

Market Development Opportunities for Vendors & Markets

Presented by:

Sara Williamson

Senior Extension Associate in Agricultural Economics
The University of Kentucky College of Agriculture



GOAL? *Streamline the Process*

SELLERS  **BUYERS**

- Savings for the **BUYER**
- More money goes to the **SELLER**
- Community and Economic Development
- Brand Loyalty

What is MarketReady?

Education for producers and processors, based on best business practices identified by food buyers.

Learn more about:

- ✓ Marketing strategies
- ✓ Sales relationships
- ✓ Sourcing needs for
 - Restaurant Sales
 - Grocery, Wholesale and Foodservice Sales



MarketReady Modules

- Communication & Relationship Building
- Packaging
- Labeling
- Pricing
- Supply
- Delivery
- Invoicing
- Insurance
- Quality Assurance, Audits & Certifications
- Satisfaction Guarantee
- Working Cooperatively
- Marketing – An ongoing process
- Local Products for Local Markets



MarketReady™



CONTACT:

Miranda Hileman

859-257-7272, ext. 223

County Programs in

MARCH

- 8 Hardin
- 22 Fayette
- 24 McCracken
- 31 Jefferson



<http://www.uky.edu/fsic/marketready/index.php>

KENTUCKY
MARKET  **MAKER**™
Linking Agricultural Markets



FREE to register!

Conduct Market Research

Create a web-profile

Link customers to your biz

www.marketmakerky.com



CONTACT:

Angela Anandappa
859-257-7272, ext. 286

Consumer Demand Studies

Food Chemistry Testing

Nutrition Labeling

Analytical Services

Microbiological Testing

Sensory Evaluations

<http://www.uky.edu/fsic/>



Consumer, Sensory and Demand Studies

Consumer demand, economic impact and feasibility studies to develop overall business strategy.

Food Chemistry Testing

Basic chemical analysis and testing requirements for the food industry.

Nutrition Labeling

Recipe analysis and label development for nutrition information.

Analytical Services

Process verification, contaminate monitoring, quality assessments - a wide range of services for food products.

Microbiological Testing

Food borne pathogen testing, shelf life determination, environmental testing, food station and plant sanitation process verification.

Sensory Evaluations

Determine consumer acceptance of a product, identify potential flavor, visual, other sensory issues and provide descriptive feedback.



Whole-farm planning
for beginning farmers.

- face to face county meetings
- field days
- on-line learning lessons
- a mentorship program

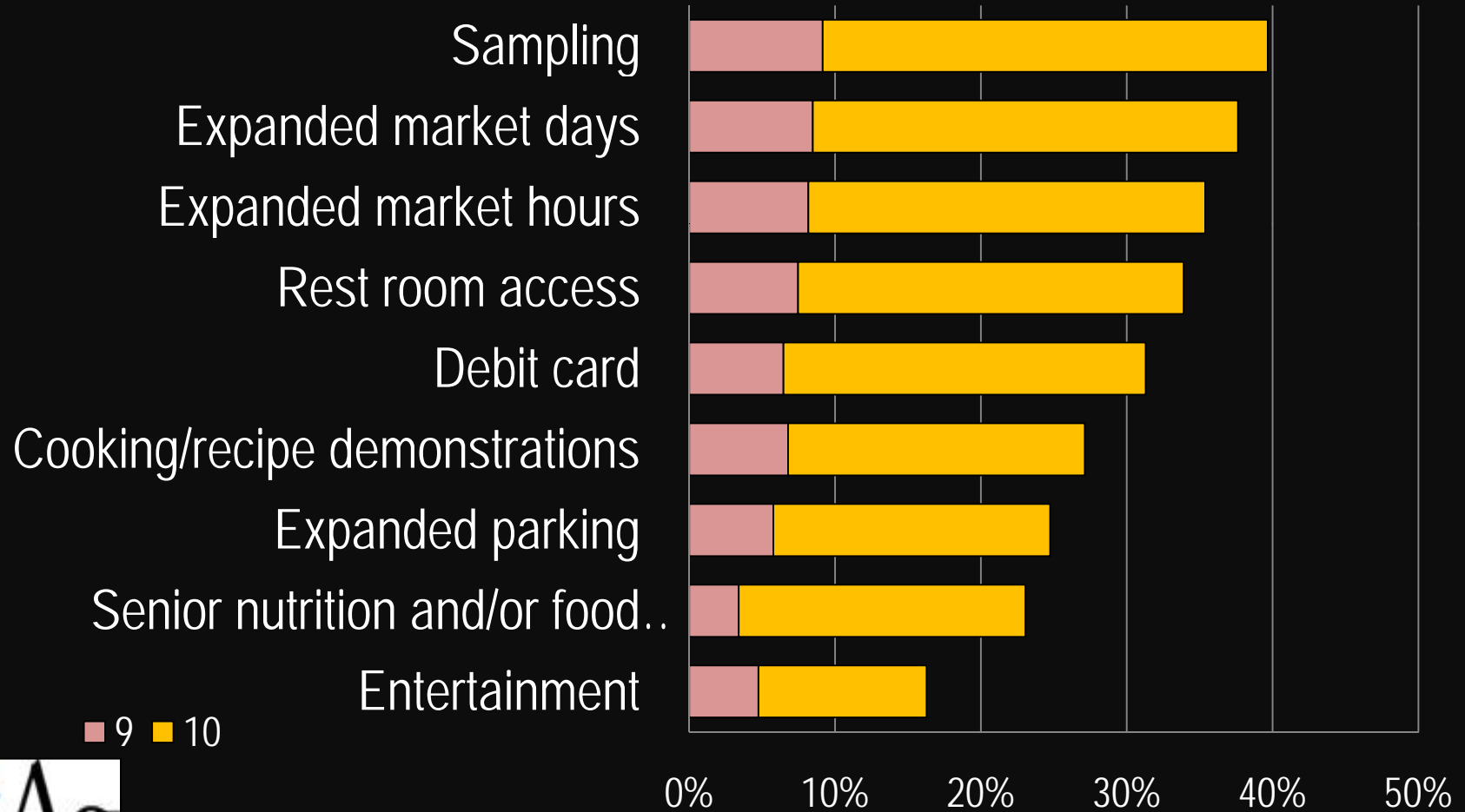
Contact Sarah Lovett, 859-257-7272, ext 281

<http://www.ca.uky.edu/kyfarmstart/index.php>

Survey Research



Services in most demand at KY Farmers' Markets



Food Sampling *At Farmers' Markets*



Ever wondered if
sampling was worth it?

Here's your opportunity to find out!



QUESTIONS?

Sara Williamson

Senior Extension Associate in Agricultural Economics
The University of Kentucky College of Agriculture

859-257-7272, ext 223

Sara.williamson@uky.edu

