

Mississippi MarketMaker Newsletter

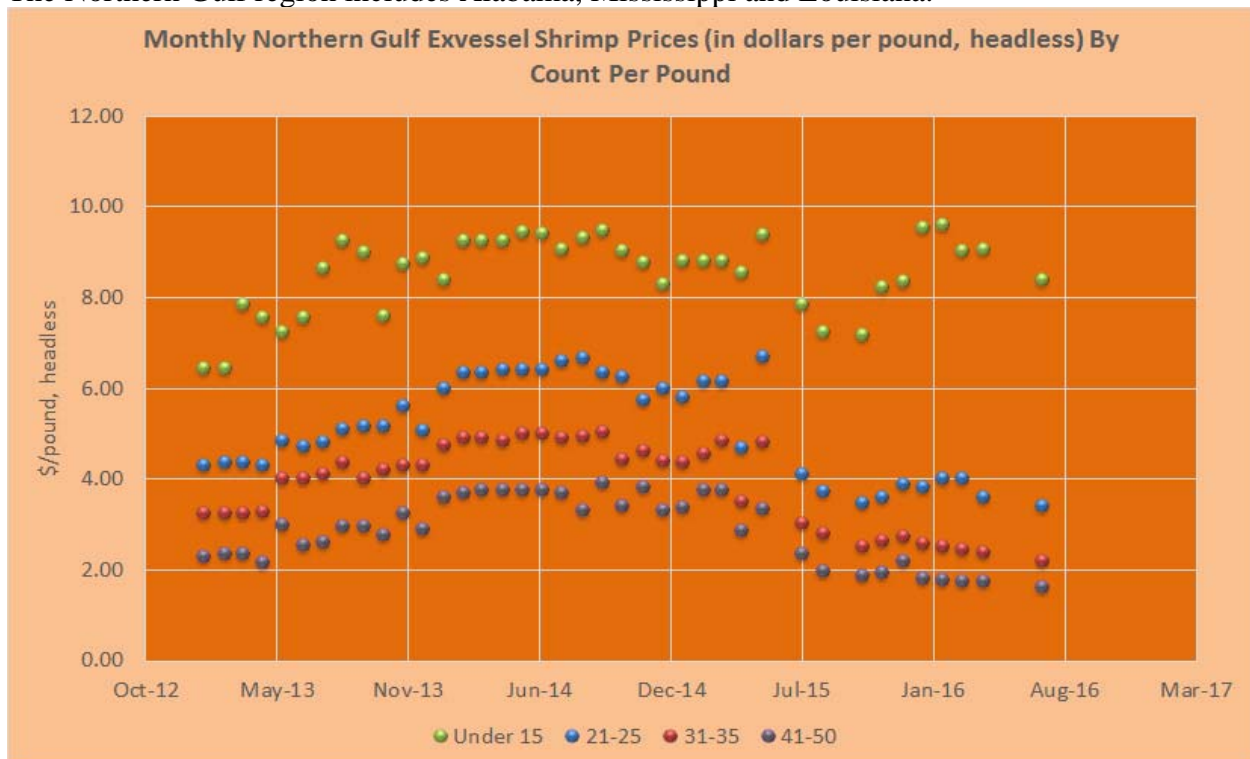


Volume 6, Issue 16. August 23, 2016.

Posadas, Benedict C. Gulf of Mexico July Shrimp Landings and Exvessel Prices from Jan. 2013 to Jul. 2016. Mississippi MarketMaker Newsletter, Vol. 6, Issue 16, August 23, 2016.

Can you spot the differences in the trends of shrimp ex-vessel prices in the Gulf of Mexico states? Are the prices steady, declining or rising?

The Northern Gulf region includes Alabama, Mississippi and Louisiana.

