

USING FOOD MARKETMAKER FOR MARKET RESEARCH: INTRODUCTION TO MARKETMAKER

ABSTRACT

In this issue, Dr. Posadas introduces MarketMaker as a tool useful for conducting market research by agricultural and seafood producers, buyers, processors, wholesalers, food retailers, restaurants and transporters and their customers. He summarizes some of the customers' queries about suppliers of certain food items in Mississippi and surrounding states over the past months.

KEYWORDS

Food and seafood marketing, agricultural producers, seafood producers, food processors, food wholesalers, food retailers, restaurants, and food transporters

ACKNOWLEDGEMENT

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WHAT IS MARKETMAKER?

http://ms.foodmarketmaker.com/page/about_us

“MarketMaker is one of the most extensive interactive e-commerce platforms that provides food marketing information to food entrepreneurs (agricultural producers, buyers, processors, wholesalers, food retailers, restaurants, and transporters), and their customers” (Fig. 1).

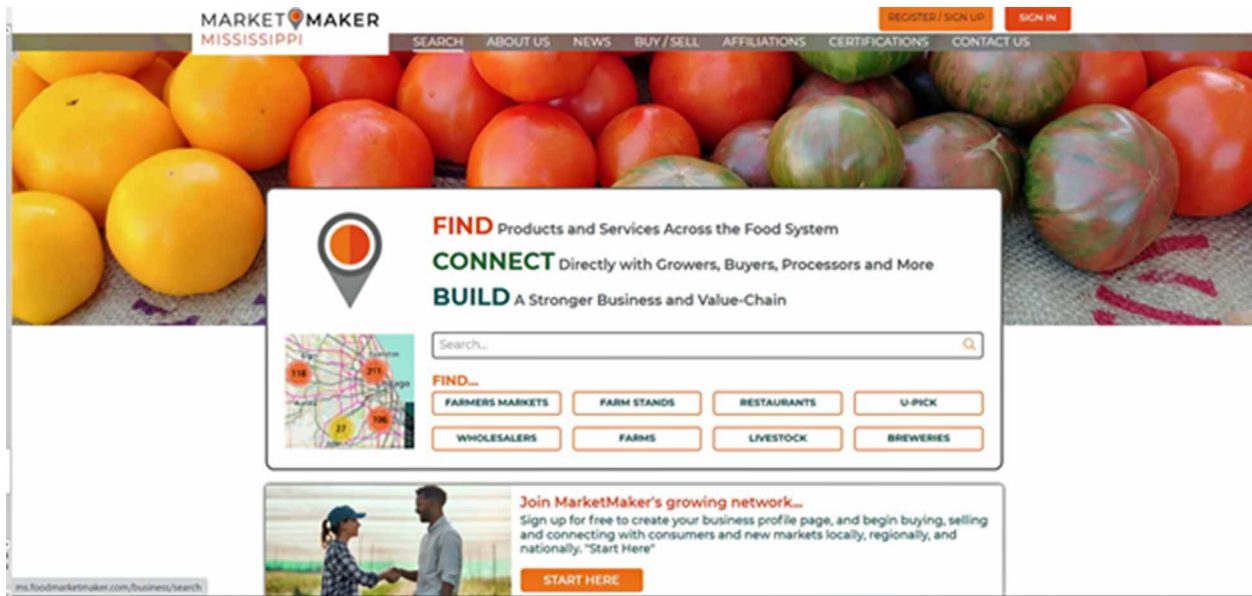


Figure 1. Mississippi MarketMaker.

“It is an ever-growing, evolving partnership of land grant universities, state departments of agriculture, and food and agricultural organizations, all investing in a coordinated effort to build a virtual infrastructure that brings healthier, fresher, and more flavorful food to consumers.”

“MarketMaker is an electronic farm directory/food marketing/educational tool providing information about products, availability, affiliations, attributes, certifications and more. MarketMaker provides an important online presence for farmers, ranchers, and agricultural businesses who otherwise may not be spotlighted.”

“MarketMaker was created in 2000 by a team of University of Illinois Extension personnel who had the common goal of building an electronic infrastructure that would easily connect food-producing farmers with economically viable new markets. Licensed, hosted, and maintained by Global Food and Ag Network, LLC, MarketMaker is guided

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by an advisory board made up of representatives from among participating partner states.”

