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Producers' Opinions on MarketMaker Impacts

Khin Mar Cho and Donald J. Tobias
Cornell University Cooperative Extension-New York City

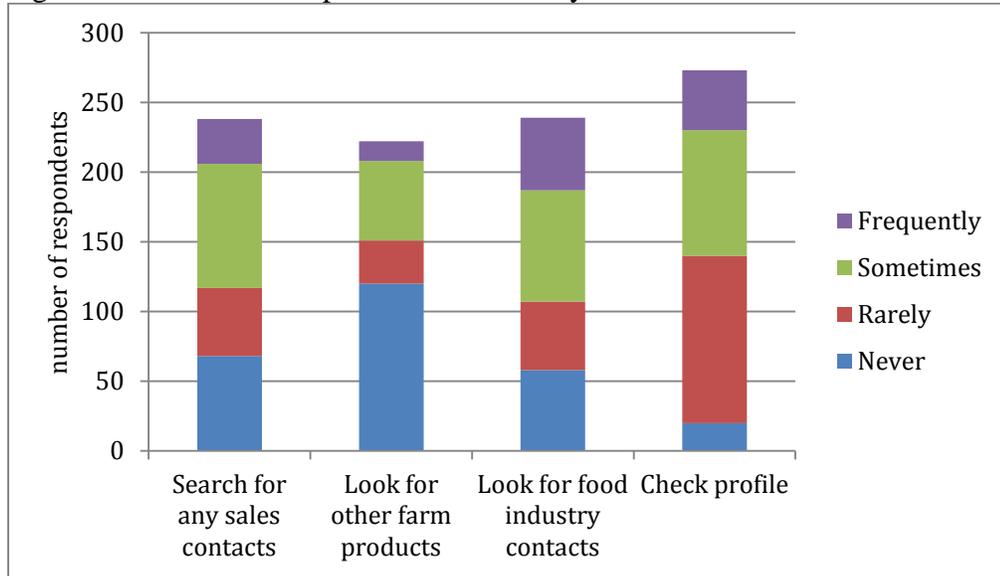
MarketMaker is a free, web-based resource created to link farmers, processors, retailers, consumers, and other food chain participants. The national MarketMaker network, currently supported by 23 states, contains one of the most extensive collections of searchable food industry businesses in the United States.

Producer Evaluation Survey

In 2009, a producer evaluation survey was conducted to measure farm-level impact of NY MarketMaker usage by producers registered with the site. The questionnaire was sent to 700 producers who actively visit and use the site. The survey received a very high response rate of 53% (374 responses).

Figure 1 shows how producers use the NY MarketMaker site. Thirty-two respondents reported they frequently search for sales contacts, 89 said sometimes, 49 said rarely, and 68 said never. Fourteen respondents said that they frequently look for other farm products, 57 said sometimes, 31 said rarely, and 120 said never. Fifty-two said they frequently look for food industry contacts, 80 said sometimes, 49 said rarely, and 58 said never. Forty-three producers responded that they frequently check their business profile, 90 said sometimes, 120 said rarely, and 20 said never.

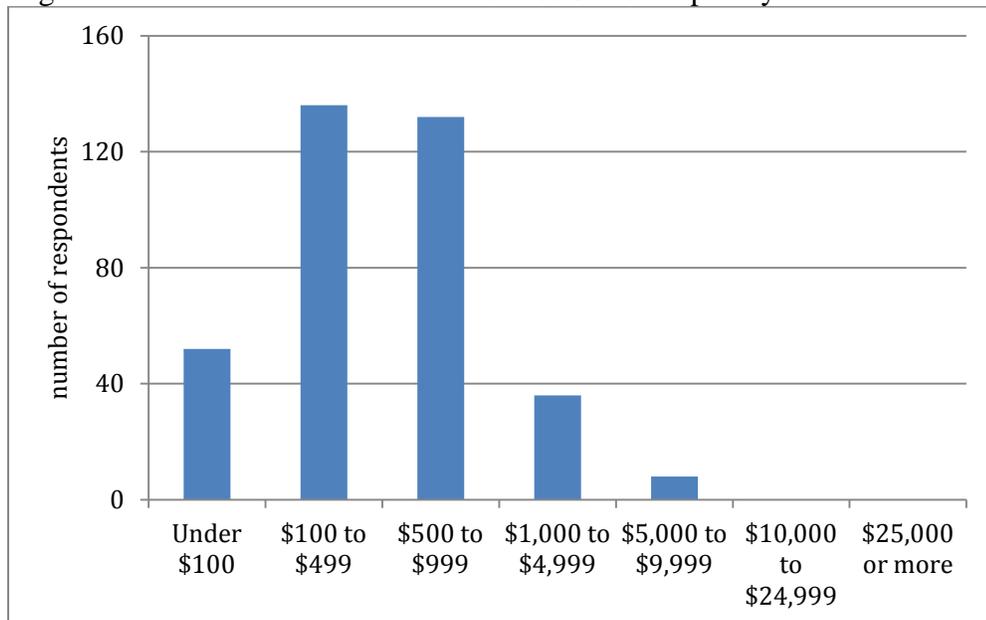
Figure 1. Producers' Responses to How They Use NY MarketMaker



