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FREE Marketing Resource: New York MarketMaker  
<http://nymarketmaker.cornell.edu>

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

Dyson School of Applied Economics and Management, Cornell University

MarketMaker is a FREE online resource created to link farmers, processors, retailers, consumers, and other food chain participants. The national MarketMaker network, currently available in 20 states, contains one of the most extensive collections of searchable food industry related data in the United States.

Cornell University Cooperative Extension (CUCE) in New York City established the NY MarketMaker program in 2007 in cooperation with the University of Illinois. It is part of a national MarketMaker network of state websites that contain a total of 500,000 profiles of farmers and other food related businesses. The main objectives are to expand and improve the use of web tools to better supply markets and support buyers and sellers by sharing “market intelligence”. The sites also hope to improve business-to-business, business-to-government, and business-to-consumer activities and increase the availability of regionally-grown foods in urban markets. Today, NY MarketMaker contains information on over 2,000 food producers representing vegetables, fruits and nuts, dairy, grains, herbs, wine, fish and seafood, and meat and poultry products from 56 New York counties. These numbers make New York the state with the most producer participation in the entire MarketMaker system.

### ***Features and Benefits of MarketMaker***

Conducting market research, locating targeted markets, and advertising and promoting products require significant expenditures, even for the largest New York agricultural businesses. MarketMaker provides some of this information for free. For example, producers, as well as other users, can search demographic and business data, and details can be summarized on a map to show concentrations of consumer markets and possible strategic business partners. You can search MarketMaker to locate Census tract populations with desired demographic characteristics and then target sales to retailers in those tracts. You can also search for potential customers or business partners in specific industry segments, such as Agritourism, Buyer, Eating & Drinking Places, Farmer/Producer (vegetables, fruits & nuts, grains, herbs, dairy, meat & poultry, and specialty products), Farmers’ Market, Fishery, Food

Retailer, Processor, Wholesaler, and Winery. These also can be summarized on a map pinpointing their location and can be downloaded off the site.

Producers can also list their business on NY MarketMaker site for free, allowing them to be “found” by buyers, such as individual consumers, retailers, wholesalers, or institutions, such as schools, hospitals, faith based organizations (churches, synagogues, and mosques), senior dining sites, and food banks. Plus, producers can post ads for available or needed food products on MarketMaker’s Buy & Sell forum.

***Examples of MarketMaker Users:***

- Direct sellers searching for buyers
- Farmers selling to restaurants
- Farmers selling to food processors
- Farmers selling specialty foods
- Farmers looking for other farmers to partner with
- Restaurant chefs looking for local products
- Buyers looking for local/specific products from farmers
- Retailers looking for local products
- Wholesalers looking for local products
- Buyers finding local farmers markets
- Community Supported Agriculture (CSA)
- U-pick operations
- On-farm and roadside markets

***MarketMaker Training and Outreach***

We support educational outreach programs that teach food entrepreneurs how to use the site and the basics of marketing value-added food products. We developed MarketMaker online training curricula and “How-to” manuals. New York MarketMaker informs producers at growers meetings and many conferences in New York state and the Northeast region. Though the program is producer-centered, the awareness and involvement of retail food enterprises, processors and manufacturers is key to linking retail food actors and local producers. We conduct outreach with trade shows and retail organizations to inform and increase access to New York producers. MarketMaker presentations are given at growers meetings and Extension conferences, examples include the Hudson Valley Fruit Growers School, tradeshow, expos, farm days, Farmers’ Markets Federated Conference, Eat Smart New York Nutrition Conference, the International Restaurants and Food Service Expo, Summer Fancy Food shows, CSA Annual Conference, the Culinary Institute and culinary schools, New York city farmers’ markets, and faith based organizations of New York city.

Training manuals and training schedules are available online at <http://nyc.cce.cornell.edu>, and training can be scheduled by contacting Dr. Khin Mar Cho at 212-340-2918 or [kc458@cornell.edu](mailto:kc458@cornell.edu). Other publications, including brochures, fact sheets, annual reports, PowerPoint presentation slides, harvest calendar, Adobe-connect online training curriculum, and “How-to” manuals are also available online at <http://nymarketmaker.cornell.edu> and <http://nyc.cce.cornell.edu>.

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“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>.