

2010
IN
REVIEW

OHIO MARKETMAKER™



Ohio Grocers Association President, Tom Jackson & OSU Extension Specialist, Julie Fox, introduce Ohio MarketMaker to buyers at the 2010 Food Summit



Customized tutorials created by the Ohio MarketMaker Team makes using the program easy for all levels of computer users.

Businesses Benefit in 2010

The number of registered producers and users of the Ohio MarketMaker program increased significantly in 2010. **There were more than 5,000 visitors and 679 registered producers at the end of the year, and use continues to grow.**

Now buyers can also customize their business profiles and communicate their food interests. Outreach was increased with grocery buyers, chefs, restaurants and institutional buyers. Presentations were given for the Ohio Grocers' Association, the American Culinary Federation's Columbus Chapter and the Ohio Food Policy Council.

One of the most important referral sources for Ohio MarketMaker in 2010 was the Ohio Produce Growers and Marketers Association (OPGMA), www.opgma.org. This is one of many statewide, regional and local organizations inviting members to benefit from the Ohio MarketMaker program.



Customized Tutorials for All Types of Businesses

MarketMaker users range from small farm producers to large corporate buyers and from computer gurus to first-time computer users.

To help everyone make the most of this interactive program, the Ohio MarketMaker team created a series of easy-to-use tutorials to guide users through everything from registering their business, to taking advantage of all the great features available.

"Since this is a web-based program, we wanted to make sure all of our users felt comfortable using the features and making the most of their registration," said Julie Fox, Direct Marketing Specialist at OSU South Centers.

These tutorials provide screen displays and voice instructions that guide a user through each step of a MarketMaker feature. The tutorials reside on the Ohio Direct Marketing Team's website: <http://directmarketing.osu.edu>. Click on "Business Resources" and select Ohio MarketMaker.



Scroll down the page and click on the category that applies to you and you'll have access to learn everything you need to make the most of this program. For additional assistance, e-mail: contact@ohiomarketmaker.com.





Crazy Horse Garlic Farm uses Ohio MarketMaker as a virtual farm

We're on the Web

We're on the Web!

Visit us at:

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Business Goes "Crazy" Thanks to Ohio MarketMaker

Crazy Horse Garlic Farm in Lucas County was originally setup for horses. Due to the economy, boarding horses was no longer lucrative so owner Sharron Cygnor turned to small crop farming.

After much research and consideration, growing garlic seemed a logical choice. Garlic seed stock was purchased from some of the finest organic garlic growers in the U.S. and the garden began to produce large bulbs with big fat cloves, bursting with flavor.

Customers were amazed at the size of the bulbs and home-grown quality. Due to increased demand, selection was expanded to more than ten varieties.

Their original marketing strategy was to sell at local farmers' markets. This endeavor was successful and they aimed to develop other marketing channels and a larger loyal group of consumers.

To expand their market, someone suggested using Ohio MarketMaker. Cygnor soon connected with numerous buyers. With Ohio Marketmaker, the 'virtual farm' was available 24/7 for anyone, at anytime, looking for garlic.

Business has been so successful that their 2010 garlic sold out, giving them a jump-start on planning for the 2011 season.

Ohio Businesses in the Spotlight

Along with technology upgrades in 2010 that made MarketMaker faster and more user-friendly, features were added that allow Ohio businesses to be highlighted on the home page. **With almost 5,000 viewers last year, this can be a significant visibility boost for a business profile.**

The *Business Spotlight* appears on the home page and provides a short synopsis of a registered user and a link to their profile page. Businesses such as Freshwater Farms of Ohio and Henke Winery have benefited from this new feature.

The *Taste of the States* highlights businesses that sell on the Internet and offers a direct link to their on-line store. This is a great opportunity for registered users to promote on-line sales of their Ohio-made products.

Recipes can now be shared that incorporate Ohio-made ingredients, giving producers of those products an added benefit for being registered.

The program administrators are constantly looking for ways to enhance the site and add additional features for our registered users. The 2010 additions are already proving to be positive for Ohio's businesses.

More Good News Ahead for 2011

The national network continues to expand. With the expansion, new features and functions lead to additional business benefits. Watch for the new Market Ready, educational program that helps producers prepare to sell through various marketing channels. The MarketMaker team is also exploring a mobile application to bring the program and all of the searchable business profiles to mobile devices in 2011.

Ohio MarketMaker Partners

Ohio's MarketMaker partners are committed to promote the program and make it the premier food finding website for Ohio's food industry. Ohio MarketMaker is supported through the collaboration of Ohio State University Extension, the Ohio Agricultural Research and Development Center, Ohio Department of Agriculture/Ohio Proud, Ohio Farm Bureau/Our Ohio, the Ohio Grape Industries Committee and the Center for Innovative Food Technology.