



Kentucky MarketMaker

Matt Ernst¹

Introduction

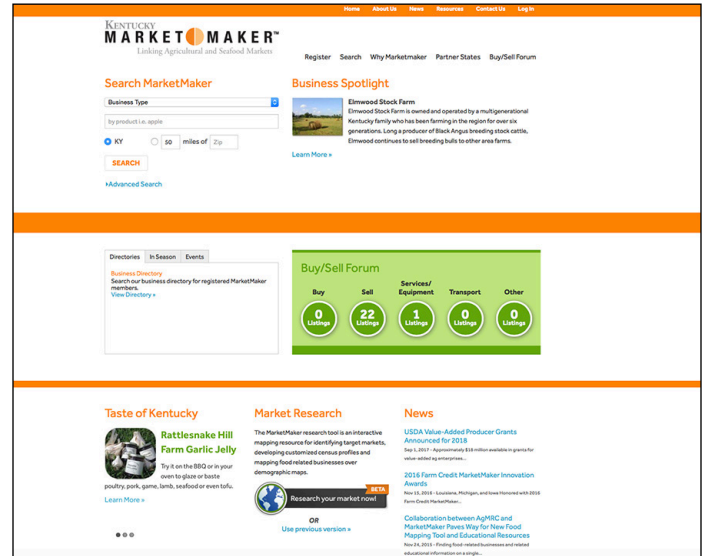
Kentucky MarketMaker is a Web-based marketing aid adapted for Kentucky markets. The primary purpose of this resource is to provide a link between agricultural producers and potential buyers of food products. In addition to a searchable database of markets and growers, MarketMaker also contains a wealth 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 is now described as a “partnership of Land Grant Universities, Departments of Agriculture, and food and agricultural organizations investing in a coordinated effort to build a virtual infrastructure that brings healthier, fresher, and more flavorful food to the average consumer.” MarketMaker was created at the University of Illinois at Urbana-Champaign and is licensed to Global Food and Ag Network, LLC. Additional development of MarketMaker has occurred in partnership with the Agricultural Marketing Resource Center, www.agmrc.org.

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: buyers, farmers/ranchers, processors, wholesalers, food retailers, food banks, fisheries, tourism, wineries,



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 to obtain specific demographic information about consumers. The user can select from the following categories: household type,

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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 useful in compiling a marketing 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 emailing 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 websites, are listed under Resources. 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 website. Besides defining such product attributes as “organic” and “natural,” the glossary also defines various types of markets or methods of sale (e.g. CSA), lists industry classifications (SIC/NAICS categories), and explains the variables used in the census profiles (e.g. household).

Contact Information and URL

• Kentucky MarketMaker

<https://ky.foodmarketmaker.com/>

• Administrative contacts

Kentucky MarketMaker

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National MarketMaker

National MarketMaker Partners Network

Includes links to websites in each of the 20 states currently participating in MarketMaker, and contact information for those who wish to become a partner in the remaining 30 states. <https://national.foodmarketmaker.com/main/stateSites>

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Available: <http://www.uky.edu/ccd/sites/www.uky.edu/ccd/files/marketmaker.pdf>

Reviewed by Christie Welch, Program Specialist, Direct Agricultural Marketing, The Ohio State University, and Christy Cassidy, UK Center for Crop Diversification

Photo courtesy of the Kentucky MarketMaker website

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

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