

Making the Web Work

To find your Customers!

Theresa J. Nartea

agribusiness & marketing specialist

NC Cooperative Extension (Greensboro, NC)



why web?



- Daily Role in Life
- Information Source
- Decision Making

~~Yes, but I'm not
good at computers!~~



market P.I.

Private Investigator



hot tip!



- You Find Customers!
- At your Convenience
- Low/No Cost Analyst

case client



NCSA SEAFOOD DIRECTORY



Cape Fear Fish Merchants, LLC

1515 Marstellar Street
Wilmington, NC 28401-
Phone: (910) 796-0444
Fax: (910) 796-0455
Email: pete@capefearfish.com
Web Site: www.capefearfish.com

Fresh Crab cake

clue #1:
who's buying?



begin by asking



<http://www.google.com/>

- ask question
- keep brief
- click search



Ocean of customers



Google

who buys crabcakes?

Search

[Advanced Search](#)
[Preferences](#)

Web

Results 1 - 10 of about 23,300 1

[where can i get fresh bulk crabmeat \(for crabcakes\)? - Los Angeles ...](#)

My mother-in-law from Maryland makes awesome **crabcakes**. She **buys** the cans from Costco or Trader Joes. She was actually just in town - have two large cans of ...

www.chowhound.com/topics/405206 - 70k - [Cached](#) - [Similar pages](#)

- **Upscale restaurants**
- **Affluent, college educated**
- **Families, cook at home** 37,000 crab cake recipes
- **People who shop at home** QVC #1 food product

clue #2:
seek & find



case client



NCSA SEAFOOD DIRECTORY



Cape Fear Fish Merchants, LLC

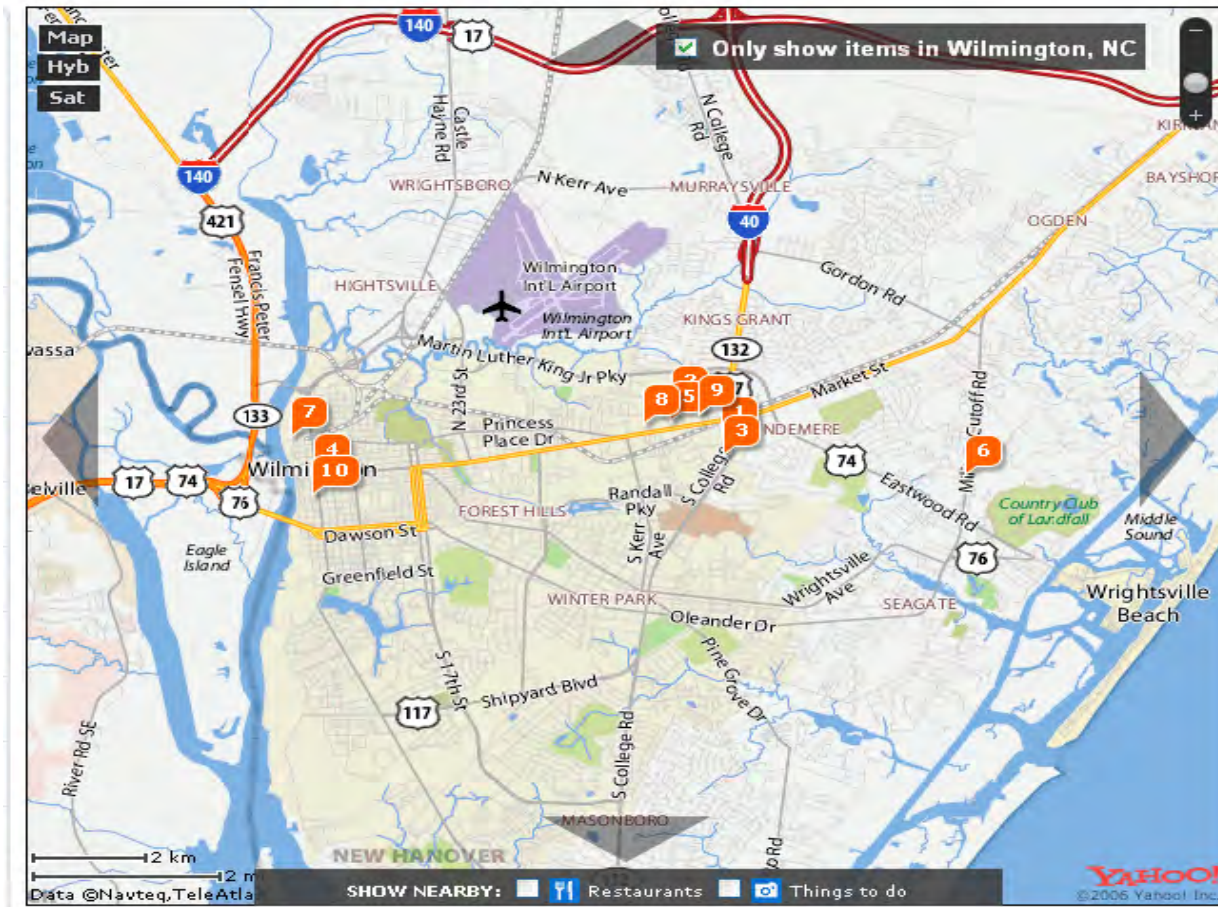
1515 Marstellar Street
Wilmington, NC 28401-
Phone: (910) 796-0444
Fax: (910) 796-0455
Email: pete@capefearfish.com
Web Site: www.capefearfish.com

