Florida Market Maker: Buying and Selling Local Seafood

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Market Maker is a web-based program and a network of states that connect farmers and fishermen with food retailers, dealers, grocers, processors, caterers, chefs, and consumers ... is an ever-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.

... basically ... a potentially powerful digital directory ... that enhances the visibility of food producers, dealers, and other purveyors within local, regional, and national markets.

https://fl.foodmarketmaker.com/
Florida Market Maker History

- 2004 ... Created by University of Illinois Urbana-Champaign ... Licensed to individual states *(originally developed for traditional, local ag producers)*
- 2009 ... Florida coming online in 2009
- 2010 ... Deepwater Horizon Oil Spill ... Gulf States Marine Fisheries Commission ODRP/NOAA funding to TX-FL
- 2011 ... Florida received GSMFC funds to develop Florida Market Maker for → seafood
- 2014 ... Sold to Riverside Research (not-for-profit org)
- 2015 ... Florida MM GSMFC contract expires 30 June 15
Participating States
May 2015
What is **Market Maker**?

- A web-based marketing tool ... part directory ... part data repository
- No charge to participating firms
- Allows participants to create a unique business profile to enhance market visibility (*search engine “friendly”*)
- A buy-sell forum (to help connect interested parties ... *but* can’t contract online)
- Access to track-level Census Data (basic demographics ... as well as food preferences) ... allows spatial mapping of businesses (*active participant & public list data*) across Census data down to the county level
- Technical support and access to the website ... $15K license fee annually for host institution (FL → Univ of Florida → IFAS)
“Marketing” Market Maker …

For Seafood since 2011

- Developing outreach materials ... FL specific

- Getting the word on the streets ... via industry workshops, presentations, webinars, Sea Grant Marine Agent trainings, firm visits ... and mail-outs

- Two mail-outs to all certified seafood dealers in Florida (retail / wholesale ~ 5000 per mail-out)

→ Trying to connect “buyers and sellers” of seafood ... in general ... a mistake
The Result ... No Traction

Efforts resulted in <100 completed seafood business profiles ... statewide!!

State TOO big ... and WRONG FOCUS!!
Focus on Wholesale and Retail Dealers ...

... Not Harvesters

• Not pitched as a “direct marketing” tool

• Most FL harvesters are NOT dealers (seafood vs ag)

• Illegal “backdoor” sales chronic problem

• Non-dealer sales to retail / consumers ...
  – Direct Sales illegal unless harvester is also dealer ...
    interesting that many LONG TIME harvesters are unaware !!!!
  – Circumvents effort reporting (Trip Tickets)
  – Bypasses HACCP requirements (off-vessel staging)

• Push Back from existing buyers (obligation vs advocacy)
Advocacy?

- **Market Maker is ONE option ... Many other such**

  Here is a list of other MM-like programs:

  - **National Directories**:
    - AgMap: [http://agmap.psu.edu/](http://agmap.psu.edu/)
    - Food Hub: [https://food-hub.org](https://food-hub.org)

  - **Florida Directories**:
    - Fresh from Florida: [http://www.freshfromflorida.com/Points-of-Interest/](http://www.freshfromflorida.com/Points-of-Interest/)
    - Local Food S. FL: [http://localfoodsouthflorida.org/](http://localfoodsouthflorida.org/)
    - Eat Local Guides:
      - Central FL: [http://www.simplelivinginstitute.org/local-food.html](http://www.simplelivinginstitute.org/local-food.html)
    - Gulf Coast Seafood: [http://eatgulfseafood.com/find-it/](http://eatgulfseafood.com/find-it/)

  - **Local Food Systems Mapping and Networking**
MarketMaker Business Profile

Charlie's stone Crabs, Inc.

Crystal River, Florida
Email: Contact Us
Phone: (352) 563-2100
Address: 224 North Hwy 19, Crystal River, Florida 34428
Website: www.charliesstonecrabs.com
Updated: Nov 15, 2011

About Us

Online retail sales of Fresh Florida Stone Crab Claws. Shipped fresh via next day air freight.
# Sample Business Profile Page... cont’d

## Food Retailer

### FISH MARKET

**Marine Fish/Shellfish/Seafood**
- **Other:** Fresh Stone Crab Claws

**Product Attributes**
- All Natural
- No Artificial Colors
- No Artificial Flavors
- No MSG
- No Preservative
- Processed under HACCP
- Source Verified
- Trap-caught

**Line of Business**
- **Other:** Fresh Stone Crab Claws

**Product Certifications**
- County or State Inspected
- Source-Verified

**Product Forms**
- Fresh
- Fresh - Never Frozen

#### OTHER DIRECT SELLING ESTABLISHMENTS

**Other Direct Selling Establishments**
- Foods - Home Delivery

**Product Attributes**
- Locally Grown
- Natural Foods

## Industry Affiliations

[Logo: Fresh Florida]

## Buy/Sell Forum Listings

No current listings.

## ADDITIONAL INFORMATION

**Methods of Sale**
- Debit/Credit Card
- Delivery
- Direct
- Internet Sales

**Business Details**
- **Days/Hours of Operation:** 24-7
  - Internet Sales. Seasonal, Oct.15 to May 15 closed during summer. Fresh Stone Crab Claws Shipped next day air to
Identify the **Correct** Focus / Need?
(for the Florida region)

Harvester
(dealers?)

Buyer/Proc’r/Dist’r
(Dealers)

Retail/Restaurant
(Dealers)

Consumers

**NO**

**NO**

**YES!!**

EPIPHANY!!! → In General ... the most immediate need for a web-based seafood marketing tool in Florida is for ...

*helping residents and tourists find LOCAL seafood within a specific locale*
Local Seafood Event – Pensacola, FL

Next event planned for Gainesville, FL … 5-day (9-13 June 2015) event featuring local seafood in two separate restaurants ... sourcing local seafood from local retail dealer
What’s Next for Market Maker in Florida??

- GSMFC Funding ends 30 June 2015
- Effort on Market Maker (seafood / ag) will cease (though the full 2015 license fee has been paid)
- Funding being sought via Florida Dept of Ag and Consumer Services for specialty ag crops
- Seafood focused efforts will end
- If Funding occurs!!! ... Create an outreach program that is takes a more holistic approach to web-based marketing within 4 FL counties ... *w/o focus on a single web-based program*
Questions / Comments??

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... including advice on what NOT to do

https://fl.foodmarketmaker.com/