

**EDUCATING WHOLESALE BUYERS AND CONSUMERS TO USE MARKETMAKER
AS A RESEARCH TOOL TO LOCATE COLORADO WINE, FOOD AND
AGRITOURISM-RELATED EXPERIENCES
FY 2009**

MarketMaker is a national partnership of land grant institutions and State Departments of Agriculture dedicated to the development of a comprehensive interactive data base of food industry marketing and business data. It is currently one of the most extensive collections of searchable food industry related data in the country. Colorado launched MarketMaker in early 2009, partly because state marketing specialists and local universities believed the web-based tool would be of use to local chefs and restaurant buyers seeking to integrate local produce and beverages into their menus and, by extension, increase producers' sales of local food and beverages. Chefs and buyers had complained that it is hard to find and reliably purchase local produce and beverages since local producers often don't or can't use the large wholesalers and distribution channels to sell their products.

This project focused on evaluating and improving the design and usability of Colorado MarketMaker and has contributed insights useful for other states in the MarketMaker system. Initial evaluations showed some weaknesses in the design and usability of the platform. Through feedback obtained in this project's early stages and evaluations conducted by other states using MarketMaker, significant improvements were made with guidance from potential buyers, including a profile for agritourism enterprises, new Farm to School profiles and market channel options. Colorado MarketMaker is beginning to be seen as the benchmark Website for various stakeholders to use as a directory, business referral and educational tool with respect to marketing and promotion. The project highlights the need for MarketMaker states to regularly evaluate their platforms to ensure relevance for target users.

FINAL REPORT

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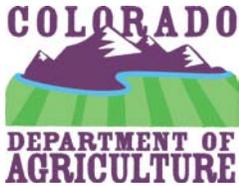
Educating Wholesale Buyers & Consumers to Use MarketMaker to Find Colorado Wine, Food and Agritourism-Related Experiences

Final Report

COLORADO STATE UNIVERSITY EXTENSION

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Educating Wholesale Buyers & Consumers to Use MarketMaker to Find Colorado Wine, Food and Agritourism-Related Experiences

Final Report

Highlights from The Project

This summary highlights some key activities, outcomes and success stories that occurred based on the work performed in this project. Like so many applied research and market planning efforts, this project changed courses in response to early findings. However, the revised scope of work made our efforts more impactful for the end-users, agricultural, food and agritourism enterprises in Colorado. In addition, we feel our project had impacts for other states in the MarketMaker network because of lessons we have learned in Colorado.

The positive outcomes we can note from this project include:

- Initial evaluations showed some fairly significant weaknesses in the former design and usability of the platform. Through feedback provided by this project's early stages (and other evaluation conducted by projects led by other states), significant improvements were made with guidance from potential buyers.
 - One significant addition was the profile for agritourism enterprises which are widely used in Colorado already, even though they were introduced less than two years ago.
 - Another important improvement, not directly guided by the Colorado project, but which has raised the profile of the platform is new Farm to School profiles and market channel options.
- Colorado MarketMaker has persistently reported high usage in terms of the number of profiles, number of visitors, unique visitors, frequency of updates by participating businesses and active use of features such as the buyer/seller forum and Business Spotlights.
- Colorado MarketMaker is beginning to be seen as the benchmark Website for various stakeholders to use as a directory, business referral and educational tool with respect to marketing and promotion. For example, Colorado MarketMaker has been featured in at least 3 CSU agribusiness

courses and at least 15 CSU Extension trainings between 2010 and early 2012.

- Surveying conducted with institutional and household buyers after the new platform was introduced show that the majority of respondents would use Colorado MarketMaker occasionally or frequently when looking to buy Colorado products or visit Colorado markets and agritourism attractions.

This report focuses on the findings and outcomes from the FSMIP project, but because of the shift towards redesign, some changes were made to the original scope of work. These changes were due to new needs that were identified by potential users, so that the following activities were no longer deemed necessary:

- One or two more buyer focus groups to discuss preferred ordering logistics, database functionality and preferences for technical assistance.
- Integrate social marketing concepts in the consumer survey
- Evaluate social media variables within the context of the broader consumer survey.

In addition to the Project Highlights and listing of activities completed under the Scope of Work (see Appendix I), this report will highlight some of the key findings, statistics on usage of Colorado Market Maker over the life of the project, and use of key features of the new platform and other academic outcomes that were achieved. So, this report is divided into the following Sections:

- a. Statistics on Colorado Market Maker Usage
- b. Key Features of the New Platform
- c. Key Findings from Surveys of Potential Users
- d. Trainings, Presentations and Other Unexpected Outcomes

Statistics on Colorado Market Maker Usage

Before discussing how buyers may be using the Colorado MarketMaker (CMM) platform, it is important to discuss the quality of information available for buyers by looking at farm, ranch and food business participation. Table 1, at the end of this report, shows the number of profiles by state at this points in time in 2010, 2011 and 2012. Colorado had a great advantage in this realm because of the large efforts made by the Colorado Department of Agriculture to develop directories before joining CMM.

One important point to note is a change made in this reporting. Because many partner states, including Colorado, did not feel that purchased data was representative of what users really sought at the site, in 2012, the data and profiles were “cleaned” and reported differently. The numbers of businesses dropped significantly and now simply represent those that joined the state site directly or through their involvement in a state marketing program or directory such as Colorado Proud. So, they are more accurate in the 2012 numbers, and for some categories (farmers markets and wineries for instance) can still be compared across years. Part of the reason a few of the numbers decrease is because there was previous “double counting”, but with the data cleaned, these numbers should reflect the correct number of registered businesses.

Colorado has always had good numbers of participating businesses, even after the 2012 corrections, but it is by no means the largest state in terms of profiles. But, Colorado MarketMaker has seen significant usage in terms of both website hits and in total users, especially compared to other states, even when their industries are larger in terms of number of businesses. Although there are some seasonal peaks and ebbs in usage (not surprisingly, the

summer season sees the greatest use), Colorado has been the top state in terms of Webhits among the MarketMaker network. Two other top performing states are shown for comparison, and although their use is less seasonal, that same pattern is exhibited by each state (and is common across all states). In short, CMM was a popular directory and online platform, even before the improvements, and its usage has remained strong across years, with a slight increase in Website hits and a fairly significant increase in unique users over these couple of years. We expect these numbers to continue to increase with word of mouth referrals, more trainings and promotion of the new Smartphone app.

