansas MarketMaker

- University of Arkansas Division of Agriculture in partnership with
  - Farm Bureau
  - Arkansas Agriculture Department
- Project also receives support from the Univ. of Arkansas Walton Business College's Applied Sustainability Center (National Sponsor)