Fresh Crab cake

map is key



County: New Hanover
Zip Code: 28401



Zippeedeedah



U.S. Census Bureau

Fact Finder

Main Search Feedback FAQs Glossary Site

Your source for population, housing, economic, and social information.

Fast Access to Information

Get a Fact Sheet for your community...

city, town, county, or zip

state

GO [map »](#)

POPULATION FINDER

FACT SHEET

PEOPLE

HOUSING

BUSINESS AND GOVERNMENT

<http://factfinder.census.gov/>

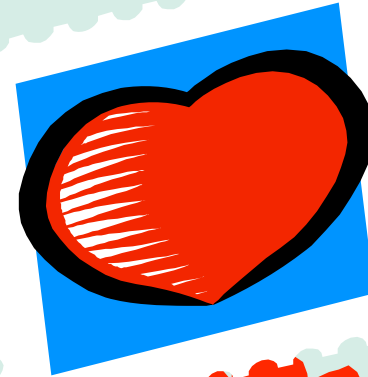
what in the world?



FACT SHEET

United States

*Yma belt
1521 100
87-8101-10
10520*



Keep It Simple, Silly!



people nearby



U.S. Census Bureau



American FactFinder

Main Search Feedback FAQs Glossary Site Map Help

Your source for population, housing, economic, and geographic data

POPULATION FINDER

FACT SHEET

PEOPLE

HOUSING

BUSINESS AND GOVERNMENT

ABOUT THE DATA

DATA SETS

DOWNLOAD CENTER

MAPS

TOOLS AND REFERENCES

Fast Access to Information



Get a Fact Sheet for your community...

- Basic Counts / Population
- Age and Sex
- Aging
- Disability
- Education
- Employment
- Income
- Origins and Language
- Poverty
- Race and Ethnicity
- Relationships
- Veterans

28401

-- select a state --



GO

[or select a state using a map >](#)

every 10 years to collect information of the United States

[Population Program](#) for information on

Census 2000 count corrections.

American Community Survey - an ongoing survey that provides data about your community every year
[learn more](#) | [get data](#)

Puerto Rico Community Survey - the equivalent of the American Community Survey for Puerto Rico

Population Data

Population Finder

Use the [Population Finder](#) to view population trends for your community.

U.S. Population Clock



01:45 GMT (EST+5) Jan 29, 2008

303,326,632

more [population clocks >](#)

What's New



2007 Population Estimates for the U.S. and states are now available in American FactFinder.
[more >](#)

2006 Puerto Rico Community Survey data are now available for Puerto Rico in

the haystack



INCOME



[United States](#) | 28401

Zip Code Tabulation Area 28401

city/town, county, or zip

state

-- select a state --



GO

[search by address »](#)

2000

2006 data [not available](#) for this geography

[Reference Map](#)

The following links are to data from Census 2000 unless otherwise indicated.

