

Mississippi MarketMaker Newsletter



How to Conduct Market Research in MarketMaker – Part 1 of 3

Posadas, Benedict C. Mississippi MarketMaker Newsletter, Vol. 6, Issue 12, June 28, 2016.

What is the Market Research Tool in 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 (<http://ms.foodmarketmaker.com/>).

How does Market Research benefit Extension Agents?

Extension agents can use Market Research to learn more about the local, regional and national markets for food products grown and tourism services provided by their clientele in their respective counties. Extension agents can use Market Research to identify consumer food preferences in their respective counties. Extension agents can use Market Research to determine the socioeconomic profiles of populations in their respective counties.

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**. In this issue, we will explore **Research your market now** as a tool for conducting market research.

How can the Market Research tool assist local food businesses?

There are several ways by which Market Research can assist businesses learn more about the markets for their food products, namely Market Intelligence, Business Search and Location Search. We will explore Market Intelligence in this issue of the Newsletter.

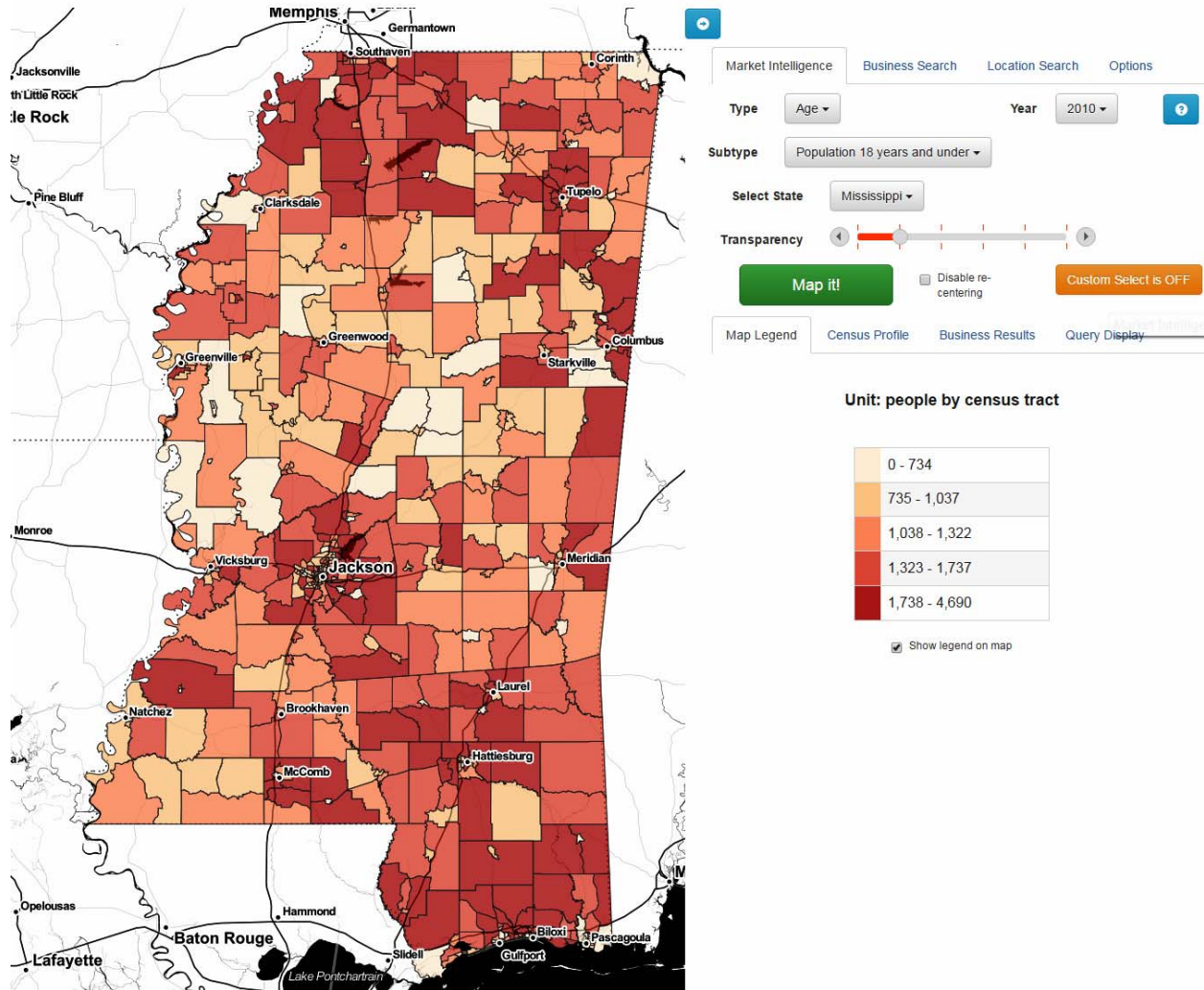
What is Market Intelligence?

Market Intelligence provides census-based information about the socioeconomic and consumption profiles of the population in every Census Tract in 2000 and 2010. “Census Tracts are small, relatively permanent statistical subdivisions of a county or equivalent entity.... The primary purpose of census tracts is to provide a stable set of geographic units for the presentation of statistical data (https://www.census.gov/geo/reference/gtc/gtc_ct.html).

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

What information about socioeconomic characteristics is in Market Intelligence?

Socioeconomic profiles of population by age group, household type, race, income, education and foreign born. For example, the MarketMaker map below shows the distribution of Mississippi population 18 years and under in 2010. Click this [Link](#) to go to the map online.



What information about consumer food preferences is in Market Intelligence?

Consumer food preferences show average food expenditures by major food item, at home and away from home expenditures. For example, at home expenditures on bakery and cereal, flour, rice, pasta/cornmeal/other cereal, bread, meat, beef, pork, poultry, seafood, eggs, dairy products, and fruits and vegetables.

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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?

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