

The University of the Virgin Islands Cooperative Extension Service  
and the Southern Risk Management Education Center

# MarketMaker & MarketReady Workshop

August 11, 2015

7:00 p.m. – 8:30 p.m.

Room 401  
Melvin Evans Center  
Albert A. Sheen Campus  
St. Croix



## Presenter

Ronald L. Rainey, Professor, Co-Director SRMEC & Program Director of CARS, University of Arkansas will discuss two marketing resources to help farmers enhance their marketing efforts:

- 1). MarketReady - is a program designed to help farmers understand the processes and systems needed to develop/manage supplier relationships.
- 2). MarketMaker - is an online marketing resource designed to help connect buyers and sellers of agricultural food products. The free online tool transparently maps out food systems from the farm to the retailer.

The National MarketMaker Partners Network is a growing partnership of Land Grant Universities, Departments of Agriculture, and food and agricultural organizations investing in a coordinated effort to build a virtual infrastructure that brings healthier, fresher, and more flavorful food to the average consumer. The MarketReady Training program addresses the market development risks and relationships small farmers and ranchers must manage as they seek to develop supplier relationships with restaurants, grocery, wholesale and foodservice buyers.

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