

THE FARM CHAMPION



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A Dynamic Tool for
Connecting to Markets



Featured AgFTAP Resource:
How to Choose a Tax
Professional



Tune in: Hear from The FARM
Champion Podcast Guests



The FARM Champion
Spotlight + Farmer Success

Featured AgFTAP Resource

How to Choose a Tax Professional

Learn key questions to ask when selecting a tax preparer with the agricultural expertise needed to support your farm, ranch, or forestry operation. .

[Link](#)

MARKETMAKER: CONNECTING PRODUCERS TO OPPORTUNITY

BY DARLENE KNIPE & RICHARD KNIPE

Strong farms and ranches are built on more than production—they depend on sound business decisions, effective risk management, and access to profitable markets. That is where MarketMaker can help.

MarketMaker is a national network and technology platform that connects agricultural producers, food businesses, buyers, suppliers, and support organizations. By helping businesses identify new customers, strengthen supply chain connections, and discover emerging market opportunities, MarketMaker supports the long-term profitability and resilience of farms and ranches.

For more than two decades, MarketMaker has worked alongside universities, Extension programs, economic development organizations, and agricultural partners to strengthen local and regional food and agricultural systems. Producers can use MarketMaker to increase their visibility, connect with potential buyers, explore value-added opportunities, and gain access to market intelligence that supports informed business decisions.

MarketMaker is proud to collaborate with the FARM Champions Network. Together, we share a commitment to helping producers build stronger businesses, manage risk, and create sustainable pathways for future growth. By combining trusted business assistance with market opportunity discovery, we can help agricultural enterprises thrive in an increasingly complex marketplace.

Learn more about MarketMaker and available tools and resources at: <https://foodmarketmaker.com/>



Featured FARM Champion Spotlight + Farmer Success Story



CHAMPION SPOTLIGHT

Ryan Loy

Dr. Ryan Loy advances farmer and rancher success through education and research focused on farm finance, management, and market opportunities.

WHAT ARE FARM CHAMPIONS?
1-888-200-6013
<https://agftap.org>

As commodity prices declined and production costs rose, many producers faced tighter margins. Ryan Loy helps farmers strengthen financial decision-making through budgeting, profitability analysis, and marketing strategies. By understanding their true costs and planning ahead, producers can reduce risk, preserve working capital, and improve the long-term resilience of their operations. [Learn more about Ryan's work.](#)

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Check Out The May FARM Champion Podcasts Episodes!



**Alicia
Netterville**

"The overarching goal and objective is to help farmers and producers understand their financial situation and then help them develop real strategies to improve their financial situation."

[Link to Episode](#)



**Jonathan
Shepherd**

"You know, the record keeping is very important to make management decisions, to know where we're at and where we're going and if we're doing a good job on that front, the tax side is easy."

[Link to Episode](#)



**Paul
Goeringer**

"And one thing that we always tell people to is anyone at any point should want to start this conversation. If the parents don't want to have it, then the children should start trying to get the conversation started"

[Link to Episode](#)



Kiley Fleming

"And so I say that a good facilitator or mediator is a hope broker and a bridge maker. And so if you are a bridge maker, you're simply looking at a gap and you're finding a way to fill the space between"

[Link to Episode](#)