

Social Media Extension Outreach Online

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June 2014

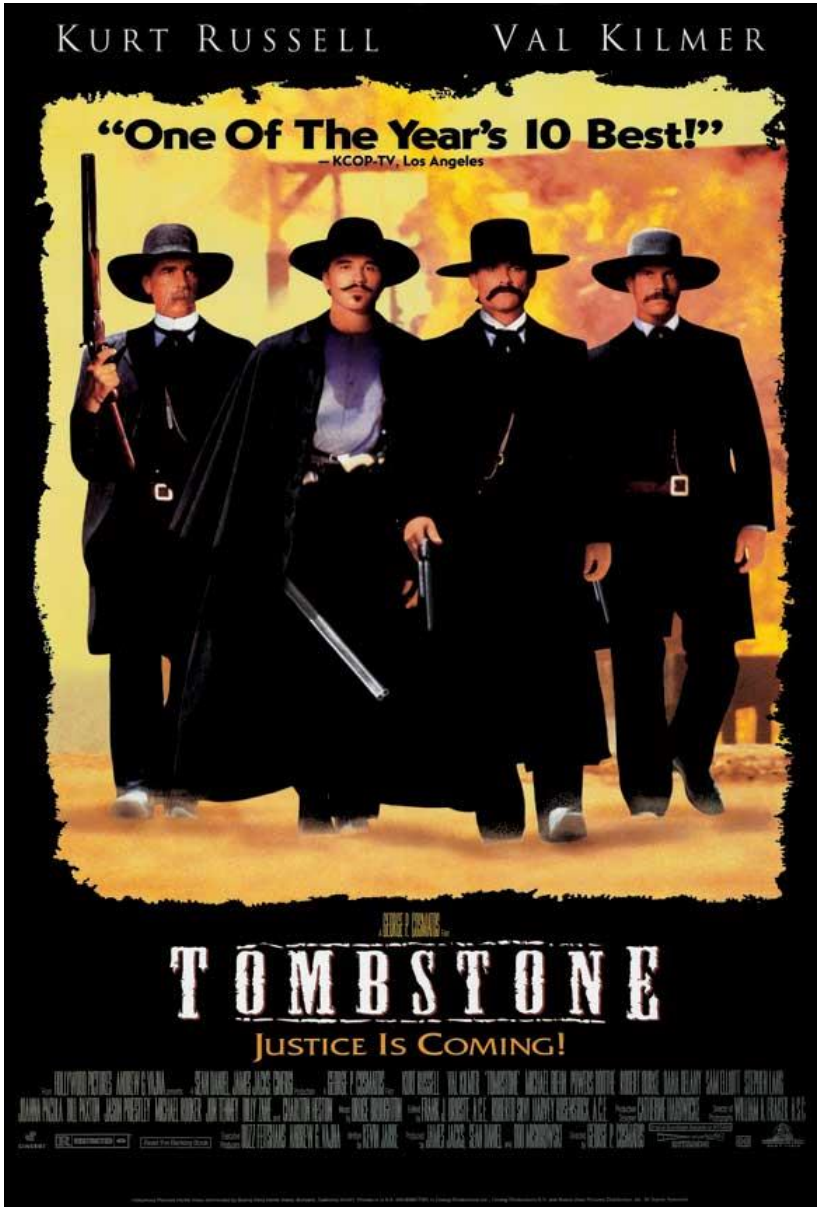
Overview and issues

- ▶ Advocate for Ag Literacy or “Agvocacy”
 - ▶ Who’s telling the stories on social media?
 - ▶ Are stakeholder/Extension voices there?
 - ▶ What do they know, think they know?
- ▶ “All Reasonable Effort”
 - ▶ Understanding the changing demographic
- ▶ Promoting and marketing
- ▶ Understanding the tools/platforms
- ▶ Setting up a plan that works
 - ▶ Measuring success
 - ▶ Who is going to do it?

“The Past is like a foreign country...they do things differently there!”

~Lowell Catlett, New Mexico State University, Agriculture, Consumer & Environmental Sciences

Ag Literacy



WELCOME FACTORY
WORKERS!!!!!!

Find out how factory farms affect all of us:



Farms & Communities



Consumers



Food Safety







Health



Animal Welfare

Filters

Animale Shown



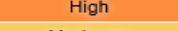
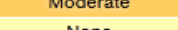
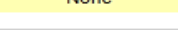
-  All
-  Cattle
-  Dairy
-  Hogs
-  Broilers
-  Layers


