Mississippi MarketMaker Newsletter



Marketing Fresh Shrimp using MarketMaker

Dr. Benedict Posadas, Amanda Seymour and Randy Coker Mississippi State University, Coastal Research and Extension Center Website: <u>http://www.coastal.msstate.edu/nre.html</u> September 20, 2011

How many shrimpers are registered with <u>MarketMaker</u> in <u>Mississippi</u>? Out of hundreds, only 4 shrimpers are registered in the State of Mississippi.

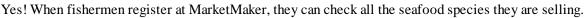
How many shrimpers are registered in <u>MarketMaker</u> in the coastal states?

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 <u>MarketMaker</u>?

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?



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 <u>MarketMaker workshop</u> or you can contact a member of the Mississippi MarketMaker team at CREC: Benedict Posadas <<u>benp@ext.msstate.edu</u>>, Amanda Seymour <<u>aseymour@ext.msstate.edu</u>> and Randy Coker <<u>rcoker@ra.msstate.edu</u>>.

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!

"This program is funded in part through grants provided through Gulf States Marine Fisheries Commission, Oil Disaster Recovery Program under NOAA Fisheries grant award number NA10NMF4770481".

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