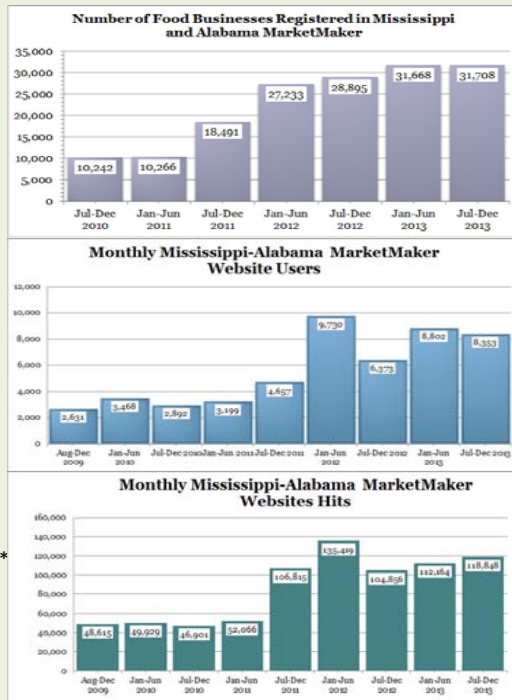


MarketMaker: Tool to Promote and Search for Local Food and Seafood Products and Outdoor Tourism Services

Dr. Benedict Posadas¹, Bethany Starr Walton²,

Kathryn Buchanana¹, Gabrielle Davis¹, Cassandra Jones¹, Dr. Deacue Fields³ and Dr. LaDon Swann²

¹Mississippi State University-Coastal Research and Extension Center, ²Mississippi-Alabama Sea Grant Consortium and Auburn University Marine Extension and Research Center, ³Auburn University, Department of Agricultural Economics and Rural Sociology
ben.posadas@msstate.edu, bethanyw@auburn.edu

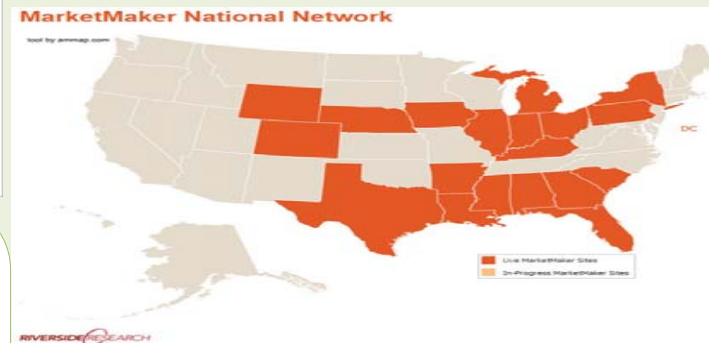


MarketMaker is a web-based information and communication resource designed to revolutionize the food and seafood supply chain. In 2011, the Gulf States Marine Fisheries Commission (GSMFC) provided four-year funding to the five Gulf States to increase awareness of **MarketMaker** within the seafood and fisheries sectors. In late 2013, Riverside Research, a not-for-profit company with facilities in Champaign, signed a global licensing agreement with the University of Illinois at Urbana-Champaign for the exclusive rights to **MarketMaker**.

How do you Find MarketMaker?

Using your smart phone, ask Siri or Cortana to search for Mississippi MarketMaker.

Which States does MarketMaker Serve?



Who does MarketMaker Serve?

Restaurants	Agritourism & Charter Boats
Food Processors	Food Wholesalers
Commercial Fishermen & Fishfarmers	Food Retailers & Food Banks
Farmers Markets	Farmers and Ranchers
Buyers	Wineries

How We Help You!

We offer workshops for businesses owners, extension agents, regulators, local governments, non-profit organizations, and school teachers and youth



We bring MarketMaker to the consumers



We bring MarketMaker to restaurants through Seafood Savvy



Alabama MarketMaker outreach initiatives include creation of social media outlets to help promote individual businesses, and distribution of monthly e-newsletters. We have visited seafood businesses to talk with them about registering their businesses on MarketMaker and also attended seafood industry trade association meetings. We have worked closely with the Alabama Cooperative Extension System to help cross-promote seafood along with other seasonal Alabama products. We have also developed an outreach program called Seafood Savvy that highlights local seafood and using MarketMaker as a way to source it. This program also helps promote a local chef and restaurant, and a local seafood processor or fishermen.

Mississippi MarketMaker efforts include publishing biweekly online newsletters that are distributed to the MSU Extension Service, state regulatory and marketing agencies, MarketMaker state partners nationwide and through social media networks. Emails were sent to seafood and charter fishing businesses to encourage them to improve their business profiles in MarketMaker. Regular social media networking activities were conducted with seafood and charter fishing businesses to promote their businesses and develop clientele. Mississippi MarketMaker also regularly participates at the weeklong annual Jackson County Fair in Pascagoula, Mississippi and other seafood festivals in the Mississippi Gulf Coast.