Census Year

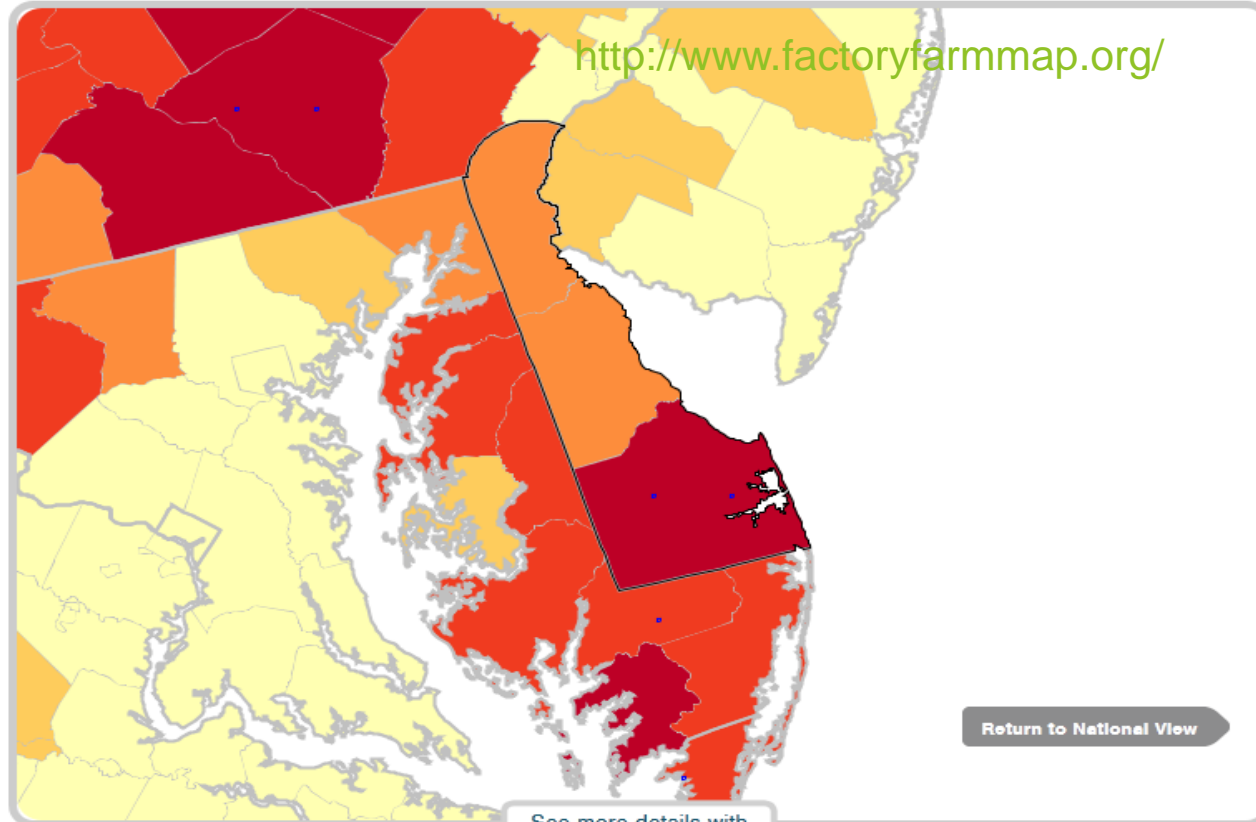
- 1997
- 2002
- 2007

Map Keys

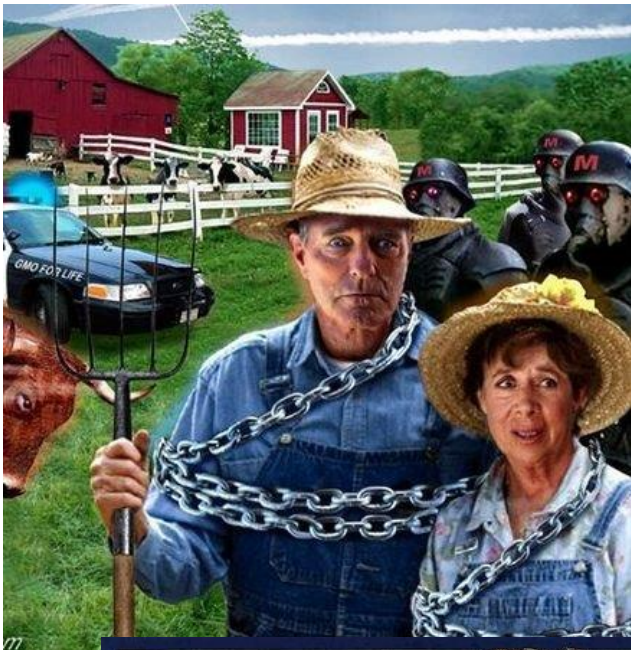
Density Level

- Extreme 
- Severe 
- High 
- Moderate 
- None 

 Meat Plants



See more details with



**Your Abs
on Cheese**
PCRM.org



**Your Thighs
on Cheese**
PCRM.org



what's in a glass of milk?
135 million Pus Cells!
51 milligrams
of Cholesterol!
300 Calories!
16 grams of Fat!
Growth Hormones!
Plus Acidic Protein
which leeches
Calcium from Bones!
*Per
11 Oz.
Glass

**HEY
LOOK!**
My Genetically modified
fruit bit me back!

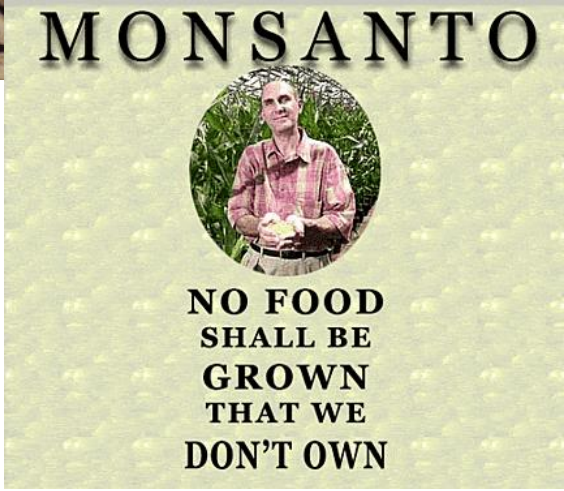
Monsanto
**Frankenfoods
are FUN FOODS!**

oldamericancentury.org

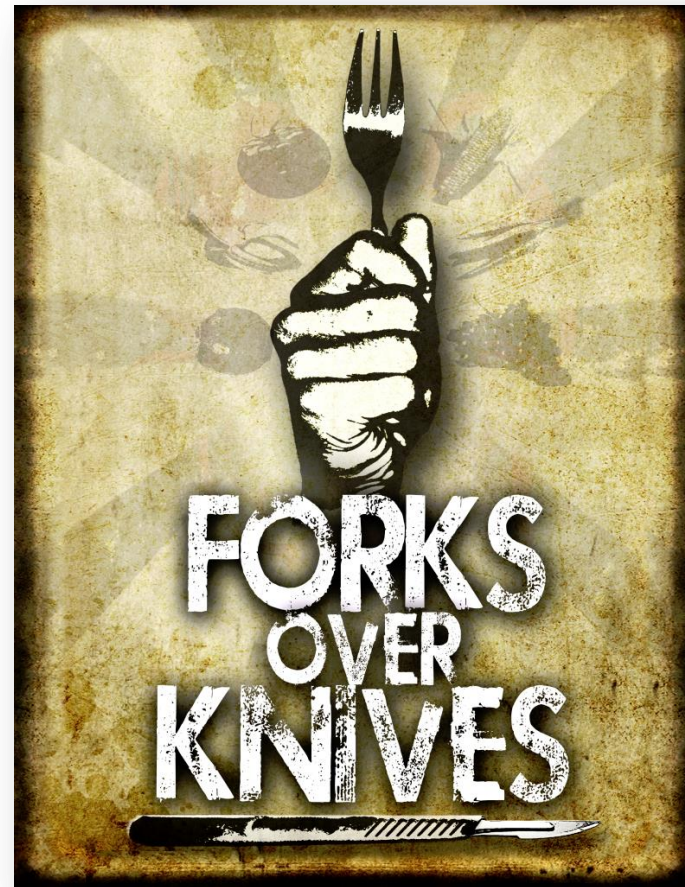


**BUTTERBALL®
ABUSE**



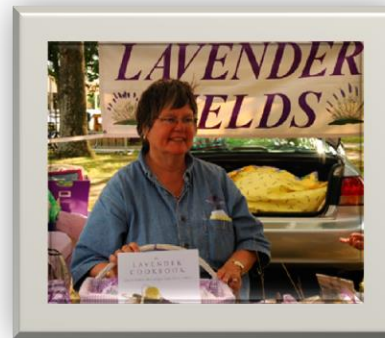


Chicken factory farms on the Delmarva Peninsula have been using arsenic in their chicken feed as a growth promoter for the last 60 years. Arsenic is a known carcinogen and is more commonly used in rat poison. A nationwide study found detectable traces of arsenic in the chicken we eat everyday: 100 percent in the tested chicken in fast food restaurants and 74 percent of the chicken we buy in grocery stores. Public health problems linked to chronic exposure to this toxin include lung and kidney cancer, diabetes, cardiovascular disease, and neurological disorders in children. In addition, these factory farms produce waste equivalent to a city of 4 million people (Maryland's population is only 6 million) and the waste, along with the arsenic, is running off into the Chesapeake Bay, threatening our water, fisheries, and oysters. It's time to put an end to this harmful practice—the



Who are you?

- ▶ Greenhouse/garden center
- ▶ Farmers Market
- ▶ Creamery
- ▶ Poultry farmer
- ▶ U-pick
- ▶ Orchard
- ▶ Grow for processing/grain
- ▶ Events
- ▶ Value Added/Retail
- ▶ Advocate



WANTED
YOUR
VOICES &
YOUR
IMAGES!!
REWARD

dreamstime.com

WHO ARE THESE PEOPLE?

AND HOW DO WE TALK TO THEM?

MODERN LITERATURE

Excerpt from “Skinny Bitch”

Of the ten billion animals slaughtered each year in America for human consumption, the vast majority of them come from factory farms. Factory farms that raise cattle, pigs, chickens, egg-laying hens, veal calves, or dairy cows have an enormous amount of animals in a very small space. There are no vast meadows or lush, green pastures. The animals are confined inside buildings, where they are literally packed in on top of each other. Egg-laying hens are crammed into cages so small, they are unable to open their wings, and their mangled feet actually grow around the wire mesh floors. This overcrowded, stressful environment causes chickens to peck at each other and factory farm workers, so the ends of their beaks are seared off their faces using a hot knife. They all live in the filth of their own urine, feces, and vomit with infected, festering sores and wounds. To keep the animals alive in these unsanitary conditions, farmers must give them regular doses of antibiotics. Half of all antibiotics made in the U.S. each year are administered to farm animals, causing antibiotic resistance in the humans who eat them.

