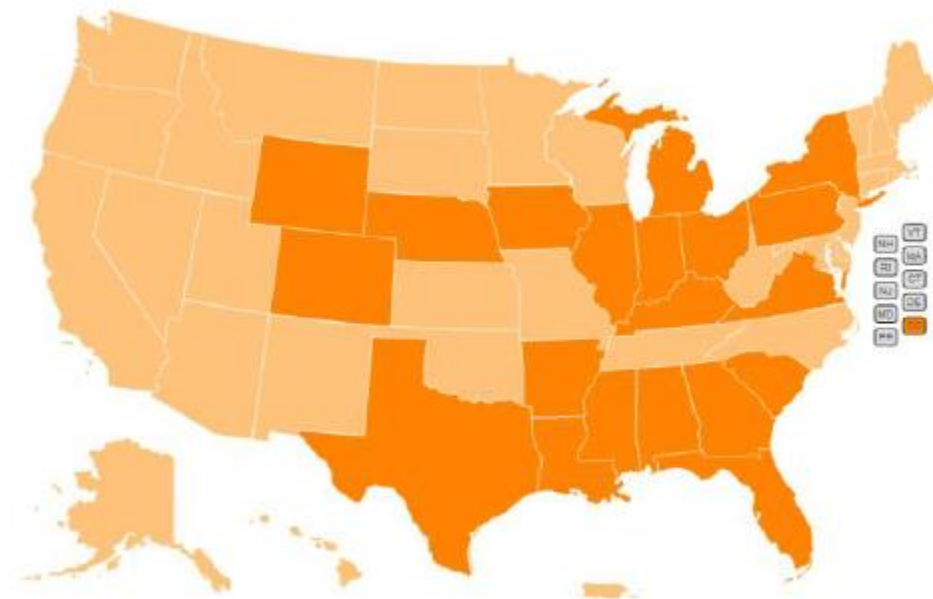


Virginia MarketMaker – Your FREE Online Marketplace How to Register your Agribusiness(es)

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History of Virginia MarketMaker

The National Food MarketMaker portal was developed at University of Illinois in 2004 by Extension specialists in response to agribusinesses' needs to establish an online presence to reach direct market customers searching for food products and tourism venues. Provided at no cost to users, the portal is currently hosted by partnerships in 20 states and D.C. In 2015, Virginia MarketMaker was launched with educational and financial support from Virginia Cooperative Extension, Virginia Department of Agricultural and Consumer Services, and Farm Credit of the Virginias. In 2018, the Piedmont Environmental Council connected with the Virginia MarketMaker team, allowing agribusinesses to indicate their affiliation with Buy Fresh Buy Local chapters across eight counties. This allows Buy Fresh Buy Local members to simultaneously update their Buy Fresh Buy Local listing and their MarketMaker profile. MarketMaker will continue to integrate with other Buy Fresh Buy Local chapters and various branding programs across the state. Through these affiliate linkages, agribusinesses with Virginia MarketMaker listings may utilize a one-stop, one-step process to keep their information current across multiple databases.



What tools are offered on Virginia MarketMaker?

Registration is completely FREE for Virginia agribusinesses and FREELY available for the public to use in their search for fresh farm products and agritourism venues. Agribusinesses may sign up for multiple business types in one step, and update using a single sign-on and password. Simple search features help to facilitate connections along the food supply chain, from farm input suppliers to wholesalers, from pumpkin patches to public institutions, and allow agribusinesses to indicate affiliations such as Virginia Grown, Virginia's Finest, and Buy Fresh Buy Local, to name a few. The market research tools support marketing plan development, local food system mapping, and buyers' efforts to source seasonal product offerings.

