

# Mississippi MarketMaker Newsletter



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## Mississippi MarketMaker Newsletter Changes

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### What is changing about the MM newsletters?

We are going back to scheduled topics for our newsletters based on the week. The schedule is as follows:

Week 1: MS MarketMaker Recap of the Previous Month

Week 2: Business Spotlight

Week 3: Food MarketMaker Newsletter

Week 4: Market Research

\*Week 5: Bonus!

### So, with that... Mississippi MarketMaker July 2012 Recap

July 2012 was a busy month for Mississippi MarketMaker. The hits registered at 119,627 for a **21% increase** while the users went down to 5,068 for a decrease of almost 24%. This however is not a bad thing because it shows that the users are actually using MarketMaker more by having more "hits per user"!

The MSU-CREC MM team finally started a Twitter account, so please follow us, our name is below! The MSU-Campus MM Team held a MarketReady workshop which helps farmers and producers get their product ready for the Market. MarketReady is a sister project of MarketMaker.

### 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 — [https://twitter.com/MS\\_MarketMaker](https://twitter.com/MS_MarketMaker)

You can use MM on your smart phone -- <http://www.ms.foodsearcher.com>.

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