

# Mississippi MarketMaker Newsletter



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## Mississippi MarketMaker Fisheries Outreach Program Logic Model

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### **Please view our logic model for our project!**

Due to the effectiveness and simplicity of logic models, the MSU-CREC MarketMaker team has designed a logic model for the fisheries outreach program.



# Mississippi MarketMaker Fisheries Outreach Program



**Goal:** Increase sales of seafood products harvested and processed by Mississippi fishermen and processors using MarketMaker which is an interactive mapping system that locates businesses and markets of agricultural and seafood products and marine-related services in Mississippi, as well as in other member states, providing an important link between producers and consumers.

Inputs	Outputs		Outcomes-Impact		
	Activities	Participation	Short Term	Medium Term	Long Term
<p>What we Invest</p> <p>Staff</p> <p>Time</p> <p>Funding</p> <p>Materials</p> <p>Equipment</p> <p>Technology</p> <p>Partners</p>	<p>What we do</p> <p>Conduct MM training workshops</p> <p>Develop weekly MM newsletters</p> <p>Business Spotlights</p> <p>MM Website</p> <p>MM Mobile website for smart phones</p> <p>One-on-one visits/calls with seafood business owners</p> <p>Use social media for news and updates</p> <p>Exhibit at local festivals and fairs</p>	<p>Who we reach</p> <p>Seafood Processors</p> <p>Seafood Restaurants</p> <p>Commercial Fishermen</p> <p>Seafood retailers</p> <p>Seafood wholesalers</p> <p>Charter boat captains</p> <p>Sea Grant and Land Grant Extension service</p>	<p>What the short-term results are</p> <p>Increase business registrations on MM</p> <p>Increase consumer knowledge of MM</p> <p>Build onto existing customer base in MM</p>	<p>What the medium term results are</p> <p>Establish MM as a primary source for buyers looking for seafood products and services</p> <p>Partner with other Gulf States to promote MM</p>	<p>What the ultimate impact(s) is</p> <p>The ultimate impact of the MM outreach program is to increase commercial seafood businesses and commercial fishermen's market share, income.</p>



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To view the pdf file, please [click here](#) or on the picture above.

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.

### 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 — [https://twitter.com/MS\\_MarketMaker](https://twitter.com/MS_MarketMaker).

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

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