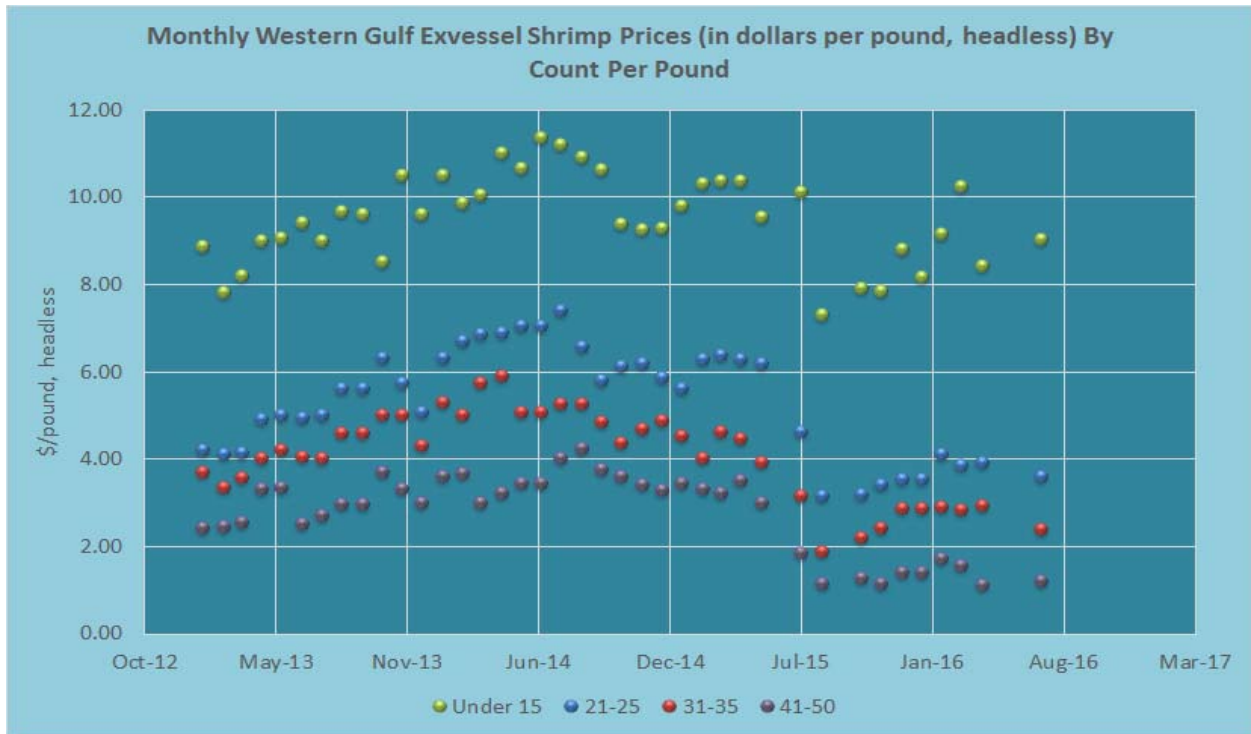


Prices are in dollars per pound, Penaeid species only, headless.

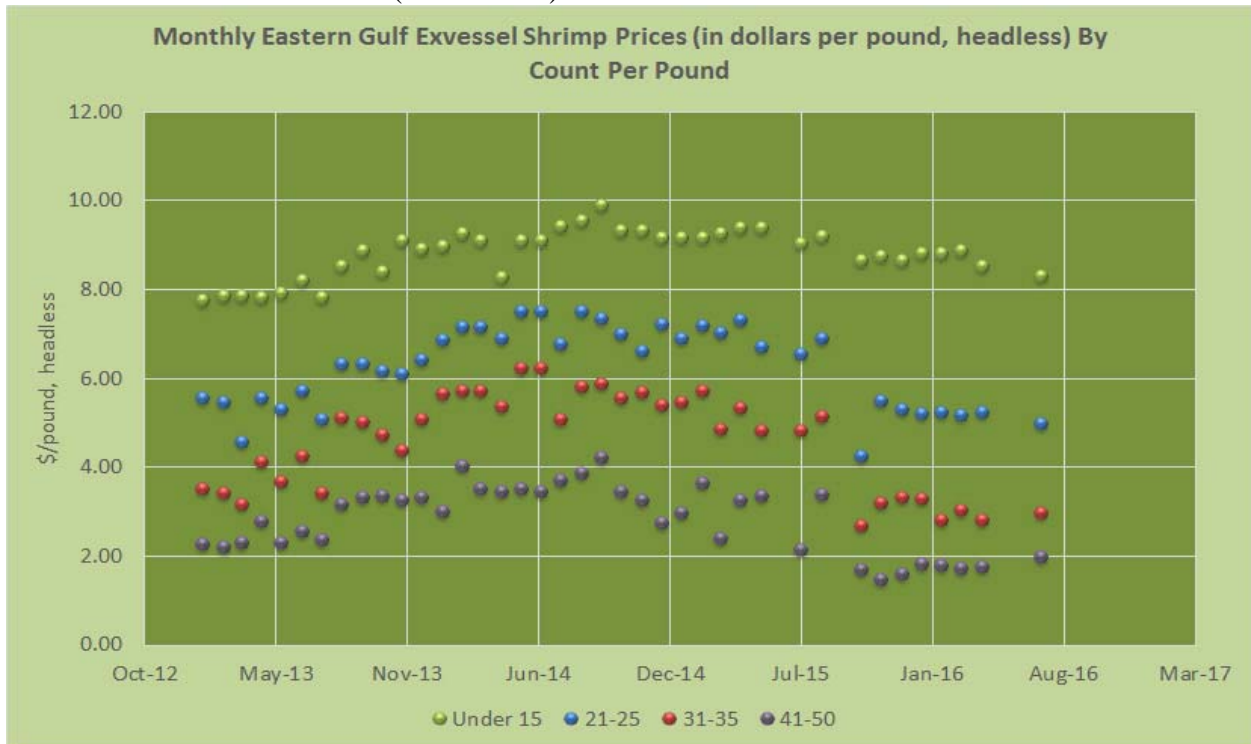
Source of raw data: NOAA Fisheries Service, Southeast Fisheries Science Center.