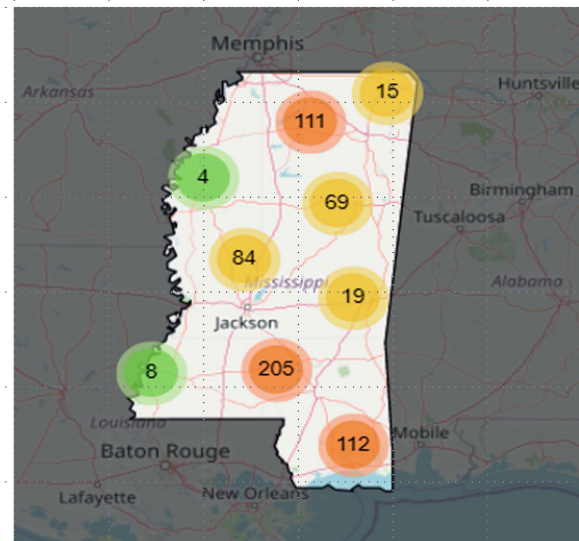
EXERCISE 1: HOW MANY FOOD BUSINESSES ARE REGISTERED IN MISSISSIPPI MARKETMAKER?

- Go to Mississippi MarketMaker at <http://ms.foodmarketmaker.com/>.
- Under **SEARCH**, specify Location - **Mississippi**.
- What is the exact number of food businesses (Fig. 2)?



Food businesses registered in Mississippi MarketMaker

Source: <http://ms.foodmarketmaker.com/>



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Figure 2. Food businesses registered in Mississippi MarketMaker.

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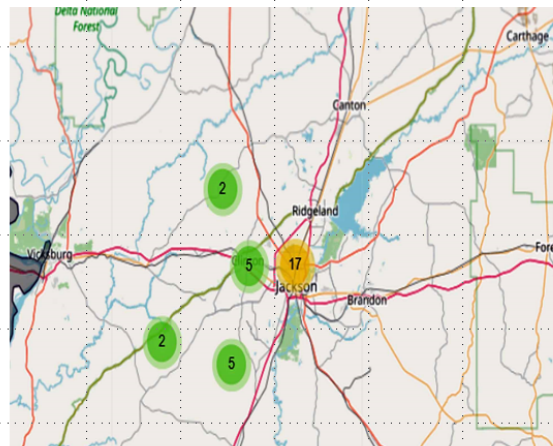
EXERCISE 2: HOW MANY BUSINESSES ARE REGISTERED IN HINDS COUNTY, MISSISSIPPI?

- Go to <http://ms.foodmarketmaker.com/>.
- Go to **Search**.
- Select Location **Mississippi**.
- Select Location **Hinds** County.
- What is the exact number of food businesses (Fig. 3)?



Food businesses registered in Hinds County, Mississippi.

Source:
<http://ms.foodmarketmaker.com/>



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Figure 3. Food businesses registered in Hinds County.

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EXERCISE 3: HOW MANY FARMERS MARKETS ARE REGISTERED IN HINDS COUNTY, MISSISSIPPI?

- Go to <http://ms.foodmarketmaker.com/>.
- Go to **Search**.
- Select Location **Mississippi**.
- Select Location **Hinds County**.
- Select Business type **Farmers' market**.
- What is the exact number of farmers markets (Fig. 4)?



Farmers markets registered in Hinds County, Mississippi

Source:
<http://ms.foodmarketmaker.com/>

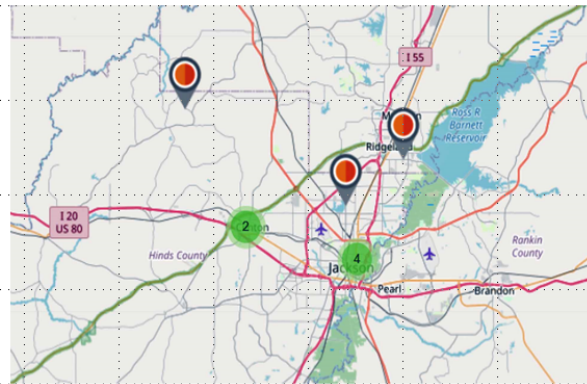


Figure 4. Farmers markets in Hinds County.

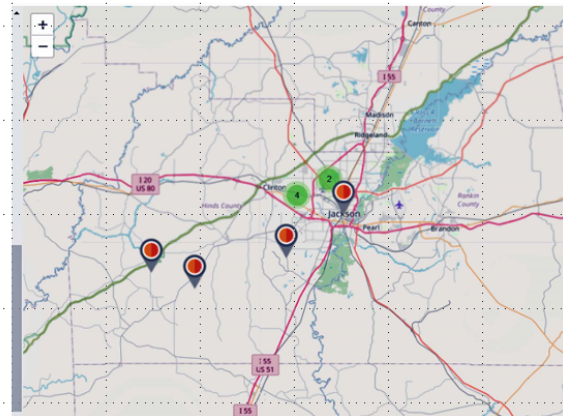
EXERCISE 4: HOW MANY FOOD BUSINESSES REGISTERED IN HINDS COUNTY, MISSISSIPPI SELL VEGETABLES?