Figure 1: Monthly Webhits for Colorado MarketMaker and Other Key States, 2010-12

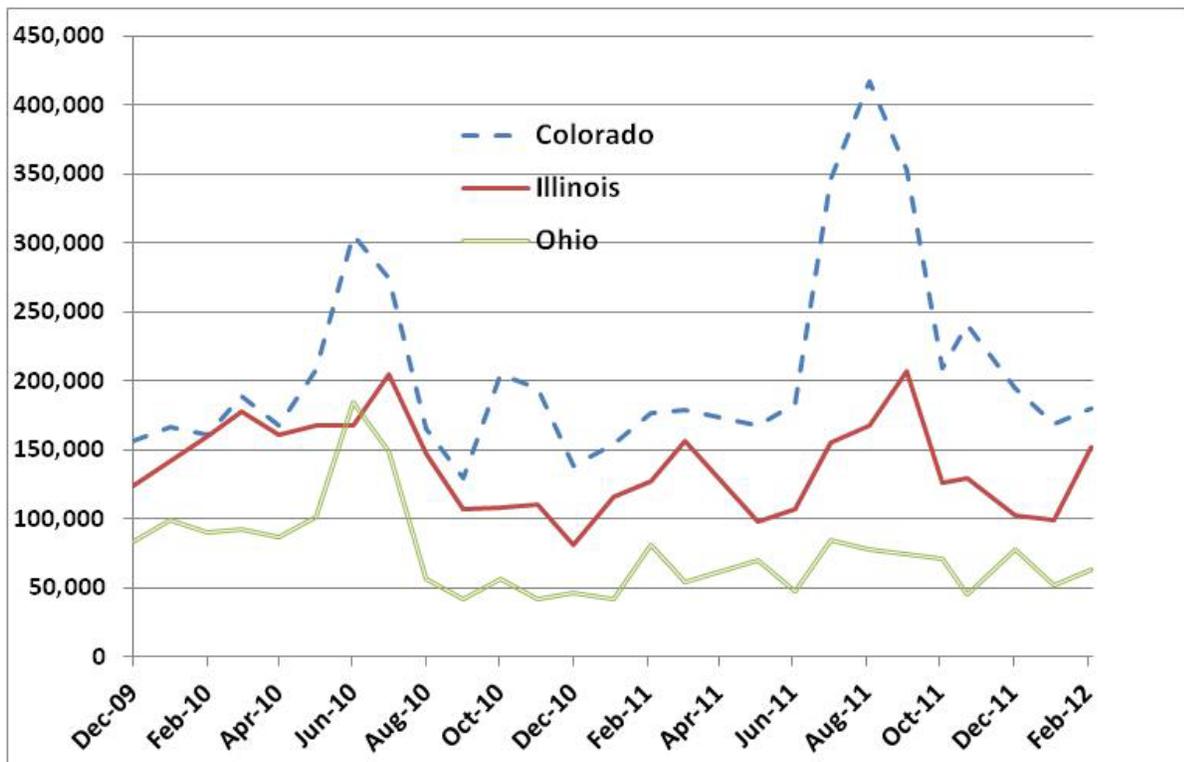
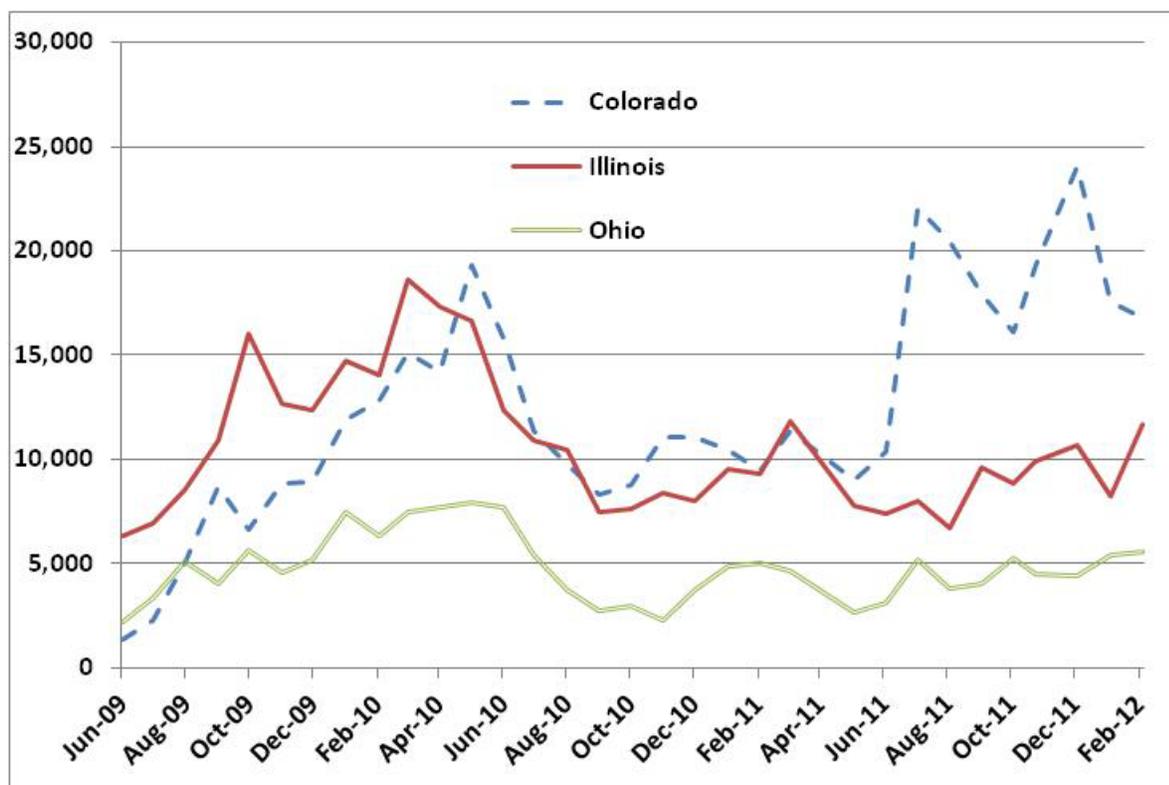


Figure 2: Monthly Users for Colorado MarketMaker and Other Key States, 2010-12



Since there is still fairly light awareness of Colorado MarketMaker by the public (see surveys in a subsequent section), it is hard to determine why the user numbers are relatively high for Colorado. But, we do believe a dedicated set of users are actively using the site for market research, sourcing and/or networking. The CSU/CDA team will continue using various Outreach events to promote and train on the features of CMM to increase its usage further.

It should be noted that, in a Summer 2011 survey on Colorado Agriculture, only 9 out of 505 respondents (less than 2%) had heard of Colorado MarketMaker, even though 30% felt Colorado Proud (the state’s branding program) was an important factor in their food decisions. Given the Colorado Proud program has been in place more years, this is not surprising, but does suggest that program could leverage its impact by using CMM to help potential buyers source more Colorado products.

Key Features of the New Platform

Report on new Business Spotlight and Taste of the Nation features

On the Colorado MarketMaker homepage there are two places where businesses can be featured, business spotlight and taste of the nations. In the business spotlight section there is a small description of the business, a picture of their logo and a link to their MarketMaker profile. There are generally three to four business spotlights on the page at any one time and the website scrolls through the list. In the Taste of the Nations section only businesses that can sell products on-line are featured. Although Colorado users can only see Colorado products, in other states users can view featured products from all states in the MarketMaker network. This section also features three to four businesses at a time and scrolls through the list.

Business Spotlight



Mulay's Sausage Corp

Mulay's Sausage is carefully crafted from Old World family recipes. Since 1326, our family heritage and our commitment to quality have endured. Mulay's has always been All Natural and Gluten free, with NO nitrates, MSG, sugar, soy, or dairy. Let Mulay's take you back to a slower, simpler time when food was made to be enjoyed, and family and friends truly appreciated.

[Learn More](#)

[Cook N Shoupe](#)

[Durango's Finest Food](#)

[Green Family Products](#)

[Roberto's Salsas and Sauces](#)



At the end of July 2010, a first request for business spotlight forms was sent out to Colorado businesses that were recently involved in Colorado Department of Agriculture programs, specifically they were attendants to the WUSATA Branded Seminar the was held by the CDA in July and companies that helped host a group of inbound Russian cattle buyers that were in Colorado in July. The response rate was very good and there were more than enough business spotlights for the launch of MarketMaker in August 2010. At first, Colorado chose not to participate in the Taste of the Nations portion of the page. However, several companies did use that feature during 2011.

Once the new site was up and running, the CDA developed on-line submission forms for both the business spotlight and taste of the nations. A link to these documents is featured on the CDA website, in the Colorado Proud Newsletter, and in the CSU Local Foods Newsletter. A copy of these documents can be found in the appendix. In September and again in February an email was sent out to all Colorado MarketMaker members with both forms attached requesting businesses to fill out the forms. Response rates for the September mailing were once again very

high and there were enough business spotlights and taste of the nations for the next two rounds of updates. The February mailing was just sent out and preliminary results look good.

The first round of featured businesses was in August, they were update in December and again in February. Going forward, the Colorado MarketMaker team will be updating every three months. In addition to being featured on the website, one of these same businesses are featured each month in the CSU Local Foods Newsletter and occasionally in the Colorado Proud newsletter sponsored by the CDA. Here is an example from the January CSU Local Foods Newsletter:

“This month you can learn about Spruce Mountain Ranch, an agritourism operation located in Larkspur, CO. In March 1999, Tom and Lois Ames purchased the property that is now Spruce Mountain Ranch. Their goals are to sustain a purebred Angus seed stock operation, as well as create a distinct landscape and resort-like atmosphere for family, guests, and potential customers to enjoy. [Click here](#) for a link to their MarketMaker profile.”

One business that was highlighted as a business spotlight is a Denver based BBQ sauce company called Cook N’ Shoupe. In addition to the business spotlight, Cook N’ Shoupe took advantage of the “Buy Sell Forum” to sell their BBQ sauce to retailers and wholesalers on the MarketMaker network country-wide. In mid-February 2011, they held the number three spot in most viewed businesses in Colorado. The company has had three direct sales to retailers from the website and has been asked for samples from multiple others. In the summer of 2010, the Colorado Department of Agriculture posted an ad on the “Buy Sell Forum” to request proposals from Colorado businesses that were interested in working with distributors in Mexico. Cook N’ Shoupe responded to the ad, presented their company to the CDA and the Mexico-based distributors and is currently in the process of negotiating a distribution contract. They hope to be selling their product in Mexico by the second quarter. As Mike Cook said, “this website is a great tool and has been a key to the success of our business.” He checks the website about once a week and sees it as an effective sales and networking tool that will only continue to be more effective as awareness of the website increases. In addition to advertising their own business on the site, the company uses Colorado MarketMaker as a search engine to find potential clients for sales calls. Most companies that have been featured have been thankful for the free advertising success stories like Cook N’ Shoupe are the goal for the future use of this feature.

Key Findings from Surveys of Potential Users

As promised in the plan of work, several groups were surveyed about the Colorado MarketMaker (CMM) platform over the course of this project. Initial surveying is not reported, because it was generally negative about CMM, and the new version is so changed, that comparisons of results is not possible.

However, several other groups, intercepted at appropriate venues and trainings, do show great promise for this tool. In addition to raw numbers on usage of the site, this project has allowed the CDA/CSU team to receive feedback on the site. After several changes to the site, surveying in Summer 2011 was undertaken to get potential user perceptions. The first event was a WineFest, targeted because of the leadership of the Colorado Wine Board on this project and also evaluated the general characteristics of participants in the festival.