Millennials/Early Adopters/Activists

- ▶ Activists/Animal Rights/Vegan

- ▶ Engaged
- ▶ Passionate
- ▶ Organized
- ▶ Infiltrating
- ▶ Networked
- ▶ Dominate social media
- ▶ Dominate main stream media
 - ▶ Oprah / Cargill
 - ▶ Michael Pollan

- ▶ Use photos
- ▶ Videos
- ▶ Not current material
- ▶ Hormones/pesticides/antibiotics
- ▶ Guilt
- ▶ Scare tactics
- ▶ Production Agriculture is evil

Two organizations to pay attention to

Center for Food Integrity

- ▶ <http://www.foodintegrity.org/>
- ▶ @foodintegrity



U.S. Farmers & Ranchers Alliance

- ▶ <http://www.fooddialogues.com/>
- ▶ @USFRA Twitter



FarmERS vs. FarmING

- Affection for the people does NOT translate to the industry
- Our audience's truth: "American agriculture" =



** Size of word corresponds to how many times the topic was mentioned across all 3 influencer sessions*

The Credibility Gap

You say ...

Our methods
are proven
safe.

Most
farms are
family-run.

We care about
our land and
animals.

We need a secure
domestic food supply.

We keep food
affordable.

We NEED to
produce more to
FEED the world.

We have the
safest food supply in
the world thanks to
the ag industry.

They hear ...

Your methods tamper with nature.

At what expense to quality?

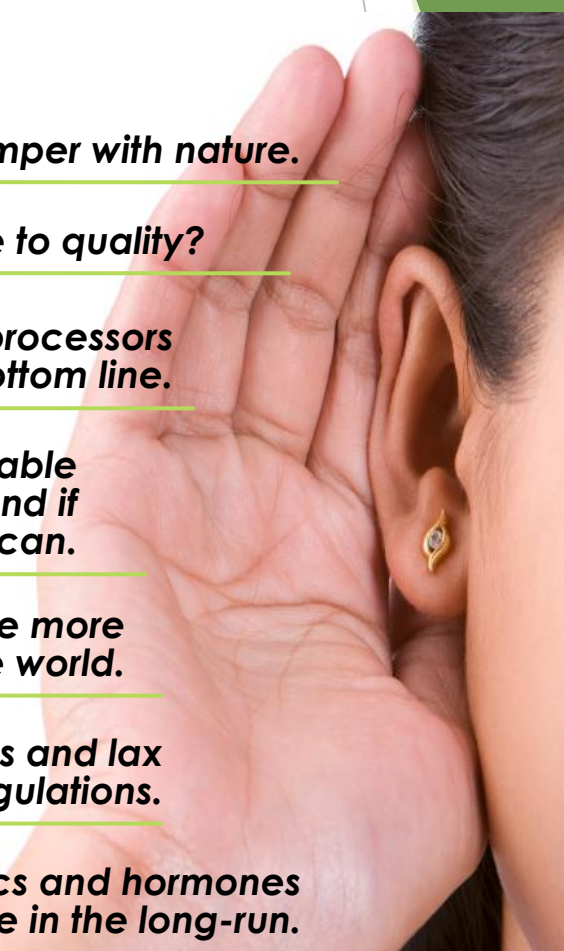
But beholden to big processors
and the bottom line.

You will take profitable
short cuts when and if
you can.

You WANT to produce more
to SELL to the world.

You want subsidies and lax
regulations.

Pesticides, antibiotics and hormones
might not be safe in the long-run.



The Path Forward

1. Acknowledge concerns
2. Commit to continuous improvement
3. Change the language
4. Begin a dialogue



Language Landmines

- Much of the language we use today to describe methods revolves around process, innovation and technology

words to lose –	words to use +
Pesticides	Preventing bugs and other pests from eating crops
Fertilizer and Nitrogen	Nurturing crops with nutrients at exactly the right time, at the right rate, and in the right amounts to make them thrive
GMOs	Seeds that grow stronger, more resilient and better tasting crops
Antibiotics	Keeping animals healthy
Hormones	MAINTAINING growth

Significant Social Shifts

MODERN (Before 1968)

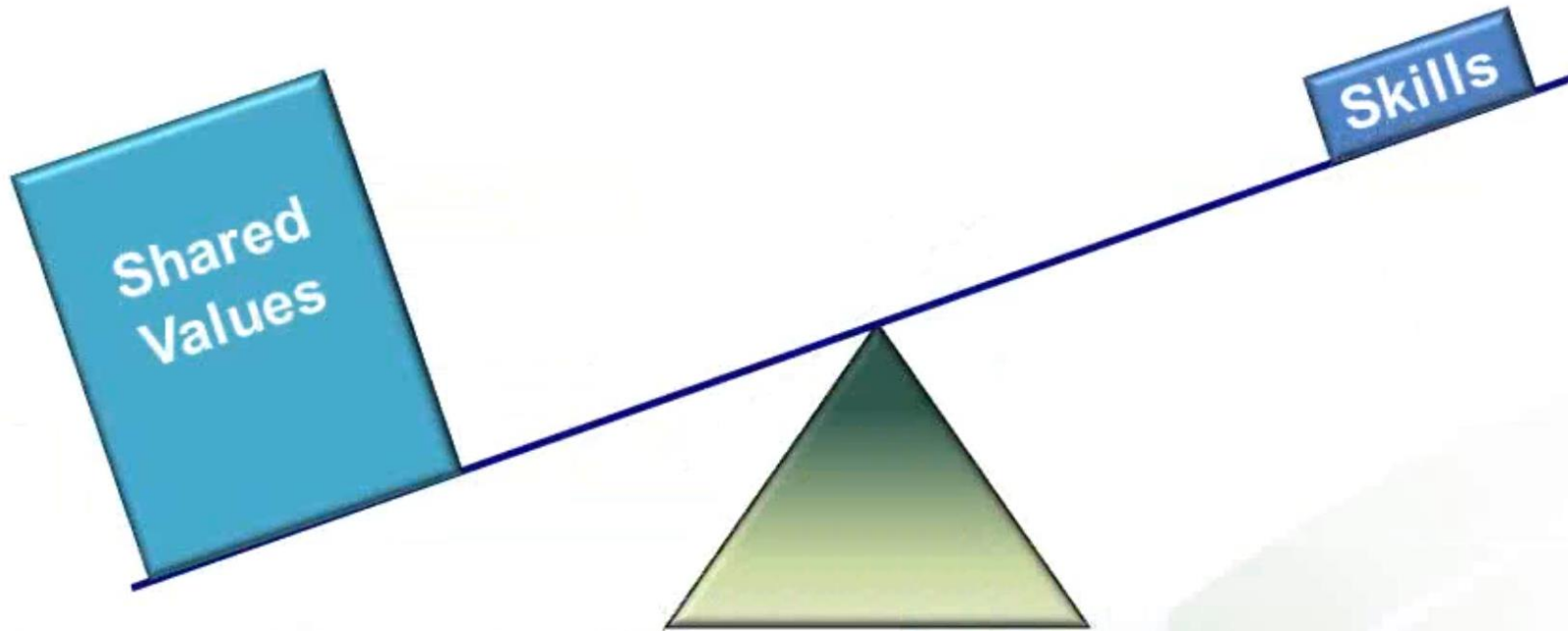
- Authority is granted by office
- Broad social consensus driven by WASP males
- Communication is formal, indirect (mass communication)

POST-MODERN (After 1968)

- Authority is granted by relationship
- No single social consensus, great diversity, many voices
- **Communication is informal, direct (masses of communicators)**



What Drives Consumer Trust?

