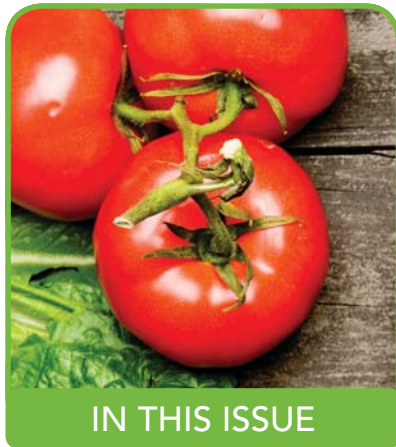




MARKETMAKER™

Linking Agricultural and Seafood Markets



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Top photo credit: Ohio State University Hops Research Facebook Page.

MARKETMAKER TAKES ROOT IN VIRGINIA

MarketMaker is pleased to welcome Virginia as the newest partner state. With more than 46,000 farms creating the largest and most economically impactful industry in the state, the mutually beneficial partnership between Virginia and MarketMaker will establish a needed digital resource to help Virginian users increase their market scope and provide current MarketMaker users nationwide with a wealth of new products and agribusiness opportunities in Virginia.

Virginia MarketMaker will facilitate business partnerships between the state's robust agriculture industry and other MarketMaker users throughout the country. Because of Virginia's geographic location, 70 percent of the US population can be accessed within seven hours of its borders, making it easy to transport perishable products. The state also offers a diverse range of products that rank in the top 15 of all states, such as fresh market tomatoes, leaf tobacco, apples, grapes, cotton, peanuts, poultry, and eggs.

Spearheaded by Virginia Polytechnic Institute and State University's (Virginia Tech) Cooperative Extension Office's Dr. Kim Morgan, Virginia began processes to join MarketMaker in December 2014.

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