



# Mississippi MarketMaker Newsletter

## How Can You Get Restaurants to Buy Your Product and National MarketMaker January Newsletter

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January 31, 2013

Volume 3, Issue 2

### How Can You Get Restaurants to Buy Your Product?

1. Go to the Mississippi MarketMaker homepage.
2. In the center box, use the dropdown menu and select "Eating and Drinking Place" and enter in your zip code and preferred distance.
3. Select "Restaurant" when you are prompted to select a Business Profile.
4. To the right of the map, you will see the registered restaurants. You can click on each one to view their business profile to see what kind of food they serve and see if they are potential buyers. You can also see their contact information. The local food movement is a huge trend right now and many chefs are looking to buy from local producers. You can help your clients break into a new market and gain a new customer!

\*\* For a How-To-Guide with screen shots, [click here](#).

### [Food MarketMaker Newsletter - January 2013](#)

The January 2013 edition of the Food [MarketMaker Newsletter](#) is posted and ready to read. We hope you enjoy it. The newsletter can be downloaded in pdf format at

<http://national.marketmaker.uiuc.edu/uploads/878ab6242752329fca36163320e3d250.pdf>

To view the document, you will need Adobe Reader. If you currently don't have this program on your computer, you can get the latest version by going to <http://get.adobe.com/reader>.

This month you can read about:

- **Autumn Berries - Become "Aware of the Rare"**
- **MarketMaker News and Updates**
- **See Your Business in the Newsletter**
- **In Every Issue: Buy & Sell Forum**

### Upcoming Events:

MarketMaker presentation entitled "How to Integrate MarketMaker in Marketing Fruits and Vegetables" at the Verona Fruit and Vegetable Growers Conference --

[http://msucare.com/news/releases/13/20130124growers\\_cagle.html](http://msucare.com/news/releases/13/20130124growers_cagle.html)

### Updated Newsletter Format:

For 2013, the Mississippi State University Coastal Research and Extension MarketMaker team decided to change the weekly MarketMaker newsletter to a bi-weekly newsletter. The same topics will be covered, however they will be grouped together in the following way:

Newsletter 1: Business Spotlights and the Previous Month's Recap

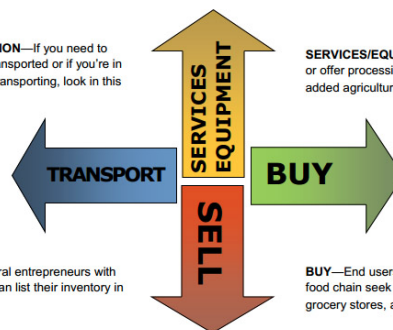
Newsletter 2: A How-To-Guide and the National MarketMaker Newsletter.

### Looking to Buy? Want to Sell?

MarketMaker's Buy & Sell Forum is an easy, no cost way to advertise!

**TRANSPORTATION**—If you need to have products transported or if you're in the business of transporting, look in this category.

**SERVICES/EQUIPMENT**—If you need or offer processing services for value-added agriculture, check this category.



**SELL**—Agricultural entrepreneurs with products to sell can list their inventory in this section.

**BUY**—End users in the value-added food chain seek products for restaurants, grocery stores, and farmers markets.

We hope you enjoy our new format! Also, check out our QR code for the MarketMaker Mobile Website!

### Where can you find MarketMaker?

MarketMaker (MM) can be viewed at – <http://ms.foodmarketmaker.com>.

You can follow MM at Facebook — [http://www.facebook.com/MS\\_MarketMaker](http://www.facebook.com/MS_MarketMaker).

You can also follow MM at Twitter — [http://twitter.com/MS\\_MarketMaker](http://twitter.com/MS_MarketMaker)

Find MM on your smart phone – <http://ms.foodsearcher.com>



“This program is funded in part through grants provided through Gulf States Marine Fisheries Commission, Oil Disaster Recovery Program under NOAA Fisheries grant award number NA10NMF4770481”.

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[Mississippi-Alabama Sea Grant Consortium](#) | [Horticultural and Marine Resource Economics Program](#)