Surveyed Attendees at the Denver WineFest in June, 2011

The Denver WineFest in June, 2011 was the first annual WineFest that was held in Denver but the same event has been occurring in Palisade, CO for two decades. A total of 40 attendees were surveyed and asked questions regarding their trip and, after seeing features of the site, what their opinions were on Colorado MarketMaker.

Survey Results (N=40)

1. What is the zip code where you live?

- 90%-Front Range
- 78%-Denver Metro
- 8%-Boulder Metro
- 6%-Colorado Springs
- 10%-Out of state (CA, TX, OR)

2. How did you hear about this event?

- 45%-Word of Mouth
- 25%-Have attended this event before
- 23%-Online search or browsing
- 10%-Winery
- 8%-Newspaper or magazine ad
- 0%-Social media (Facebook, twitter)
- 0%-Travel agent
- 0%-Colorado MarketMaker
- 0%-Colorado Tourism Office publication
- 0%-Radio
- 0%-Colorado wine board

3. How many times a year do you attend this type of event?

35%-Three or more times per year

30%-Twice per year

20%-Once per year

18%-This is the first time

0%-Less than once per year

4. What activities are you planning to do on your trip in addition to this event? (check all that apply)

90%-Purchase Colorado wine

80%-Dine at local restaurants

25%-Shop

15%-Visit wineries

10%-Visit friends and family

3%-Food festival

0%-Agritourism, farm or ranch visit

0%-Other recreational activities

5. Have you heard of MarketMaker or Colorado MarketMaker?

95%-No

5%-Yes

Explanation given to participant → “Colorado MarketMaker is an online tool to connect consumers to food businesses and to visitor experiences such as farm and ranch tours, wineries, tasting rooms and farmers’ markets. You can also find restaurants and producers selling Colorado products.”

6. Is Colorado MarketMaker a tool that you would use to help you find activities or products in Colorado?

25%-Yes, frequently

60%-Yes, occasionally → Mean=4, the average person will occasionally use CMM

8%-Not sure

2%-Rarely

5%-Never

7. How long is your trip in or around Colorado?

90%-1 day

5%-2 days

2.5%-3 days

2.5%-9 days

8. In Colorado, how much do you plan to spend on the following items during this trip:

| | \$1-\$30 | \$1-\$30 | \$31-\$50 | \$51-\$100 | \$101-\$150 | Over \$150 |
|---|----------|----------|-----------|------------|-------------|------------|
| Transportation (gas or plane ticket) | 5% | 68% | 12% | 10% | 0 | 5% |
| Lodging | 90% | 0 | 0 | 5% | 2.5% | 2.5% |
| Food and Drink | 5% | 25% | 25% | 25% | 15% | 5% |
| Entertainment (tickets, entry fees) | 5% | 10% | 45% | 35% | 2.5% | 2.5% |
| Other | 18% | 20% | 25% | 15% | 17% | 5% |

Presented information on Colorado MarketMaker to a group of chefs and conducted survey, June 2011 and August 2011

As another part of our Outreach on the new CMM site, there was a June 2011 presentation, at CU Boulder. The training was given to a group of about 40 Colorado chefs as a part of a larger event hosted by ACF Colorado Chefs Association. The August 2011 presentation was at the Governor’s Mansion in Denver and attended by 21 chefs from various organizations. Both events began with a 20 minute presentation describing Colorado MarketMaker, its benefits to the chef community, and how they could register their business. The event ended with a discussion and a survey.

Survey Results (N=40)

1. Is Colorado MarketMaker a tool that you would use to find locally produced products?

98%–Yes
3%–Not sure
0%–No

→ If no, why not?

2. Does your restaurant have a profile on Colorado MarketMaker

18%–Yes
40%–Not sure
43%–No

3. Would you use Colorado MarketMaker to promote your restaurant business?

75%—Yes

13%-Not sure

13%-No

→If no, why not? Hotel requires certain kinds of advertising only, a school not a restaurant, and food bank not restaurant

4. How do you currently procure locally produced foods?

55%-Mainline distributors

43%-Direct communication with producers

25%-Find suppliers in online or printed directories

15%-Other (please specify) Farmers market, Colorado Department of Ag, Grocery Stores

5%-I do not purchase local foods

It should be noted that 4 of the chefs added a profile to the site within a week of completing the training, suggesting their perceived interest in the site.

Surveyed customers of the Fort Collins Welcome Center in August, 2011

A total of 118 customers were surveyed after being intercepted during their utilization of the Fort Collins Welcome Center to plan their trip. Customers were asked questions about their trip as well as about their awareness, knowledge and interest in Colorado MarketMaker.

Survey Results (N=118)

1. What is the zip code where you live?

34% West (9% in Colorado)

26% Midwest

37% South

4% Northeast

2. What resources did you use to plan your trip? (check all that apply)

34%-Internet

19%-Travel website

10%-Printed materials

8%-Recommendation from friends and family

6%-AAA

6%-Other (US Forest Service, been here before, just travelling through)

5%-Colorado tourism office website

3%-Travel agent

0%-Colorado MarketMaker

3. What activities are you planning to do on your trip?

- 72%-Dine at local restaurants
- 71%-Outdoor Recreational activities (rafting, biking, hiking)
- 50%-Shop
- 36%-Visit friends and family
- 23%-Farmer's market or food festival
- 21%-Visit microbreweries
- 9%-Agritourism, farm or ranch visit
- 9%-Other (passing through, house hunting)
- 8%-Visit wineries
- 4%-Move or visit family member attending a local college

4. Have you heard of MarketMaker or Colorado MarketMaker?

- 1%-Yes
- 99%-No

Explanation given to participant → “Colorado MarketMaker is an online tool to connect consumers to food businesses and to visitor experiences such as farm and ranch tours, wineries, tasting rooms and farmers’ markets. You can also find restaurants featuring local ingredients and producers selling Colorado products.”

5. Is Colorado MarketMaker a tool that you would use to help you find activities or products in Colorado?

- 23%-Yes, frequently
- 24%-Yes, occasionally
- 16%-Not sure
- 8%-Rarely
- 29%-Never

6. How long is your trip in or around this region of Colorado?

Average trip length: 6.1 days

7. How much do you plan to spend on the following items during this trip:

| | \$0-\$30 | \$31-\$50 | \$51-\$100 | \$101-\$150 | Over \$150 |
|---|------------|-----------|------------|-------------|------------|
| Transportation (gas/mileage or plane ticket) | 5% | 8% | 9% | 7% | 71% |
| Lodging | 25% | 3% | 12% | 6% | 54% |
| Food and Drink | 11% | 12% | 17% | 8% | 52% |
| Entertainment (tickets, entry fees) | 53% | 8% | 11% | 1% | 26% |
| Other | 63% | 4% | 11% | 2% | 20% |

Wine Festival Survey Summer 2011-Results from Mountain Wine Fest 9/17 (N=138)

1. What is the zip code where you live?

- 78- Front Range \Rightarrow 56% of respondents
- 57-Denver Metro
- 7-Boulder Metro
- 6-Colorado Springs
- 8-Fort Collins
- 44- West Slope \Rightarrow 32% of respondents
- 16-Out of state (CA, NE, OK, TX, UT, WY) \Rightarrow 12% of respondents

2. How did you hear about this event?

- 59-Word of mouth \Rightarrow 43% of respondents
- 59 - Have attended this event before \Rightarrow 43% of respondents
- 12 - Online search or browsing \Rightarrow 9% of respondents
- 8- Other (bike race, by accident, local, trailblazer's event, vendor)
- 4 - Newspaper or magazine ad
- 3 - Winery
- 1 - Social media (Facebook, twitter)
- 1 - Colorado Tourism Office publication
- 0 - Travel agent
- 0 - Colorado MarketMaker
- 0 - Radio
- 0- Colorado wine board

3. How many times a year do you attend this type of event?

- 42 - Three or more times per year 30% of respondents
- 35 - Twice per year 25% of respondents
- 23 - Once per year 17% of respondents
- 38 - This is the first time 28% of respondents
- 0 - Less than once per year

4. What activities are you planning to do on your trip in addition to this event? (check all that apply)

- 124 - Purchase Colorado wine \implies 90% of respondents
- 118 - Dine at local restaurants 85% of respondents
- 79 - Visit wineries 57% of respondents
- 77 - Shop 56% of respondents
- 50 - Visit friends and family 36% of respondents
- 46 - Other recreational activities 33% of respondents
- 30 - Agritourism, farm or ranch visit 22% of respondents
- 10 - Food festival

5. Have you heard of MarketMaker or Colorado MarketMaker?

130 - No 94%

7 - Yes

1 - Not sure

\rightarrow Colorado MarketMaker is an online tool to connect consumers to food businesses and to visitor experiences such as farm and ranch tours, wineries, tasting rooms and farmers' markets. You can also find restaurants and producers selling Colorado products.

