

# Mississippi MarketMaker Newsletter



MISSISSIPPI STATE  
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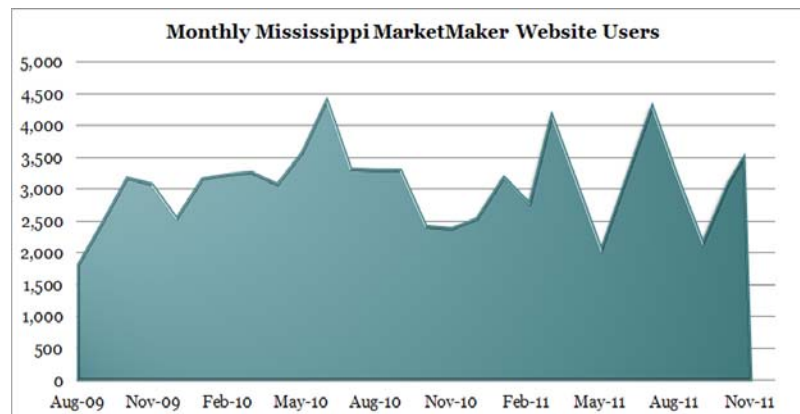
## MARKETING IMPACTS OF MISSISSIPPI MARKETMAKER

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MarketMaker is an internet tool linking food and seafood growers and producers with grocery stores, food processors, specialty outlets, and individual consumers. When a potential buyer searches for food products in MarketMaker, the search covers all of the food businesses listed in all MarketMaker websites in all member states. The monthly usage of the Mississippi MarketMaker website ranges from about 2,000 to almost 4,500 users. The number of website hits averages about 50,000 visits per month. The website hits peaked at 225,000 in September 2011.



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