

Mississippi MarketMaker Newsletter



MISSISSIPPI STATE
UNIVERSITY
EXTENSION SERVICE

PROMOTE FARMERS' MARKETS THROUGH MARKETMAKER

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/>
August 9, 2011

How many farmers' markets are there in Mississippi?

There are 59 farmers' markets (FM) listed in the Mississippi Department of Agriculture (MDAC) website at http://www.mdac.state.ms.us/n_library/departments/farm_mkt/frk_frm_markets.asp. Of which, only 20 farmers' markets have websites.

How does MarketMaker promote farmers markets?

When buyers search for farmers' markets in MarketMaker (MM), the search covers all of the farmers' markets listed in the specified area in which the consumer/buyer is searching.

How does a Farmers' Market join MarketMaker?

By registering and creating a business profile for the farmers' market.

What is the importance of the business profile?

The decision to go or not to go to the FM will be influenced by the information in the business profile such as products sold, seasonality, and operating days. It is important that the business profile is regularly updated since it is what the customers will see when conducting business searches.

How much will it cost my business to register and create a business profile?

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

Where can you find MarketMaker?

MarketMaker (MM) can be viewed at – <http://ms.marketmaker.uiuc.edu/>.
You can follow MM at Facebook — <http://www.facebook.com/foodmarketmaker>.
You can also follow MM at Twitter — <http://twitter.com/#!/FoodMarketMaker>.

How does a buyer/consumer search for farmers' markets?

In Mississippi MarketMaker, click the link "**SEARCH**" located at the upper right section of the page.
Click the link "**Begin New Business Search**" located at the upper middle section of the page.
Click "**Farmers Market**" and specify the area to be searched under "**Search By**".
There are 61 FMs now registered in MS-MM, two more FMs than those listed at MDAC.

How do I sign up for the MarketMaker Training Workshop?

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

"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".