6. Is Colorado MarketMaker a tool that you would use to help you find activities or products in Colorado?

27 - Yes, frequently

77 - Yes, occasionally \implies 56% of respondents

15 - Not sure

7 - Rarely

12 - Never

7. How long is your trip in or around Colorado?

28 - 1 day \implies 21% of respondents were making a day trip

29 - 2 days

49 - 3 days \implies 36% of respondents

20 - 4 or 5 days

9 - longer than 5 days

8. In Colorado, how much do you plan to spend on the following items during this trip:

| | \$0 | \$1-\$30 | \$31-\$50 | \$51-\$100 | \$101-\$150 | Over \$150 |
|--------------------------------------|-----|----------|-----------|------------|-------------|------------|
| Transportation (gas or plane ticket) | 6% | 15% | 17% | 30% | 15% | 17% |
| Lodging | 34% | 0 | 0 | 8% | 15% | 43% |
| Food and Drink | 1% | 5% | 11% | 27% | 20% | 36% |
| Entertainment (tickets, entry fees) | 14% | 3% | 9% | 34% | 20% | 20% |
| Other | 6% | 4% | 19% | 25% | 18% | 28% |

Trainings, Presentations and Other Unexpected Outcomes

Presentations in 3 sections of AREC 328 and AREC 428 (courses on agribusiness management) at Colorado State University, and used in 16 business plans developed as a capstone project for this course between 2010 and 2011. One Agricultural Economics Master's thesis and Two College of Ag Sciences honors theses also used the tool to complete some of their market analysis.

Thilmany, D., M. Sullins, M. Phillips, and A. Gunter. 2011. "Cost Effective Promotion for Local Foods and Direct Markets: Evaluation of Colorado's Technical Assistance for Local Food Supply Chains." *Journal of Agribusiness*. Spring 2011 (published in Winter 2011). 29: 23-40. (see abstract below)

Thilmany, D. "Cost Effective Marketing Plans and Resources." Presentation to the Colorado Department of Agriculture- Marketing your Food Product Workshop." April 2011. Aurora, CO.

Thilmany, McFadden, D. Data Issues for Local Food System Analysis. Presenter in AAEA post-conference for 2011 Annual meetings. Pittsburgh, PA.

Thilmany, D., M. Sullins, M. Phillips and A. Gunter. "Cost Effective Promotion for Local Foods and Direct Markets: Evaluation of Colorado's Technical Assistance for Local Food Supply Chains." Presentation to the 2011 WERA Conference. June. Las Vegas NV.

Thilmany McFadden, D. "Comparison of Efforts to Establish Local and Regional Food Systems", as part of the session "Making Local and Regional Food Systems Successful." With USDA Rural Development. 2010 AAEA Annual Meetings. Denver, CO.

Gunter, A., D. Thilmany McFadden and M. Sullins. "Farm to School: Tools to Assess and Evaluate Impacts on Producers and Regions." Paper presented in Symposium Economic Contributions from a More Localized Food Systems. 2011 AAEA Annual meetings. Pittsburgh, PA.

Thilmany, D. "Strategies to Connect with Customers: Colorado MarketMaker as a Promotional Resource." Presentation to the Colorado Big and Small Conference." Brighton CO. February 2011.

Thilmany, D. Niche Market Planning. Curriculum for USDA TAA project (with Russ Tronstad, Trent Teegerstrom and Stuart Nakamoto. Winter 2011.

Thilmany, D., A. Gunter and C. Thomas. Food Markets and Buyers. Report to the Northern Colorado Food Assessment. Fall 2010

Thilmany, D. and A. Gunter. "Colorado MarketMaker as a Tool to Connect Producers and Schools." Presentation to the Colorado Farm to School Conference. January 2011. Brighton, CO.

Thilmany McFadden, D. "Strategic Business Planning for Beginning Farm Enterprises." Presentation to the Durango Building Farmers Program. October 18, 2010. Durango, CO. (repeated in Boulder, Montezuma, Larimer and Denver programs in 2010 and 2011, total of 8 programs)

Thilmany McFadden, D. "Colorado MarketMaker: A new Tool for Colorado State University Extension." Presentation at CSU Extension Annual Forum. September 2010.

Thilmany McFadden, D. "Exploring Markets in the Northern Colorado Region." Poster session at the Northern Colorado Food System Assessment Open House. August 2010. (with Allie Gunter, Cathy Thomas, Martha Sullins, Sarah Powell and Linda Hoffman).

Cost Effective Promotion for Local Foods and Direct Markets: Evaluation of Colorado's Technical Assistance for Local Food Supply Chains

Dawn Thilmany, Martha Sullins, and Allison Gunter

Ever since Time magazine proclaimed “Local” the new organic in the food sector, it has drawn increasing attention to local foods. In response, marketing and business technical assistance programs targeting direct market producers, regional food hubs, and food retailer efforts to promote local foods are proliferating. This paper describes the evaluation approach and outcomes for three Colorado-based local food marketing programs. In addition to illustrating how new programming efforts may be affecting consumer awareness, network building and economic contributions of food systems, we discuss the appropriate roles for Land Grant extension and research professionals, including development of cost effective methods to provide evaluation and technical support to food marketing efforts.

Appendix: Original Scope of Work and Actual Completed Work

- **Develop a model of restaurant buyer needs and requirements for procuring local products**
 - Two focus groups were held to discuss preferences in detail with chefs and other buyers.
 - A survey was distributed in Winter 2010
 - Analysis of buyer survey data for preferences and needs.
 - One or two more buyer focus groups to discuss preferred ordering logistics, database functionality and preferences for technical assistance-NOT COMPLETED AS DISCUSSED IN PROJECT HIGHLIGHTS
- **Create a MarketMaker educational program to instruct restaurant wine and food buyers how to locate and procure local products.**
 - Focus Groups included evaluation of current Market Maker version
 - Informed MM programmer of useful refinements in applications
 - **Post MarketMaker Redesign**
 - Continued evaluation of MM in focus groups, potentially with updated version with increased functionality
 - These were conducted with some independent restaurant buyers in Denver, with a planned evaluation on the West Slope of Colorado with restaurants and wineries that was cancelled due to lack of attendance
 - To compensate, a training with a Farm to School Webinar was conducted in Fall 2011, and the taped Webinar is available at the Colorado Farm to School Website.
- **Evaluate restaurants' initial use of MarketMaker as a procurement tool, following training sessions with a designated set of restaurant buyers and their written and focus group evaluations of MarketMaker as a research and aggregation tool.**
 - Benchmark survey in February 2010 to evaluate starting level of adoption and evaluation of functionality
 - This led to the redesign so follow up surveying is not comparable given the significant changes in the platform
 - **Post MarketMaker Redesign**
 - Created one curriculum on Market Maker functions and use for chefs/buyers
 - Delivered 2 training programs directly to chefs
 - Delivered at least one training program to CSU field staff
 - Two staff trainings were actually completed in the project, one in 2010 and one in 2011

- **Measure and model consumer use of MarketMaker through strategic portals.**
 - **Post MarketMaker Redesign**
 - Developed a survey instrument to evaluate consumer use of MM
 - Conducted a survey of visiting consumers, as well a control group of direct market visitors who are not aware of CMM
 - Summer and fall 2011
 - Analysis of consumer survey and data, although this may extend to the end of the project
 - Presented in final report

- **Evaluate the potential complementarity of education on other social networking online tools with MarketMaker, as yet another means of having satisfied consumers drive friends and family to local food venues, wineries and farms through word of mouth, fan clubs and other Web-based mechanisms with potential and existing linkages to MarketMaker.**
 - This was only lightly addressed because of the delay that the redesign caused. However, there is now a Smart Phone app, developed by National MarketMaker that could be evaluated in future projects. There was too little time between that introduction and this report to evaluate if it led to more Colorado Market Maker visits

A note on the budget under-expenditure

- The original proposal envisioned two elements that were altered or eliminated in the interest of efficiency:
 - Installing computer kiosks at multiple tourist Welcome Centers run by the Colorado Tourism Office over several months
 - Printing and distributing training manuals to retail buyers and vendors listing their business on MarketMaker

- Both of these elements were delivered in a different and much more cost effective manner
 - Surveying of tourist consumer and potential users of MarketMaker at State Welcome Centers was done in person with live surveyors. The researchers determined that a statistically significant pool could be reached with a human surveyor working the Welcome Centers for a few days. Logistical issues with installing computers and Internet access presented barriers that would have driven up the cost of surveying at Welcome Centers. There was no need to purchase computers or kiosks or to spend staff time commuting to the remote Welcome Centers to maintain the computers. Plus human surveying generated a more

reliable result than an unattended computer kiosk.

- As this project is about the use of electronic access to information, printing hard copies of a training manual seemed incongruous. When the opportunity of creating an on-line training module presented itself at a fraction of the normal cost of the process, we realized that this would be a more permanent and cost-effective means of distributing the information instructing both vendors and buyers in listing and finding products. Anyone using MarketMaker will have a predisposition to using electronic media to access information, so training as well as searching can best be done on-line. Additionally, as noted, we were able to get the work accomplished at roughly half the standard cost.
- Consequently we spent roughly \$15,000 less than anticipated and returned that money to the USDA.

