



The University of Georgia

College of Agricultural and Environmental Sciences  
Center for Agribusiness and Economic Development



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## **Build your food business through MarketMaker**

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Whether you produce pecans or blueberries, chickens or milk, a new Web site from the University of Georgia can help you market your Georgia-grown product and connect you with consumers and the food industry.

UGA's Center for Agribusiness and Economic Development (CAED) recently rolled out Georgia MarketMaker ([www.marketmaker.uga.edu](http://www.marketmaker.uga.edu)), an interactive site that has one of the most extensive lists of state-produced food information in the country.

"Our goal is to try to help producers sell their products and help to provide a market for Georgia's farmers," CAED marketing analyst Kent Wolfe said.

Over 32,000 food businesses – from vegetable growers to grocery store chains – are currently listed in Georgia's system.

Adding your name to the list will help both you as you grow your business and the food industry statewide as it moves to relying more heavily on Georgia-produced food.

"MarketMaker allows producers to sell directly to consumers and make more money," Wolfe said. "We'd like to see it evolve into a locally grown food network."

To list your food business on MarketMaker, go to [www.marketmaker.uga.edu](http://www.marketmaker.uga.edu) and click on "register your business." The link will take you to a page where you can select your business type and fill out information ranging from meat and meat products to fortified wines.

Funded by the OneGeorgia Authority, UGA College of Agricultural and Environmental Sciences (CAES), Cooperative Extension and CAED, the Web site is a searchable source for all businesses in the food supply chain.

### **Build your food business through MarketMaker (continued)**

“It’s a unique resource because it not only contains a comprehensive database but has demographic information and mapping capabilities,” Sharon Kane, a CAES food business development specialist.

Kane and Wolfe helped bring MarketMaker to Georgia. University of Illinois Extension originally created the program in 2004. Current states in the national system are Nebraska, Iowa, Illinois, Kentucky, Georgia and New York. Michigan, Indiana and Mississippi are slated to come online soon.

“Georgia businesses and producers can also search those states for produce and other farm products,” Kane said.

For more information about MarketMaker, call (706) 542-1861, e-mail [gamarket@uga.edu](mailto:gamarket@uga.edu) or visit [www.marketmaker.uga.edu](http://www.marketmaker.uga.edu).

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