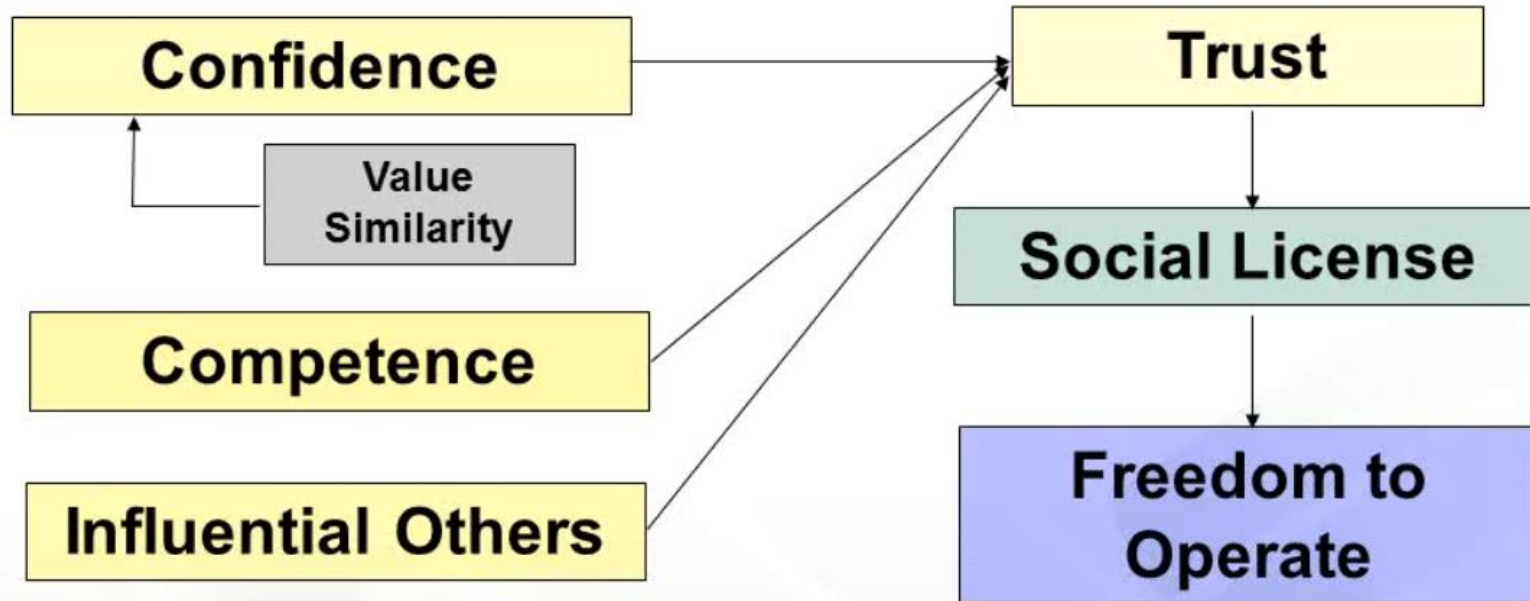


Shared values are 3-5X more important in building trust than demonstrating competence



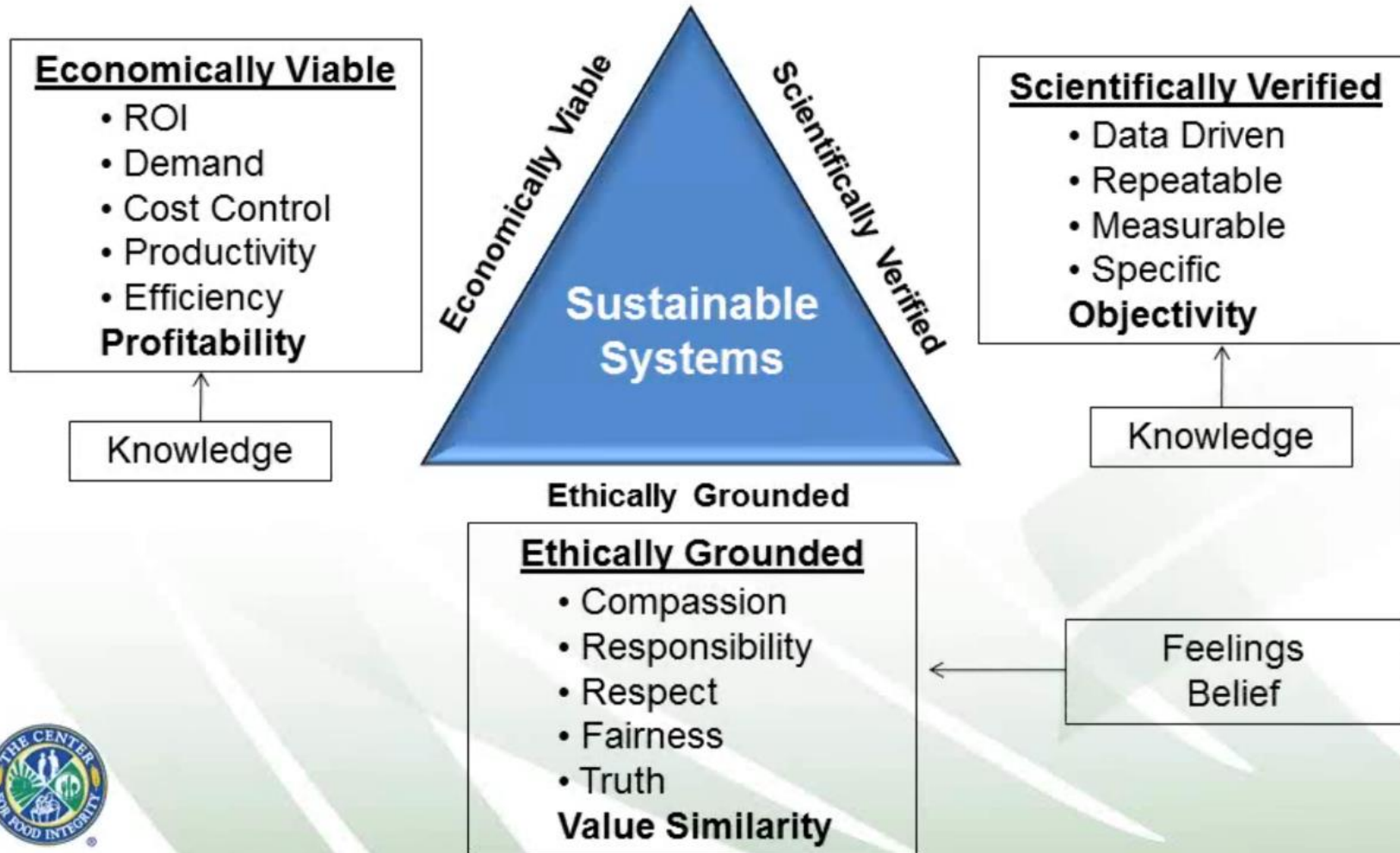
Trust research was published in December, 2009 – *Journal of Rural Sociology*

Earning and Maintaining Social License (Sapp/CMA)



Trust research was published in December, 2009 – *Journal of Rural Sociology*

Sustainable Balance



All of the Most Concerning Life Issues are Beyond the Consumer's Direct Control



Women were more concerned about most issues than men

Additional Food System Concerns*

- Imported Food Safety (63%)
- Food Safety (63%)
- Enough to Feed U.S. (56%)
- Humane Treatment of Farm Animals (51%)
- Environmental Sustainability in Farming (49%)
- Access to Accurate Info to Make Healthy Food Choices (48%)

Early Adopters

Earlier adopters were more concerned about all issues than later adopters

Lowest concern was for having enough food to feed people outside the U.S. (29%)

*Top Box ratings (8-10)







Kevin Fleming After doing this once, I can tell you chicken catcher is a tough job...!

May 12 at 8:25am · Like · 6



Theresa A Johnson indeed it is a very hard job... terrible on the lungs, too. I appreciate the unsung folks who do jobs that most of us never stop to consider. However, I don't agree with the way we raise chicken for harvest. Balance in all things, though, eh?? 😊 Neat photo!

May 12 at 8:24am · Like · 7



Kris Etze I hate it when the trucks roll through Millsboro. It's the most inhumane treatment. Can't be part of it. In my business, I cook it for clients, but won't eat it.