All changes to the original scope of work of this project were preapproved by the USDA.

Table 1: Profiles of Various Farm and Food Businesses in MarketMaker, by state, 2010-2012

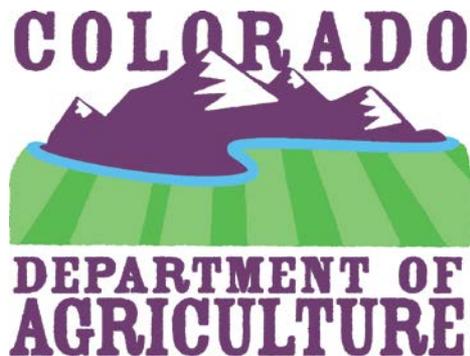
| | DATE | AL | AR | CO | DC | FL | GA | IL | IN | IA | KY | LA | MI | MS | NE | NY | OH | PA | SC | TX | WY | Total | |
|--------------------------------------|---------|----|--------|--------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|--------|--------|--------|--------|-----|----|-------|---------|
| Farmers/Producers by State | 7/12/10 | | 43 | 536 | 9 | 63 | 477 | 1,074 | 345 | 298 | 430 | | 338 | 102 | 635 | 1,554 | 412 | | 366 | | | | 6,682 |
| Non Farm Businesses by State | 7/12/10 | | 8,266 | 18,276 | 3,007 | 57,974 | 28,960 | 41,430 | 18,731 | 10,668 | 12,039 | | 29,919 | 8,061 | 6,638 | 77,460 | 35,259 | | 14,400 | | | | 371,088 |
| Farmers Markets by State | 7/12/10 | | 40 | 132 | 26 | 131 | 136 | 278 | 109 | 220 | 173 | | 125 | 59 | 79 | 438 | 179 | | 86 | | | | 2,211 |
| Wineries by State | 7/12/10 | | 3 | 96 | 0 | 17 | 22 | 65 | 13 | 17 | 16 | | 47 | 1 | 7 | 214 | 45 | | 3 | | | | 566 |
| Farmers/Fishermen by State | 1/4/11 | | 43 | 529 | 9 | 127 | 491 | 1,073 | 348 | 300 | 436 | 136 | 355 | 107 | 636 | 1,556 | 419 | 157 | 369 | | | | 7,091 |
| Non Farm Businesses by State | 1/4/11 | | 10,345 | 19,943 | 3,212 | 64,793 | 34,468 | 45,142 | 20,779 | 12,442 | 13,952 | 17,616 | 32,814 | 10,076 | 7,518 | 81,627 | 38,445 | 48,150 | 17,322 | | | | 478,644 |
| Farmers Markets by State | 1/4/11 | | 40 | 138 | 26 | 139 | 139 | 281 | 111 | 221 | 173 | 149 | 132 | 59 | 80 | 436 | 186 | 20 | 88 | | | | 2,418 |
| Wineries by State | 1/4/11 | | 3 | 91 | 0 | 17 | 22 | 65 | 14 | 20 | 16 | 3 | 47 | 1 | 8 | 214 | 61 | 7 | 3 | | | | 592 |
| Farmers by State | 3/1/12 | 23 | 52 | 551 | 9 | 215 | 497 | 1,091 | 359 | 411 | 448 | 154 | 402 | 183 | 640 | 1,557 | 454 | 232 | 376 | 584 | | | 8,215 |
| Fishery by State | 3/1/12 | 6 | 4 | 8 | 1 | 6 | 19 | 11 | 9 | 6 | 8 | 64 | 13 | 7 | 58 | 10 | 14 | 1 | 33 | 6 | | | 284 |
| Non Farm Businesses by State* | 3/1/12 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Farmers Markets by State | 3/1/12 | 13 | 40 | 97 | 27 | 161 | 142 | 288 | 120 | 238 | 174 | 154 | 146 | 66 | 80 | 546 | 194 | 51 | 94 | 224 | | | 2,842 |
| Wineries by State | 3/1/12 | 0 | 3 | 87 | 0 | 18 | 22 | 63 | 14 | 34 | 15 | 5 | 49 | 1 | 9 | 208 | 91 | 10 | 3 | 54 | | | 686 |

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



Training 2010: Chefs & Restaurant Buyers

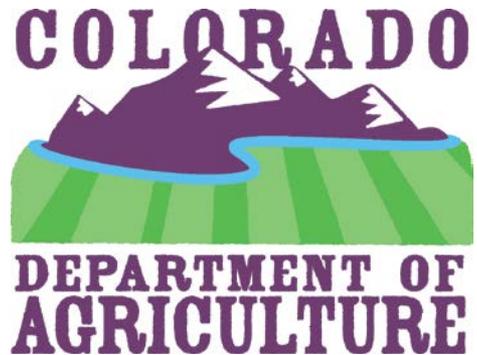
Colorado Department of Agriculture & Colorado State University Extension





www.comarketmaker.com

FUNDED AND SUPPORTED BY:



Promotional Resource

- MarketMaker is a free tool that:
 - **Helps** consumers find producers
 - **Aides** producers in promoting their operations and products
 - **Assesses** the food and agriculture of an area by providing an inventory and a networking resource

From Farm to Plate

- Colorado MarketMaker
 - **Builds** an information network to help farmers access domestic and international markets
 - **Helps** consumers find Colorado products

What Can MarketMaker Do?

- **Provide** searchable online business profiles and food system mapping for agricultural products in Colorado
- **Locate** producers, processors, wholesalers, food retailers, restaurants, and farmer's markets within Colorado
- **Identify** potential consumer segments by demographic characteristics and regions

How to register your restaurant or business...

Colorado MarketMaker - Mozilla Firefox
 http://co.marketmaker.uiuc.edu/

Learn MarketMaker | Case Studies | Related Websites | Factsheets | Glossary

National MarketMaker
 National MarketMaker >> MarketMaker is in many states across the U.S.; select a state below to travel to the site.
 Select a State...

Business Spotlight
Epicurean Butter
 After 20 years in fine dining restaurant kitchens, Chef John Hubschman developed a line of all natural compound butters for home use. Anyone can now create a restaurant quality meal: use savory butters to finish grilled steaks and seafood, toss with pasta or vegetables, or enjoy spread on warm crusty bread. [Learn More](#)

MarketMaker Blog
A behind the scenes look at MarketMaker
 Farmers Markets build community vitality with help from IN Farm Bureau Bootcamps
 Posted on: 06/08/10
 White House Report: Strengthening the Rural Economy
 Posted on: 06/01/10

Update Your Info
 Make sure that your businesses' info is up to date.
 User ID:

Register Your Business
 Don't have an account? Sign up to add your businesses' info to MarketMaker. It's free.

MarketMaker News
 Kentucky Continues to Expand Opportunities for Farmers

BUY & SELL FORUM MARKET PLACE

| | | | |
|-----------------------|-----------------------|-----------------------|----------------------|
| Looking to Buy | Looking to Sell | Value-added services | Transportation |
| | | | |
| 12 current listings > | 58 current listings > | 11 current listings > | 0 current listings > |

Upcoming Events
National Value Added Agriculture Conference
 Event dates: 2010-06-26 - 2010-06-29
 Mississippi State University Extension hosts this year's conference in Biloxi, MS. The conference features two days of programs and breakout sessions in support of value added agriculture. [Learn More](#)

| August 2010 | | | | | | |
|-------------|----|----|----|----|----|----|
| Su | Mo | Tu | We | Th | Fr | Sa |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |

Taste of the States
Kenny's Farmhouse Cheese
 Barren Co. Blue

 It has a firm yet springy blue-veined interior with a tangy, slightly acidic, ripe

Click on “Register Your Business”

The screenshot shows a Mozilla Firefox browser window displaying the Colorado MarketMaker website. The address bar shows the URL <http://co.marketmaker.uiuc.edu/reg/index/food/08>. The website header includes the logo and navigation links: HOME | SEARCH | HELP | ABOUT US | CONTACT US | LOG IN. The main content area is divided into three sections: 'Members Area' with a login form (Username: , Password: , Login button, and a [Forgot Password?](#) link); 'Register Your Business' with a 'Register Your Business' button and explanatory text; and 'Request Account Access' with a 'Request Account Access' button. A 'SPONSORS' sidebar on the left lists AgMRC, USDA, Applied Sustainability Center, Colorado Department of Agriculture, and Colorado State University Extension. The footer contains the Colorado MarketMaker logo, contact information, and social media icons for RSS, Facebook, and Twitter.

