

Mississippi MarketMaker Newsletter



MISSISSIPPI STATE
UNIVERSITY™
EXTENSION SERVICE

Marketing your Fruit and Nut Products through MarketMaker

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How many Fruit and Nut Farmers are registered with MarketMaker?

61 farmers are registered with MarketMaker! This is great news as those farmers have used the free marketing tool to their advantage!

How does a buyer/consumer search for Fruit and Nut Farmers?

- In Mississippi MarketMaker, click the link "SEARCH" located at the upper right section of the page.
- Click the link "Begin New Business Search" located at the upper middle section of the page.
- Click "Farmer" and "Fruit and Nut" specify the area to be searched under "Search By". If you search in the entire State of Mississippi, you will get the same result of 61 total fruit and nut farmers.

Do you know how MarketMaker promotes your county's businesses?

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. Registered businesses within MarketMaker are automatically placed on the top of the result list highlighting those businesses with MarketMaker profiles. The profiles make it easy for buyers to sort through and determine which producer best fits their needs. Having a business profile in MarketMaker is a free marketing tool that can display all relevant information to potential buyers.

How much will it cost your county's businesses to become members?

Membership in MarketMaker is FREE. The Mississippi State University Extension Service is maintaining MarketMaker.

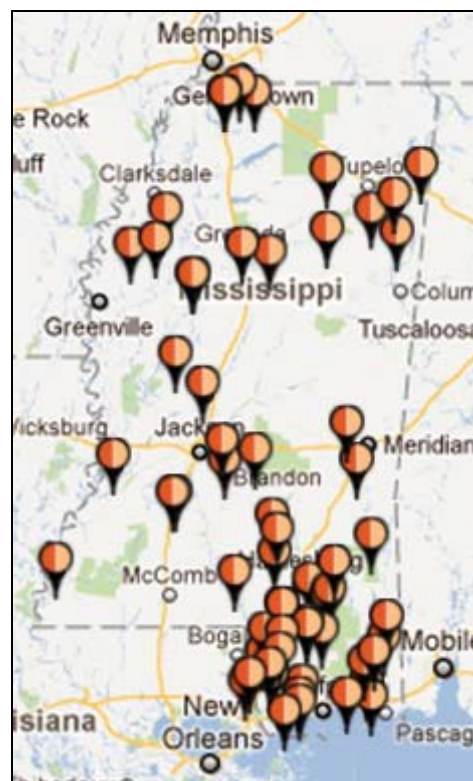
Where can you find MarketMaker?

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>.



August 23, 2011 Workshop: Third MarketMaker Training Workshop, A Success!

With five Southeast District Extension agents and county directors, one Auburn University Extension agent and one MSU research technician, the 3rd Mississippi MarketMaker Workshop was a success! Attendees arrived at the MSU-Coastal Research and Extension Center at 10:00am to begin their training on MarketMaker so that they could then transfer the information to their clients and growers. The Auburn University Extension employee used the workshop to become more familiar with MarketMaker and to also learn how she can incorporate learning modules from our workshop into her MarketMaker outreach efforts in Alabama. As you can see, this is a multi-state effort and Mississippi is making a concerted effort to increase knowledge of MarketMaker across our State!



The workshop was 2 hours long in which the extension agents and county directors received in-service training hours for. The 5 learning modules taught in the workshop were:

1. Integrating MarketMaker in Marketing Food Products and Tourism Services
2. Creating and Updating Business Profiles in MarketMaker
3. Conducting Business Searches in MarketMaker
4. Conducting Market Research in MarketMaker
5. Impact Assessment of MarketMaker



3 of the 5 learning modules are hands-on where each attendee had their own laptop (we can furnish up to 10 laptops) to work through examples given by the workshop instructors. Hands-on examples included but were not limited to, creating a business profile, conducting a business search for a commodity in your county and conducting market research to understand possible new markets. At the end of the workshop, participants left with the knowledge and skill to bring the information to their counties and assist their clients with creating and maintaining MarketMaker Profiles. Stephanie Pendleton, County Director of Jackson County, said, "I really enjoyed the class and hope to be able to share it with others," and

the other extension agents and county directors left the workshop with the same positive attitude. For more information on signing up for a MarketMaker Workshop, contact Amanda Seymour, aseymour@ext.msstate.edu or visit out the link below.

How can you 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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