May 12 at 4:08pm · Edited · Like · 2



Kris Etze Dan is right . Back to the photo, perfect lighting, Kevin.

May 12 at 4:30pm · Like · 1



Diane Mead I agree Kris Etze ... what can we do about protesting inhumane treatment in the poultry industry???

May 12 at 5:17pm · Like



Kris Etze Diane Mead, it's an uphill battle. The US simply cannot sustain the growing consumption of factory farmed animals without environmental damage. We already are feeling the health effects. Personally, I have switched to plant strong eating.

May 12 at 5:31pm · Edited · Like · 1



Sharon Hatch Turner Yes! On the grill w/broccoli 😊

May 12 at 8:10pm · Like



Christine Lynn This is so unnatural and so sad. I do wish we could produce meat in a more humane way. Please, people.

May 12 at 9:18pm · Like · 1



Christine Lynn Perfect lighting on a sea of misery and sickness

May 12 at 9:18pm · Like · 2



Kris Etze Kevin, your photo started a conversation!



Michele Dorsey Walfred Free range chicken and back yard flocks are exposed to predators and also are at a much greater risk for contracting Avian Influenza from the wildlife birds that fly overhead, the majority of which have and transmit the bird flu virus in their droppings.

May 24 at 6:55am · Like

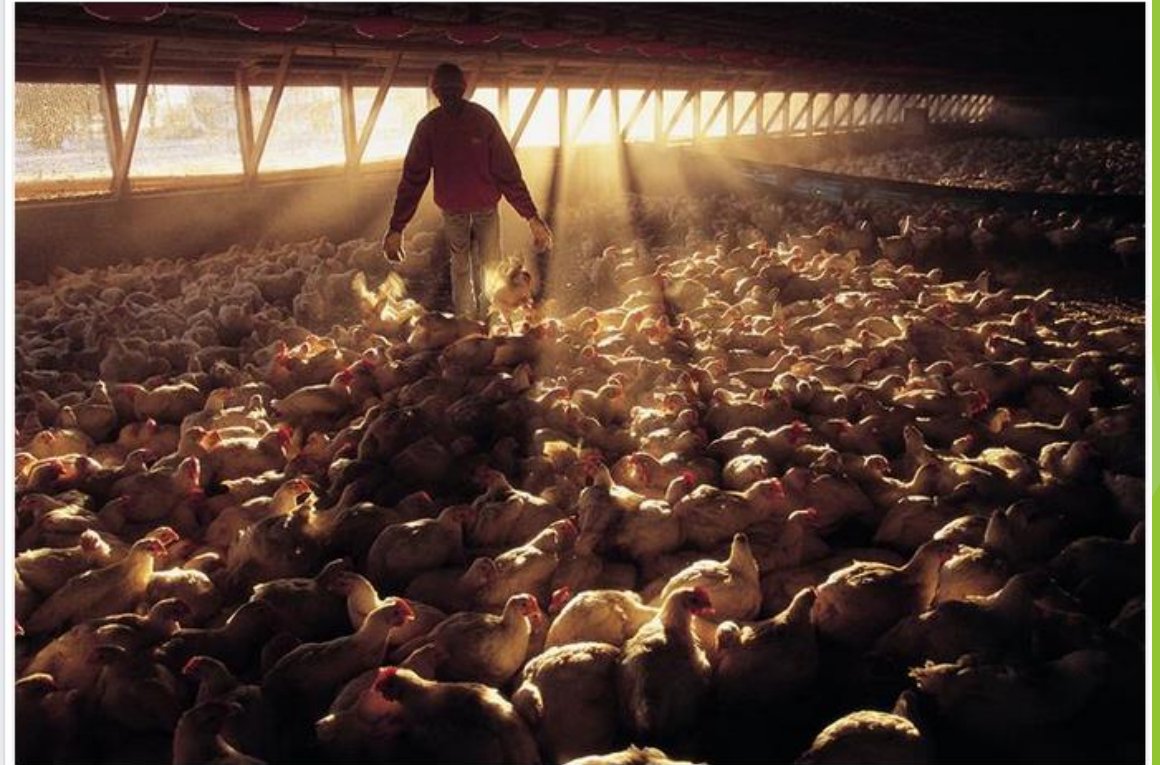


Kevin Fleming

May 12

Chicken Tonight...?

We produce more chickens in Sussex than any other county in the United States raising more than 200 million a year. Here's a chicken catcher (yes, that is a real job description) herding a flock.



Like · Comment · Stop Notifications · Share

111 41 1 Share



Makes me want Chipolte even more...though I am convinced they put crack in their chicken or something. I'm way to addicted to their tacos!



SHIRLEY: I saw this on TV for the first time last time. I think it played in the middle of the Grammys (which, except for Adele, was terrible. Las year's show was so good.)



PATTI: That was an awesome commercial!



ANGELA: Here in Ohio Chipolte supported hsus. I won't eat there. Large farms are most likely family owned.



SHIRLEY: The land may be owned by the "family" . But the equipment, the feed, the animals and the schedules and animal husbandry are furnished by the corporation. The "family" ends up being high end sharecroppers, at the mercy of fuel and feed cost increases, and all the other hazards of agriculture. I've been through industrial chicken and hog facilities. I'm glad someone has noticed and acted accordingly.



SUE: Well, I guess I will jump into this discussion. I am torn about my feelings concerning this commercial. I am a poultry famer. The "corporation" does not furnish the equipment or my schedule. I AM NOT a sharecropper. If am a correct, we all are at the mercy of rising fuel and feed cost. We work together with our intergrator to grow the healthiest chicken we possibly can. Our chickens and those of all the growers I know, are treated well. We constantly check them, watch the air quality, water quality and feed quality they receive. We worry about them and their health. Please check out www.realfarmersrealfood.com. Here is a great quote from that site" It is in the farmer's own best interest to see the animals in his charge treated humanely, guaranteeing him a healthy, high-quality animal, a greater return on his investment and a wholesome food product. No advertising campaign or salesman can convince a farmer to use a system or product that would harm an animal."



SHIRLEY: Sue, I am pleased with your comments. Do you decide what feed you give your chickens or does it come from the company? Do you decide what day they will deliver and pick up the chickens from your houses? I congratulate you if you have been able to pay off your investment in the houses and equipment before they are worn out and fully depreciated.

Enter the conversation

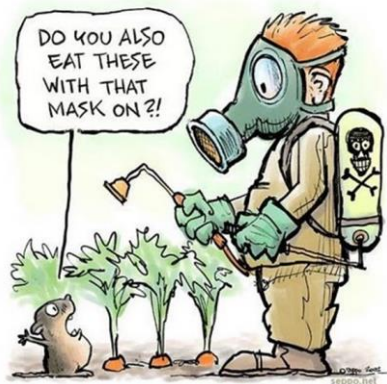
What to do

- ▶ Blog
- ▶ Post photos!
- ▶ Facebook
- ▶ Twitter
- ▶ YouTube comments
- ▶ Respond to comments
- ▶ Tell your story!

What to say

- ▶ I understand your concern. I/we are concerned too.
- ▶ I'm glad you raised this issue
- ▶ Acknowledge "bad actors"
 - ▶ Set yourself apart
- ▶ Show concern for animals
- ▶ We produce wholesome food. We donate to food banks
- ▶ We look for varieties to reduce herbicides & fungicides
- ▶ Family not factory

NOT THIS



THIS!



Mark Lynas

- ▶ Google: Mark Lynas - Oxford - 2013
- ▶ <http://www.marklynas.org/2013/01/lecture-to-oxford-farming-conference-3-january-2013/>



<http://youtu.be/Ua5PaSqKD6k>

<http://www.oprah.com/oprahshow/Inside-a-Slaughterhouse-Video>



Do You Know Where Your Food Comes From?

The Oprah Winfrey Show February 01, 2011

Comments (138)

Like 410 people like this.