Select your business type from drop-down list

The screenshot shows a web browser window with the URL <http://co.marketmaker.uiuc.edu/reg/register>. The page header includes the Colorado MarketMaker logo and navigation links: HOME | SEARCH | HELP | ABOUT US | CONTACT US | LOG IN. Below the header is a banner image of fresh produce. A navigation bar contains the following tabs: Business Profile (selected), Upload Images, Business Information, Contact Information, Affiliations, Business Preview, and Registration Complete. The main content area is titled **Business Profile** and contains the following text:

Select the type of business you are from the drop down box below. Next select the tabs for each area that applies to you and complete the information. When all areas are filled in, click on the *Continue* button at the bottom of this page.

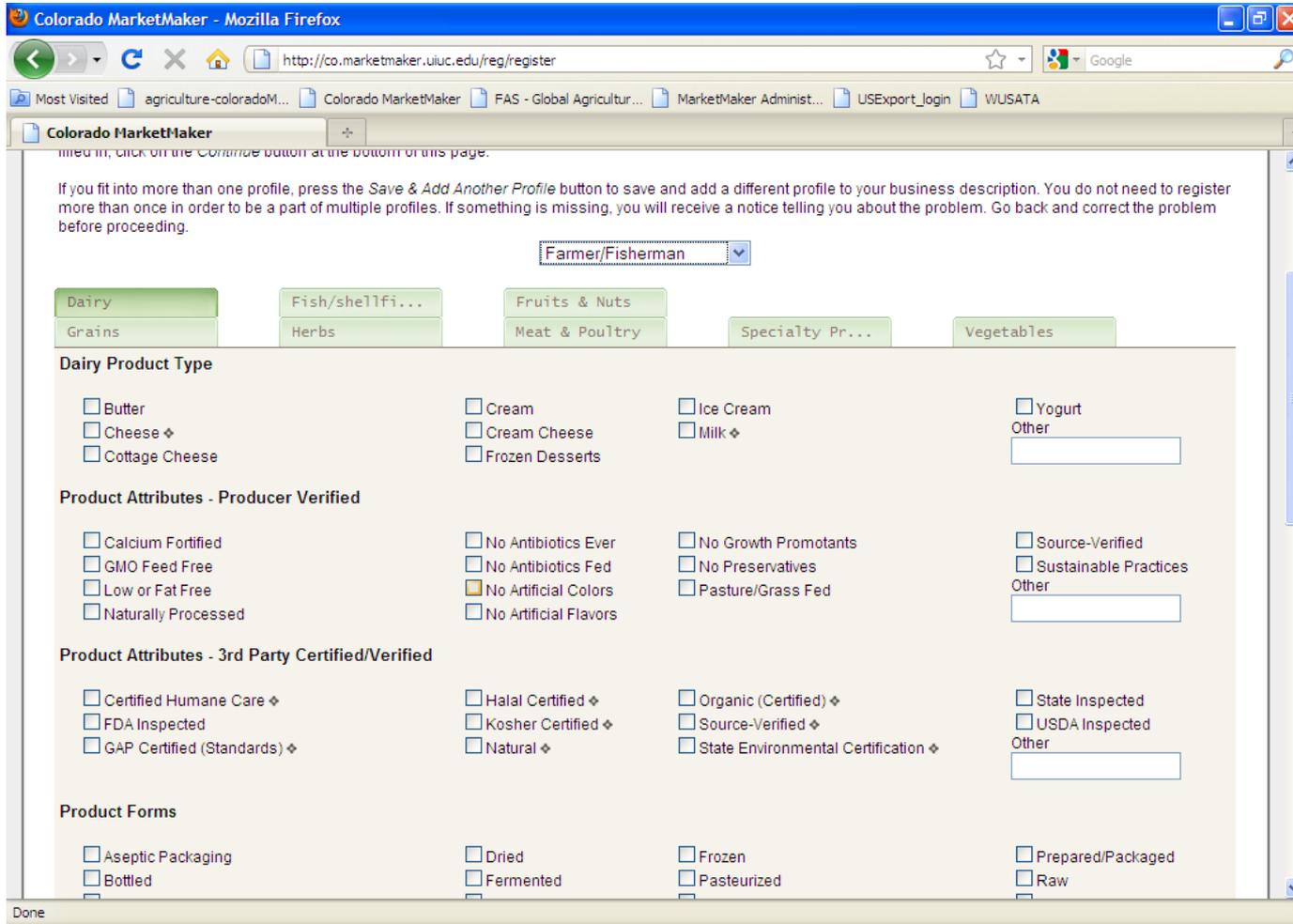
If you fit into more than one profile, press the *Save & Add Another Profile* button to save and add a different profile to your business description. You do not need to register more than once in order to be a part of multiple profiles. If something is missing, you will receive a notice telling you about the problem. Go back and correct the problem before proceeding.

A drop-down menu is open, showing the following options:

- Select a business type
- Select a business type
- Agritourism
- Buyer
- Eating & Drinking Place
- Farmer/Fisherman
- Farmers Market
- Food Retailer
- Processor
- Wholesaler
- Winery

The bottom of the page features a 'SPONSORS' section with logos for AgMRC, USDA, Colorado Department of Agriculture, Colorado State University, and Extension. The footer contains the Colorado MarketMaker logo, contact information (markets@ag.state.co.us), and a version number (3.0.0).

Check all applicable information



Upload a picture or logo for your company profile

The screenshot shows a Mozilla Firefox browser window displaying the Colorado MarketMaker website. The address bar shows the URL <http://co.marketmaker.uiuc.edu/reg/register>. The page title is "Colorado MarketMaker". The navigation menu includes links for HOME, SEARCH, HELP, ABOUT US, CONTACT US, and LOG IN. The main content area is titled "Upload Images" and contains the following text:

Attach images to your business profile.

MarketMaker enforces the following stipulations:

- The number of images cannot exceed 5.
- Images must be .jpg, .gif or .png.
- Images cannot exceed 1 megabyte in size.
- Images cannot exceed 600 pixels in any dimension.

Below the text are two buttons: "Browse..." and "Upload". At the bottom of the page, there is a "SPONSORS" section with logos for AgMRC, USDA, Applied Sustainability Center, Colorado Department of Agriculture, Colorado Proud, and Colorado State University Extension. The footer contains the Colorado MarketMaker logo, navigation links (Home | Search | Register | Contact Us | Site Map | National Portal | Privacy Policy and Disclaimer | Admin), contact information (Colorado Department of Agriculture, markets@co.state.us), and social media icons for RSS, Facebook, and Twitter.

Enter your business information!

Colorado MarketMaker - Mozilla Firefox

http://co.marketmaker.uiuc.edu/reg/register

Most Visited agriculture-coloradoM... Colorado MarketMaker FAS - Global Agricultur... MarketMaker Administr... USExport_login WUSATA

Colorado MarketMaker

COLORADO MARKETMAKER™

HOME | SEARCH | HELP | ABOUT US | CONTACT US | LOG IN

Business Profile Upload Images Business Information Contact Information Affiliations Business Preview Registration Complete

General Business Information

Enter the information about your business here to create a listing for your farm, farmers market, restaurant, or other food-related business. When all areas are filled in, click on the "Continue" button at the bottom of this page.

* required

*Business Name:

*Address 1:

Address 2:

Must be 911 address; no PO Box or RR

*City:

*Zip Code:

*State:

*County:

Email Address:

Your email address is not disclosed to the public. A valid email address is required to receive important information regarding account access and service notifications. We respect the privacy of our users and, therefore, we will not sell or otherwise intentionally release your personal information to any third party.

*Primary Phone: () - ext.

Alternate Phone: () - ext.

Fax Phone: () - ext.

800 Phone: () - ext.

Done

COLORADO

MARKETMAKER™

Linking Agricultural Markets

Enter contact information!

Colorado MarketMaker - Mozilla Firefox

http://co.marketmaker.uiuc.edu/reg/register

Most Visited | agriculture-coloradoM... | Colorado MarketMaker | FAS - Global Agricultur... | MarketMaker Administr... | USExport_login | WUSATA

COLORADO MARKETMAKER™ HOME | SEARCH | HELP | ABOUT US | CONTACT US | LOG IN



Business Profile | Upload Images | Business Information | **Contact Information** | Affiliations | Business Preview | Registration Complete

Contact Information

Enter information regarding business contacts. To add multiple contacts, complete the web form and click "Save & Add Another Contact". When you are finished, click the "Continue" button at the bottom of this page

* required

| | |
|------------------|--|
| Salutation | <input type="text" value="None"/> |
| *First Name | <input type="text"/> |
| Middle Name | <input type="text"/> |
| *Last Name | <input type="text"/> |
| Suffix | <input type="text" value="None"/> |
| Title | <input type="text"/> |
| Email | <input type="text"/> |
| Primary Phone | (<input type="text"/>) <input type="text"/> - <input type="text"/> ext. <input type="text"/> |
| Alternate Phone | (<input type="text"/>) <input type="text"/> - <input type="text"/> ext. <input type="text"/> |
| Fax Phone | (<input type="text"/>) <input type="text"/> - <input type="text"/> ext. <input type="text"/> |
| Private Contact? | <input type="text" value="No"/> |

Done

www.comarketmaker.com

Already a member of Colorado Proud? If so, let us know!