Source: Survey Results (2009)

Producers estimated the dollar value of their business sales helped or started by MarketMaker (see Figure 2). Eight producers responded that MarketMaker helped their business sales in the dollar value of \$5,000-\$9,999; 36 responses showed the estimated dollar values of \$1,000-\$4,999; 132 producers responded the dollar value of \$500-\$9,999; 136 responded \$100-\$499, and the remaining 52 answered under \$100.

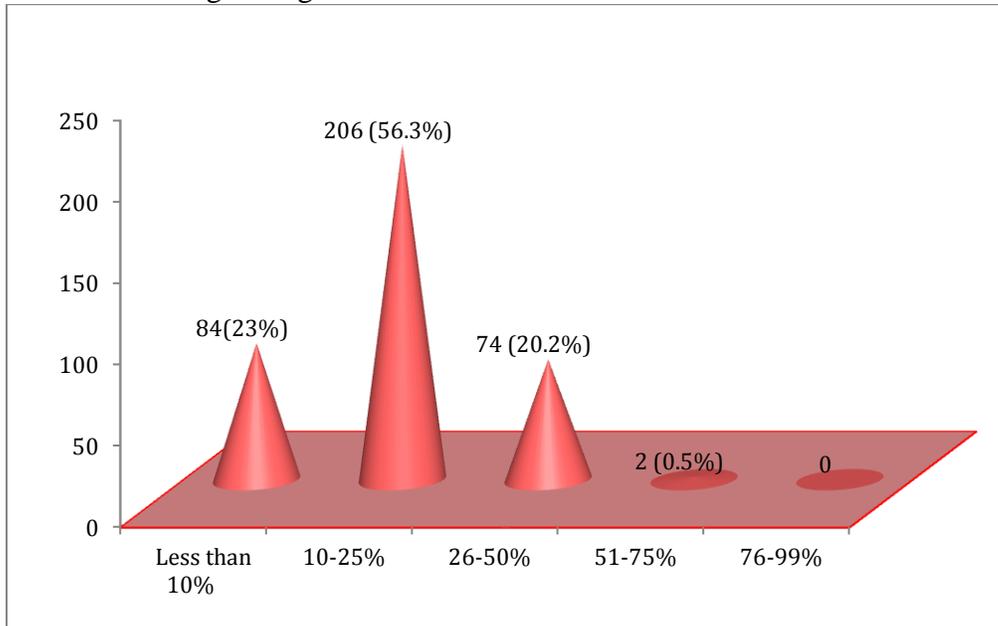
Figure 2: The Dollar Value of the Business Sales Helped by NY MarketMaker



Source: Survey Results (2009)

The majority of the respondents, 56.3%, reported that 10-25% of their farm-level income increased from direct and niche marketing activities conducted through MarketMaker (Figure 3). The survey results also indicate that NY MarketMaker helps small- and mid-sized producers in making marketing contacts, connecting direct to individual consumers, restaurants, farmers markets, and institutional buyers as well as finding producers and their farm products; and finding food industry business partners.

Figure 3. Producers' Responses to Percentage of Farm-Level Income Increased from Direct Marketing through NY MarketMaker



Source: Survey Results (2009)

The survey results were shared with producers, consumers and food industry related stakeholders and are available through our website (<http://nyc.cce.cornell.edu>). Other publications, brochures, fact sheets, annual reports, PowerPoint presentation slides, harvest calendar, Adobe-connect online training curriculum, and “How-to” manuals are available online at <http://nymarketmaker.conell.edu> and <http://nyc.cce.cornell.edu>.

“Smart Marketing” is a marketing newsletter for extension publication in local newsletters and for placement in local media. It reviews elements critical to successful marketing in the food and agricultural industry. *Please cite or acknowledge when using this material.* Past articles are available at <http://marketingpwt.aem.cornell.edu/publications.html>.