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**Participating States:**

<b>Arkansas</b>	<b>Colorado</b>	<b>Florida</b>	<b>Georgia</b>	<b>Illinois</b>
<b>Indiana</b>	<b>Iowa</b>	<b>Kentucky</b>	<b>Louisiana</b>	<b>Michigan</b>
<b>Mississippi</b>	<b>Nebraska</b>	<b>New York</b>	<b>Ohio</b>	<b>Pennsylvania</b>
<b>South Carolina</b>	<b>Washington DC</b>			

**MarketMaker Business in the Spotlight...  
 White Oak Pastures, GA**

In 1866, Captain James Edward Harris began raising cattle in Early County, Georgia. 144 years and 5 generations later, Will Harris and his family are still raising livestock on that same farm, and in much the same way.

White Oak Pastures produces all natural grass-fed beef and processes that beef in their on-farm, state-of-the-art, zero-waste, USDA inspected processing plant. They are also the largest Certified Organic farm in Georgia. White Oak Pastures also boasts an on-farm retail store and an online store.



At White Oak Pastures, the cattle are raised in a manner that has stood the test of time. It begins with southern sunshine, unpolluted country air, and fertile coastal soil. The cattle are allowed to roam the pastures and graze freely on sweet native grasses all of their lives. White Oak Pastures beef is Certified Grassfed, the farm is Certified Organic, and the Abattoir is Animal Welfare Approved. Confinement feeding, grain, artificial hormones, and antibiotics are never used in producing their beef.



2008 was a great year as White Oak was honored with the Grand Prize in the Flavor of Georgia contest, besting over 160 other Georgia products that were entered. They were also selected by the University of Georgia to receive their Award of Excellence.

White Oak pastures Grassfed beef is sold by Whole Foods Market stores from Miami, Florida to Princeton, New Jersey. Sysco Sells this beef into Foodservice all along the east coast. Will Harris is exploring ways to expand his business. According to Will, "White Oak Pastures would like to branch out and sell to new markets such as restaurants and other retail and wholesale establishments. I'm looking to MarketMaker for help. I think it is just the right tool to help us accomplish our goal."



Will and his family enjoy having guests on the farm, so schedule a visit with your family, school, church group, or other organization by calling 229-641-2081. To learn more about White Oak Pastures, check their [MarketMaker profile](#) or visit them online at: [www.whiteoakpastures.com](http://www.whiteoakpastures.com).



## See YOUR Business “In the Spotlight!”

We’re always on the lookout for businesses to feature in our **Spotlight** section. How have you used MarketMaker and how has it benefited your business? Did you find markets for your products in Market Search? Did you connect with a business because of a listing on MarketMaker? Have you noticed increased business since listing on MarketMaker? We’d like to hear your story and share it in a future **Spotlight**.

Put your business “in the spotlight!” Email your experiences to [marketmaker@extension.uiuc.edu](mailto:marketmaker@extension.uiuc.edu)

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## Welcome Another New MarketMaker Member!

National Food MarketMaker is happy to welcome Louisiana to their growing online network of states. The state went live on Friday, September 17. MarketMaker now includes 16 participating states plus the District of Columbia.



LOUISIANA  
MARKETMAKER™

MarketMaker teamed up with Louisiana earlier this summer to help during the oil spill crisis. MarketMaker was called in to assist Gulf Coast fishermen connect with suppliers. According to Paul Coreil, Louisiana State University Agricultural Center vice chancellor and director of the Louisiana Cooperative Extension Service, “We are working with our seafood industry leaders to connect them to MarketMaker and get this wonderful resource into their hands as quickly as we can.”

“The MarketMaker team couldn’t have been more eager to respond to LSU AgCenter’s request,” said Darlene Knipe, University of Illinois Extension specialist. If MarketMaker can play some small role in helping the fisherman in Louisiana rebound from this disastrous turn of events that would give us a great sense of satisfaction.”

Bringing MarketMaker to Louisiana is a cooperative effort between Louisiana State University Ag Center, Louisiana Farm Bureau Federation, Louisiana Department of Wildlife and Fisheries, and the Louisiana Department of Ag and Forestry.

Simply click on the above logo to check out Louisiana’s new site. You can view all the MarketMaker states on the national website at: <http://national.marketmaker.uiuc.edu/>

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**UPDATE NOW!**

## Now is a great time to update your MarketMaker profile!

If you haven’t already created a user account, simply go to the National MarketMaker website at <http://national.marketmaker.uiuc.edu> and click on your state. Once there, click on “Log In” then “Request Account Access”. Complete the form and submit. You will receive an email with your user account information.

Need to register your business? Follow the above directions, but click on “Register Your Business” and proceed by completing your profile.

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MarketMaker 3.0...

It's HERE!

Take a moment and check out your state's fresh, new look!

MarketMaker 3.0 is in full swing and features many new attributes. On the home page, you'll find a tab designed to help businesses connect with each other and another tab to guide consumers through their searches, learn about local foods, and even features "**Recipes**" from around the state.

Other new highlights include the "**Business Spotlight**" and "**Taste of**" sections which have been added to give users more insight into what each state has to offer. The "**Taste of**" area makes ordering state's specialties quick and easy!

Be sure to try the new "**Search**" which takes you to MarketMaker's mapping and demographic area. Find profiles of the businesses associated with the products you need by conducting a Business Search. Select the specific attributes you desire then search by state, county, city, or zip code. Narrow your search to a particular area by using the zoom tool.

