

# Mississippi MarketMaker Newsletter



MISSISSIPPI STATE  
UNIVERSITY  
EXTENSION SERVICE

## MARKETING YOUR FOOD PRODUCTS THROUGH MARKETMAKER

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### What is Mississippi MarketMaker?

MarketMaker is an internet tool linking growers and producers with grocery stores, food processors, specialty outlets and food industry groups. The program also makes agricultural and seafood businesses accessible to individual consumers.

### How does MarketMaker promote my business?

When a potential buyer searches for food products in MarketMaker, the search covers all of the food businesses listed in all MarketMaker websites in all member states.

### How much will it cost my business to become a member?

Membership in MarketMaker is FREE. Your Extension Service is maintaining it for you.

### Who does MarketMaker serve?

Ten economic sectors are now served by MarketMaker and a new sector is under development:

1. Agritourism
2. Buyers
3. Eating and Drinking Places
4. Farmers
5. Farmers Markets
6. Fishery
7. Food Retailers
8. Processors
9. Wholesalers
10. Winery
11. Ornamentals - under development

### Where can you find MarketMaker?

MarketMaker (MM) can be viewed at – <http://ms.marketmaker.uiuc.edu/>.

You can also find MM by searching for “Mississippi MarketMaker” in your favorite internet search engine.

You can follow MM at Facebook — <http://www.facebook.com/foodmarketmaker>.

You can also follow MM at Twitter — <http://twitter.com/#!/FoodMarketMaker>.

### How do I sign up for the MarketMaker Training Workshop?

To help us schedule the workshops, please indicate your preferred date and time at

<http://www.coastal.msstate.edu/MSMMWorkshops.html>.

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