

## TERMINATION REPORT

**Project:** NCRAC and Marketmaker™ Collaboration<sup>1</sup>

**Key Word(s):** Economics/Marketing

**Dates of Work:** September 1, 2010 to August 31, 2014

**Total Funds Committed:** \$23,565

**Participants:** Daniel J. Burdan, Iowa State University, Iowa State University, Iowa  
Joseph E. Morris, Iowa State University, Iowa

**Extension Liaison:** Richard Clayton, Iowa State University, Iowa

**Reason for Termination:** Project objectives completed and funds have been terminated.

---

---

<sup>1</sup> NCRAC has funded seven Economics/Marketing projects. Termination Reports for the first two projects are contained in the 1989-1996 Compendium Report; a Termination Report for the 3<sup>rd</sup> project is contained in the 1996-97 Annual Progress Report; and a Termination Report for the 5<sup>th</sup> project is contained in the 2003-04 Annual Progress Report. This Termination Report is for the 6<sup>th</sup> project that began September 1, 2010.

**Project Objectives:**

1. Conduct a survey of all North Central Region (NCR) aquaculture producers for data that will be assimilated into the MarketMaker™ system.
2. Undertake outreach activities to educate and register NCR producers into the MarketMaker™ system.
3. Develop a “how to” tutorial case study tool that will instruct NCR producers on how to conduct market research using the MarketMaker™ system.

**Project Summary:**

This project resulted in improved producer to consumer value-chain visibility that addressed all of the five stated goals of the NCRAC program:

- Develop transferable (marketing/outreach) technology to enable producers to be profitable;
- Disseminate relevant educational materials to achieve profitable margins of operation (through increased market exposure, visibility, outreach and delivery efficiency);
- Engage in research (cooperative market-research and outreach initiative that incorporates detailed industry value-chain data) partnerships between industry, universities, and public agencies;
- Deliver demonstrations and regular aquaculture extension programs (with respect to Market-Maker training and communication skills); and

- Foster open dialogue and networking throughout the North Central aquaculture community.

**Technical Summary and Analysis:**

Market Maker™ is a computer - based multi-state agricultural - producer and agriculture - product buyer assistance tool developed by the University of Illinois Extension Service and currently co - coordinated with the ISU Extension VAAP with a portal in the national U.S. Department of Agriculture (USDA) – funded Agricultural Marketing Resource Center (AgMRC.org) maintained by the ISU Extension. Market Maker™ is also a coordinated GPS - mapping and product – sales - data system that allows producers, buyers, distributors, and end – users to find one another, as well as to conduct pre-venture market research, identify potential customers, as well as potential competitors and cooperators. Each state has a unique site, but all the data from other MarketMaker™ states can be accessed from any state MarketMaker™ location. The national MarketMaker™ link at [www.agmrc.org](http://www.agmrc.org) is hosted by the national Agricultural Resource Center (AgMRC.org) at Iowa State University.

Currently, Market Maker™ is one of the most innovative and extensive collections of searchable food – industry - related data in the country. The site continues to grow and adapt to meet the needs of all sectors of agriculture including aquaculture. Market Maker™ provides producers with the ability to identify processors, wholesalers, and retailers of fish and fish products, and buyers with the ability to query nearly two - dozen types of fish and fish products by an almost unlimited number of product attributes. The Market Maker™ site

continues to being updated to give higher visibility and easier access to both aquaculture producers and products (processors and retailers). The aquaculture products include both food and non-food fish.

**Principal Accomplishments:**

*Objective.*— Regional producers have been provided with the information portal needed to place their specific information into the MarketMaker™ system.

*Objective 2.*— An effort to host a ½-d meeting on the use of MarketMaker™ with a walleye workshop was developed for summer 2011 in conjunction with Chris Weeks in January 2011. However, due to limited number of projected anticipants, the decision was made to pursue an on-line portal for MartketMaker training.

In the 2012 and 2013 NCRAC annual meetings, participants were provided with the training materials needed to be informed as to the potential of the MarketMaker system for their operations.

*Objective 3.*— The MarketMaker™ tutorial has been developed by Iowa State University Value Added Agriculture Program and distributed to the NCR community. This information will also be developed as a web-based document for subsequent use by the aquaculture community.

A final online educational module <http://www.ncrac.org/files/MarketMaker-Pub-0034.pdf> that will assist in the registration of individual operations in the

region will be placed onto the NCRAC web site. An association presentation on using MarketMaker is located at [http://www.ncrac.org/files/Using%20Market%20Maker\\_Pattillo%202-8-13.pdf](http://www.ncrac.org/files/Using%20Market%20Maker_Pattillo%202-8-13.pdf) . A video depicting the actual use of MarketMaker™ for Iowa’s aquaculturists can be viewed at <https://www.youtube.com/watch?v=59fcTVE6WHc&feature=youtu.be> .

**Impacts:**

- Aquaculture industry can now link their products with consumer base including retail and wholesale outlets.
- Materials developed in this project can inform both consumers and producers potential aquaculture products in the North Central Region (NCR).
- In December 2013 website hits noted in the five NCR states (Illinois, Indiana, Iowa, Nebraska and Ohio) ranged from 7,506 to 171,552.

**Recommended Follow-Up Activities:**

Given the importance of marketing to the success of aquaculture operations and the information available from the MarketMaker™ network, future projects should use information garnered from this network to enable the NCRAC Extension specialists to develop a region-wide approach to aquaculture association development.

**Publications, Manuscripts, or Papers Presented:**

See the Appendix for a cumulative output for all NCRAC-funded Economics/Marketing activities.