- Go to <http://ms.foodmarketmaker.com/>.
- Go to **Search**.
- Select Location **Mississippi**.
- Select Location **Hinds County**.
- Select Product **Vegetables**.
- What is the exact number of food businesses (Fig 5)?



Food businesses
registered in **Hinds**
County, Mississippi that
sell **Vegetables**.

Source: <http://ms.foodmarketmaker.com/>



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Figure 5. Farmers markets selling vegetables in Hinds County.

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EXERCISE 5: HOW MANY FARMERS/RANCHERS REGISTERED IN MISSISSIPPI SELL GRASS-FED BEEF?

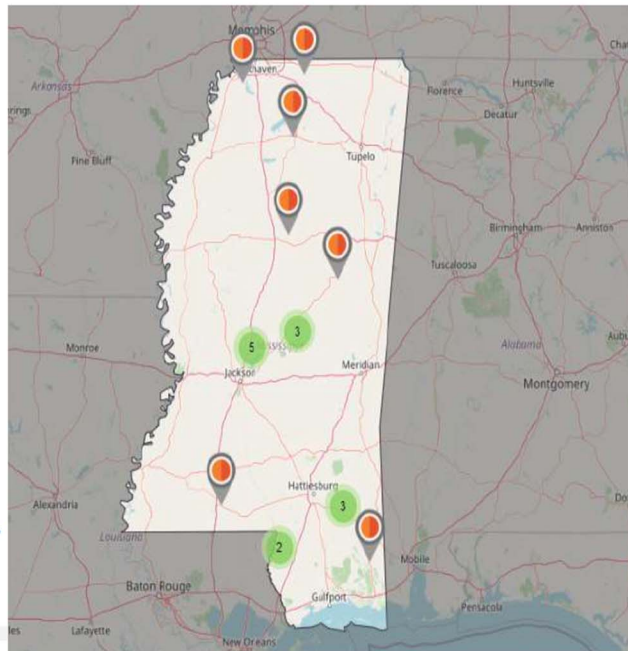
- Go to <http://ms.foodmarketmaker.com/>.
- Go to **Search**.
- Select Location **Mississippi**.
- Select Business type **Farmers/Ranchers**.
- Select Product **Beef**.
- What is the exact number of beef producers (Fig. 6)?



Ranchers registered in Mississippi that sell grass-fed beef

Source:

<http://ms.foodmarketmaker.com/>.



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Figure 6. Farmers/Ranchers selling beef in Mississippi.

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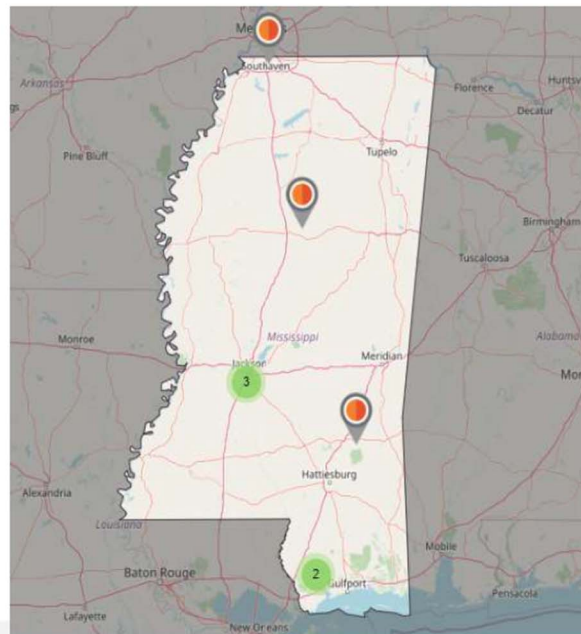
EXERCISE 6: HOW MANY FARMERS/RANCHERS REGISTERED IN MISSISSIPPI SELL GOATS?

- Go to <http://ms.foodmarketmaker.com/>.
- Go to **Search**.
- Select Location **Mississippi**.
- Select Business type **Farmers/Ranchers**.
- Select Product **Goat**.
- What is the exact number of goat producers Fig. 7)?



Ranchers registered in Mississippi MarketMaker that sell goats

Source:
<http://ms.foodmarketmaker.com/>.



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Figure 7. Farmers/Ranchers selling goats in Mississippi.

