

# Mississippi MarketMaker Newsletter



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## [Marketing Fresh Shrimp using MarketMaker](#)

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### **How many shrimpers are registered with [MarketMaker](#) in Mississippi?**

Out of hundreds, only 4 shrimpers are registered in the State of Mississippi.

### **How many shrimpers are registered in [MarketMaker](#) in the coastal states?**

67 shrimpers are registered with MarketMaker in Louisiana, Mississippi and South Carolina. When a buyer or consumer uses MarketMaker to search for fresh shrimp these results will show.

### **How can shrimpers benefit by registering on [MarketMaker](#)?**

First, MarketMaker is a FREE marketing tool that can expand a business's current market and potentially tap into new markets. Also, MarketMaker is user friendly for both the businesses and consumers which allows for a larger user group.

### **Can a shrimper also register as another type of fisherman?**

Yes! When fishermen register at MarketMaker, they can check all the seafood species they are selling.

### **Where can you find [MarketMaker](#)?**

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

### **How can I learn more about [MarketMaker](#) so that I can share the information with my clients?**

You can register for a [MarketMaker workshop](#) or you can contact a member of the Mississippi MarketMaker team at CREC: Benedict Posadas <[benp@ext.msstate.edu](mailto:benp@ext.msstate.edu)>, Amanda Seymour <[aseymour@ext.msstate.edu](mailto:aseymour@ext.msstate.edu)> and Randy Coker <[rcoker@ra.msstate.edu](mailto:rcoker@ra.msstate.edu)>.

### **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>. OUR LAST WORKSHOP OF THE YEAR WILL BE THIS COMING OCTOBER! Please click on the link above and pick a day if you plan to attend!

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