

ISU Extension Introduces the DMACC Culinary Program to Market Maker

By: Allen Pattillo and Dan Burden

Dan Burden and Allen Pattillo, along with Craig Tordson and Ron Prescott traveled to Des Moines Area Community College in Ankeny, Iowa on April 9th, 2012 to discuss the Market Maker program with Master Chef Ryan Dowie's Advanced Food Preparation Class. Craig, with Value-added Agriculture Project, gave an overview of the Market-Maker program and its application for small business and linking with specialty or local producers. Ron, Retail & Small Business Specialist from the Community & Economic Development group of the Rural Vitality Center, presented on the Iowa Micro-loan program. Dan discussed world aquaculture and its place in a world of burgeoning population and diminishing natural stocks, and Allen finished up the event with a discussion of the pros and cons of reared fish vs. natural stocks and an overview of what is happening on the U.S. scene with fin-fish and shellfish aquaculture.



Market maker was created in 2004 at the University of Illinois extension. The goal then, and now, is to connect local buyers and sellers to make marketing and business easier, more efficient, and sustainable. Businesses eligible for registration produce agricultural and agro-tourism products including: meat product, fisheries, grains, vegetables, and others.

Market Maker is a web-based program that integrates information from census data, consumer preferences, retailers, and agricultural producers into a searchable map

and database. Market Maker allows users to input search criteria like product type, location, and education level, and Market Maker creates a color-coded map of the specified area with information on demographics, average household income, and the amount of money spent on specific products on a monthly basis. The mapping function also allows the user to pinpoint specific businesses that have registered on market maker. Each of these businesses has associated information regarding their products, certifications, facilities, number of employees, and contact information. All of this information is invaluable for creating a thriving business, and market maker makes it easy to find contacts, and the best part is – its free!!

The North Central Regional Aquaculture Center (NCRAC - <http://ncrac.nrem.iastate.edu/>), funded by the United States Department of Agriculture (USDA NIFA) and directed by Dr. Joseph Morris in the Department of Natural Resource



Ecology and Management on the Iowa State University Campus, is deeply invested in increasing aquaculture efficiency and sustainability practices. Market Maker is co-sponsored by the NCRAC, which funded the production of a Market Maker Aquaculture Tutorial. Dan Burden and Ray Hansen (Value Added Agriculture Program) and Allen Pattillo (Fisheries/Aquaculture Extension) are the “GO-TO” people for questions regarding Market Maker.

For more information, or to register your business, please visit:

Iowa Market Maker <http://ia.marketmaker.uiuc.edu/>

Instructional Videos <http://www.youtube.com/playlist?list=PLEF1CF11AFD5F1E1E&feature=viewall>

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