

Mississippi MarketMaker Newsletter



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Marketing your Catfish Processing Business Using MarketMaker

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How many Catfish Processing businesses are in the State?

13 Catfish Businesses are listed on MarketMaker for the State of Mississippi, however, not one is registered with MarketMaker. This means while their business is listed on MarketMaker, the businesses do not have profiles displaying their product and business information.

How many businesses are registered in MarketMaker across the nation?

4 Catfish Processing Businesses are registered with MarketMaker nationwide, 3 in Louisiana and 1 in South Carolina. When a buyer or possibly a catfish farmer is using MarketMaker to search for a Catfish Processor, these 4 are the only ones that will be displayed in the results box.

Do you know how MarketMaker promotes your county's businesses?

When a potential buyer searches for food products in MarketMaker, the search covers all of the food businesses listed in all MarketMaker websites in all member states. Registered businesses within MarketMaker are automatically placed on the top of the result list highlighting those businesses with MarketMaker profiles. The profiles make it easy for buyers to sort through and determine which producer best fits their needs. Having a business profile in MarketMaker is a free marketing tool that can display all relevant information to potential buyers.

Can a business be registered as more than one type of business?

Yes! For instance, many of the catfish processors are also wholesalers and retailers. This means that for each line of business they are involved in, they can add it to their profile and whenever a buyer or consumer searches for processors, wholesalers or retailers, the business will show in the result box each time!

Where can you find MarketMaker?

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

How do I 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>. OUR LAST WORKSHOP OF THE YEAR WILL BE THIS COMING OCTOBER! Please click on the link above and pick a day if you plan to attend!

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