

# Arkansas MarketMaker

## What's MarketMaker?

MarketMaker is a national network of State websites connecting farmers and processors with food retailers, consumers and food supply chain actors. (<http://national.marketmaker.uiuc.edu/>). The network has one of the most extensive collections of searchable food industry related data in the U.S. with 350,000+ farmer and food business profiles.

There are currently 14 states with active sites, and several other states exploring options to partner with this dynamic effort. Partner states become part of the emerging national network aimed at developing a web-based resource to aid in the development of a value-added food supply chain

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

## 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.

## Make Sure You're Registered!

Every Arkansas producer should want to be listed on this site by registering through the website. The Producer Registration Form is available on University of Arkansas Cooperative Extension Service's website ([www.uaex.edu/marketmaker](http://www.uaex.edu/marketmaker)).

Every Arkansas producer that is interested in direct marketing should join now to become a part of this growing and dynamic database!



## Arkansas MarketMaker Soon Online!

At Extension, we are gathering data on farmers' markets, food processors, wholesalers, and wineries to create the farmer/producer database for the entire state. Our Illinois partners purchased private data for all retail food businesses.

- Currently Arkansas Cooperative Extension Service faculty are collecting and organizing agri-business information through August 2009.
- Arkansas MarketMaker site is set to go live by the middle of September in 2009: (<http://www.uaex.edu/marketmaker>).
- Every farmer or business listed on Arkansas MarketMaker can edit, update, and manage their own online profiles via a secure password.
- If you have questions about this resource, email us at: [marketmaker@uaex.edu](mailto:marketmaker@uaex.edu) or call 501-671-2347.

