

Mississippi MarketMaker Newsletter



MISSISSIPPI STATE
UNIVERSITY
EXTENSION SERVICE

Registering your Charter Boat Business in MarketMaker

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CHARTER BOAT BUSINESSES CAN SOON REGISTER WITH MARKETMAKER!!!!

What is Mississippi MarketMaker?

MarketMaker is an internet tool linking growers and producers with grocery stores, food processors, specialty outlets and food industry groups. The program also makes agricultural and seafood businesses accessible to individual consumers.

How can MarketMaker promote a Charter Boat business?

One of the upcoming sectors within MarketMaker is the Charter Boat sector. Business owners will be able to register their Charter Boat business in MarketMaker under the Agritourism Services that is currently being modified to include charter fishing businesses. MarketMaker will allow consumers who want to find a charter boat business to be able to find one according to their fishing preferences. Hopefully this new feature will be fully operational by early part of next year to enable operators to advertise their charter boats for-hire operations.

How can one register their Charter Boat Business on MarketMaker?

Located in the left-hand box on the Mississippi MarketMaker home page is a register button that the business owner can click on to begin their registration. Charter boat businesses fall under the agritourism sector, so that is the business type to select. After selecting a business type, follow the on-screen instructions to complete registration.

How much will it cost a business to become a member?

Membership in MarketMaker is FREE. The Mississippi State University Extension Service maintains MarketMaker annually.

Where can MarketMaker be found?

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>.

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