

Mississippi MarketMaker Newsletter



MISSISSIPPI STATE
UNIVERSITY,
EXTENSION SERVICE

Marketing your Herbs using MarketMaker

Dr. Benedict Posadas, Amanda Seymour and Randy Coker
Mississippi State University, Coastal Research and Extension Center
1815 Popp's Ferry Road, Biloxi, Mississippi
Website: <http://www.coastal.msstate.edu/nre.html>
October 4, 2011

How many farms are registered on MarketMaker for producing herbs?

14 farms are currently registered with MarketMaker as producing herbs.

Do you know how MarketMaker promotes your county's businesses?

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. Registered businesses within MarketMaker are automatically placed on the top of the result list highlighting those businesses with MarketMaker profiles. The profiles make it easy for buyers to sort through and determine which producer best fits their needs. Having a business profile in MarketMaker is a free marketing tool that can display all relevant information to potential buyers.

How can farmers benefit by registering on MarketMaker?

First, MarketMaker is a FREE marketing tool that can expand a business's current market and potentially tap into new markets. Also, MarketMaker is user friendly for both the businesses and consumers which allows for a larger user group.

Can a farmer who has more than one type of farm also register as another type of farmer?

Yes! When the farmer registers, he/she can check all commodities that apply to the products they produce and have available for sale.

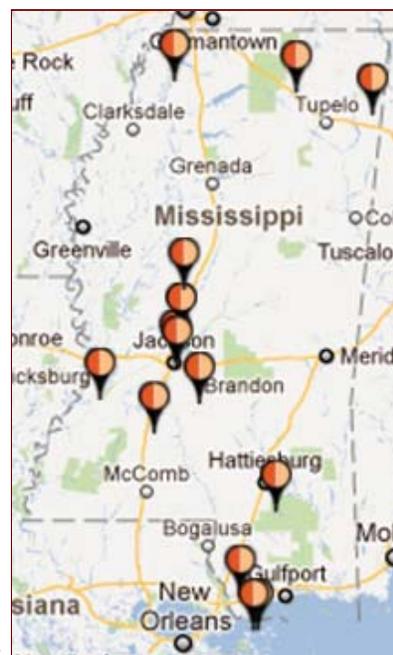
Where can you find MarketMaker?

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 — <http://twitter.com/#!/FoodMarketMaker>.



"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".