

Mississippi MarketMaker Newsletter



How to Conduct Market Research in MarketMaker – Part 2 of 3

Posadas, Benedict C. Mississippi MarketMaker Newsletter, Vol. 6, Issue 13, July 15, 2016.

What is the Business Search Tool in MarketMaker?

The MarketMaker business search tool enables a web user to “Search for food-industry-related businesses by location, type of business, type of food produced, certifications, and more”. (<http://ms.foodmarketmaker.com/search/directory>).

How does Business Search benefit Extension Agents?

Extension agents can use Business Search to identify food-industry-related businesses in their respective counties that can potentially benefit from their extension programming.

Where do you find the Business Search in MarketMaker?

There are two ways to conduct Business Search in MarketMaker.

First, look for the **Search** link in MarketMaker and click it.

Example 1. A local food hub is interested in identifying local suppliers of vegetables within 100 miles from its warehouse and distribution center in Jackson, Mississippi. The mapping results of the business search within 100-mile radius are shown at the MarketMaker map below (Figure 1).

In order to view the online results of this search, please click this [LINK](#). As shown by the map, the search consist of the following filters:

State: MS »

Type: Farmer/Rancher »

Profile: Farmer/Rancher > Vegetables » within 100 miles of current location

Second, look for the **Market Research** section in MarketMaker and click **Research your market now.**

Example 2. A local food hub is interested in identifying local suppliers of vegetables within the state of Mississippi. The mapping results of the statewide business search for vegetable growers are shown at the MarketMaker map below (Figure 2). The beta version of this search tool included the entire state of Mississippi because search by specific distance is not yet available.

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

As shown by the map, the search consist of the following filters:

State: MS »

Type: Farmer/Rancher »

Profile: Farmer/Rancher > Vegetables »

Map of Results

State: MS » Type: Farmer/Rancher » Profile: Farmer/Rancher > Vegetables » within 100 miles of current location

Search Results Sort: Distance

68 results found.

- Indian Springs Farmers Cooperative AAL Incorporated**
Jackson, MS (0 ft) [SEE PROFILE](#) [Get Directions](#)
- Jackson Inner-city Gardeners**
Jackson, MS (0.1 mi) [SEE PROFILE](#) [Get Directions](#)
- Foot Print Farms**
Jackson, MS (5 mi) [SEE PROFILE](#) [Get Directions](#)
- Corkern Farms**
Clinton, MS (8 mi) [SEE PROFILE](#) [Get Directions](#)
- The High Heeled Hippie**
Clinton, MS (9 mi) [SEE PROFILE](#) [Get Directions](#)
- LaRose Freshest Produce**
Byram, MS (9 mi) [SEE PROFILE](#) [Get Directions](#)
- Madison Growers, LLC**
Madison, MS (12 mi) [SEE PROFILE](#) [Get Directions](#)
- Goodman Farms**
Brandon, MS (14 mi) [SEE PROFILE](#) [Get Directions](#)

« 1 2 3 »

Figure 1. Vegetable growers within 100 miles from Jackson, Mississippi.

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.

Register your food business and school district and search for local foods at 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.

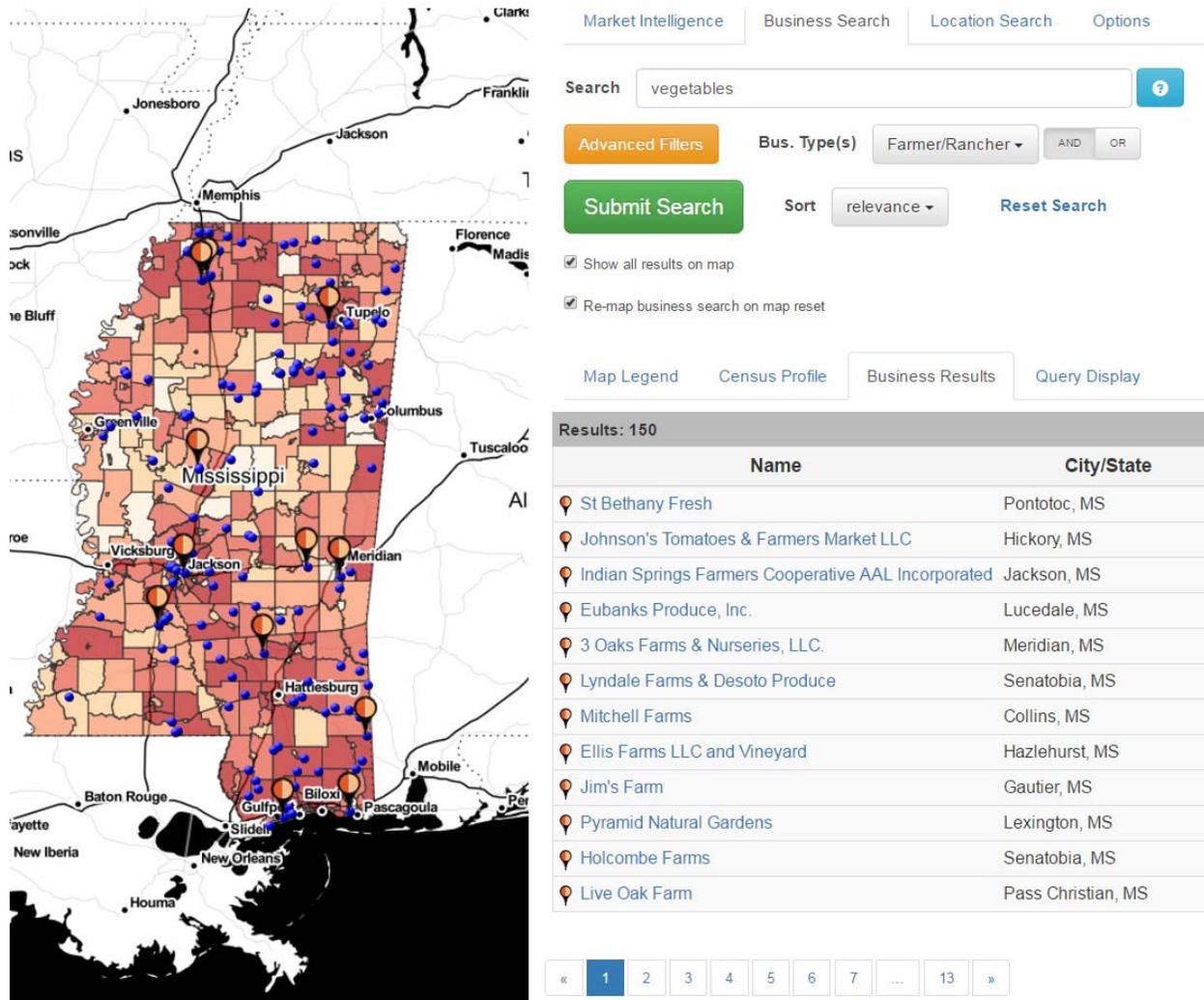


Figure 2. Vegetable growers registered in Mississippi MarketMaker.

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.

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

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.

What is the Market Research Tool in 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.

What is the Business Search Tool in MarketMaker?

The MarketMaker business search tool enables a web user to “Search for food-industry-related businesses by location, type of business, type of food produced, certifications, and more”.

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**.

Where do you find the Business Search in MarketMaker?

There are two ways to conduct Business Search in MarketMaker. First, look for the **Search** link in MarketMaker and click it. Second, look for the **Market Research** section in MarketMaker and click **Research your market now**.

Please send “Comments and Suggestions” to Dr. Ben Posadas at ben.posadas@msstate.edu.

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