# Mississippi MarketMaker Newsletter



### Registering your Charter Boat Business in MarketMaker

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### CHARTER BOAT BUSINESSES CAN NOW REGISTER WITH MARKETMAKER!!!!!

### What is Mississippi MarketMaker?

MarketMaker is an internet tool linking growers and producers with grocery stores, food processors, specialty outlets and food industry groups. The program also makes agricultural and seafood businesses accessible to individual consumers.

## How can MarketMaker promote a Charter Boat business?

One of the newest sectors within MarketMaker is the Charter Boat sector. Business owners can register their Charter Boat business in MarketMaker under the **Agritourism** Services that has been modified to include charter fishing businesses. MarketMaker will allow consumers who want to find a charter boat business to be able to find one according to their fishing preferences.



## How can one register their Charter Boat Business on MarketMaker?

See the reverse side of this page!

#### How much will it cost a business to become a member?

Membership in MarketMaker is FREE. The Mississippi State University Extension Service maintains MarketMaker annually.

#### Where can MarketMaker be found?

MarketMaker (MM) can be viewed at – http://ms.marketmaker.uiuc.edu/.

You can also find MM by searching for "Mississippi MarketMaker" in your favorite internet search engine.

You can follow MM at Facebook — http://www.facebook.com/foodmarketmaker.

You can also follow MM at Twitter — http://twitter.com/#!/FoodMarketMaker.

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### How Can You Register Your Charter Boat Business on MarketMaker?

Located in the left-hand box on the Mississippi MarketMaker home page is the register button that you can click on to begin your registration. Charter boat businesses fall under the agritourism sector, so that is the business type to select. After selecting a business type, follow the on-screen instructions to complete registration. See pictures below!

Click here!





Select
Agritourism
here!

Enter your Charter Boat Business Information here and then follow the on-screen instructions!

		Business	Profile	
elect the type	of business you are from the	drop down box below. Next select the tabs		complete the information. When all are
led in, click o	n the Continue button at the b	ottom of this page.		
		Save & Add Another Profile button to save		
ore than once		ple profiles. If something is missing, you v	vill receive a notice telling you about the	e problem. Go back and correct the pro
note procee	unig.	Agritourism	V	
		Agiiloulisiii		
Facilities	Offerings & Activities	Shopping		
Attractions				
Agricultural-related Museum		☐ Cider Mill	Havride	Petting Zoo
Bakery		Corn Maze	☐ Historic Buildings	☐ Pick Your Own
☐ Banquet Facilities		☐ Demonstrations	☐ Holiday Activities ♦	Pumpkin Patch
☐ Birthday Parties		Equestrian Facility	Live Entertainment	School Tours
Brewery		☐ Farm Animals	On-Farm Food Processing	☐ Trail Rides
Century Farm		☐ Gift Shop	Orchard	☐ Wedding Venue
Cheese Processing		Greenhouse	Organic Farm	Other
Christ	tmas Trees A	Haunted Hayride or Maze		
F1.11				
Fishing				
		☐ Species Targeted: Freshwater ♦	Style/Gear >	□Type ♦
□ Boat/				