Income:

- [Income Distribution of Households and Families](#)
- [Median Family Income in 1999, map by 5-digit ZIP Code Tabulation Area](#)
- [Median Household Income in 1999, map by 5-digit ZIP Code Tabulation Area](#)
- [Per Capita Income in 1999, map by 5-digit ZIP Code Tabulation Area](#)

Income and Poverty:

- [for all 5-digit ZCTA in 3-digit ZCTA](#)

Income - Information on income distribution and family and household income from various sources including earnings, retirement income, and public assistance. Income data are used to derive poverty status. [more »](#)

Related Links

- [Alternative Income Estimates in the U.S.: 2003 \(PDF - 93K\)](#)

find needles



QT-P32. Income Distribution in 1999 of Households and Families: 2000

Data Set: [Census 2000 Summary File 3 \(SF 3\) - Sample Data](#)

Geographic Area: 28401 5-Digit ZCTA

NOTE: Data based on a sample except in P3, P4, H3, and H4. For information on confidentiality protection, sampling error, nonsampling error, definitions, and count corrections see <http://factfinder.census.gov/home/en/datanotes/expsf3.htm>.

Subject	Households	Families			Nonfamily households
		Total	Married-couple families	Female householder, no husband present	
HNUMBER					
Total	9,624	4,803	2,467	1,983	4,821
Less than \$10,000	2,291	914	166	712	1,442
\$10,000 to \$14,999	1,031	391	129	246	633
\$15,000 to \$19,999	992	475	183	258	558
\$20,000 to \$24,999	974	452	204	199	501
\$25,000 to \$29,999	719	401	165	152	349
\$30,000 to \$34,999	756	358	227	94	358
\$35,000 to \$39,999	497	295	162	102	211
\$40,000 to \$44,999	422	248	145	81	157
\$45,000 to \$49,999	279	158	127	31	115
\$50,000 to \$59,999	594	365	285	53	212
\$60,000 to \$74,999	482	277	227	33	176
\$75,000 to \$99,999	371	293	281	12	69
\$100,000 to \$124,999	83	54	44	10	29
\$125,000 to \$149,999	38	34	34	0	4
\$150,000 to \$199,999	47	47	47	0	0
\$200,000 or more	48	41	41	0	7

TOO BROAD

- 674 households are in this income bracket are married couple families**

TOO SMALL

- 980 single, no children, *\$35-200,000 income**

clue #3:
reach out and
touch someone...



start looking



http://www.yellowpages.com

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State

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Where are chefs?



restaurants



FIND A BUSINESS

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MAPS & DIRECTIONS

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FIND:

restaurants

Business Name or Category

Search Tips

LOCATION:

28401

City and State or ZIP Code

Set as Default Location

FIND

OR FIND

- STANDARD
- DISTANCE
- PHONE NUMBER

We found **782 businesses** for "restaurants" in the 28401

or

See [113 businesses](#) with "restaurants" in their business name
See [102 businesses](#) with "restaurants" in their business address

TOP CATEGORY MATCHES

Search in these top categories:

- | | | |
|--|---|--|
| <input type="checkbox"/> Chinese Restaurants (29) | <input type="checkbox"/> Mexican Restaurants (27) | <input type="checkbox"/> Steak Houses (27) |
| <input type="checkbox"/> Fast Food Restaurants (102) | <input type="checkbox"/> Pizza (104) | <input type="checkbox"/> Take Out Restaurants (40) |
| <input type="checkbox"/> Italian Restaurants (46) | <input type="checkbox"/> Restaurants (758) | |
| <input type="checkbox"/> Japanese Restaurants (12) | <input type="checkbox"/> Seafood Restaurants (59) | |

782

Restaurants

Where are families?



children



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FIND A BUSINESS

FIND A PERSON

MAPS & DIRECTIONS

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ADVERTISE WITH US

FIND:

daycare

Business Name or Category

[Search Tips](#)

LOCATION:

28401

City and State or ZIP Code

Set as Default Location

FIND

OR FIND BY:

STANDARD

DISTANCE

PHONE NUMBER

Local Yellow Pages

We found **128 businesses** for "daycare" in the **28401** area.

OR

See [43 businesses](#) with "daycare" in their **business name**.

See [4 businesses](#) with "daycare" in their **business information**.

TOP CATEGORY MATCHES

Search in these top categories:

[Child Care](#) (114)

[Day Care Centers & Nurseries](#) (104)

Check All

Track 8
Unknown Artist
Unknown Album (11/6/2007 7:...

Done

start

Looking for daycare i...

9:11 PM

128
childcare,
daycare
providers

pediatricians



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FIND A BUSINESS

FIND A PERSON

MAPS & DIRECTIONS

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FIND:

pediatrician

Business Name or Category

[Search Tips](#)

LOCATION:

28401

City and State or ZIP Code

Set as Default Location

OR FIND BY:

STANDARD
DISTANCE

GO FIND

Pages



NEW YEAR!
NEW CHANCE TO WIN!