Tweet 0



According to the U.S. Department of Agriculture, Americans eat nearly 10 billion animals a year, including 33 million cows. If you make the choice to eat meat, Michael says you should know how it's produced. To get the inside scoop, Lisa Ling travels to Colorado, where Cargill, the biggest producer of ground beef in the world, gives her a rare inside look at how our meat is made.

Go inside a meat processing plant with Lisa

'Oprah' interview helped Cargill
By Theresa Leake Special To The Times
Posted: 03/16/2011 11:48:17 AM MDT

Nicole Johnson-Hoffman
3:00 into video





“Social Media” is a mainstream media tool

- ▶ How do we use it?
- ▶ What priority do we give it?
- ▶ Is it really necessary?
- ▶ How are others using social media?
- ▶ Can we afford to ignore the changing demographics?

Website

Literature

Print
Media

Broadcast
Media

Video
(YouTube)

Social
Media

SMART PHONE USE

- 63% of all Americans use phones to go online
- 81% Send or receive text messages
- 60 % Access the Internet
- 52% Access email
- 50% Download apps
- 49% Get directions, recommendations, or other information
- 42% of Americans use a tablet

Smartphone owners in 2014

Among adults, the % who have a smartphone

	Have a smartphone phone
All adults	58%
Sex	
a Men	61
b Women	57
Race/ethnicity*	
a White	53
b African-American	59
c Hispanic	61 ^a
Age group	
a 18-29	83 ^{bcd}
b 30-49	74 ^{cd}
c 50-64	49 ^d
d 65+	19
Education level	
a High school grad or less	44
b Some college	67 ^a
c College+	71 ^a
Household income	
a Less than \$30,000/yr	47
b \$30,000-\$49,999	53
c \$50,000-\$74,999	61 ^a
d \$75,000+	81 ^{abc}
Community type	
a Urban	64 ^c
b Suburban	60 ^c
c Rural	43

Source, Pew Research Center Internet Project Survey, January 9-12, 2014. N=1,006 adults. Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g., age).

* The results for race/ethnicity are based off a combined sample from two weekly omnibus surveys, January 9-12 and January 23-26, 2014. The combined total n for these surveys was 2,008; n=1,421 for whites, n=197 for African-Americans, and n=236 for Hispanics.

PEW RESEARCH CENTER

Our approach

- ▶ Study “Best Practices” of other Extension offices
 - ▶ Assess
- ▶ Meet with kglobal -
 - ▶ Association of American Land Grant Universities
 - ▶ Cooperative Extension

Hashtags



To #Hashtag or
Not to
Hashtag...That
is the
question?

<http://youtu.be/57dzaMaouXA>

Sort and Search

- ▶ #GardenChat
- ▶ #AgChat
- ▶ #FoodChat
- ▶ #FarmDE
- ▶ #NetDE
- ▶ #FarmMD
- ▶ #NetMD
- ▶ #FarmMD
- ▶ #NetMD
- ▶ #FarmMD
- ▶ #NetMD
- ▶ #Garden
- ▶ #FoodSafety
- ▶ #RuralMade

Engagement

Pushing

- ▶ Your news
- ▶ What is coming to market
- ▶ What is on sale
- ▶ Links to articles you want people to read
- ▶ Upcoming event

Pulling

- ▶ Asking audience to comment
- ▶ Ask a question or poll
- ▶ Fill in the blank
- ▶ Comment on their photos
 - ▶ Does your site allow submitted photos
- ▶ Page to page comments
- ▶ RTs – Thanks for follows

Bayer CropScience
@Bayer4Crops

We are one of the world's leading innovative crop science companies in the areas of seeds, crop protection and non-agricultural pest control.

Monheim, Germany · cropscience.bayer.com

3,959 TWEETS 554 FOLLOWING 9,435 FOLLOWERS

Bayer CropScience retweeted **Farming Monthly** @FarmingMonthly
How the crop protection industry protects more than just crops... farmingmonthly.co.uk/news/arable/86... #crops #farming @cropprotection

Bayer CropScience @Bayer4Crops
In the last 10yrs, 35,000+ people have been trained in sustainable cr

foodsafety.gov
@foodsafetygov

#FoodSafety news, tips, and recalls from foodsafety.gov, the US government's one-stop-shop for food safety information. Our follows are not endorsements.

Washington, D.C. · foodsafety.gov

2,087 TWEETS 86 FOLLOWING 50.5K FOLLOWERS

foodsafety.gov @foodsafetygov
If you cooked, grilled & ate during Father's Day, keep these #foodsafety tips in mind as you handle the leftovers! foodsafety.gov/blog/holiday_1...

foodsafety.gov @foodsafetygov
Planning a #WorldCup viewing party? Follow these steps to keep your party food penalty-free! go.usa.gov/8GNm #soccer #foodsafety

foodsafety.gov @foodsafetygov
Keep grilling food safety in mind for your #health this #MemorialDay weekend! go.usa.gov/8NCG For E-Coll info go go.usa.gov/8NCG

Celebrating 100 Years

VA Extension
@VCE_news

We reach more than 1.8 million people annually with education from Va.'s land-grant universities, VT and VSU. #vcoopext Virginia · ext.vt.edu

Extending Knowledge • Changing Lives

1,541 TWEETS 636 FOLLOWING 1,026 FOLLOWERS

VA Extension @VCE_news
A new post is up on the Central Virginia Ag Spotlight blog - Meet the Richlands Dairy Farm! buff.ly/1lyAQDZ

VA Extension retweeted **VAExtensionPubs** @VAExtensionPubs

Read the updated "ENERGY SERIES: What About Using Ceiling Fans" publication. buff.ly/1oCX9cO #EnergySeries #CeilingFans

VA Extension retweeted

Northeastern IPM Ctr
@NortheastIPM

We promote and fund integrated pest management for human health, environmental, and economic benefits.

Ithaca, NY · NortheastIPM.org

608 TWEETS 1,890 FOLLOWING 840 FOLLOWERS

Northeastern IPM Ctr @NortheastIPM
Director Steve Young & SN analyst Keoki Hansen are at the @BMSBresearch working group meeting in DE. Good strides being made in BMSB mgmt.

USDA
Dept. of Agriculture @USDA

Stay up to date with the latest news, events and info from the U.S. Department of Agriculture - and live tweeting, too!

Washington, DC · usda.gov

7,915 TWEETS 296 FOLLOWING 240.5K FOLLOWERS

USDA **Dept. of Agriculture** @USDA
Locally made, nationally known: "America's best ice cream" comes from rural WI ow.ly/xT4f9 #RuralMade pic.twitter.com/virqKr7uGy

USDA **Dept. of Agriculture** @USDA
.@forestservice waives fees for National Get Outdoors Day ow.ly/xZ1mx

USDA **Dept. of Agriculture** @USDA
Secretary's Column: local markets, local growth ow.ly/xYOpJ

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Master Gardener Lawn & Garden	4-H	AG Wordless Wednesday	Throwback	FCS Food Friday	Animal Science Wildcard	Week Ahead Inspiration Photos
Pruning Tips	Photo from recent event	Weed ID	Vintage Photographs	Food Safety	Interesting statistic	Scenic photo
Garden Calendar	Focus on a volunteer	What is this insect?	YouTube	ServSafe Tip	Focus on DE crops	Upcoming workshops
Spraying Schedule	Spotlight on project	Farm Safety	Research	Money Saving Tips	Did you Know...	
Guess the plant	Photos of Community Service	Farm Equipment	Any program: Annouce Weekend	Recipe	Ask an Expert recap	Quotes
Plant disease lookout	4-H youth STEM	Photo of an insect	Mention a partner	Family-Childcare	Repeat anything from the week	Thank a volunteer
Time to prune, pinch, spray, etc.	Scenes from Camp	Delaware Vegetables	Wildlife/Ecology	Nutrition idea/fact	Positive poultry	Where are they now? UDCANR follow up
Photo of an insect	Alumni Follow Up	Ag Innovations		Quick Tip	Horse/Equine	
Garden Smart - introduce a tool		Any Agronomic topic	Partner shout out		Bee Buzz	
Meet a Native Plant		Meet an Agent	Any program: Annouce Weekend Event		ANY PROGRAM	ANY PROGRAM
Quick tip		Grad Student				
Impact Stories via Communications	Impact Stories via Communications	Impact Stories via Communications	Impact Stories via Communications	Impact Stories via Communications	Impact Stories via Communications	Impact Storeis via Communications

Tools and Platforms

You have to decide

- ▶ Centralize or specialize platforms?
 - ▶ Pros & cons
 - ▶ 4-H & Extension - own brands
 - ▶ Programs have own account or go under one?

