

MISSISSIPPI

MARKET

MAKER™

Linking Agricultural Markets

Mississippi MarketMaker Newsletter

How can I find out the Average Fruits and Vegetables at Home Expenditures using MarketMaker?

Dr. Benedict Posadas, Katy Buchanan and Randy Coker
Mississippi State University, Coastal Research and Extension Center

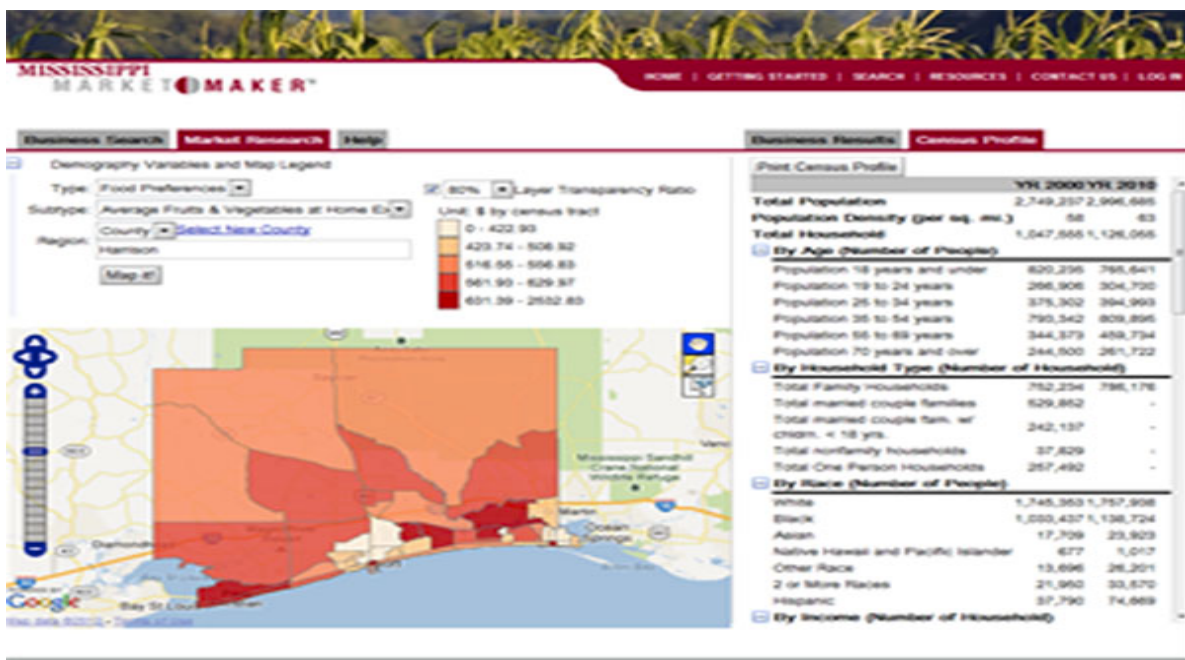
Website: <http://coastal.msstate.edu/MMNewsletter.html>

June 25, 2013, Volume 3 Issue 10

Market Research

The Market Research tool available in MarketMaker is 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 locate the Market Research tab on the Left hand side of the page
2. Click the first drop down tab and select 'Food Preferences'.
3. Select "Average Fruits and Vegetables at Home" in the Subtype dropdown menu and select the Search tab.
4. A map of the results will be displayed along with a chart showing the data. You may then select a different state or county. For this example, Harrison County was used.



Click the picture to see alarger image.

Mississippi MarketMaker's Top Viewed Businesses!



Lauren Farms, Inc.
655 Napanee Rd. Leland, MS 38756
Phone: 662-390-3528

"Specializes in the hatching and grow-out of freshwater prawns."

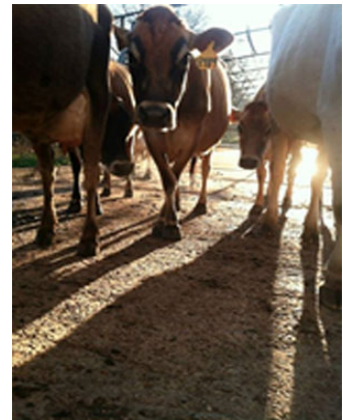
Lauren Farms, Inc. has had 5,216 views since their entry date on Dec. 12, 2007!

Mauthe Farms, L.L.C (Progress Milk Barn)

2033 Joe Tucker Rd.
McComb, MS 39648
Phone: 601-542-3471

**Offering: Butter, Cheese, Cream, Cream Cheese, Milk
(cow), Yogurt and Cheesecakes**

**Mauthe Farms, L.L.C. has had 1,454 views since their entry
date on Oct. 6, 2011!**



Where can you find MarketMaker?

You may search for businesses at MarketMaker --- <http://ms.foodmarketmaker.com>.

You can follow MM at Facebook --- <https://www.facebook.com/MSMarketMaker>

You can also follow MM at Twitter --- https://twitter.com/MS_MarketMaker

Using your smart phones, go to --- <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](#)
Website developed and maintained by [Dr. Benedict Posadas](#).