

Mississippi MarketMaker Newsletter



Mississippi MarketMaker In-Service Training Workshop and Outreach Program

Posadas, B.C. Mississippi MarketMaker Newsletter, Vol. 6, Issue 19, November 15, 2016.

What is MarketMaker?

MarketMaker *“is the largest and most in-depth database of its kind featuring a diverse community of food-related businesses: buyers, farmers/ranchers, fisheries, farmers markets, processors/packers, wineries, restaurants and more. MarketMaker provides simple yet powerful search tools to connect with others across the production and distribution chain.”* Read more at <http://ms.foodmarketmaker.com/main/why>.

“Producers register their businesses in MarketMaker because food buyers of all types access our database to find products and services to meet their specific needs. Through MarketMaker, producers can reach more buyers and more efficiently form profitable business alliances.”

“Buyers register making their business discoverable to food producers looking to grow, source, or sell just what you need. Buyers can use MarketMaker to find more suppliers of differentiated, high-quality products leading to more efficient sourcing and higher margins.”

“Consumers use MarketMaker to locate suppliers selling just what they need. Search for anything—the nearest supplier of organic chick peas, specialty mushrooms or seasonal fish from anywhere in the U.S.”

Who should attend these workshops?

This in-service training and outreach program is available upon request by groups of 6-12 participants from:

1. Sea Grant and Land Grant Extension faculty and staff
2. State regulatory agencies
3. Local government agencies
4. Non-profit organizations
5. Agricultural food producers and tourism businesses
6. Seafood and charter-boats-for-hire businesses
7. School teachers and youth
8. Food and seafood buyers and consumers

**Register your food business and school district and search for local foods at
ms.foodmarketmaker.com.**

When and where are these workshops?

Any group 6-12 of buyers, consumers, producers or extension agents can request for the workshop. The workshop can be held at any available R&E center or at any County Extension Office with conference room and high-speed WIFI connections. The workshop is FREE, but, if available, please bring your iPad or smart phone with Cellular Data Plan.

What is the scope of these workshops?

The topics covered will depend on the needs to the participants. Additional time may be required to enable participants to do complete some real-world exercises with their smart devices.

1. Introduction to MarketMaker – 15 minutes
2. Create Business Profile in MarketMaker – 20 minutes
3. Update Business Profile in MarketMaker – 20 minutes
4. Integrate Social Media Networks in Business Profile - 20 minutes
5. Conduct Business Search in MarketMaker – 30 minutes
6. Conduct Market Research in MarketMaker - 30 minutes
7. Participate in MarketMaker Impact Assessment – 15 minutes

What are the expected outcomes of these workshops?

For research, extension and regulatory agencies: You will leave our workshop with the ability to help food businesses within your communities to use MarketMaker to showcase their products and tourism services. You will learn how to search for, create online databases of, and map food businesses of interest to your extension program, clientele, county or region.

For buyers and consumers: You will leave our workshop with the ability to use MarketMaker to locate goods and services by using your smart devices. You will learn how to search for, create online databases of, and map food businesses of interest to you, your family, and business.

For food and seafood businesses: You will leave our workshop with the ability to create and update your business profiles that will showcase your products and tourism services. You will learn how to search for, create online databases of, and map food businesses of interest to your business operations.

An illustrative example: Yesterday, I received an email from an Extension agent in behalf of one of his clients who needed information on the nearest Tilapia producer in the area. In response, I did a quick search at Mississippi MarketMaker and created an online list of 89 Tilapia producers registered or listed in all the member states in the United States. This quick procedure can be repeated for clients who need information on local producers of food products.

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FREQUENTLY ASKED QUESTIONS

What is MarketMaker?

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Where can you find Mississippi MarketMaker?

MarketMaker is located at <http://ms.foodmarketmaker.com/>. Ask Siri or Cortana to search for “Mississippi MarketMaker” on your smart phone.

How do you register your food business in Mississippi MarketMaker?

Click **Register** and type your email address and a password in the spaces under **Register**. Be prepared to enter information (and pictures) about your business.

What are the benefits in registering your food business in Mississippi MarketMaker?

Producers register their businesses in **MarketMaker** because food buyers of all types access our database to find products and services to meet their specific needs. Through **MarketMaker**, producers can reach more buyers and more efficiently form profitable business alliances.

How do you search for your business profile in Mississippi MarketMaker?

Click **Search** and type the name of your business in the space under **Search MarketMaker**.

How do you update your business profile in Mississippi MarketMaker?

Click **Register** and then click **UPDATE YOUR PROFILE**. Type your email address and password in the spaces under **Account Login**. Be prepared to enter updated information (and pictures) about your business.

MarketMaker Training Workshops

This training workshop is available upon request by a group of 6-12 producers, extension agents, state regulatory agencies staff and teachers. Each workshop will best fit the needs of the participants. Email Dr. Ben Posadas for details at ben.posadas@msstate.edu.

How do you search for local food businesses in Mississippi MarketMaker?

Click **Search** and type a keyword in the space under **Search MarketMaker**.

What is the Market Research Tool of MarketMaker?

The MarketMaker research tool is an interactive mapping resource for identifying target markets, developing customized census profiles and mapping food related businesses over demographic maps.

Where do you find the Market Research tool in MarketMaker?

Look for the **Market Research** section in MarketMaker and click **Research your market now** or **Use previous version**.

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