**Register your food business and school district and search for local foods at
ms.foodmarketmaker.com.**

Western Gulf includes Texas.



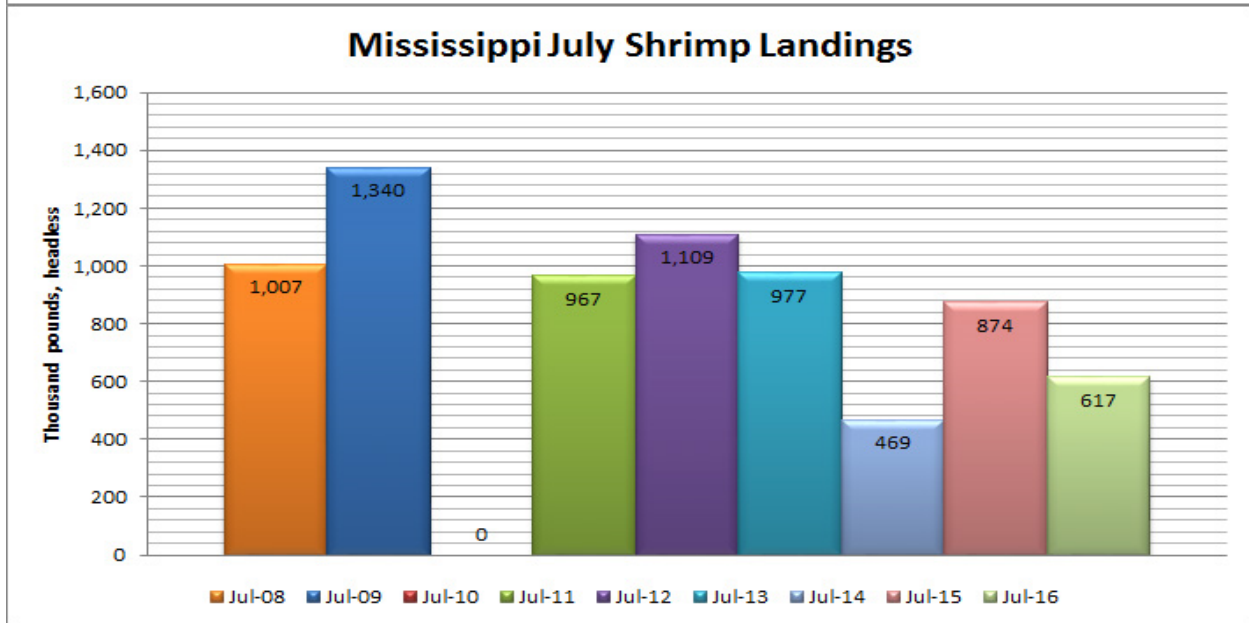
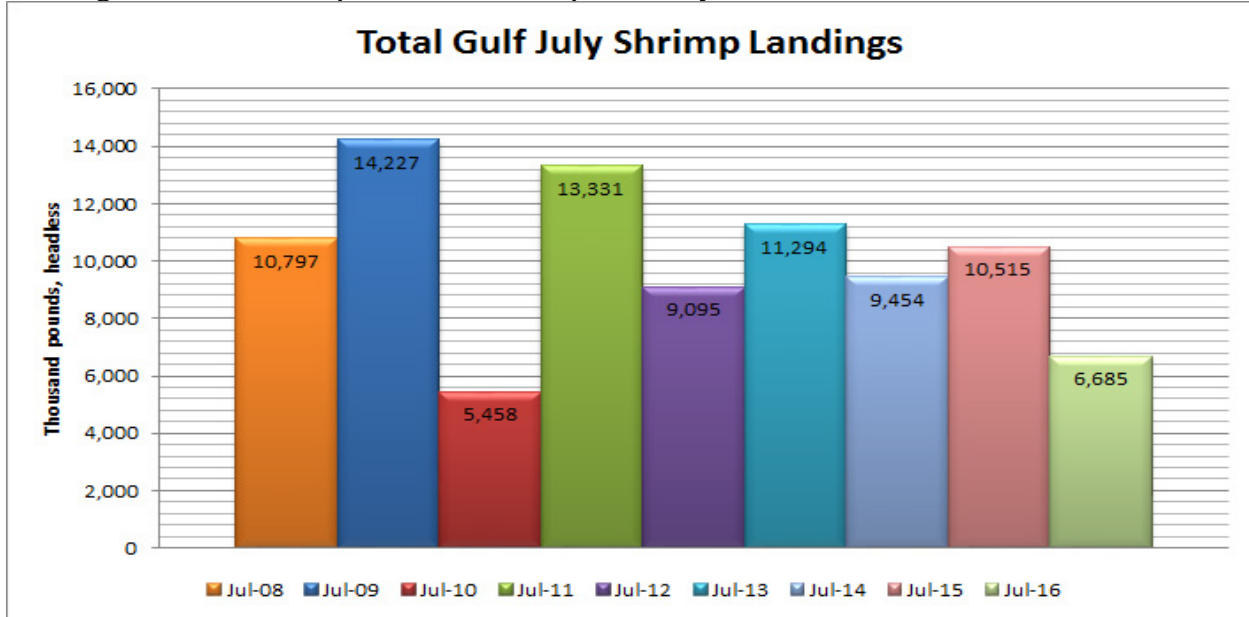
Eastern Gulf includes Florida (West Coast).