The screenshot shows a Mozilla Firefox browser window displaying the registration page for Colorado MarketMaker. The address bar shows the URL <http://co.marketmaker.uiuc.edu/reg/register>. The page features a navigation menu with options: Business Profile, Upload Images, Business Information, Contact Information, Affiliations, Business Preview, and Registration Complete. The 'Affiliations' section is active, displaying a list of organizations to select from. The first option is 'Colorado Proud', which is currently unchecked. Below this option is a detailed description of the Colorado Proud program, including its logo and website information. At the bottom of the page, there are 'Continue' and 'Back' buttons, and a footer containing logos for IRS, AgMRC, USDA, COLORADO, and Colorado State.

COLORADO MARKETMAKER™ HOME | SEARCH | HELP | ABOUT US | CONTACT US | LOG IN

Business Profile Upload Images Business Information Contact Information Affiliations Business Preview Registration Complete

Affiliations

Check any of the affiliations, organizations and agencies shown below that you are a member of in your state. These will be noted in your business profile.

Colorado Proud
By checking this box, you agree to the terms outlined in the Colorado Proud License Agreement below. Please mark this box if you are currently a member of Colorado Proud. If you are not currently a member and would like to join for free, please mark the box. Your membership eligibility will be verified by the Colorado Department of Agriculture before you are accepted into the program.


Website: <http://www.coloradoproud.org>
(PDF): [CPLicenseAgreement.pdf](#)
The Colorado Department of Agriculture developed COLORADO PROUD in 1999. It is a FREE marketing program designed to help consumers, restaurants and retailers identify and purchase Colorado food and agricultural products that have been grown, raised or processed in Colorado.

Continue Back

IRS AgMRC USDA COLORADO Colorado State

COLORADO

MARKETMAKER™

Linking Agricultural Markets

Preview the information you entered

The screenshot shows a web browser window titled "Colorado MarketMaker - Mozilla Firefox". The address bar shows "Colorado MarketMaker" and "Agriculture-Colorado:". The website header includes the logo and navigation links: HOME | SEARCH | HELP | ABOUT US | CONTACT US | LOG IN. A navigation bar contains: Business Profile | Upload Images | Business Information | Contact Information | Affiliations | Business Preview | Registration Complete. The main content area is titled "Business Preview" and "Colorado Department of Agriculture".

Business Profile [edit](#)

Farmer/fishe... Food Retailer

Methods of Sale

- Direct

Upload Images [edit](#)

Images not selected.

General Business Information [edit](#)

Address 1: 700 Kipling St, Suite 4000 Primary Phone: (303) 239-4123
City: Lakewood
County: Jefferson
Zip Code: 80215
State: Colorado

Brief Description of Business or Product(s)

State: Colorado

www.comarketmaker.com

When everything is accurate, click “Submit”.

The screenshot shows a Mozilla Firefox browser window with the Colorado MarketMaker website. The browser's address bar shows 'Agriculture-Colorado:'. The website content includes several sections:

- Upload Images**: Includes an 'edit' link and the text 'Images not selected.'
- General Business Information**: Includes an 'edit' link and fields for:
 - Address 1: 700 Kipling St, Suite 4000
 - City: Lakewood
 - County: Jefferson
 - Zip Code: 80215
 - State: Colorado
 - Primary Phone: (303) 239-4123
 - Brief Description of Business or Product(s)
 - State: Colorado
- Contact Information**: Includes an 'edit' link and the text 'Dawn M Velasquez de Perez' and 'Private: No'.
- Affiliations**: Includes an 'edit' link and the text 'Affiliations not selected.'

A 'Submit' button is located below the form fields.

SPONSORS

- AgMRC (Agricultural Marketing Resource Center)
- USDA (United States Department of Agriculture, National Institute of Food and Agriculture)
- APPLIED SUSTAINABILITY CENTER
- COLORADO DEPARTMENT OF AGRICULTURE
- COLORADO PROUD
- Colorado State University Extension

FOOTER

COLORADO MARKETMAKER™

Home | Search | Register | Contact Us | Site Map
National Portal | Privacy Policy and Disclaimer | Admin
Colorado Department of Agriculture
markets@ag.state.co.us
Problems using the site? Let us know
(version: 3.0.0)

Social media icons for RSS, Facebook, and Twitter are present.

URL: <http://www.marketmakersponsors.com/SponSrv/adclick.php?bannerid=66&zoneid=0&source=&dest=http://www.colorado.gov/ag>

Creating Business Connections

- Log into **Colorado MarketMaker**.
- Click **Begin New Business Profile** and locate a business you would like to get connected with.
- Click on the business name, and it will take you to the details page, displaying all of the information for that business.
- On the right hand side of the screen under the map, you will see a title called **Business Connections**. Click on the **Get Connected** icon to connect your business!

About Us

Backwoods Art is a family run wine rack design and manufacturer. Wholesale sales of wine, whiskey and tequila bottle holders and displays. High quality craftsmanship.

Business Connections

No connections yet.



Viewing Your Connections

- Log into **Colorado MarketMaker**.
- Click on **My Connections** located in the purple menu bar on the top of the screen.
- You'll now see all of your connections in table-form.
- Click on the business name to go to that business' detail page.



Home>Connections

My Connections

| Name | Profile(s) | Location | Date Connected | Action |
|--------------------------------------|-------------------------|---------------------|--------------------|--------|
| Grill Bar & Cafe | Eating & Drinking Place | Leadville, Colorado | Aug 20 2010 3:33PM | delete |
| Augusta Restaurant | Eating & Drinking Place | Denver, Colorado | Aug 20 2010 3:33PM | delete |
| Backwoods Art LLC | Wholesaler | Longmont, Colorado | Aug 20 2010 3:31PM | delete |

Deleting a Connection

Any business can delete a connection after it is established, as follows:

- Log into **Colorado MarketMaker** using your username and password.
- Click on **My Connections**.
- Click on the delete link in the Action column of the table.

How to find locally produced food...

COLORADO MARKETMAKER™

HOME | SEARCH | HELP | ABOUT US | CONTACT US | LOG IN

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

for **BUSINESSES** | for **CONSUMERS**

I'm looking for a near

Learn MarketMaker | Case Studies | Related Websites | Factsheets | Glossary

National MarketMaker

National MarketMaker >> MarketMaker is in many states across the U.S.; select a state below to travel to the site.

Business Spotlight

Epicurean Butter
 After 20 years in fine dining restaurant kitchens, Chef John Hubschman developed a line of all natural compound butters for home use. Anyone can now create a restaurant quality meal: use savory butters to finish grilled steaks and seafood, toss with pasta or vegetables, or enjoy spread on warm crusty bread. [Learn More](#)

- Caribbean Food Shack
- Diamond D Dairy Drinkable Yogurt
- Freshies Food Corporation
- Oogie's Snacks LLC

MarketMaker Blog

A behind the scenes look at MarketMaker

Farmers Markets build community vitality with help from IN Farm Bureau Bootcamps
 Posted on: 06/08/10

White House Report: Strengthening the Rural Economy
 Posted on: 06/01/10

BUY & SELL FORUM **MARKET PLACE**

Looking to Buy | Looking to Sell | Value-added services | Transportation

Update Your Info
 Make sure that your businesses' info is up to date.

Taste of the States

Click “Begin New Business Profile”

Market Maker v3.0 Beta - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://webapps.marketmaker.uiuc.edu/marketmaker/#CO/food/business/na/08

Most Visited agriculture-coloradoM... Colorado MarketMaker FAS - Global Agricultur... MarketMaker Administr... USExport_login WUSATA

Market Maker v3.0 Beta

Business Search Market Search Business Results Census Profile

No Business Profile Selected

Begin New Business Profile

Select a Business Profile

- Agritourism
- Buyer
- Eating & Drinking Place
- Farmer/Fisherman
- Farmers Market
- Food Retailer
- Processor
- Wholesaler
- Winery

Clear Selection Cancel

Search By: Search Within:
State Colorado Modify

Please Select a Business Profile

Narrow Your Search

The screenshot shows the Market Maker v3.0 Beta web application in a Mozilla Firefox browser. The browser's address bar displays the URL: <http://webapps.marketmaker.uiuc.edu/marketmaker/#CO/food/business/na/08>. The application interface includes a navigation bar with tabs for "Business Search", "Market Search", "Business Results", and "Census Profile". The "Business Search" tab is active, showing a "Farmers Market" search results page. A "County" filter dialog box is open, displaying a list of Colorado counties with checkboxes for selection. The dialog box has "Apply" and "Cancel" buttons. The background map shows the state of Colorado with various locations marked by pins. The search results list on the right includes entries like "Northern Colorado", "Central Colorado Foodshed Alliance", and "Colorado Farm and Art Market".

