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Business Spotlight...

Pontotoc Ridge Blueberry Farm, MS

Blueberries have become a “superfruit” that pack a healthy punch, and Teresa and Gerald Holifield of Pontotoc Ridge Blueberry Farm are “super busy” with the 4800 plants growing in their four acre Mississippi farm.



Teresa realized the need to learn as much as possible about marketing her business and turned to MS State Extension for assistance. “They got me excited about growing my business and taught me about MarketMaker,” says Holifield.

“I’m so happy I registered my business. People have found me thanks to my MarketMaker listing...and the mapping capabilities led them right here to the farm!” says Holifield.

In addition to blueberries, Holifield and her husband raise blackberries and figs along with beans, eggplant, squash, and tomatoes on their farm. Homemade jams and jellies are available year round and make great gift ideas. Teresa even ventures out for kudzu blooms to make jelly. She reports that it tastes like crabapple or plum jelly and laughs as she says the back of the jar reads, “Enjoy, because I waded through the snakes for you!”

Blueberry barbecue wood is a great new seller. She also sells to yogurt and juicing processors in Memphis and her frozen blueberries are available all year round.

MarketMaker would like to congratulate Pontotoc Ridge Blueberry Farm for being one of the top 10 most viewed businesses on the MarketMaker site in June!

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Take MarketMaker with you!

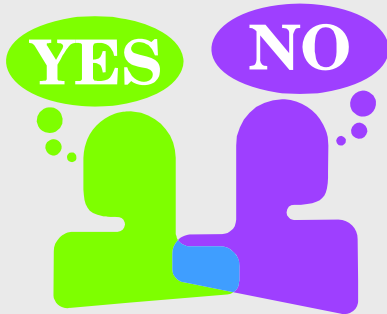
You can find businesses like Pontotoc Ridge Blueberry Farm and many other farms, markets, and agritourism sites on MarketMaker’s new Mobile Website.

FoodSearcher.com
A great travel companion!

You can find them by calling 662-489-8481 or view their profile on MarketMaker at: [Pontotoc Ridge Blueberry Farm](http://www.foodmarketmaker.com/Pontotoc-Ridge-Blueberry-Farm).

Catch Teresa in the YouTube video, “MSU MarketMaker User Marketing”: <http://www.youtube.com/watch?v=dwpW1daey9s>.

We'd Like Your Opinion...



Last month we talked about Business Connections

This feature allows users know more about your business by connecting with farmers markets, retailers that carry your produce, or other local food businesses that are important to your operation.

Markets and retailers that connect with farmers allow users to “go to the source” to find out more about the foods/products offered.

Now it's your turn. What do you think about this MarketMaker feature? Is it helpful? Have you used it? Let us know your opinion by emailing us at: marketmaker@illinois.edu or leave us a message on our [Facebook](#) page.

The Importance Of Updating Your Profile

Why do we encourage you to keep your MarketMaker profile up-to-date?

- 1) **CUSTOMERS NEED CORRECT INFO** Correct business and contact information help people find you. Without it, you may miss out on potential customers.
- 2) **YOUR BUSINESS EVOLVES** Products may change, methods of sale may change. Periodically review your profile and add or delete product information as necessary.
- 3) **EMAIL COMMUNICATION** A valid email address is vitally important. While it's not published on your profile, a correct email address allows customers, other businesses, and the Market-Maker team to remain in contact with you.

Business revolves around communication. Make sure your business profile is current!



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BUY 9 listings	SELL 90 listings	SERVICES/EQUIPMENT 3 listings	TRANSPORTATION 0 listing	OTHER 1 listings
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