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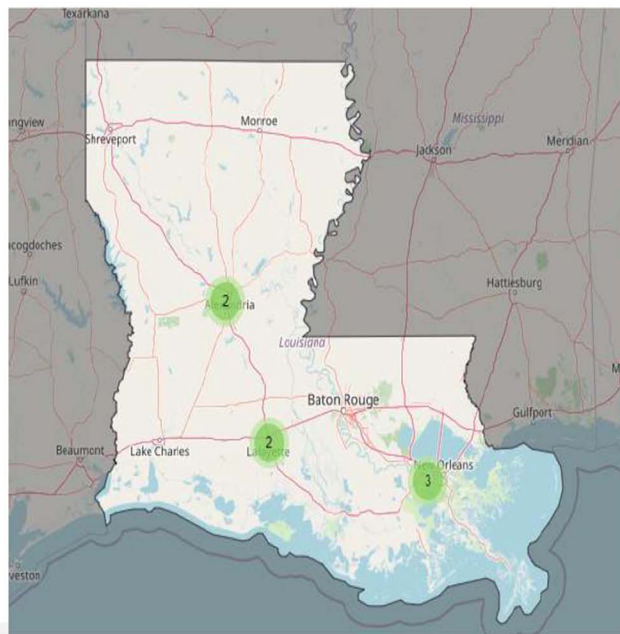
EXERCISE 7: HOW MANY FISH MARKETS REGISTERED IN LOUISIANA SELL BLUE CRABS?

- Go to <http://la.foodmarketmaker.com/>.
- Go to **Search**.
- Select Location **Louisiana**.
- Select Business Type **Fish markets**.
- Select Product **Blue crab**.
- What is the exact number of businesses that sell blue crabs (Fig. 8)?



Fish markets registered in Louisiana MarketMaker that sell blue crabs

Source:
<http://la.foodmarketmaker.com/>.



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Figure 8. Fish markets selling blue crabs in Louisiana.

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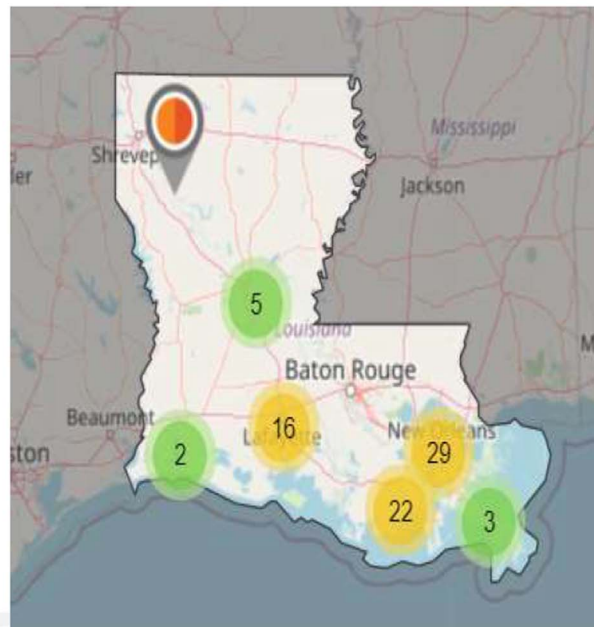
EXERCISE 7: HOW MANY FOOD BUSINESSES REGISTERED IN LOUISIANA SELL SHRIMP?

- Go to <http://la.foodmarketmaker.com/>.
- Go to **Search**.
- Select Location **Louisiana**.
- Select Product **Shrimp**.
- What is the exact number of businesses that sell shrimp (Fig. 9)?



Food businesses registered in Louisiana MarketMaker that sell shrimp

Source:
<http://la.foodmarketmaker.com/>.



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Figure 9. Food businesses selling shrimp in Louisiana.

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SUMMARY

Thank you for completing Part I. Please proceed to the next section.

- ❖ Part I: Introduction to MarketMaker
- ❖ **Part II: Create and Update Business Profile in MarketMaker**
- ❖ Part III: Conduct Business Search in MarketMaker
- ❖ Part IV: Promoting your Food Business.

MY ECONOMICS OUTREACH ON MISSISSIPPI MARKETMAKER

- ❖ Vol. 11, No. 11 / Aquaculture Production, Farmgate Values, Jobs & Wages in the United States and Gulf of Mexico Region.
- ❖ Vol. 11, No. 6 / Charter Boats For-Hire in the United States and Gulf of Mexico Region.
- ❖ Vol. 11, No. 9. Seafood and Full-Service Restaurants in the United States and Gulf of Mexico Region.
- ❖ Vol. 11, No. 8. Seafood and Fish Markets in the United States and Gulf of Mexico Region.
- ❖ Vol. 11, No. 7. Seafood Wholesaling in the United States and Gulf of Mexico Region.
- ❖ Vol. 11, No. 5. Seafood Processing Workers and Owners in the United States and the Gulf of Mexico Region.
- ❖ Vol. 11, No. 4. Fishers and Owners in the United States and Gulf of Mexico Region.
- ❖ Vol. 8 No. 6. Florists and Cut and Edible Flowers.
- ❖ Vol. 8 No. 5. Fruit and Vegetable Markets.
- ❖ Vol. 8 No. 4. Fruit and Vegetable Merchant Wholesalers.
- ❖ Vol. 8 No. 3. Fruit and Vegetable Canning, Pickling, and Drying Businesses.

SUGGESTED CITATION

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