

# Mississippi MarketMaker Newsletter



## Direct Marketing Tools for Mississippi Vegetable Producers

Posadas, B.C. Mississippi MarketMaker Newsletter, Vol. 7, No. 18, September 25, 2017.

According to the Agricultural Marketing Resource Center (<http://www.agmrc.org/business-development/operating-a-business/direct-marketing/direct-marketing/>), “marketing food products directly to consumers is a popular way of adding value to a farming operation. Direct marketing can be done by an individual producer or a group of producers working together.”

By using the **Search** function of the Mississippi MarketMaker and typing the keywords mentioned below, I was able to determine how Mississippi vegetable growers sell their products. Mississippi farmers employ the following direct marketing tools in the sale of their vegetable products in local markets:

### Community Supported Agriculture

**MarketMaker Search.** Keywords: vegetables » State: MS » Type: Farmer/Rancher » Profile: Farmer/Rancher > Vegetables > Methods of Sale > Community Supported Agriculture (CSA).

**MarketMaker Map.** Click this [Link](#) to view the online database.

The screenshot displays the MarketMaker search results interface. On the left, a map titled "Map of Results" shows the state of Mississippi with several red location pins. The search criteria are listed as: "Keywords: vegetables » State: MS » Type: Farmer/Rancher » Profile: Farmer/Rancher > Vegetables > Methods of Sale > Community Supported Agriculture (CSA)". The detected location is "Itawamba County, MS". On the right, the "Search Results" section shows 21 results found, sorted by distance. The results are as follows:

Name	Location	Distance	Actions
Ray's Veggies	Tishomingo, MS	32 mi	SEE PROFILE, Get Directions
Double D Farms	West Point, MS	44 mi	SEE PROFILE, Get Directions
Fresh From The Farm	Blue Mountain, MS	46 mi	SEE PROFILE, Get Directions
Missiana Produce Inc.	Bruce, MS	55 mi	SEE PROFILE, Get Directions
A Old Thyme Farms and Nursery	Oxford, MS	60 mi	SEE PROFILE, Get Directions
Tubby Creek Farm	Ashland, MS	62 mi	SEE PROFILE, Get Directions
Flora at Bluebird Farms	Holly Springs, MS	65 mi	SEE PROFILE, Get Directions
Cub Lake Farms	Hernando, MS	107 mi	SEE PROFILE, Get Directions

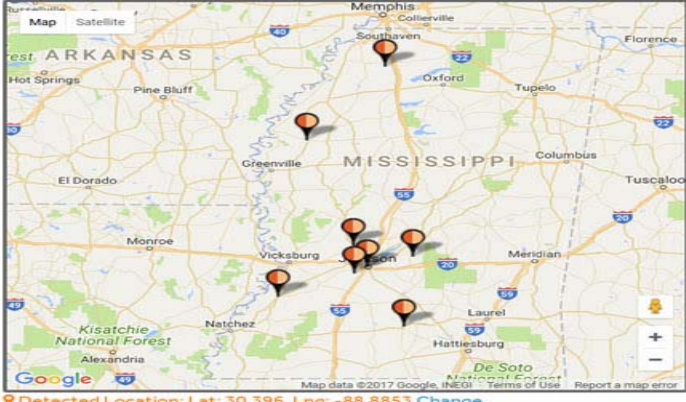
## Farm to School

**MarketMaker Search.** Keywords: vegetables » State: MS » Type: Farmer/Rancher » Profile: Farmer/Rancher > Vegetables > Methods of Sale > Farm to School.

**MarketMaker Map.** Click this [Link](#) to see the online database.

### Map of Results

Keywords: vegetables » State: MS » Type: Farmer/Rancher » Profile: Farmer/Rancher > Vegetables > Methods of Sale > Farm to School



Detected Location: Lat: 30.396, Lng: -88.8853 [Change](#)

### Search Results

Sort: Relevance

9 results found.

- Indian Springs Farmers Cooperative AAL Incorporated**  
Jackson, MS (153 mi) [SEE PROFILE](#) [Get Directions](#)
- Lyndale Farms & Desoto Produce**  
Senatobia, MS (297 mi) [SEE PROFILE](#) [Get Directions](#)
- Two Dog Farms**  
Flora, MS (171 mi) [SEE PROFILE](#) [Get Directions](#)
- Rehoboth Farms**  
Pelahatchie, MS (150 mi) [SEE PROFILE](#) [Get Directions](#)
- pl88 farm**  
Prentiss, MS (103 mi) [SEE PROFILE](#) [Get Directions](#)
- LaRose Freshest Produce**  
Byram, MS (152 mi) [SEE PROFILE](#) [Get Directions](#)
- G&C Organics**  
Port Gibson, MS (165 mi) [SEE PROFILE](#) [Get Directions](#)
- Amon's Family Farms**  
Cleveland, MS (256 mi) [SEE PROFILE](#) [Get Directions](#)

« 1 2 »