Market Maker v3.0 Beta - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://webapps.marketmaker.uiuc.edu/marketmaker/#CO/food/business/na/08

Most Visited agriculture-coloradoM... Colorado MarketMaker FAS - Global Agricultur... MarketMaker Administ... USExport_login WUSATA

Market Maker v3.0 Beta

Business Search Market Search Business Results Census Profile

Begin New Business Profile

Search By: County Search Within: Colorado

Showing page 1 of 3

Sort by: Registered Member

County

Apply Cancel

- Adams
- Alamosa
- Arapahoe
- Archuleta
- Baca
- Bent
- Boulder
- Broomfield
- Chaffee
- Cheyenne
- Clear Creek
- Conejos
- Costilla
- Crowley
- Custer
- Delta
- Denver
- Dolores
- Douglas
- Eagle
- El Paso
- Elbert
- Fremont
- Garfield

Done

Use the map to find Colorado companies!

The screenshot displays the Market Maker v3.0 Beta web application in a Mozilla Firefox browser. The browser's address bar shows the URL: <http://webapps.marketmaker.uiuc.edu/marketmaker/#CO/food/business/na/08>. The application interface includes a navigation bar with "Business Search" and "Market Search" tabs, and a "Begin New Business Profile" button. The main content area is divided into a map on the left and a "Business Results" panel on the right. The map shows Denver, Colorado, with various business locations marked by colored pins. The "Business Results" panel displays 16 results for a search within Denver, Colorado, sorted by "Registered Member". The results list includes:

- Cherry Creek Valley International Farmers Market, Denver, Colorado
- Denver Urban Homesteading, Denver, Colorado
- Highland Farmers Market, Denver, Colorado
- Old South Pearl Street Association - Farmers Market, Denver, Colorado
- Cherry Creek Fresh Market, Denver, Colorado
- City Park Esplanade Farmers' Market, Denver, Colorado
- Civic Center Outdoor Market & Cafe, Denver, Colorado

Use the Market Place to Buy and Sell Products or Advertise Value-Added Services

The screenshot shows the Colorado MarketMaker website in a Mozilla Firefox browser. The browser's address bar displays the URL <http://co.marketmaker.uiuc.edu/main/index>. The website layout includes a navigation menu with options like 'Update Your Info', 'Register Your Business', and 'MarketMaker News'. A central 'BUY & SELL FORUM' section features icons for 'Looking to Buy' (12 current listings), 'Looking to Sell' (58 current listings), 'Value-added services' (13 current listings), and 'Transportation' (0 current listings). An 'Upcoming Events' section highlights the 'National Value Added Agriculture Conference' in Biloxi, MS, with a calendar for August 2010. The calendar shows the 18th as the event date. A 'MarketPlace' section on the right features 'Lane's Fresh Peach Bread' and a 'White House Report: Strengthening the Rural Economy'.

BUY & SELL FORUM

| Looking to Buy | Looking to Sell | Value-added services | Transportation |
|-----------------------|-----------------------|-----------------------|----------------------|
| 12 current listings ▶ | 58 current listings ▶ | 13 current listings ▶ | 0 current listings ▶ |

Upcoming Events

National Value Added Agriculture Conference
 Event dates: 2010-06-28 - 2010-06-29
 Mississippi State University Extension hosts this year's conference in Biloxi, MS. The conference features two days of programs and breakout sessions in support of value added agriculture. [Learn More](#)

MarketPlace

Lane's Fresh Peach Bread

White House Report: Strengthening the Rural Economy
 Posted on: 06/01/10

Upcoming Events Calendar (August 2010)

| August 2010 | | | | | | |
|-------------|----|----|----|----|----|----|
| Su | Mo | Tu | We | Th | Fr | Sa |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

[View All MarketMaker Events](#)

MarketMaker News

Kentucky Continues to Expand Opportunities for Farmers
 The University of Kentucky recently hosted a focus group for chefs and foodservice administrators. [Learn More](#)

South Carolina Joins MarketMaker
 The Palmetto State's freshest seafood and agricultural produce is just a mouse click away. [Learn More](#)

Follow MarketMaker

Facebook | Twitter

The Market Place

Colorado MarketMaker - Mozilla Firefox
 http://co.marketmaker.uiuc.edu/main/marketplace

Home>Buy & Sell Forum

Buy & Sell Forum Overview

If you would like to post a listing on the **Buy & Sell Forum** but aren't yet registered with **MarketMaker**, please contact [Gina Backes](#).

Looking To Buy

End users in the value-added food chain seek products for restaurants, grocery stores and farmers markets.



12 Current Buy & Sell Forum Listings

[View Current Listings](#)

Services and Equipment

If you need or offer processing services for value-added agriculture, look here.



13 Current Buy & Sell Forum Listings

[View Current Listings](#)

Looking To Sell

Agricultural entrepreneurs with products to sell can list their inventory here.



58 Current Buy & Sell Forum Listings

[View Current Listings](#)

Transportation

If you need to have product transported or if you are in the business of transporting products, look in this category.



0 Current Buy & Sell Forum Listings

[View Current Listings](#)

Latest Buy & Sell Forum Postings

| Title | Category | Region | State | Start Date | End Date | Views |
|-------|----------|--------|-------|------------|----------|-------|
|-------|----------|--------|-------|------------|----------|-------|

Clicking on the link will reveal the advertisement!

Colorado MarketMaker - Mozilla Firefox

http://co.marketmaker.uiuc.edu/main/mp_category/2

Most Visited agriculture-coloradoM... Colorado MarketMaker FAS - Global Agricultur... MarketMaker Administr... USExport_Login WUSATA

Colorado MarketMaker

Category Listing

Looking To Sell

| Title | Region | State | S |
|--|---------------------------------|--------------------------|----|
| Colorado Proud Tasting BBQ | Mountain Plains | Colorado | Au |
| Jalapeno Peppers Grown in Central KY | Southeast | Kentucky | Au |
| Local products in the Ohio Valley | Mid-West | Ohio | Au |
| Okra | Southeast | Florida | Au |
| Fresh peaches | Mid-West | Michigan | Au |
| Pasture-Raised Eggs In Bulk | Mountain Plains | Colorado | Au |
| winter squash | Southeast | Kentucky | Au |
| Blue Sky Natural Angus Beef | Mountain Plains | Colorado | Au |
| BBQ Sauce For Retailers | Mountain Plains | Colorado | Au |
| All Natural BBQ Sauces | Mountain Plains | Iowa | Au |
| Gourmet Dip Mixes | Mid-West | Michigan | Au |
| USDA Certified Organic Skincare | Mid-West | Michigan | Au |
| Local Raw Honey | Mountain Plains | Colorado | Au |
| 2011 Harvest Expected early June | Mountain Plains | Colorado | Au |
| alfalfa-hay | Mid-West | Michigan | Au |

Colorado MarketMaker - Mozilla Firefox

http://co.marketmaker.uiuc.edu/main/mp_detail/434

Most Visited agriculture-coloradoM... Colorado MarketMaker FAS - Global Agricultur... MarketMaker Administr... USExport_Login WUSATA

Colorado MarketMaker

Looking To Sell

Pasture-Raised Eggs In Bulk

Description:



[H & J Farms](#) is getting a large amount of eggs, ~8 dozen a day. In about January we will be getting ~30 dozen a day, ~210 dozen a week. If you would like to provide great tasting healthy Farm Fresh eggs to your patrons and family, don't miss out. Place your order today.

We look forward to serving you soon!

H & J Farms
<http://www.handifarms.com>
sales@handifarms.com

The Four Ps: Controllable Marketing Mix Factors

- Do you control all Four P's effectively?
 - **Product**: A good to satisfy the consumer's needs
 - **Price**: To be exchanged for the product
 - **Promotion**: A means of communication between the seller and buyer
 - **Place**: A means of getting the product to the consumer
- CMM can help you with promotion and place!

Your Marketing Plan

- Double Check:
 - Possible with Current Resources?
 - Addresses a Market Opportunity
 - Balanced between Loose and Tight
 - Visionary, but Pragmatic
 - Clear Objectives and Vision Behind Each Market Strategy Choice

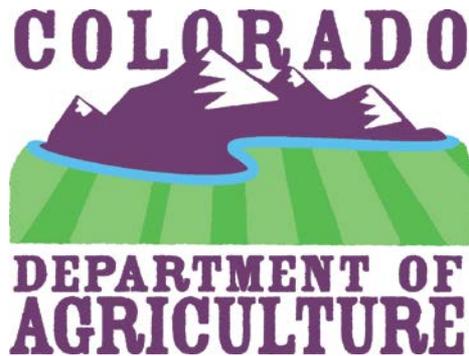
Our CMM Team Goals

- **Facilitate** market coordination and networking
- **Find opportunities** to use this resource in developing markets locally, domestically and internationally
- **Help** you understand the Colorado food and agricultural industry
- **Help** you easily source Colorado products for purchase
- **Help businesses . . . MAKE COLORADO SALES!!!**

For More Innovative Marketing Ideas

- Colorado Department of Agriculture
 - <http://www.coloradoagriculture.com/>
- SCORE-Counselors to America's Small Business
 - <http://www.score.org/index.html>
- Agricultural Marketing Resource Center
 - <http://www.agmrc.org/>

Questions?



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