



Sustainable Agricultural Marketing Development through Empire State MarketMaker

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What's MarketMaker?

MarketMaker is a national network of State websites connecting farmers and processors with food retailers, consumers and food supply chain actors. Illinois was the first online (<http://www.marketmaker.uiuc.edu>). The network has one of the most extensive collections of searchable food industry related data in the U.S. with 65,000+ farmer and food business profiles. Iowa, Nebraska, Kentucky and New York are online with many other states now "under construction".

Each State's site allows users to query, map and locate data. **Each site is open and accessible on a no-fee basis.**

Partner states are developing a web-based resource to aid in the development of a value-added food supply chain.

MarketMaker Features

- Customized Market Profile- users can build a personal 'trade area' with target census tracts, summing up queries and demographic data to map and print;
- Consumption Pattern Data: a new feature allows users to map the highest concentrations of consumer by product;
- Buyers and Sellers Forum: businesses can make weekly 'posts' of available or needed food products, paving the way for potential business relationships.



MARKET MAKER™



New York MarketMaker Now Online!

At Extension, we gathered data on farmers' markets, state and federally inspected processors to create the farmer/ producer database for New York State. Our Illinois partners purchased private data for all retail food businesses.

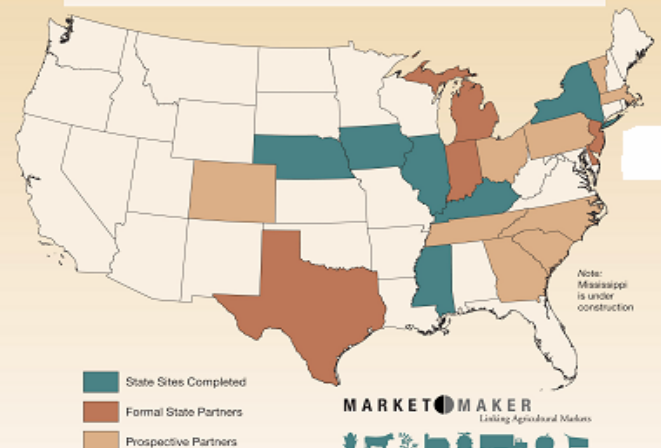
- NYC Extension staff collected and organized all producer information through early April 2007;
- NY MarketMaker site went live in early July '07 (<http://nymarketmaker.cornell.edu>);
- Every farmer or business listed on NY MarketMaker can edit and update their own online profiles via a secure password. Email us at: nymarketmaker@cornell.edu.

Make Sure You're Registered!

Every New York State producer should want to be listed on this site by registering through the website. The Producer Registration Form is also available from Cornell's Small Farms website (<http://www.smallfarms.cornell.edu>).

The NY MarketMaker site has a current producer database of over 2,000 Empire State producers!

National MarketMaker State Partners



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