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Linking Agricultural Markets

Mississippi MarketMaker Newsletter

Market Research: How can I find out the Average Food Expenditures by Age using MarketMaker and Social Media Workshop Information

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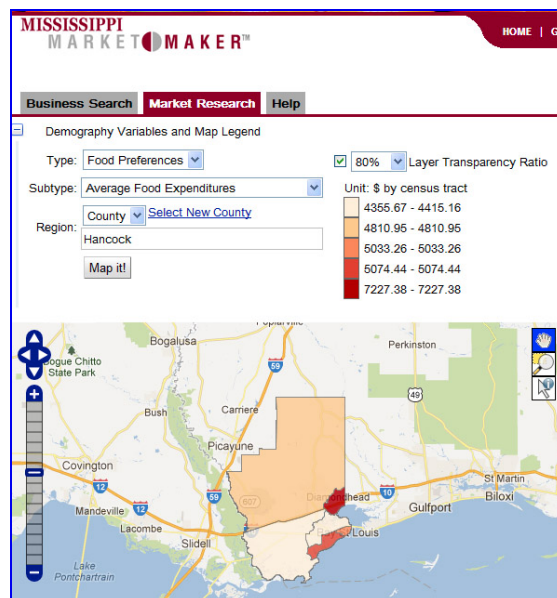
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How can I find out the Average Food Expenditures per Household using MarketMaker

The Market Research tool available in MarketMaker is a very valuable for both new and existing businesses. New businesses can use it to research potential markets and existing businesses can use it to research their current market for changing trends.

1. Open the Mississippi MarketMaker home page and select, "Search" in the upper right hand corner
2. Click the "Market Research" tab in between "Business Search" and "Help"
3. Select "Food Preferences" in the Type drop down menu, "Average Food Expenditures" in the Subtype dropdown menu and select the state or county you are interested in.
4. A map of the results will be displayed along with a chart showing the data. For this example, Hancock County was used.



Social Media and MarketMaker Workshop

Mississippi and Alabama MarketMaker are joining forces to host a social media and MarketMaker workshop on April 22, 2013 in Moss Point, MS at the Grand Bay NERR.

For more information, go to the workshop's [website](#).



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