

Mississippi MarketMaker Newsletter



Outreach at the Jackson County Fair

Dr. Benedict Posadas, Amanda Seymour and Randy Coker
Mississippi State University, Coastal Research and Extension Center
1815 Poppo Ferry Road, Biloxi, Mississippi

Website: <http://www.coastal.msstate.edu/MMNewsletter.html>

October 30, 2012

The MSU-Coastal Research and Extension Center MarketMaker Team had a presence at the Jackson County Fair every day the fair was open, Monday October 22 - Sunday October 28, 2012!

Over the course of the week we had several talks with consumers who were excited to learn about MarketMaker and could not wait to get home to try it out. Those who had smart phones were able to try it on the spot and could not believe how easy it was to use.



This is our next major movement in our MarketMaker Program. Now that we have thousands (Over 10,000) businesses registered in Mississippi

MarketMaker, we have to reach out to the consumers and buyers to get them use it as their tool. Last year over 10,000 people visited the exhibit hall over the week at the Jackson County Fair. We will soon have the numbers for the 2012 Fair and can assume that a large number of people saw MarketMaker for the first time. This was a great opportunity, not just for MarketMaker, but for our producers, growers, fishermen, etc... as we were able to reach out to so many people.

My favorite story of the week was a woman who worked with seniors who received vouchers for LOCAL foods in Jackson County. She said a lot of the seniors were not able to use their vouchers because they could never find any local growers in Jackson County. I was able to hook her up with MarketMaker so that now she can find the farmers markets and growers within Jackson County so that the seniors can buy their local food. This is a perfect example of how MarketMaker can benefit everyone.

If your county has an upcoming fair or festival, please do not hesitate to contact us, we are more than willing to bring our team and MarketMaker to you and your community.

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/MSMarketMaker>

You can also follow MM at Twitter — https://twitter.com/MS_MarketMaker.

You can use MM on your smart phone -
- <http://www.ms.foodsearcher.com>.

“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 NA 10NMF4770481”.

[Mississippi State University](#) | [MSUCares](#) |
[Coastal Research and Extension Center](#) |
[Department of Agricultural Economics](#)
[Mississippi-Alabama Sea Grant Consortium](#) |
[Horticultural and Marine Resource Economics Program](#)