Tools and platforms

Priority

- ▶ Twitter
- ▶ Flickr
- ▶ YouTube
- ▶ Professional content blogs
- ▶ Facebook
- ▶ LinkedIn
- ▶ Instagram

Maybe

- ▶ Pinterest
- ▶ Instagram
- ▶ Stakeholder blogs

Twitter



Tweets >
Following >
Followers >
Favorites >
Lists >

Tweet to Maryland Agriculture
@MdAgDept

Photos and videos >

Who to follow · Refresh · View all

- Shannon Dill @DillShannon
Followed by UD Extension a...
Follow
- Rodney Jordan @RodneyJ...
Followed by Punchline and o...
Follow
- Rehoboth SC Theatre @RS...
Followed by Jon Bleiweis an...
Follow

Maryland Department of Agriculture
Maryland Agriculture
@MdAgDept
Welcome to the Official Twitter Account for the Maryland Department of Agriculture.
Annapolis, MD & Region · mda.maryland.gov

TWEETS 4,610 FOLLOWING 639 FOLLOWERS 6,047 Following

Followed by ShoreToBeFun.com, Indiana Dept of Ag, Michael Olson and 65 others.

Tweets

- Maryland Agriculture** @MdAgDept · 5m
Congrats to Harford farmer Lee McDaniel who will be first from MD to head national soil conservation organization [baltimoresun.com/news/maryland/...](#)
View summary Reply Retweet Favorite More
- Maryland Agriculture** @MdAgDept · 1h
Governor O'Malley Names Two Members to Maryland Horse Industry Board [news.maryland.gov/mda/press-rele...](#)
Expand Reply Retweet Favorite More
- Maryland Agriculture** @MdAgDept · 2h
Training Workshops Offered for On-Farm Poultry and Rabbit Processing Certification. [news.maryland.gov/mda/press-rele...](#)
Expand Reply Retweet Favorite More
- Maryland Agriculture** @MdAgDept · 3h

- ▶ Microblogging
- ▶ Mobile friendly
- ▶ Reporters
- ▶ Legislators
- ▶ Younger demographic
- ▶ Targeted conversations

Chat it up!

Profile summary

#gardenchat
@TheGardenChat

Connect-Share-Grow with us using Twitter! Scheduled Chat Monday 9p.m. ET #gardenchat We Promote and Support Gardening
#gardenchat · connect-share-grow.com

Connect-Share-Grow.com

TWEETS **14.6K** FOLLOWING **898** FOLLOWERS **6,117** **Following**

Followed by UMD Home&Garden Info, extmastergardener, Bren and 11 others.

#gardenchat @TheGardenChat · 3h
Learn how to grow in raised beds tonight on #gardenchat on twitter 9 pm ET W/ @FranSorin
Details

#gardenchat @TheGardenChat · 3h
Last day to vote @HilaryRusso 2B the #FlowerShow #GreenRoomHost. Let's show her some #gardenchat VOTE a.pgtb.me/0f3rFV?app_dat...
Details

#gardenchat @TheGardenChat · 20h
RT @BugladySuzanne: FREE WEBINAR on bees right now learn.extension.org /events/1370 #pollinator #bees #gardenchat
Details

#gardenchat @TheGardenChat · 24h
Monday #gardenchat learn all about raised bed gardening w/ @FranSorin (9-10 pm ET) pic.twitter.com/pLXqINpNm
Details

#FoodChat
@foodchat

Monthly convo for people interested in food, those who produce it, people who need it & the nutrition involved. Join 3rd Tues., 8-10 p.m. ET.
Wherever food is grown! · agchat.org

TWEETS **7,072** FOLLOWING **17.2K** FOLLOWERS **19.3K** **Following**

Followed by New York Agri-Women, MidAtFarmCredit, Donna Shanklin and 62 others.

Tweets

- #FoodChat** @foodchat · 4m
Be sure to join us next week for #FoodChat Feb. 18th! We will be celebrating Nat'l Heart Month & talking heart health recipes/nutrition.
Expand
- #FoodChat** @foodchat · 3h
Did you know that Feb. is National Canned Food month? Do you can your own foods or purchase canned foods from the store? #FoodChat
Expand
- #FoodChat** @foodchat · 4h
Who's enjoying some #grapefruit for breakfast?! Did you know its Nat'l Grapefruit month? #FoodChat
Expand
- #FoodChat** @foodchat · Feb 7
In honor of the Opening Ceremonies, are you serving any Russian snacks or dishes? #foodchat #sochi2014
Expand

Expanded tweet from **Natalie Vink** @dairynatvink · Jan 30
You know what's the best feeling this morning! When all of your calves are drinking and happy! #agchat #agproud pic.twitter.com/XikIVYdEol
Hide photo

6:39 AM - 30 Jan 2014 · Details · Flag media

Reply to @dairynatvink

Expanded tweet from **Jolene Brown** @JoleneBrownCSP · Jan 30
@TrentHurley & Hurley & Associates had eager learners & laughers at their gr8 event in Watertown! ??? continue today via email. #agchat
Expand

Expanded tweet from **Farms.com Beef** @FarmsBeef · Jan 30
#beef #helloladies RT @FarmsNews: Super Bowl Ad Gives Farmers 'Romance' farms.com/ExpertsComment... #beauty #agchat #superbowl #chevy #silverado
Expand

Expanded tweet from **Amanda Peterka** @apeterka · Jan 30
Thanks! RT @AGreeAgPolicy: Must reading via @apeterka, ag leaders contemplate life after "farm bill hell" bit.ly/1kcEDVe #agchat
View conversation

Twitter Chats

▶ #GardenChat

Mondays, 9 p.m., EST

▶ #AgChat

Tuesdays, 8-10 p.m., EST

▶ #FoodChat

Third Tuesdays, 8-10 p.m., EST



Profile summary

 **#AgChat**
@agchat FOLLOWS YOU

A weekly conversation for folks involved in business of growing food, fuel, feed and fiber on Tues., 8-10pm ET. A project of @AgChatfound.
Global agriculture! · agchat.org

TWEETS 21.3K FOLLOWING 25.7K FOLLOWERS 40.9K [Following](#) ⚙️

Followed by Michele Walfred, American Farm Bureau, Amber Bullock and 100+ others.