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Likewise, can you detect the trends in July shrimp landings? Are the July landings stable over time, rising or falling? What can you say about the impacts of the April 2010 Deepwater Horizon oil spill on shrimp landings?

Landings are in thousand pounds, *Penaeid* species only, headless.



Source of raw data: NOAA Fisheries Service, Southeast Fisheries Science Center.

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FREQUENTLY ASKED QUESTIONS

What is MarketMaker?

MarketMaker is the largest and most in-depth database of its kind featuring a diverse community of food-related businesses: buyers, farmers/ranchers, fisheries, farmers markets, processors/packers, wineries, restaurants and more. **MarketMaker** provides simple yet powerful search tools to connect with others across the production and distribution chain (<http://ms.foodmarketmaker.com/>).

Where can you find Mississippi MarketMaker?

MarketMaker is located at <http://ms.foodmarketmaker.com/>.

Ask Siri or Cortana to search for “Mississippi MarketMaker” on your smart phone.

How do you register your food business in Mississippi MarketMaker?

Click **Register** and type your email address and a password in the spaces under **Register**. Be prepared to enter information (and pictures) about your business.

What are the benefits in registering your food business in Mississippi MarketMaker?

Producers register their businesses in **MarketMaker** because food buyers of all types access our database to find products and services to meet their specific needs. Through **MarketMaker**, producers can reach more buyers and more efficiently form profitable business alliances.

How do you search for your business profile in Mississippi MarketMaker?

Click **Search** and type the name of your business in the space under **Search MarketMaker**.

How do you update your business profile in Mississippi MarketMaker?

Click **Register** and then click **UPDATE YOUR PROFILE**. Type your email address and password in the spaces under **Account Login**. Be prepared to enter updated information (and pictures) about your business.

MarketMaker Training Workshops

This training workshop is available upon request by a group of 6-12 producers, extension agents, state regulatory agencies staff and teachers. Each workshop will best fit the needs of the participants. Email Dr. Ben Posadas for details at ben.posadas@msstate.edu.

How do you search for local food businesses in Mississippi MarketMaker?

Click **Search** and type a keyword in the space under **Search MarketMaker**.

What is the Market Research Tool of MarketMaker?

The MarketMaker research tool is an interactive mapping resource for identifying target markets, developing customized census profiles and mapping food related businesses over demographic maps.

Where do you find the Market Research tool in MarketMaker?

Look for the **Market Research** section in MarketMaker and click **Research your market now** or **Use previous version**.

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