AT&T GIFT CARDS VALUED UP TO

\$200

AND

[Home](#) > [Wilmington](#) > Category Search - pediatric

We found **49 businesses** for "Physicians & Surgeons, Pediatrics"

OR

See [1 business](#) with "pediatrician" in their business information.

49
pediatrician
offices

churches



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FIND A PERSON

MAPS & DIRECTIONS

MY YELLOWPAGES.COM

ADVERTISE WITH US

FIND:

churches

Business Name or Category

[Search Tips](#)

LOCATION:

28401

City and State or ZIP Code

Set as Default Location

FIND

OR FIND BY:

STANDARD

DISTANCE

PHONE NUMBER

Local Yellow Pages

We found **575 businesses** for "churches" in the 28401 area.

or

See **448 businesses** with "churches" in their business name.

See **38 businesses** with "churches" in their business information.

TOP CATEGORY MATCHES

Search in these top categories:

Churches & Places of Worship (550)

Churches-Baptist (179)

Churches-Baptist-General (167)

Churches-Catholic (11)

Churches-Church Of Christ (9)

Churches-Church Of Jesus Christ Of Latter-day Saints (3)

Churches-Episcopal (36)

Churches-Lutheran (4)

Churches-Methodist (1)

Churches-Pentecostal (32)

Churches-Presbyterian (28)

575 churches

Charge a lot on your card?

Have excellent credit?

Where are affluent, college educated?



veterinarians



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FIND A BUSINESS

FIND A PERSON

MAPS & DIRECTIONS

MY YELLOWPAGES.COM

ADVERTISE WITH US

FIND:

veterinarian

Business Name or Category

[? Search Tips](#)

LOCATION:

28401

City and State or ZIP Code

Set as Default Location

[Q FIND](#)

OR FIND BY:

[STANDARD](#)

We found **59 businesses** for "veterinarian" in the 28401 area.

or See [6 businesses](#) with "veterinarian" in [business information](#).

TOP CATEGORY MATCHES

Search in these top categories:

- [Veterinarian Emergency Services](#) (3)
- [Veterinarians](#) (37)
- [Veterinary Clinics & Hospitals](#) (32)
- [Veterinary Specialty Services](#) (19)

59
Veterinarian
offices

HURRY!
ORDER TODAY!
[CLICK HERE](#)

This
Valentine's

coffeehouses



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FIND A BUSINESS

FIND A PERSON

MAPS & DIRECTIONS

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ADVERTISE WITH US

FIND:

coffee

Business Name or Category

[? Search Tips](#)

LOCATION:

28401

City and State or ZIP Code

Set as Default Location

Q FIND

OR FIND BY:

- ▶ STANDARD
- ▶ DISTANCE
- ▶ PHONE NUMBER

Local Yellow Pages

We found **62 businesses** for "coffee" in the 28401 area.

or

See [26 businesses](#) with "coffee" in their business name.

See [40 businesses](#) with "coffee" in their business information.

TOP CATEGORY MATCHES

Search in these top categories:

- [Cafeterias](#) (1)
- [Coffee & Espresso Restaurants](#) (21)
- [Coffee & Tea](#) (34)
- [Coffee Break Service & Supplies](#) (5)
- [Coffee Shops](#) (21)

62
coffeehouses

bookstores



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FIND A PERSON

MAPS & DIRECTIONS

MY YELLOWPAGES.COM

ADVERTI

FIND:

bookstores

Business Name or Category

Search Tips

LOCATION:

28401

City and State or ZIP Code

Set as Default Location

FIND

OR FIND BY:

STANDARD

DISTANCE

DIRECTORY



NEW YEAR!
NEW CHANCE TO WIN!

AT&T GIFT CARDS VALUED

\$200

19
bookstores

[Home](#) > [Wilmington](#) > Category Search - Bookstores

We found **19** businesses for "Book Stores" in the 28401 area.

[Map 28401](#)

Where are the foodies?



Specialty food stores



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FIND A BUSINESS

FIND A PERSON

MAPS & DIRECTIONS

MY YELLOWPAGES.COM

ADVERTISE WITH US

FIND:

specialty foods

Business Name or Category

[Search Tips](#)

LOCATION:

28401

City and State or ZIP Code

Set as Default Location

OR FIND BY:

STANDARD

FIND

9 gourmet shops



NEW YEAR!
NEW CHANCE TO WIN!

