

Kentucky MarketMaker

Introduction

Kentucky MarketMaker is an exciting new Web-based marketing aid originally developed by the University of Illinois Extension and adapted for Kentucky markets. The primary purpose of this innovative resource is to provide a link between agricultural producers and potential buyers of food products. In addition to a searchable database of markets and growers, MarketMaker also contains a wealth of demographic and business data which can be summarized in a map-based format.

MarketMaker is a national program that is currently being used by four states (Nebraska and Iowa, as well as Illinois and Kentucky), but with many other states waiting to join.

The Kentucky MarketMaker project is made possible by a partnership among the Kentucky Department of Agriculture Kentucky Proud Program, the University of Kentucky Cooperative Extension Service, the Governor's Office of Agricultural Policy and Allied Food Marketers, Inc. This profile highlights the main features of MarketMaker.

Find a Business

This feature enables the user to search the database for the following types of businesses: producers/farmers, processors, wholesalers, food retailers, eating/drinking places, and farmers markets. Depending on which type of business is selected, a specific subcategory can also be chosen. For example, it is possible to search for food retailers



KENTUCKY MARKETMAKER™
Linking Agricultural Markets

An interactive mapping system that locates businesses and markets of agricultural products in Kentucky, providing an important link between producers and consumers.

Begin Your Search
Search for market demographics, local producers, and businesses in the food supply chain.

Register Your Business
Want to be included in our database of businesses? Contact Sandy Shetter at 369-792-2590

New Users
Are you new to MarketMaker?
Take a few minutes to learn how to use the system and what the benefits of MarketMaker are.

Case Studies
How can I use MarketMaker?
Learn how a farmer, a meat-packing plant and a grocery store can use MarketMaker.

Resources
• [Related Web Sites](#)
• [Glossary](#)
• [Fact sheets](#)

ILLINOIS MARKETMAKER
IOWA MARKETMAKER
NEBRASKA MARKETMAKER

Kentucky Proud
Kentucky Department of Agriculture

COOPERATIVE EXTENSION SERVICE
UK
UNIVERSITY OF KENTUCKY
College of Agriculture

Kentucky Agricultural Development Fund
Allied
FOOD MARKETERS

specializing in baked goods or food retailers selling fruits and vegetables. Searches may be conducted statewide or they can be narrowed to a specific county or city. A search of other states currently using MarketMaker is also possible. All of the businesses that meet the search criteria are displayed in a table. The user may elect to display a map that shows the location of one or all of the businesses. Users may also choose to display details, including contact information, for a selected business.

Find a Market

MarketMaker provides a means of easily accessing U.S. census data for various market areas in order to obtain specific demographic information about consumers. The user can select from the following categories: household type, education, foreign born, race, income, and income by race. Specific subgroups of these categories can also be selected. For example, a user might choose "Asian" under the "race" option. Searches may be conducted statewide or they can

be narrowed to a particular county. A search of other states currently using MarketMaker is also possible. The data is displayed on a distribution map which is color-coded for different population levels. This data can be extremely useful in compiling a market plan that depends on reaching certain kinds of customers.

Register Your Business

It stands to reason that the more enterprises registered in MarketMaker, the larger the database and the more useful this marketing tool will be. Registering your business is free and easily accomplished in one of three ways:

- Complete the on-line registration form and submit it for inclusion.
- Request a registration form be mailed to you either by e-mailing or calling the contact person for MarketMaker. Once it is received from you, your business information will be entered into the database by MarketMaker staff.
- Complete the registration over the phone by calling the contact person and providing them with your business information.

After submitting your registration, you will be contacted to verify your information. Following that contact, your business will then be included in the MarketMaker database. You may choose at any time to withdraw your registration or make changes in your data.

Resources

Links to other MarketMaker sites, as well as to other related Web sites, are listed under Resources. Also included are links to University of Kentucky fact sheets related to marketing. Marketing programs from various state and commodity agencies in Kentucky can also be reached through this site. The site will be under constant development as new resources are developed and businesses added. Businesses are updated at least annually in order to keep the contacts fresh.

The MarketMaker glossary is helpful in understanding the terminology used throughout this Web site. Besides defining such product attributes as “organic” and “natural,” the glossary also defines various types of markets or methods of sale (e.g. CSA), lists industry classifications (SIC/NAICS categories) and explains the variables used in the census profiles (e.g. household).

Contact Information and Web Address

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