

# Mississippi MarketMaker Newsletter



## Marketing your Dairy Products through MarketMaker

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Website: <http://www.coastal.msstate.edu/nre.html>

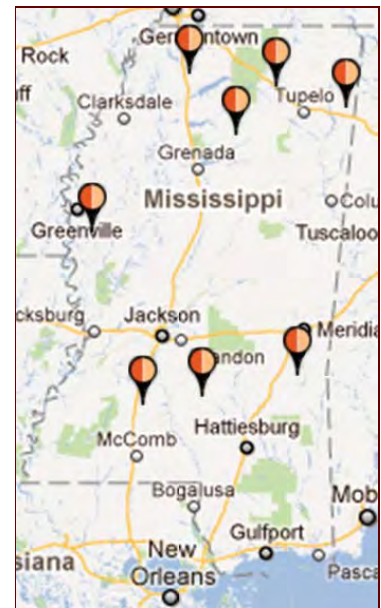
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### How many Dairy Farms are registered with MarketMaker?

Eight dairy farms are registered with MarketMaker! This is great news as those farms have used the free marketing tool to their advantage!

### How does a buyer/consumer search for Dairy Farmers?

- In Mississippi MarketMaker, click the link "**SEARCH**" located at the upper right section of the page.
- Click the link "**Begin New Business Search**" located at the upper middle section of the page.
- Click "**Farmer**" and "**Dairy**", specify the area to be searched under "**Search By**". If you search in the entire State of Mississippi, you will get the same result of eight dairy farms.



### "I see that the dairy farms are already registered, isn't that enough?"

Incorrect! Perhaps the dairy farmers created their business profiles on MarketMaker but do not know how to make changes to their profiles. What if their farms have expanded into other business operations along with dairy? Farmers can include all of this information on their original profiles! It is important to keep up with your clientele as well as changes in the trends of marketing and business so that you can provide them with the most up-to-date information!

### How much will it cost your county's businesses to become members?

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

### Where can you find MarketMaker?

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>.

### How can you sign up for the MarketMaker Training Workshop?

To help us schedule the workshops, please indicate your preferred date and time at <http://www.coastal.msstate.edu/MSMMWorkshops.html>.

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