



GEORGIA MARKETMAKER™

Linking Agricultural Markets

How To Help Producers and Businesses Link to Georgia MarketMaker

In order to take advantage of this unique marketing opportunity, we need to ensure that all Georgia producers, processors, farmer's markets, and food-related businesses are in the database. Follow these steps for quick and easy sign-up.

- 1) First, make sure that the producer/business is not already featured on the site by going to www.marketmaker.uga.edu and click on **“Search”** in the upper right hand corner and search for the producer/business name.
- 2) If the producer/business name is found, then check the entire listing for accuracy and submit any needed changes to gamarket@uga.edu.
- 3) If the name is not found, return to the home page (www.marketmaker.uga.edu) and click on the **“Register Your Business”** button to pull up registration instructions.
- 4) The registration page offers three options for registration, including online, by phone, or by mail. Problems or questions with this section may be directed to the Center for Agribusiness and Economic Development (CAED) at 706-542-2434 or email gamarket@uga.edu for assistance.
- 5) For online registration, go to the **“Select Your Business”** drop down menu and choose from the types of featured businesses to pull up the registration page. **Producer/farmers** will have the option of including each and every type of product offered, the **product attributes** (i.e. natural, certified organic), **product forms** (i.e. farm fresh, bottled, frozen) and **methods of sale** (i.e. on-farm sales, farmer's market). Make sure to fill out the form carefully as potential customers will be looking for these features in order to find exactly what they need!
- 6) The online producers registration form also includes sections for days/hours of operations and any additional information that a searcher might need to locate the business. This is very valuable information for potential customers!
- 7) Click on the **“Submit”** button and the information will be entered into the MarketMaker system. Allow four days for information to be posted, then go to www.marketmaker.uga.edu and click on **“Search”** in the upper right hand corner and search for the producer/business name and review for accuracy. If any changes are necessary, contact us at gamarket@uga.edu or by phone at 706-542-2434.
- 8) We respect the privacy of all who register and will not sell or otherwise intentionally release personal/business information to any third party and you always have the option of removing your information from our database. If you decide you no longer wish to be included, you may contact us at gamarket@uga.edu or by phone at 706-542-2434.

