

# ARKANSAS

# MARKETMAKER™

Linking Agricultural Markets



## MarketMaker (MM)

This resource was launched in Arkansas in March of 2010. It is an interactive Web resource aimed at promoting the products and services of farmers, agricultural businesses, and food-related businesses. MM is designed to connect food producers, distributors, buyers and sellers to their specific consumer markets. The resource is FREE to use for farmers interested in registering their businesses as well as FREE for those conducting searches on the site.

## Our Goal

The goal of the resource is to develop and strengthen the food system through education and transparency of the system. MM was designed to create an agile, efficient, virtual value chain that connects high-quality sources of food with willing markets. Hopefully, MM will serve growers with enhanced marketing options and consumers with a deeper understanding of their food and its origins.

## What MarketMaker Does

MM links food producers with economically viable markets where farmers, restaurant owners and specialty food stores all benefit from being connected. The site allows growers and businesses to register/post their business information for FREE through a menu-driven system. The registration process is easy to use and allows numerous opportunities for business profiles to differentiate the products and services they offer. For example, a tomato grower can highlight the uniqueness of his/her operation by indicating their farm uses a "certified organic" production system, labels their products as Arkansas Grown, and sells only through an on-line website or at the area farmers' market. These detailed business profiles allow growers to "tell their story" and consumers to gain deeper insights into the origins of their food.

**U of A** DIVISION OF AGRICULTURE  
RESEARCH & EXTENSION  
University of Arkansas System



**Learn how to search for products on MarketMaker!**

[ar.foodmarketmaker.com](http://ar.foodmarketmaker.com)

Printed by University of Arkansas Cooperative Extension Service Printing Services.

United States Department of Agriculture, University of Arkansas, and County Governments Cooperating

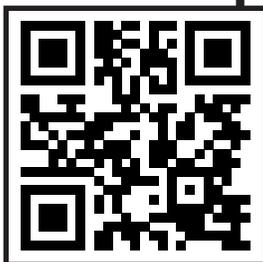
The Arkansas Cooperative Extension Service offers its programs to all eligible persons regardless of race, color, sex, gender identity, sexual orientation, national origin, religion, age, disability, marital or veteran status, genetic information, or any other legally protected status, and is an Affirmative Action/Equal Opportunity Employer.



## Follow these EASY steps to create a FREE, searchable webpage for your business!

### MarketMaker Registration

1. Go to [ar.foodmarketmaker.com](http://ar.foodmarketmaker.com)
2. Select "Register."
3. Provide Email address. Create Username and Password. (select continue)
4. Select a Business Type from the drop down menu.
5. One by one, choose each category that applies to your products and place checkmarks in boxes beside attributes within that category that further describe them. Do not select "continue" at the bottom of the category page until you have completed this process in each category that applies to your products. When you have placed checkmarks in all appropriate categories, select continue.
6. If so desired, upload a picture or logo of your business, or return to this option at a later time. (select continue)
7. Fill in all information on [General Business Information](#) page. (select continue)
8. Fill in all information on [Contact Information](#) page. (select continue)
9. Check appropriate boxes on [Affiliations](#) page. (select continue)
10. If information on [Business Preview](#) page is correct, click "Submit." Otherwise, click on "edit" in each of the sections to address inaccuracies.



***For a video giving step-by-step instructions for registering in MarketMaker, go to [www.youtube.com/watch?v=Ax\\_edEU91Ho](http://www.youtube.com/watch?v=Ax_edEU91Ho)***

*Within 48 hours of registering, you will receive a "Welcome Message" from MarketMaker. You cannot access your account until you receive this message. When you receive your message, you will be able to edit and/or update your account information at any time. For assistance, call Arkansas MarketMaker Representative, Beverly Dunaway, at (501) 671-2344.*

### We Want To Hear From You!

If you are registered within Arkansas MarketMaker, please let us know your thoughts about the program and any successes that you have had!

**Ron Rainey, Associate Professor**  
**Beverly Dunaway, Program Associate**  
 Agriculture Economics and Agribusiness  
 501-671-2344 • [marketmaker@uaex.edu](mailto:marketmaker@uaex.edu)



**"Connecting the dots, promoting Arkansas agriculture"**

MarketMaker is not only local, but national! Join us to connect the dots between Arkansas and its producers. Register now!



**Follow us:**  
**Arkansas MarketMaker**