Introduction
The Kohl Center is an organized class at Virginia Tech, which provides real world problem solving opportunities for undergraduates. Virginia stakeholders presented a need to increase communication between processors and packing facilities. This assignment is a product of our own ideas formed throughout the semester with an once a week meeting with an advisor to update and refine our research.

Problem Statement
The goal of this project is to forge the bridge between producers and processors

Why does the project matter?
There is a significant lack of information between meat producers and processors, such as harvest facilities location, services, and prices. There needed to be an easily accessible and updateable list of information to be used by both parties.

Goals & Objectives
• Provide a database that allows both parties to distribute and access information, as well as provide an easy to use tutorial for registration purposes for the database.
• Increase income for processors while simultaneously providing producers with information to assist them in picking a processing plant that fits their needs.

Methodology
Step 1: The use of Market Maker, an online source to update the list of slaughterhouses
Step 2: Contacted Barry Jones, inspection manager for the Office of Meat and Poultry Services
Step 3: Contacted Extension agents throughout the state who specialized in slaughterhouses in beef and sheep
Step 4: Market Maker script was jointly compiled
Step 5: Market Maker video tutorial was created at the Virginia Tech Innovation Space
Step 6: An informative brochure was created for distribution purposes

Outputs
• Informational brochure
• Market Maker Registration Tutorial

Processor and Packer Online Business Registration
Authors: Santerra Boyd, Garret Chambers, Montgomery McCarthy and Matthew Harris

Market Maker:
An online database for consumers to find local businesses with an extensive collection of searchable food related data. Market Maker is also an interactive database of food industry marketing and business data.

Getting to know your customers:

There are roughly 1,570,000 head of cattle in Virginia, with 26,000 cattle farms.
• On average each farmer has 60 head of cattle

In 2008, there were 81,000 head of sheep and 2,100 sheep farms.
• Averaging 30 sheep per operation

In 2007, there were 370,000 hogs in Virginia and 1,200 hog farms
• Averaging 300 hogs per operation

Target Audience Benefits
Through our findings, Virginia producers will be able to easily search for a processor that suits their needs.
Our project will use Market Maker to provide advertising opportunities for processors, in turn, hopefully increase revenue for their business.

Future Research Suggestions
- PDF hard copy of registration for Market Maker and an updated list of harvest facilities
- More time spent getting information out to target audience

Team Members

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Watch our video:
www.youtube.com/2Kohlcenter