

Goal: Increase sales of seafood products harvested and processed by Mississippi fishermen and processors using MarketMaker which is an interactive mapping system that locates businesses and markets of agricultural and seafood products and marine-related services in Mississippi, as well as in other member states, providing an important link between producers and consumers.

Inputs	Outputs		Outcomes-Impact		
	Activities	Participation	Short Term	Medium Term	Long Term
What we Invest Staff Time Funding Materials Equipment Technology Partners	What we do Conduct MM training workshops Develop weekly MM newsletters Business Spotlights MM Website MM Mobile website for smart phones One-on-one visits/calls with seafood business owners Use social media for news and updates Exhibit at local festivals and fairs	Who we reach Seafood Processors Seafood Restaurants Commercial Fishermen Seafood retailers Seafood wholesalers Charter boat captains Sea Grant and Land Grant Extension service	What the short-term results are Increase business registrations on MM Increase consumer knowledge of MM Build onto existing customer base in MM	What the medium term results are Establish MM as a primary source for buyers looking for seafood products and services Partner with other Gulf States to promote MM	What the ultimate impact(s) is The ultimate impact of the MM outreach program is to increase commercial seafood businesses and commercial fishermen's market share, income.

This project was partially funded by a grant from the Gulf States Marine Fisheries Commission under grant number NA10NMF4770481.