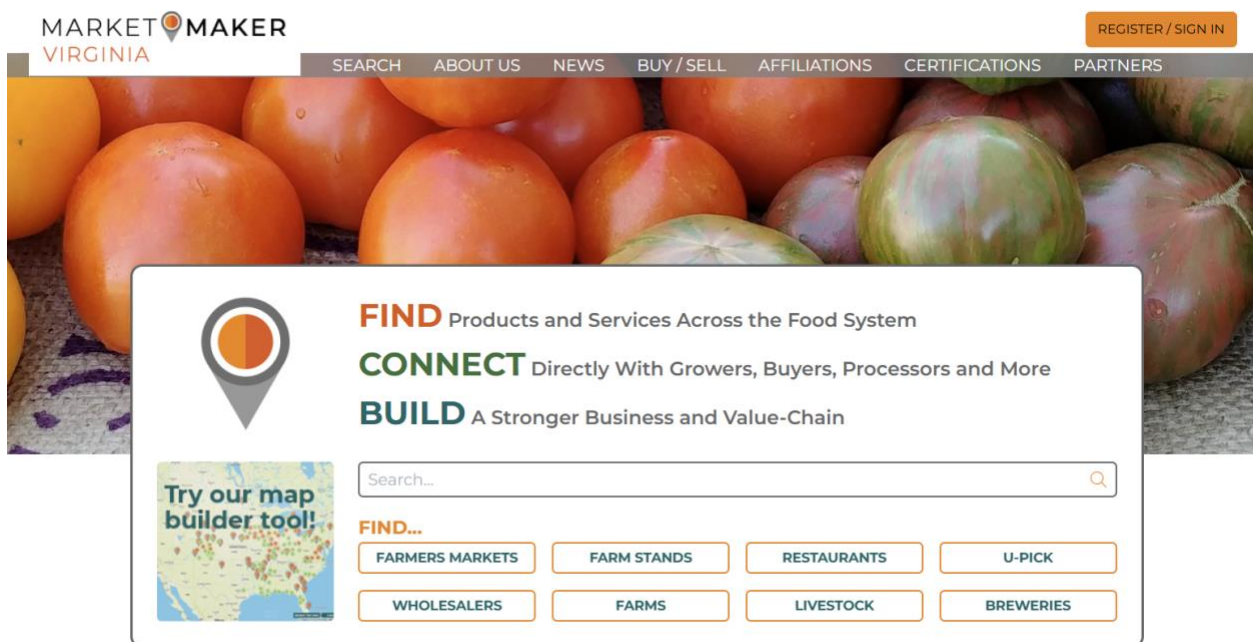
How do I register my Virginia agribusiness(es)?

Follow these easy step-by-step instructions to register your Virginia agribusiness(es):

STEP ONE

Go to <https://va.foodmarketmaker.com/>.

Click on REGISTER/SIGN IN.



STEP TWO

Click on Sign Up, enter your credentials, and confirm registration.

The image shows two side-by-side screenshots of the MarketMaker website's authentication process. The left screenshot is the 'Sign in to MarketMaker' page, which includes a welcome message, social login options (Amazon, Google, Facebook), a 'or' separator, and input fields for 'Username' and 'Password'. It features 'CANCEL' and 'SIGN IN' buttons, and a link to 'Sign up' for new users. The right screenshot is the 'Sign up with MarketMaker' page, which includes a welcome message, social login options, a 'or' separator, and input fields for 'Username', 'Email address', and 'Password'. It features 'CANCEL' and 'REGISTER' buttons, and a link to 'Sign in' for existing users. A blue arrow points from the sign-in page to the sign-up page.

STEP THREE

Specify the name of your business enterprise and your relationship with the business.

The image shows a screenshot of the MarketMaker Virginia website's 'Add A Business' registration form. The header includes the MarketMaker Virginia logo and a navigation bar with links for SEARCH, ABOUT US, NEWS, BUY / SELL, AFFILIATIONS, CERTIFICATIONS, and PARTNERS. The main content area has a title 'Add A Business' and a congratulatory message. Below this are two sections: 'Name' with a text input field for 'Business Name', and 'Relationship' with a dropdown menu showing 'I am the Owner'. At the bottom are 'CANCEL' and 'SAVE' buttons.

