

Mississippi MarketMaker Newsletter



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

Posadas, Benedict C. Mississippi MarketMaker Newsletter, Vol. 6, Issue 14, August 2, 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 specialists and agents?

Extension specialists and agents can use Business Search to identify food-industry-related businesses that can potentially benefit from their extension programming. For example, a local food hub in Jackson, MS is interested in purchasing tomatoes locally grown in Mississippi. As an extension specialist, you can help develop an online directory of local growers and estimate the tomato growers’ combined productive capacity.

How do you create an online directory of tomato growers in Mississippi for a food hub located in Jackson, Mississippi by using Business Search?

Go to <http://ms.foodmarketmaker.com/search/directory>.

Click Mississippi in Location Filters.

Type Jackson, MS under Location Filters.

Change Location to Jackson, Mississippi.

Click Show More Filters and Click Advanced Filters.

Select Farmer/Rancher in Business Type.

Click Add Filters.

Click Vegetables.

Click Vegetable Product Type.

Click Tomatoes.

Click Add Filters.

Click Search.

Sort by Distance.

Bookmark your results and label as “Directory - Mississippi Tomato Growers”.

This [LINK](#) shows the mapping results of MarketMaker online Business Search Tool.

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

How do you create a directory of tomato growers in Mississippi for a food hub located in Jackson, Mississippi by using the Beta version of Market Research?

Go to http://ms.foodmarketmaker.com/main/market_research.

Click Business Search.

Type tomatoes at Search.

Click Advance Filters.

Select Farmer/Rancher in Business Type.

Click Vegetables.

Click Submit Search.

The chart below shows the mapping results of MarketMaker Business Search Tool using the beta version of Market Research (Figure 1).

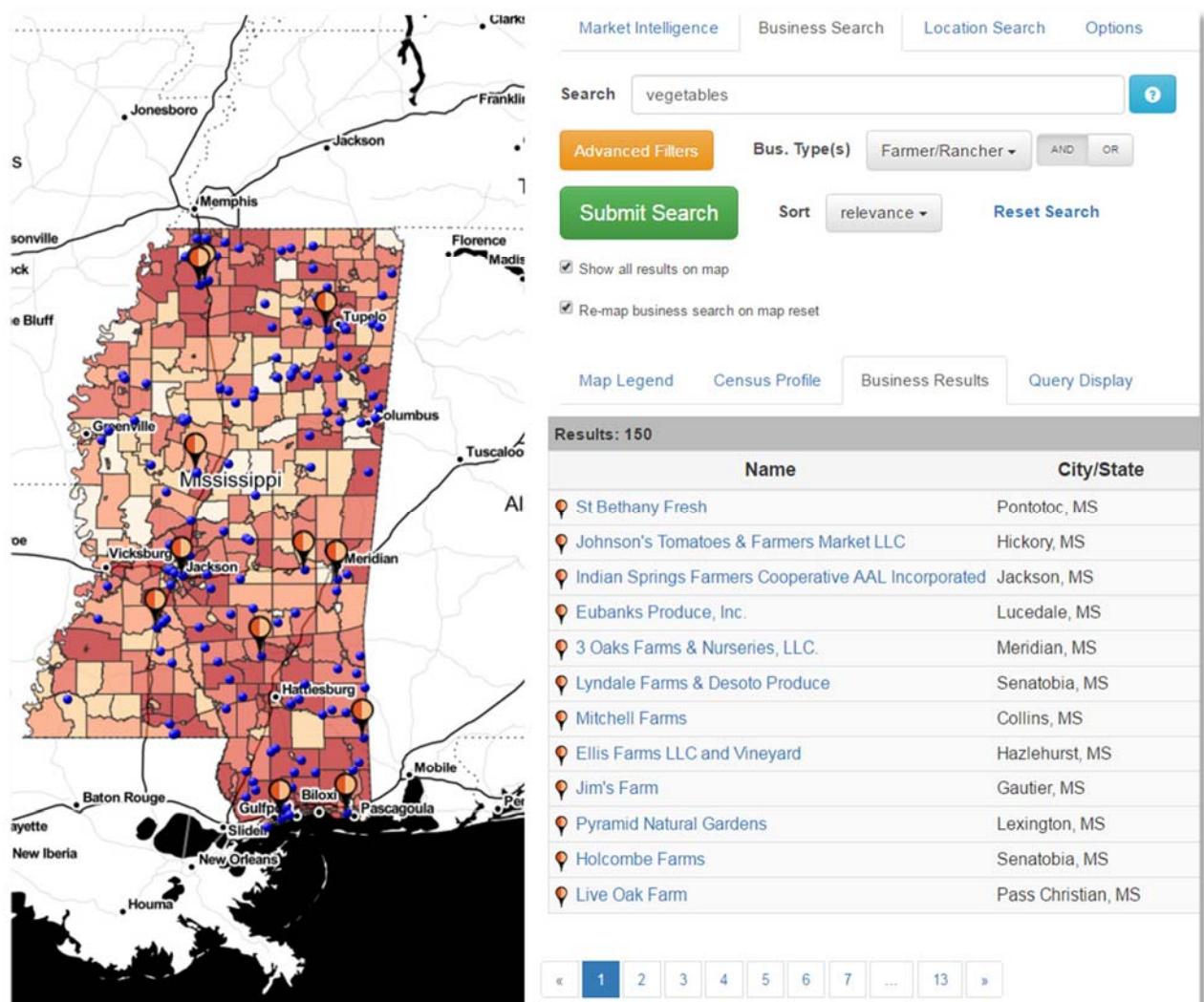


Figure 1

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

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 (<http://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.

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.

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.

How do you search for local food businesses in Mississippi MarketMaker?

Click **Search** and type a keyword in the space under **Search MarketMaker**.

What is the Market Research Tool of 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.

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**.

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