

Kentucky MarketMaker

Introduction

Kentucky MarketMaker is an exciting Web-based marketing aid adapted for markets in Kentucky and a network of surrounding states. The primary purpose of this innovative resource is to provide a link between agricultural producers and potential buyers of food products. In addition to a searchable database of markets and growers, MarketMaker also contains a wealth of demographic and business data that can be summarized in a map-based format.

MarketMaker was originally developed by the University of Illinois Extension in 2004. It has now become a national partnership of land grant institutions and state departments of agriculture. Membership continues to grow as more and more states are added to the MarketMaker network each year. Additionally, the database software has been upgraded and expanded since its initial release. The national MarketMaker program is hosted and maintained by the University of Illinois.

The Kentucky MarketMaker project is made possible by a partnership among the Kentucky Department of Agriculture Kentucky Proud Program, the University of Kentucky Cooperative Extension Service, and the Governor's Office of Agricultural Policy. This profile highlights the main features of MarketMaker.

Find a Business

This feature enables the user to search the database for



the following types of businesses: producers/farmers, processors, wholesalers, food retailers, eating/drinking places, and farmers markets. Depending on which type of business is selected, a specific subcategory can also be chosen. For example, it is possible to search for food retailers specializing in baked goods or food retailers selling fruits and vegetables. Searches may be conducted statewide or they can be narrowed to a specific county or city. A search of other states currently using MarketMaker is also possible. All of the businesses that meet the search criteria are displayed in a table. The user may elect to display a map that shows the location of one or all of the businesses. Users may also choose to display details, including contact information, for a selected business.

Find a Market

MarketMaker provides a means of easily accessing U.S. census data for various market areas in order to obtain specific

demographic information about consumers. The user can select from the following categories: household type, education, foreign born, race, income, and income by race. Specific subgroups of these categories can also be selected. For example, a user might choose “Asian” under the “race” option. Searches may be conducted statewide or they can be narrowed to a particular county. A search of other states currently using MarketMaker is also possible. This data is displayed on a distribution map that is color-coded for different population levels. The data can be extremely useful in compiling a market plan that depends on reaching certain kinds of customers.

Register Your Business

It stands to reason that the more enterprises registered in MarketMaker, the larger the database and the more useful this marketing tool will be. Registering your business is free and easily accomplished in one of three ways:

- Complete the on-line registration form and submit it for inclusion.
- Request a registration form be mailed to you either by e-mailing or calling the contact person for MarketMaker. Once it is received from you, your business information will be entered into the database by MarketMaker staff.
- Complete the registration over the phone by calling the contact person and providing them with your business information.

After submitting your registration, you will be contacted to verify your information. Following that contact, your business will then be included in the MarketMaker database. You may choose at any time to make changes in your data or to withdraw your registration. Recent upgrades in the software will allow account holders to add multiple profiles, upload images, and include social networking links.

Resources

Links to other MarketMaker sites, as well as to other related Web sites, are listed under Resources. Also included are links to University of Kentucky fact sheets related to marketing. Marketing programs from various state and commodity agencies in Kentucky can also be reached through this site. The site will be under constant development as new resources are developed and businesses added. Businesses are updated at least annually to keep the contacts fresh.

The MarketMaker glossary is helpful in understanding the terminology used throughout this Web site. Besides defining such product attributes as “organic” and “natural,” the glossary also defines various types of markets and methods of sale (e.g. CSA), lists industry classifications (SIC/NAICS categories), and explains the variables used in the census profiles (e.g. household).

Web Address & Contact Information

- **Kentucky MarketMaker**
<http://ky.foodmarketmaker.com/>
- **Administrative contacts**
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Photo courtesy of Kentucky MarketMaker

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For additional information, contact your local [County Extension](#) agent