

Mississippi MarketMaker Newsletter



MarketMaker and the Consumer of Local Food Products

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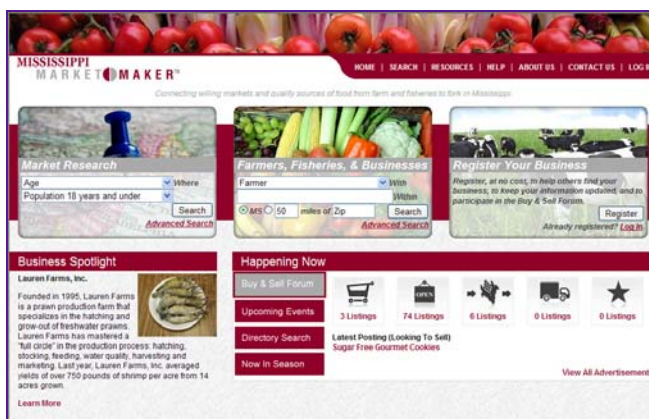
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What is Mississippi MarketMaker?

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.

I do not own a business, what can MarketMaker do for me?

While businesses use MarketMaker to market their goods and services, consumers can use MarketMaker to search for the goods and services they desire. For instance, as locally grown and organic goods become more popular, producers of these products highlight the attributes in their business profiles that they have locally grown and organic products available for sale. MarketMaker allows consumers to find these products that much easier by having them in one website.



How much will it cost me to use MarketMaker?

MarketMaker is FREE. The Mississippi State University Extension Service is maintaining it for you.

What types of businesses are in MarketMaker?

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| 1. Agritourism | 4. Farmers Markets | 7. Processors |
| 2. Eating and Drinking Places | 5. Fishery | 8. Wholesalers |
| 3. Farmers | 6. Food Retailers | 9. Wineries |

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>.

Upcoming events for consumers to learn about MarketMaker:

90th Annual Jackson County Fair, October 16-23, 2011 at the Jackson County Fairgrounds.

Upcoming events for Extension Agents to learn about MarketMaker:

2011 Extension Annual Conference, Friday November 4, 2011.

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