The "**Market Search**" tab provides detailed demographic information. Select the desired demographics from the drop-down lists then 'map it' to see the results. Click on the **Census Profile** tab, and use the 'Select Census

Tracts by Box' button  to choose the tract you need, and you'll have demographic information at your fingertips!

Log into your MarketMaker account and check out the new "**My Alerts**" tab. You may choose to receive important email notifications in your area(s) of interest. Simply click on the category that is of significance to you and/or your business and you will receive an email from MarketMaker as new items are added. Select one or multiple alert notifications.

In addition to these new features, you'll find the same information you've used in the past with an updated, user-friendly look and feel. Check out the Home page to:

- Access National MarketMaker and other states via the drop-down list on the side.
- Add or update a business profile under "Update Your Info".
- Find MarketMaker News at a glance.
- View Buy & Sell Forum ads with just a click.
- Check upcoming events with the new calendar.
- Keep up with the news in the MarketMaker Blog.

We hope you'll take a few minutes to visit your state's website and check out the new attributes MarketMaker 3.0 has to offer. Watch for more detailed information on these attributes in future newsletters.



Food MarketMaker  
<http://national.marketmaker.uiuc.edu/>

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What follows is the first in a four-part series covering both the consumer and business aspects of Agritourism. Our thanks to Iowa State University's AgMRC program for the use of their information.

## Agritourism – Part 1

Agritourism is a growing business in America. It provides a glimpse of the inner workings of farms, ranches, or fisheries and offers activities, services, and events to the consumer. Agritourism may include educational, recreational, and/or other leisure activities related to agriculture.



On-site activities may include such things as pumpkin patches, apple orchards, on-farm food processing, hayrack rides, hunting, fishing, horseback riding, petting zoos, bakeries, breweries, and live entertainment.

How does one start an agritourism business?

According to AgMRC, "Designing your business to the unique attributes of your farm business is critical." This involves the creation of a marketing plan to help you determine how agritourism fits into your business plan.

You may choose to make it a supplementary venture by occasionally hosting groups to learn about your animals and/or farm. As a complimentary venture, you may sell a portion of your crop and offer the rest as a "pick-your-own" to guests on the farm. Or you may set up your agritourism business as a primary venture, making it the main source of your enterprise. No matter how much of your business you decide to dedicate to agritourism, you must begin by formulating your strengths, identifying your customer base, and providing a clear plan on how to proceed.

AgMRC has published a guide to assist in the design of your agritourism business. Check out their article, "[Agritourism Marketing](#)" to learn how to create a marketing plan, keeping in mind the "Four P's": product, place, price, and promotion.

To read more, see AgMRC at: [http://205.237.127.24/media/cms/AgritourismMarketing\\_1A2F86FF3811E.pdf](http://205.237.127.24/media/cms/AgritourismMarketing_1A2F86FF3811E.pdf)

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## Goat Farm Finds New Markets Louisiana State University AgCenter News Release

*MOREAUVILLE, La.* – Besides saying cheese, visitors can taste it at WesMar Farms, a self-proclaimed agricultural respite owned by West and Marguerite Constantine. "The ultimate goal is for them to buy, but we want them to come back and spread the word, to bring their cameras," she said.



The Constantines say their full-time work in the National Guard taught them structure, commitment and hard work to begin WesMar Farms, the only Louisiana Department of Agriculture-certified goat dairy north of Interstate 10 and west of the Mississippi River.

Wearing a "No goats, no glory" shirt, West Constantine touted several ways the LSU AgCenter has assisted their goat farm. He and his wife mentioned MarketMaker – an online service to help producers connect with consumers – agritourism, the Louisiana 4-H Museum and mastitis research at the LSU AgCenter Hill Farm Research Station.

MarketMaker will be effective because it will give younger and middle-aged consumers awareness of locally produced food, Marguerite Constantine said. "They are computer savvy. Older people are producers, and MarketMaker will fill the gap.

"MarketMaker will allow agritourism operators to market their value-added products such as cheeses, wines, salsas, jelly, jams and honeys," she said.

Read more: [Goat Farm Finds New Markets](#)

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## New Farms & Businesses on MarketMaker

Since the June newsletter, 196 new farms and businesses have registered on MarketMaker. Check out the new registrants and what they have to offer...some could be from YOUR state!



Go to National MarketMaker at <http://national.marketmaker.uiuc.edu/whatsnew.php> and click on **What's New in MarketMaker**. Here you will find all the latest news – along with specific information on each of the businesses - the type of business, the contact person, where they are located and much more. Click on their business' name to see their complete profile.

Check out the most current registrants by clicking on "Last 30 Days". You can also view the latest MarketPlace listings, most viewed MarketMaker Businesses, and the latest MarketMaker News.

MarketMaker is designed to help connect farmers and processors with food retailers, consumers, and other food industry contacts. Each state site allows users to register and manage their business listing, as well as query, map, and locate data – all for free!



[MarketPlace Buy & Sell Forum](#) is for farms and businesses to post ads for products and/or services they have to sell or products they want to buy. There is no cost to post an ad.

### Looking to Buy



**8** Current Listings

### Looking to Sell



**59** Current Listings

### Value-Added Services



**10** Current Listings

### Transportation



**1** Current Listings

To see detailed ads, click on one of the icons above, or go to the [MarketPlace Buy & Sell Forum](#)

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### Contact Information

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