AT&T GIFT CARDS VALUED UP TO

\$200

[Home](#) > [Wilmington](#) > Category Search - specialty foods

We found 9 businesses for "Gourmet Shops" in the 28401 area.

OR See 1 business with "specialty foods" in their business information.

[Map 28401 Results](#)

[Save this Search](#)

REFINE YOUR SEARCH

28401 Listings Only

SORT BY: Standard Distance A-Z

CK Gourmet

Review This Business!

WACHOVIA

clue #4:
who else is selling?



who's selling?



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FIND A BUSINESS

FIND A PERSON

MAPS & DIRECTIONS

MY YELLOWPAGES.COM

FIND:

crabcakes fresh seafood

Business Name or Category

[? Search Tips](#)

LOCATION:

28401

City and State or ZIP Code

Set as Default Location

Q FIND

OR FIND

▶ STANDARD

▶ DISTANCE

▶ PHONE NUMBER

We didn't find an exact match for "crabcakes fresh seafood"

[Expand your search area](#) or try a different search.

OR

Continue searching for [business names containing "crabcakes"](#)

Or search in these related categories:

[Fish & Seafood Markets](#) (34)

[Fish & Seafood-Wholesale](#) (3)

[Seafood Restaurants](#) (59)

96
potential
competitors

thin out stand



YELLOWPAGES.COM™

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FIND A BUSINESS

FIND A PERSON

MAPS & DIRECTIONS

MY YELLOWPAGES.COM

WITH US

FIND:

crabcakes

Business Name or Category

[Search Tips](#)

LOCATION:

28401

City and State or ZIP Code

Set as Default Location



NEW YEAR!
NEW CHANCE TO WIN!

AT&T GIFT CARDS VALUED UP TO

\$200

AND A G

\$50

[View Critical Rules for Details](#)

[Home](#) > [Wilmington](#) > Product Search - crabcakes

We found **4 businesses** with "crabcakes" in their business information in 28401 and the surrounding area.



You can refine your search by selecting **Narrow By ZIP** Code below.

[Map Search Results](#)

[Save this Search](#)

4 other
crab cake
sellers!

competitors



 **NORTH CAROLINA**
DEPARTMENT OF AGRICULTURE & CONSUMER SERVICES

Home | Programs | Services | Divisions | Newsroom | Search NCA&CS Divisions Go

Marketing

NC SEAFOOD DIRECTORY

North Carolina has one of the most diverse seafood industries in the nation.
You can choose to see the [complete list of North Carolina Seafood](#)

OR

Choose a category of Seafood from the lists below.

Select a Category:

Select Species:

Markets Home
Seafood Home
Farm Raised Seafood
Seafood Directory
Seafood Cookbook
Dealers and Shippers
Trout Fishing in NC
Seafood Links
Seafood of the Month

<http://www.agr.state.nc.us/markets/seafood/seafooddirect/directory.asp>

Who are the others?



NC SEAFOOD DIRECTORY

[Go Back](#)

A total of 10 matching listings were found

You are on page 1 of 1

1

Alphin Bros., Inc.

Clifton Alphin/Alan Pope
2302 US 301 South
Dunn, NC 28334-

Phone: (910) 892-8751

Fax: (910) 892-2709

Glacier Bay

C. A. Joyce
1590 Williams Road
Lewisville, NC 27023-

Fax: (336) 945-5584

Bright Water Seafoods, LLC

Mike Heninger
3516 Green Park Circle
Charlotte, NC 28217-

Phone: (704) 944-1160

Fax: (704) 423-8844

Goldsmith Seafood

Diane Goldsmith
PO Box 485
Wanchese, NC 27981-

Phone: (252) 473-5395

10
farms
with
crab
cakes to
offer

more competitors



LocalHarvestSM
real food, real farmers, real community

New Members
sign up here

user login view basket

Home Shop Farms CSA Forum Events Newsletter News Blog Photos

Click on the map below to zoom in, or search with our search form for quick results. Use our "all in area" search form to find all listings within a given distance of your zip code. Want to support this great web site? Shop in [our catalog](#) for things you can't find locally!

What are you looking for?

- All
- Farmers' Markets
- Online Store
- Restaurants
- Farms
- Grocery/Co-op
- CSA
- Others

Name/Description/Product

Name	Description	Product
seafood		

Where?

Reset Search

Showing page 1 of 1, for 5 listings

We found 28 matches for "seafood" in our online store. [Click here](#) to browse our catalog.

