

eCommerce and Practices

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- types of online platforms and architecture designs.
- pros and cons of using online strategies.
- sample innovative aggregated venues.



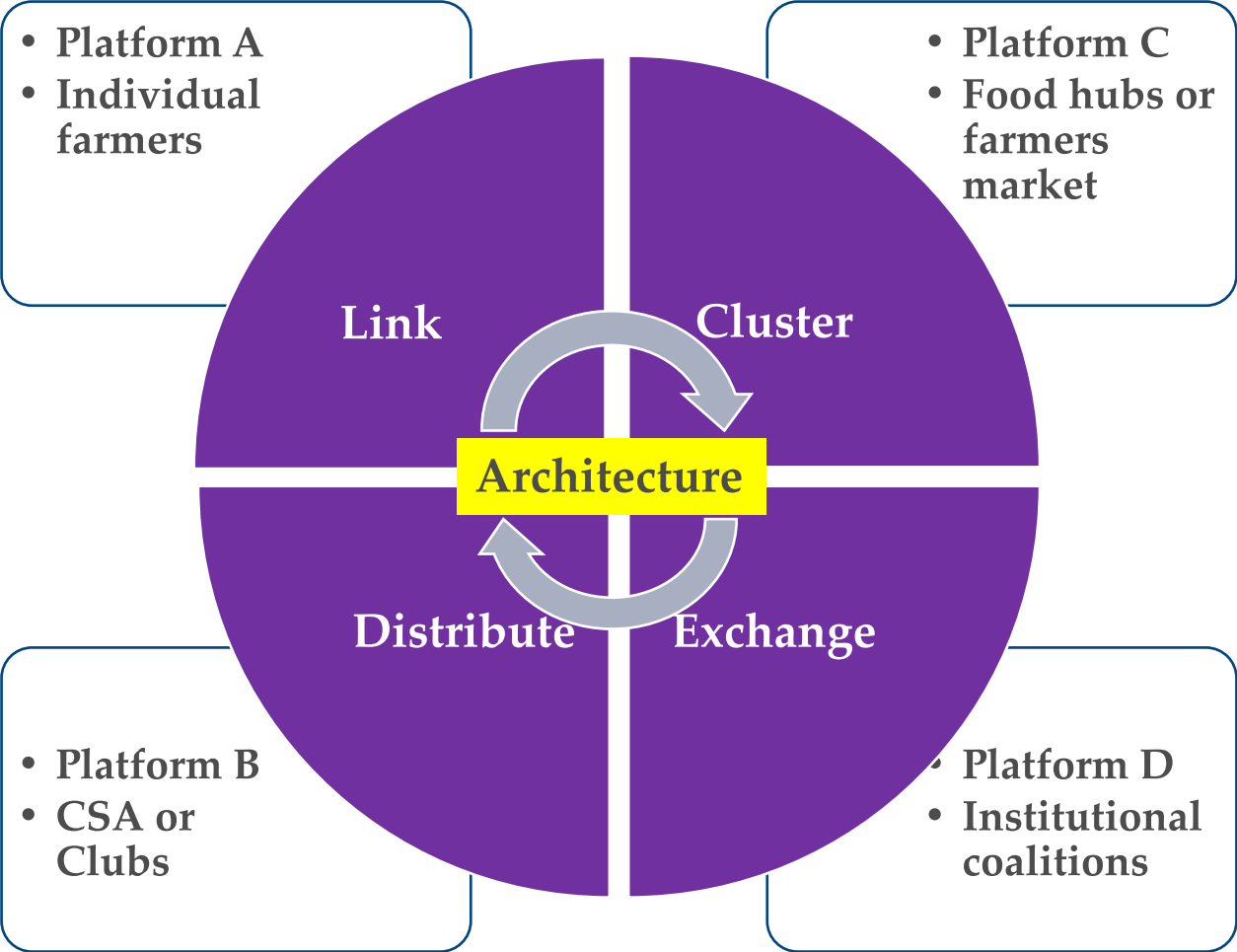
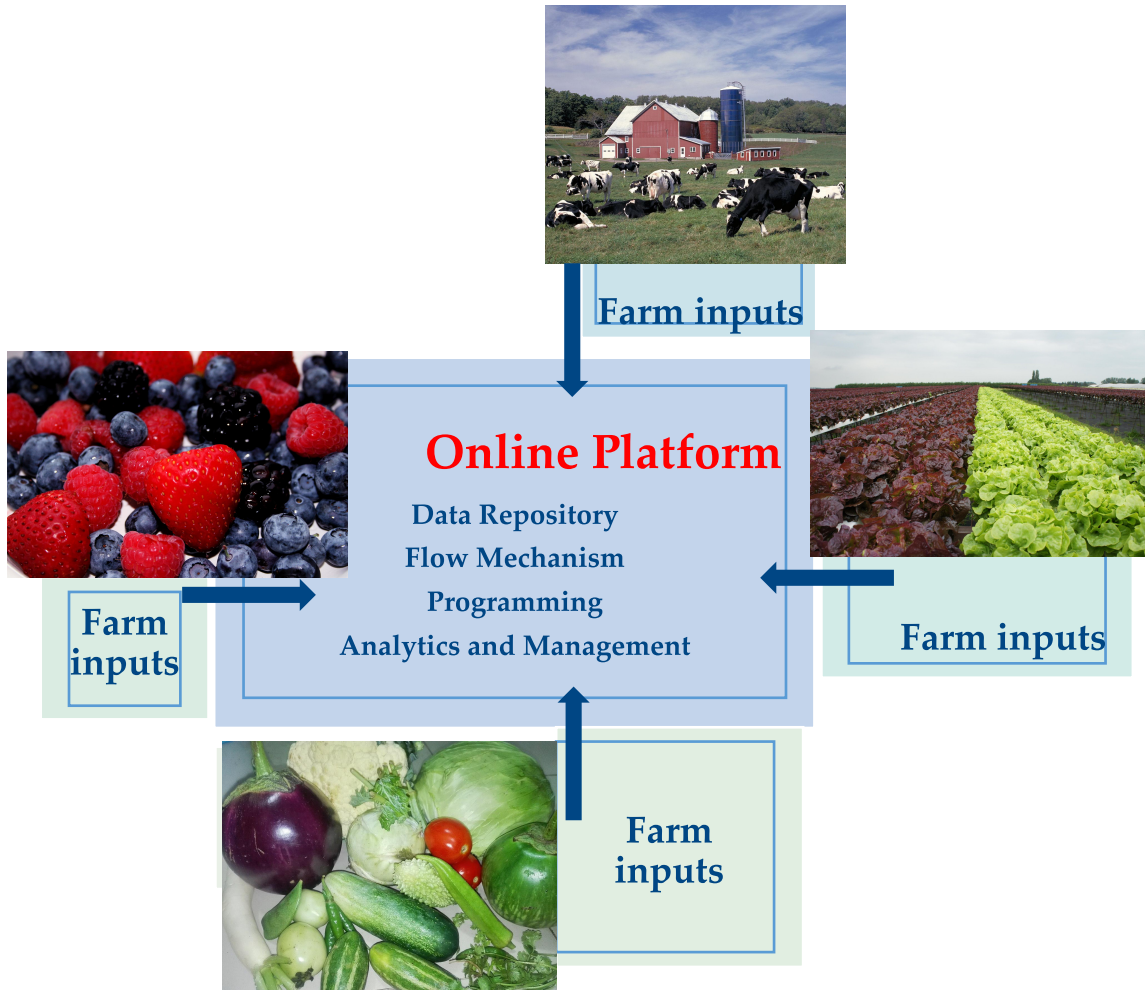
Private (consulting service) – fee for buyers and sellers to cover administrative works, technical support, specific platform

