

Mississippi MarketMaker Newsletter



MISSISSIPPI STATE
UNIVERSITY
EXTENSION SERVICE

MARKETING YOUR SEAFOOD PRODUCTS THROUGH MARKETMAKER

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July 19, 2011

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.

HOW MUCH WILL IT COST MY SEAFOOD BUSINESS TO BECOME A MEMBER?

Membership in MarketMaker is **FREE**. Your Extension Service is maintaining it for you.

HOW MANY MISSISSIPPI SEAFOOD PROCESSORS ARE NOW REGISTERED?

Twenty-four are listed but only two are registered:

Crystal Seas Seafood, Pass Christian
Golden Gulf Coast Packing, Biloxi

HOW MANY MISSISSIPPI SEAFOOD WHOLESALERS ARE NOW REGISTERED?

Thirty-three wholesalers are listed but only four are registered:

BigCajun's Seafood Wholesale's, Poplarville
Crystal Seas Seafood, Pass Christian
MoneyMadeSeafood, McComb
Quality Poultry, Biloxi

HOW MANY MISSISSIPPI SEAFOOD RETAILERS ARE NOW REGISTERED?

Eighty-one fish markets are listed but not a single business is registered.

HOW DO I CREATE AND UPDATE A PROFILE OF MY SEAFOOD BUSINESS?

Search for "Mississippi MarketMaker" in your favorite internet search engine and register online.

Register online at the Mississippi MarketMaker website at <http://ms.marketmaker.uiuc.edu>.

Attend a FREE 90-minute Mississippi MarketMaker training workshop -

<http://www.coastal.msstate.edu/MSMMWorkshops.html>

Contact Randy Coker at ryc4@ra.msstate.edu or 228-762-7783.

Contact Amanda Seymour at aseymour@ext.msstate.edu or 228-546-1044.

Contact Dr. Ben Posadas at benp@ext.msstate.edu or 228-388-4710.

HOW DOES MARKETMAKER PROMOTE MY SEAFOOD BUSINESS?

When a potential buyer searches for seafood products in MarketMaker, the search covers all of the seafood businesses listed in all MarketMaker websites in all member states.

"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."