Featured Product: Heirloom Seeds

Store Categories:

- Chocolate & Desserts
- Christmas Wreaths
- Coffee & Tea
- CSA Subscriptions
- Dairy & Eggs
- Dried Fruits & Nuts
- Farm Crops

Our Informant!
Mr. Zip Code

<http://www.localharvest.org>

zero-ing in



All Members for Area

Show me:

All Members

All Members

Farms

Farmers' Markets

Restaurants

within 5 10 50 100 miles of

Zip Code

go

Us

calHarvest members within a certain distance of a particular place

[home](#) | [about us](#) | [contact us](#) | [links](#) | [partners](#) | [books](#) | [member login](#) | [privacy](#)

<http://www.localharvest.org/inarea.jsp>

dual purpose



LocalHarvestSM
real food, real farmers, real community

New Memb
sign u

user login

Zip or City Quick Search

Home Shop Farms CSA Forum Events Newslett

All Members for Area

Show me:

All Members within 5 10 50 100 miles of 28401

Within 100 miles of latitude 34.229053, longitude -77.93595:

Member Name	Dist
• Riverfront Farmers' Market	0.2
• Progressive Gardens	3.4
• Tidal Creek Co-op	4.4
• Shelton Herb Farm	8.5
• Farmers' Market at Poplar Grove	11
• Castle Eggs	13
• Farmer Mac's Berries	15
• Grassy Ridge Farm	20
• Downtown Southport, Inc.	21
• Nature's Way Farm & Seafood	22
• Bannerman Vineyard	22
• Simmons Farms	25
• Veggies by the Sea	25
• Growing Wild Nursery	26

85 listings in this area.

85 other competitors & buyers within 100 miles of client.



Featured Product:
Heirloom Seeds

Food Farm Events

Jan-2008

30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

potential buyer



LocalHarvest SM

real food. real farmers. real community

New Members
sign up here

user login view basket

Zip or City Quick Search

GO



Featured Product:
[Heirloom Seeds](#)

Store Categories:

[Chocolate & Desserts](#)

[Christmas Wreaths](#)

[Home](#)

[Shop](#)

[Farms](#)

[CSA](#)

[Forum](#)

[Events](#)

[Newsletter](#)

[News](#)

[Blog](#)

[Photos](#)

Cafe Zito

(Morehead City, North Carolina)

[Email this](#)

[KeepMePosted](#)

[Forum](#)

[Printable](#)

[del.icio.us](#)

[StumbleUpon](#)

Mediterranean restaurant featuring fresh, local fish and seafood, local grass-fed beef, and local produce. Home-made pastas and desserts, and vegetarian dishes available. Tapas style dining offered on certain nights. Located in a restored historic home, dining is available on the porch.

(This listing was last updated on May 21, 2007)

Location

105 south 11th street
Morehead City, NC 28857



[magnify image](#)

no stone unturned



Carolina Farm Stewardship Association

Working to create a sustainable food system in the Carolinas



Home

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CFSA

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& Advocacy

Calendar

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Resources

Grower's
Resources

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CFSA

Consumer's Resources

Local Food Locator

- **CFSA Member Databases**

- [Member Growers](#) (older browsers use [Member Growers.html](#))
- [Business Members](#) (older browsers use [Business Members.html](#))

Sustainable Ag 101

Our Primer On Sustainable Ag.:

- [What is Sustainable Agriculture?](#)

[http://www.carolinafarmstewards.org/
consumers/index.html](http://www.carolinafarmstewards.org/consumers/index.html)

potential buyer



Farm or Business Name: **Tidal Creek Cooperative Food Market**

Contact:

Business: Tidal Creek is a unique natural food store offering organic, bulk, and natural foods, health and beauty products, and Wilmington's best coffees and smoothies. Cooperatively owned, Tidal Creek is committed to providing the healthiest available products at the best possible prices. Everyone is welcome - you don't have to be a member to shop!

Tidal Creek Cooperative Food Market 

Location: (New Hanover Co.) Wilmington, NC 28403

Email: trace_ramsey@hotmail.com;
jessica@tidalcreek.coop

Website: www.tridalcreek.coop

open & shut case



- Person: *you/them*
- Place: *map/zip code*
- Thing: *product/service*

Take Control...
be a market PI!

You Can Do It!

Thank You!

* questions * evaluations *

Theresa J. Nartea, Agribusiness & Marketing Specialist

email: tjnartea@ncat.edu