STEP FOUR

Your business is still unpublished. To successfully publish your business and maximize visibility, click on each of the profile categories below that are marked “In Progress” and complete them with the most up-to-date information. Each category will open in a new page where you can enter the relevant details. Click SAVE after completing each profile category. We illustrate this with an example below.

MARKETMAKER
VIRGINIA

SEARCHABOUT USNEWSBUY / SELLAFFILIATIONSCERTIFICATIONSPARTNERS

Business (Unpublished)

AREC test business

11%

Views
6

Your business profile is 11.429% completed. The more complete this information is then the more likely it will be that your business will be shown to interested parties. So do your best and remember that you can stop and continue at any time.

This business profile is currently unpublished. This means that it is not searchable or viewable. When you are ready to share your business please click on the "Publish" button below.

General Information	In Progress
Business Types	In Progress
Products & Services	In Progress
Online Store	In Progress
Buy Sell Online Sales	Not Started
Affiliations	In Progress
Certifications	In Progress
Amenities & Attributes	In Progress
Hours Open	In Progress
Connections	In Progress
Contacts	Complete
Pictures & Attachments	In Progress
Multiple Business Locations	

VIEW MY BUSINESS

PUBLISH

Profile Category Example: Business Types.

Click on the Business Types tab from the list of business profile categories. This will take you to a new page. Select the most relevant business type from the list of categories. Once you make a selection, you will be taken to a page specific to that business type. You can select multiple business types; however, be sure to click SAVE after filling in the details for each business type.

Business (Unpublished)

AREC test business

Business Types

Featured Alphabetical

Please select the business type(s) for your business. For each choice you will have the opportunity to provide additional details about this business types. These details include attributes, methods of sale and payment methods. The more complete this information is then the more likely it will be that your business will be shown to interested parties. So do your best and remember that you can stop and continue at any time.

Current Business Types

Add a Business Type

Farmer / Rancher	Farmers Market	Ag Input Supplier	Artisan Spirits	Broker	Buyer	Community Garden
Computer programming services/ web site development	Eating and Drinking Places	Fishery	Food Bank/Food Pantry	Food Retailer		
Food Service Contractor	General Member	Institution / Organization	Merchant / Merchandiser	Nursery / Garden Center	Processor / Manufacturer	
Suppliers and Services	Tourism	Transportation & Warehousing	Value-Added Producer	Wholesaler/ Distributor/ Aggregator		

BACK TO BUSINESS

For example, select Ag Input Supplier from the list of business types. Once you make your selection, click SAVE.

Business (Unpublished)

AREC test business

Business Types

Please select all that apply

☒ Fertilizer Company	☐ Seed Company	☒ Soil Health	☐ Specialty Crop Equipment
☐ Water Quality Test Services			

Details

Please select all that apply

☐ Electronic Data Interchange (EDI)
▶ Certifications (7)
▶ Liability Insurance (4)
▶ Transportation Capabilities (5)

Methods of Sale

Please select all that apply

☒ Direct	☒ Distributor	☐ E-Commerce / Online	☐ Mail Order
☐ On-Farm	☐ Pre-Order	☐ Private Treaty	☐ Retail
☐ Wholesale			
▶ Domestic Markets (USA) (8)			
▶ Export Markets (30)			

BACK CANCEL SAVE

The Business Types page will now display the business type(s) you selected for your enterprise. You can also add additional business types if needed.

Business (Unpublished)

AREC test business

Business Types

Featured Alphabetical

Please select the business type(s) for your business. For each choice you will have the opportunity to provide additional details about this business types. These details include attributes, methods of sale and payment methods. The more complete this information is then the more likely it will be that your business will be shown to interested parties. So do your best and remember that you can stop and continue at any time.