Public (NGOs grant funded) – set up fees, no charge for users

Hybrid (public funded with proprietary features) – set up fees, maintenance costs, may not charge farmers/sellers



platforms and architecture designs





pros and cons of using online strategies

Pros

- Know where food comes from
- Promote and branding
- Shorten supply chain
- Manage orders and inventory
- Target tech savvy generations
- Streamline data and analysis
- Diversify market orientation
- Direct buyer-seller interface

Cons

- Find customers
- Keep up with promotion
- Sustain consistent supply
- Maintain detailed records
- Handle technical issues
- Manage time beyond farming

Policy and Support

How can I use MarketMaker?



PRODUCERS:
Reach new markets



BUYERS:
Connect with local or specialty suppliers



CONSUMERS:
Find goods and services in your area

Find out why MarketMaker is a must-have resource



REGISTER YOUR BUSINESS

BUY OR SELL

Current Listings

2

BUY

48

SELL

2

SERVICES/EQUIPMENT

0

TRANSPORT

0

OTHER



AGMRC FOR VALUE ADDED AGRICULTURE

The [Ag Marketing Resource Center](#) at Iowa State is a rich library of information to help you understand and analyze the food industry in terms of value-added markets and industries.

The food industry is a multi-billion dollar industry and impacts all of United States' agriculture. For more information on specific topics within the food industry, [click here](#).

Virginia



Launched in 2015 MarketMaker

- Virginia Cooperative Extension
- Virginia Dept. of Agriculture and Consumers Services
- Farm Credit of the Virginias



BUSINESS SPOTLIGHT

Wegmeyer Farms

Wegmeyer Farms is a unique pumpkin, raspberry, strawberry and blackberry pick-your-own farm in Hamilton, Va., operated by Tyler and Harriet Wegmeyer. Our products have been featured at The White House and on the Chef Emeril cooking show.



[LEARN MORE](#)

PARTNER STATES

MarketMaker is Seeking Partners

MarketMaker has enjoyed an extensive network of partners and collaborators over the years that includes universities, governmental agencies and agricultural organizations. Grass roots engagement has been key to our successes. If you would like to bring Food MarketMaker and its suite of tools and services to your group, locality or state please consider becoming a partner. We are a scalable platform that can serve the local community or a national network of stakeholders.



[LEARN MORE](#)

"MarketMaker was the most successful tool that gave me access to wholesale markets. A Farm-to-Fork grocery store in the next state was able to find my okra operation from a post (Buy-Sell Forum) in minutes."

—THOMAS LEONARD, MODERN HARVEST FARMS, WOODRUFF, SC



Key Take Away Messages

Linking Technology Innovation to Farming Systems and Market Orientation

Adopting Use-Inspired Approaches to Motivate Engagement

Inspiring New Business Models to Support Food Systems

Expanding Training and Education to Achieve Sustainable Goals