

2011
IN
REVIEW

OHIO MARKETMAKER™

Ohio receives innovation award for 'Get Connected' campaign

Program doubles the number of businesses registered

Key partnerships and a strong network: Those are the keys behind the success of Ohio MarketMaker.

That success was recognized in 2011 when Ohio was one of two states recognized with the first National Food MarketMaker Innovation Awards, sponsored by Farm Credit. South Carolina was also recognized.

The 'Get Connected' campaign engaged new organizations through customized promotional and educational materials. The result was an increase in registered MarketMaker

users from 672 at the end of 2010 to 1309 in 2011.

"Ohio's program 'Get Connected with Ohio MarketMaker' demonstrated strong food industry partnerships and doubled the number of registered MarketMaker business profiles in Ohio by uniting seven organizations," said University of Illinois marketing specialist Darlene Knipe. "The creation of 'Get Connected' artwork and marketing resources will benefit the entire National MarketMaker network of states."



Pictured: Julie Fox, OSU South Centers (Extension/OARDC); Gary Matteson, Farm Credit Services; Julie Moose, OSU South Centers; Stan Ernst, OSU AED Economics; Deborah Rausch, USDA Rural Development and Mike Hogan, OSU Extension

Ohio Farm to School Program gets connected

In September 2011, OSU Extension began providing leadership for the Ohio Farm to School Program. This program provides youth, pre-K through college, with access to nutritious meals, while supporting local farmers and communities.

One challenge for schools getting started with Farm to School initiatives is identifying where to find local products for their dining services. Enter Ohio MarketMaker.

MarketMaker was quickly identified as a tool that could help schools find fresh, local foods to serve their students. In 2011, enhancements were made to help connect all involved in Farm to School activities.

Along with updating the Ohio MarketMaker site to include school-specific information, Ohio showcases a MarketMaker widget on the National Farm to School Network's website (<http://www.farmtoschool.org>).

With increased emphasis on providing fresh, healthy, school meals, MarketMaker is positioned to help meet the challenge.



<http://farmtoschool.osu.edu>



Featured Business: Wyandotte Winery



Pictured: (l-r) Valerie Coolidge and Heather Denaro

“Fight the recession. Buy local wine.” That’s the message Wyandotte Winery in Columbus wants Ohioans to sip on. But it’s not only wine—a boost in the consumption of any locally produced foods can spell increased economic opportunities for Ohio farmers and small businesses.

Ohio State University Extension is supporting this local foods resurgence with expertise and resources from the field all the way to the dining room table. The MarketMaker program plays an important role in connecting Ohio’s food producers and local buyers.

Wyandotte Winery was one of the first businesses to register on Ohio MarketMaker. Their listing helps attract buyers from each of their marketing segments: via the Internet, directly to consumers in their tasting room, through retail outlets, and wholesale sales.

Ohio MarketMaker continues to be a leading program supporting local food connections for all Ohio businesses.



MarketMaker support continues to be strong

Ohio MarketMaker would not be possible without the support of several program partners. Organizations are realizing the benefits of promoting this as the place to go to make local contacts.

The Ohio Produce Growers and Marketers Association (OPGMA) has become another strong supporter. Their link to Ohio MarketMaker on their

website’s home page was the highest referring site in 2011.

In addition to their website support, the program has been promoted at their annual Congress and in their newsletters.

OPGMA is just one of many organizations making it easy for their members to connect using MarketMaker.



www.ohiomarketmaker.com



MarketMaker is going mobile in 2012

In an effort to keep up with the rapidly-growing population now using smart phones to find information, the national MarketMaker program will launch a mobile website in the first half of 2012. Visit www.ohiomarketmaker.com for the latest news on the new Food Searcher application coming soon.



Julie Fox
Direct Marketing Specialist
OSU South Centers
1864 Shyville Road
Piketon, OH 45661
740-289-2071
740-289-4591 (fax)

contact@ohiomarketmaker.com

Ohio MarketMaker partners

The Ohio MarketMaker program is coordinated by Julie Fox, Direct Marketing Specialist at the Ohio State University South Centers, and the Ohio Direct Marketing Team. State partners include the Ohio Department of Agriculture/Ohio Proud, Ohio Farm Bureau/Our Ohio, Ohio Grape Industries Committee, the Center for Innovative Food Technology, Ohio Farmers Markets, and the OSU Center for Farmland Policy Innovation.