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.

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.
We're on the Web

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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.

Ohio Businesses in the Spotlight

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.