

Case Studies and Testimonials

**WHO'S USING MARKETMAKER?**

WHO'S USING MARKETMAKER...

## Gonsoulin Land and Cattle



Gonsoulin credits MarketMaker for a 20-25% boost in sales in the South Louisiana area

*“Consumers will buy local as long as they have an avenue to get it, and we think MarketMaker is that avenue. People want to know where their food is coming from.”*

*We are very pleased with the response we have received from having our product listed in MarketMaker.”*

- Shannon Gonsoulin  
Gonsoulin Land and Cattle

WHO'S USING MARKETMAKER...

## Cornerstone Seventh Day Adventist Church, Brooklyn, NY

- Food pantry serves 200-250 per week
- Sunday dinner served to 300
- Wanted to source from local farms for fruit and vegetables to be delivered the day before Thanksgiving



J. Glebocki Farms, NY delivered 100 cases of produce to the church in response to the notification sent out to producers through MarketMaker's Trade Alert System

WHO'S USING MARKETMAKER...

## Palos Heights, IL Farmers Market



“Last year I had an opportunity to take over a second farmers market, but came on board late in April. By then most of the vendors I knew were already booked out for the summer and the previous manager had moved the existing vendors elsewhere on that day.

Thank goodness for MarketMaker and how easy it was to use. I was able to spend a few days perusing the data base to locate a few new vendors or get in contact with some who could refer others...It's been a great tool and I highly recommend it.”

*Donna Ondriska, Market Manager*

WHO'S USING MARKETMAKER...

# Teaching Youth about Local Foods



**NYC Afterschool 4-H Program**

St. Mark's Afterschool Youth Participants connect with local farmers through MarketMaker to source produce they sell to family members, school staff, and local community members



WHO'S USING MARKETMAKER...

Teaching other youth about the MarketMaker project at the 4-H Youth Voice Youth Choice Event at Food & Finance High School in Manhattan

## 4-H Youth Entrepreneurship



WHO'S USING MARKETMAKER...

*"It makes our products available to anyone who searches the Internet looking for goat milk products."*

*"We are diligent in asking our customers how they found the farm and credit MarketMaker with several sales."*

Alan Hart,  
Windmill Acres Farm



**Windmill Acres  
Farm**  
And Goat Milk Dairy

WHO'S USING MARKETMAKER...

## Daniel and Anna's Orchard

New Iberia, Louisiana

Since registering in Sept. 2010, Daniel Romero attributes several calls directly to his MarketMaker listing. One being an out-of-state persimmon buyer.



***“I’ve noticed that we’ve had more traffic from outside the area, even as far as Texas, coming to the orchard since we registered. I believe MarketMaker has helped those looking for exotic fruits find our orchard.”***

- Daniel Romero -



WHO'S USING MARKETMAKER...



## **Pontotoc Ridge Blueberry Farm**

Pontotoc Ridge, MS

***“I’m so happy  
I registered my  
business.  
People have found me  
thanks to my  
MarketMaker listing...  
and the mapping  
capabilities led them  
right here to the farm!”***

- Teresa Holifield, owner -

WHO'S USING MARKETMAKER...



**Berries  
by Bill Inc.**  
Newport, AR

**Bill's MarketMaker profile was the first thing a Michigan woman found on the search page as she looked for Berries by Bill. She emailed him through his MarketMaker profile. Her message...**

*"I have bought three of your seeded watermelons at Horrocks in Battle Creek, MI. They are without a doubt the BEST I have had in years!"*

*I will be contacting Horrocks and begging them to be sure and buy from you next year.*

*Thanks so much!"*

## WHO'S USING MARKETMAKER...

***“I use MarketMaker regularly as a resource for my business and appreciate its presence very much.***

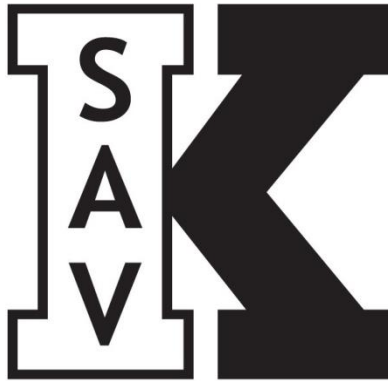
***We use Business Connections as a quick, easy way to link to businesses we do business with!”***

Elizabeth Mozer,  
Owner/Operator of LoCo Foods



**LoCo Food  
Distribution**  
Ft. Collins, CO

## WHO'S USING MARKETMAKER...



Kosher Savannah was formed in early 2010 to expand the kosher horizons of local businesses, and to grant certification to manufacturing facilities in the Southeast region. It is recognized by the major Kosher Organizations and is a member of the Association of Kashrus Organizations.

***“MarketMaker is a valuable tool for helping me find contacts that might be interested in my services. I recommend it to others as a way to market their business as well.”***

**-Rabbi Yerucham Schochet**

**Kosher Savannah**  
**Savannah, GA**