Current Business Types

Ag Input Supplier	Ag Input Supplier
Fertilizer Company x	Soil Health x

Add a Business Type

Farmer / Rancher	Farmers Market	Ag Input Supplier	Artisan Spirits	Broker	Buyer	Community Garden
Computer programming services/ web site development	Eating and Drinking Places	Fishery	Food Bank/Food Pantry	Food Retailer		
Food Service Contractor	General Member	Institution / Organization	Merchant / Merchandiser	Nursery / Garden Center	Processor / Manufacturer	
Suppliers and Services	Tourism	Transportation & Warehousing	Value-Added Producer	Wholesaler/ Distributor/ Aggregator		

[BACK TO BUSINESS](#)

STEP FIVE

Add other key details about your business, including general information that will help users search for and find your listing. It is important that you click SAVE after entering information in each tab. Virginia MarketMaker has partnered with multiple organizations to provide this one-stop online portal for registrants. During your registration process, the Affiliation page gives you the opportunity to indicate any relevant affiliations. Affiliate descriptions and external web links are provided for each partner. Select any and all that apply to your agribusiness, then click JOIN. You can similarly add your certifications by clicking on the Certifications tab in the business profile page.

Virginia

 Buy Fresh Buy Local Charlottesville Chapter Buy Fresh Buy Local Virginia Charlottesville SELECT	 Buy Fresh Buy Local Chesapeake Buy Fresh Buy Local is a national organization that connects consumers to fresh, locally grown ... [more] SELECT	 Buy Fresh Buy Local Heart of Virginia Buy Fresh Buy Local Heart of Virginia in Amelia, Appomattox, Brunswick, Buckingham, Charlotte... [more] SELECT	 Buy Fresh Buy Local Loudoun Chapter Buy Fresh Buy Local Loudoun Chapter SELECT
 Buy Fresh Buy Local Northern Piedmont Chapter Buy Fresh Buy Local Northern Piedmont Chapter SELECT	 Buy Fresh Buy Local Shenandoah Valley Chapter Shenandoah Valley Buy Fresh Buy Local works to connect consumers in the Shenandoah Valley to the... [more] SELECT	 Buy Fresh Buy Local Virginia Virginia Buy Fresh Buy Local SELECT	 Virginia Grown The Virginia Grown program is a marketing tool promoting fresh, local products to consumers and has... [more] SELECT
 Virginia's Finest Virginia's Finest Trademark Program is proud to celebrate 25 years of excellence, promoting the ... [more] SELECT	 Virginia's Finest Virginia's Finest Retailer Virginia's Finest Trademark ... [more] SELECT		

STEP SIX

Once you have added all the relevant information, click PUBLISH to register your business in the MarketMaker portal.

MARKETMAKER
VIRGINIA

SEARCHABOUT USNEWSBUY / SELLAFFILIATIONSCERTIFICATIONSPARTNERS

Business (Unpublished)

AREC test business

14%

Views
10

Your business profile is 13.929% completed. The more complete this information is then the more likely it will be that your business will be shown to interested parties. So do your best and remember that you can stop and continue at any time.