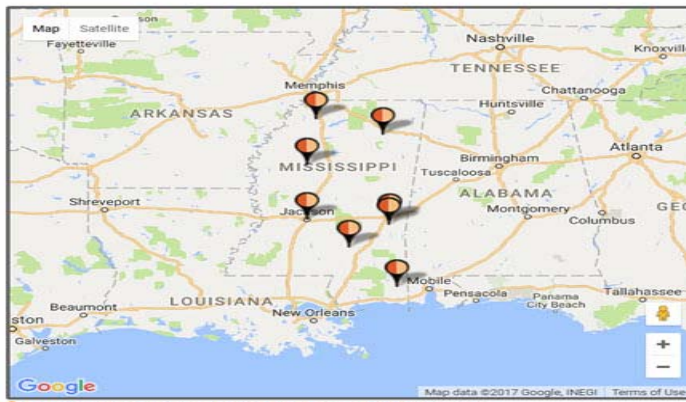
## Farmers Market

**MarketMaker Search.** Keywords: vegetables » State: MS » Type: Farmer/Rancher » Profile: Farmer/Rancher > Vegetables > Methods of Sale > Farmers Market.

**MarketMaker Map.** Click this [Link](#) to view the online database.

### Map of Results

Keywords: vegetables » State: MS » Type: Farmer/Rancher » Profile: Farmer/Rancher > Vegetables > Methods of Sale > Farmers Market



Detected Location: Lat: 30.396, Lng: -88.8853 [Change](#)

### Search Results

Sort: Relevance

97 results found.

- St Bethany Fresh**  
Pontotoc, MS (265 mi) [SEE PROFILE](#) [Get Directions](#)
- 3 Oaks Farms & Nurseries, LLC.**  
Meridian, MS (131 mi) [SEE PROFILE](#) [Get Directions](#)
- Indian Springs Farmers Cooperative AAL Incorporated**  
Jackson, MS (153 mi) [SEE PROFILE](#) [Get Directions](#)
- Lyndale Farms & Desoto Produce**  
Senatobia, MS (297 mi) [SEE PROFILE](#) [Get Directions](#)
- Mitchell Farms**  
Collins, MS (94 mi) [SEE PROFILE](#) [Get Directions](#)
- B & W ORCHARD**  
Meridian, MS (124 mi) [SEE PROFILE](#) [Get Directions](#)
- Steede Farms**  
Lucaedale, MS (50 mi) [SEE PROFILE](#) [Get Directions](#)
- Locke Farms**  
Greenwood, MS (231 mi) [SEE PROFILE](#) [Get Directions](#)

« 1 2 3 ... 13 »

## On-Farm Sales

**MarketMaker Search.** Keywords: vegetables » State: MS » Type: Farmer/Rancher » Profile: Farmer/Rancher > Vegetables > Methods of Sale > On Farm Sales.

**MarketMaker Map.** Click this [Link](#) to see the online database.

**Map of Results**  
Keywords: vegetables » State: MS » Type: Farmer/Rancher » Profile: Farmer/Rancher > Vegetables > Methods of Sale > On Farm Sales

**Search Results** Sort: Relevance  
98 results found.

- St Bethany Fresh, Pontotoc, MS (265 mi)
- Johnson's Tomatoes & Farmers Market LLC, Hickory, MS (135 mi)
- Eubanks Produce, Inc., Lucedale, MS (48 mi)
- 3 Oaks Farms & Nurseries, LLC, Meridian, MS (131 mi)
- Mitchell Farms, Collins, MS (94 mi)
- B & W ORCHARD, Meridian, MS (124 mi)
- Punkin Ridge Farm, Beaumont, MS (56 mi)
- Steede Farms, Lucedale, MS (30 mi)

## Pick-Your-Own

**MarketMaker Search.** Keywords: vegetables » State: MS » Type: Farmer/Rancher » Profile: Farmer/Rancher > Vegetables > Methods of Sale > Pick-Your-Own.

**MarketMaker Map.** Click this [Link](#) to view the online database.

**Map of Results**  
Keywords: vegetables » State: MS » Type: Farmer/Rancher » Profile: Farmer/Rancher > Vegetables > Methods of Sale > Pick-Your-Own

**Search Results** Sort: Relevance  
30 results found.

- Johnson's Tomatoes & Farmers Market LLC, Hickory, MS (135 mi)
- Indian Springs Farmers Cooperative AAL Incorporated, Jackson, MS (153 mi)
- B & W ORCHARD, Meridian, MS (124 mi)
- Steede Farms, Lucedale, MS (30 mi)
- black bayou farms and produce, Leland, MS (239 mi)
- Two Dog Farms, Flora, MS (171 mi)
- Cooper Farms and Vineyard, Morton, MS (158 mi)
- Collard Ridge Produce, Leakesville, MS (57 mi)

## 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 customers and more efficiently form successful business alliances.

### How do you search for your business profile in Mississippi MarketMaker?

Click **Search** and type the name of your company 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](mailto: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 the previous version**.