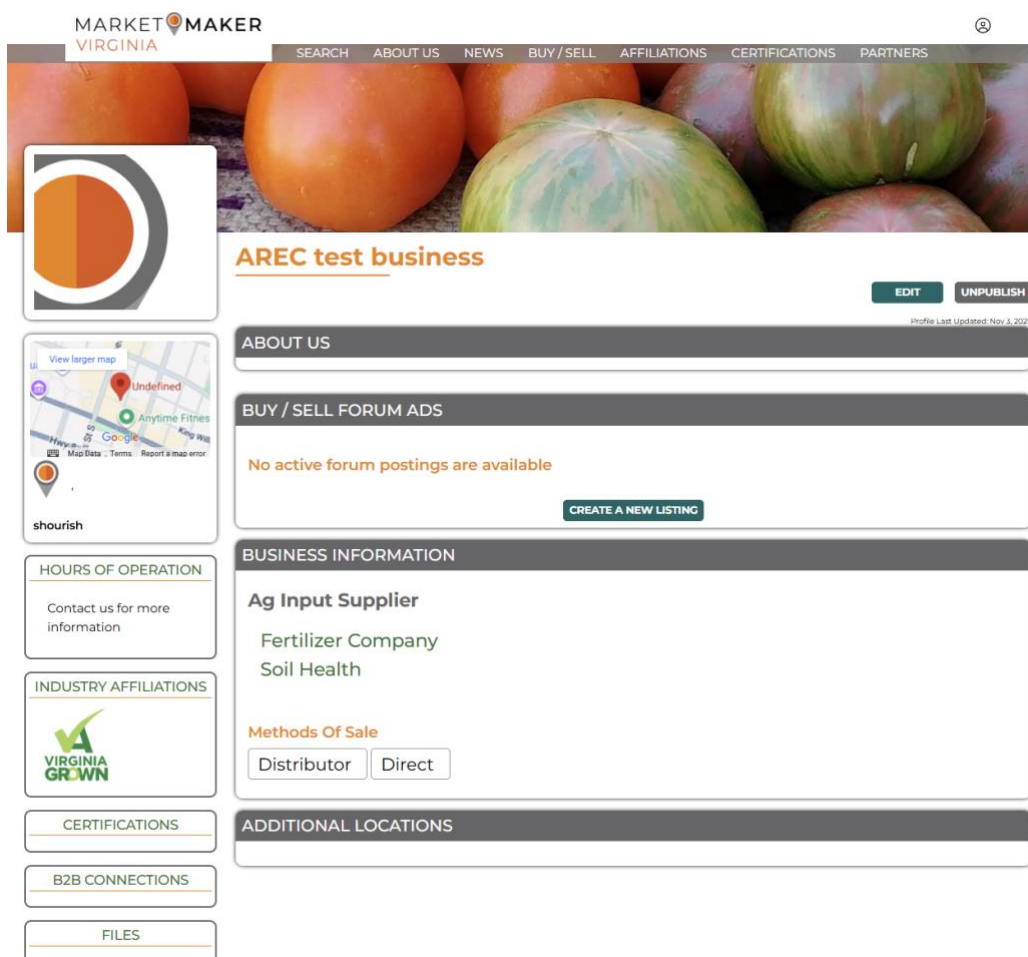
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Hours Open	In Progress
Connections	In Progress
Contacts	Complete
Pictures & Attachments	In Progress
Multiple Business Locations	

VIEW MY BUSINESS

PUBLISH

CONGRATULATIONS! Your new Virginia MarketMaker online profile is now complete. Click the EDIT button to add any of your social media networks, update your current information, or continue building your profile by adding additional business profiles, products, payment options, days and hours of operation, and customer communication options.



Join the 3,400+ Virginia agribusinesses on Virginia Market Maker today. Go to <https://va.foodmarketmaker.com>. For more information about direct marketing of your farm products in Virginia, visit the [Virginia Cooperative Extension's Market Maker](https://ext.vt.edu/agriculture/market-maker.html) portal to find news, publications, videos, webinars, and related resources (<https://ext.vt.edu/agriculture/market-maker.html>).

Acknowledgments

The Food MarketMaker portal is the largest and most in-depth national database for the agricultural industry. The portal provides a FREE, searchable, online marketing tool to connect buyers, farmers/ranchers, fisheries, farmers' markets, processors/packers, wineries, restaurants, and more. With the generous support of our partners and stakeholders, Virginia Market Maker is available at NO COST to Virginia producers, processors, and consumers. The program is housed in Virginia Tech's Department of Agricultural and Applied Economics and is supported by Virginia Cooperative Extension.

Visit [Virginia Cooperative Extension](https://ext.vt.edu): ext.vt.edu

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