 **#AgChat** @agchat · 7h
Hear ye! Hear ye! Next week we are talking Farm & Grain bin safety on #AgChat! Submit your ?'s to @agchat & join us 2/25, 8-10pmET! #gbsw14
[Details](#)

 **#AgChat** @agchat · Feb 18
RT @AlisonLBos: myagventures.com/2014/02/17/i-a.... Latest blog post for #FFAWeek! @nationalffa, check it out @agchat @AgBlogFeed @CollegiateFFA #AgChat
[Details](#)

[Go to full profile →](#)

UD Extension @UDEExtension · May 7

Day in the life of an #Ag #CoopExt agent. Teaching #FFA students tricks of the trade #FarmDE #NetDE #UDext



← ↻ 2 ★ 🗑️ ⋮

[View more photos](#)



UD Extension @UDEExtension · Apr 30

How is your lawn? #MasterGardener Workshop "All About Lawns" [ow.ly/wlz61](#) Thur. May 8 #KentDE 6:30 p.m. #NetDE #UDext

← ↻ ★ 🗑️ ⋮



UD Extension @UDEExtension · Apr 14

Go Carrie! MT @FoodBankofDE: Carrie Murphy from @UDEExtension shares her gardening knowledge w/volunteers! [pic.twitter.com/ca1NEN1EWI](#) #UDExt



← ↻ ★ 🗑️ ⋮

[View more photos](#)

UD Extension @UDEExtension · Mar 14

A 2-week old Palmer amaranth 1of 7 #FarmDe noxious weeds. Mature #weed produces 500k seeds @udcanr #UDeI



← ↻ 6 ★ 2 🗑️ ⋮

[View more photos](#)

Flickr

- ▶ Free with 1T of storage
- ▶ \$25 year for no ad pro
- ▶ Name images with keywords
- ▶ Links to websites in descriptions
- ▶ Link directly to Twitter
- ▶ HUGE SEO driver!
- ▶ Do your images show up on Google search?



Flickr accounts



- ▶ Way to organize & back up photos
 - ▶ Huge driver for website
 - ▶ Can make albums or individual pictures private, semi-private or public
 - ▶ Thousands see our content every day
 - ▶ Do not upload camera file names
DSC_101
- ▶ Delaware4h
 - ▶ Sussexcounty4h
 - ▶ Carvelud
 - ▶ UDcanr
 - ▶ UDExtension

Flickr

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UD Carvel REC

Photostream **Sets** Favorites Creations

 **Creative Commons**
170 photos

 **Delaware Ag Week 2014**
228 photos

 **McGowan Retirement-Holi day...**
32 photos

 **Master Gardeners Class of...**
31 photos

 **Master Gardener Workshop on...**
63 photos

 **LL before reno**
89 photos

 **Broad Creek**
67 photos

 **Respect the Rotation**
143 photos

 **TS Smith & Sons orchards**
26 photos

 **USDA/DDA Specialty Fruit Grant**
81 photos

 **Blueberry Trials**
90 photos

 **Fruit & Vegetable Open...**
134 photos

 **Master Gardener Open**







 **UD Delaware Agriculture**





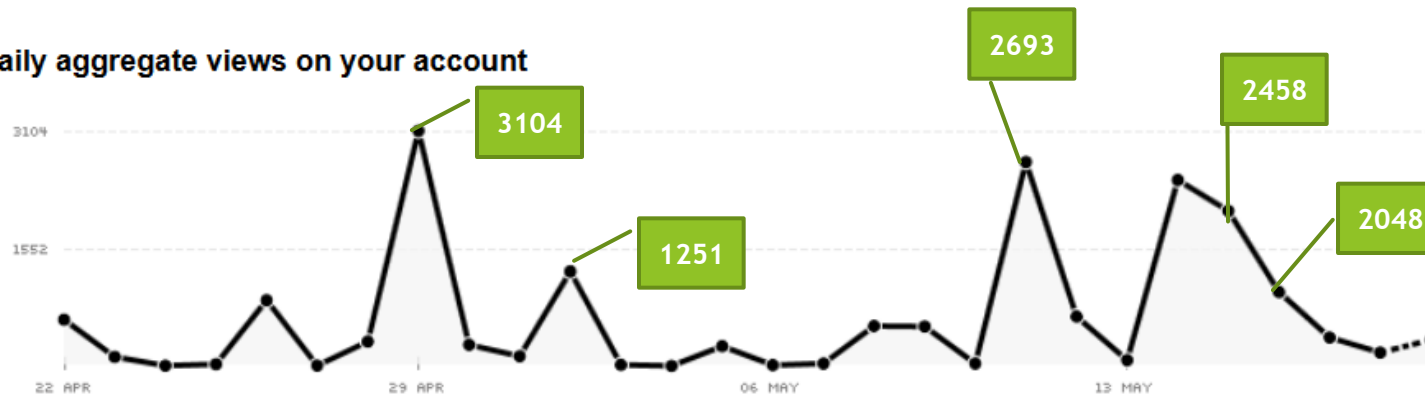
One Month - Delaware 4-H flickr



Stats for: Your account

Stats are shown in GMT, where it's currently 3.56PM on 19th May 2014 (Mon)

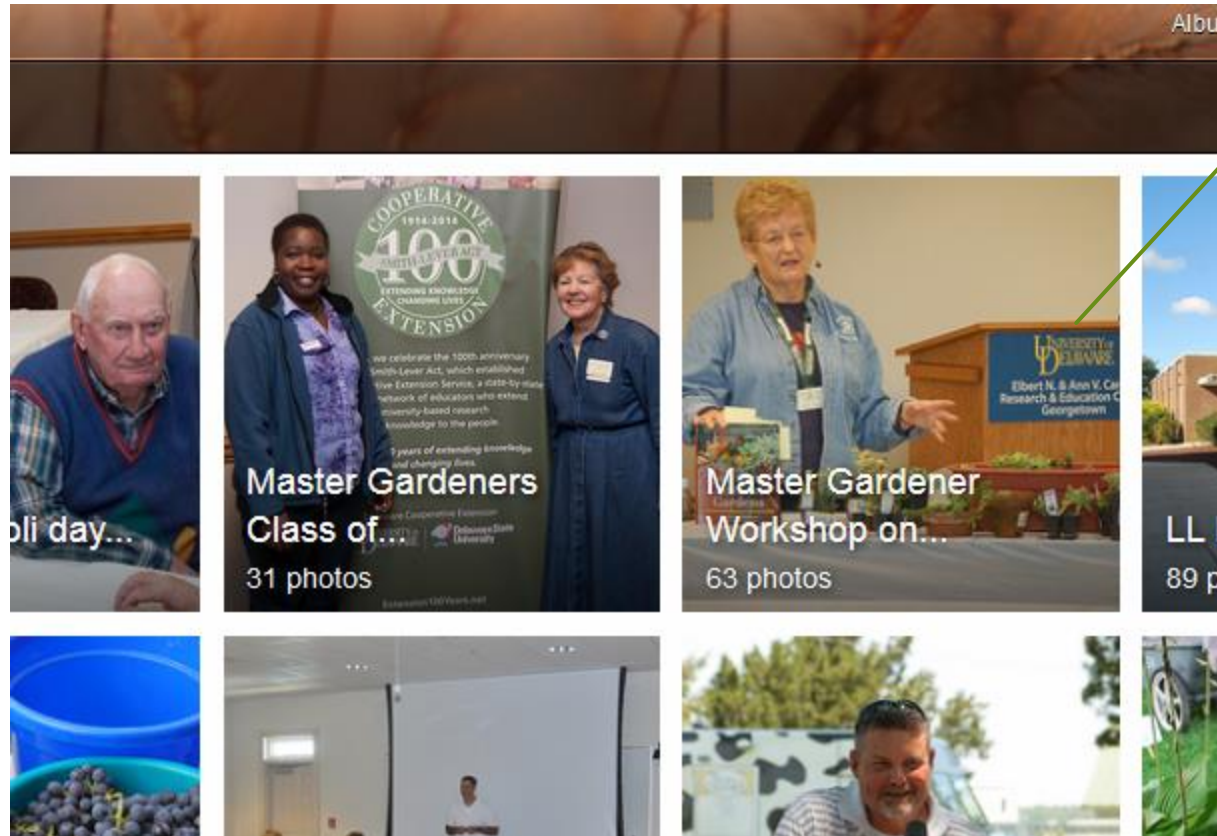
Daily aggregate views on your account



View counts

	So far today	Yesterday	All time
Photos and Videos	331	164	133,674
Photostream	3	8	2,426
Albums	14	9	2,891
Collections	0	0	0
Galleries	0	0	0
	348	181	138,991

This Master Gardener Workshop set on Fairy Gardens



108 Set Views
68 photos



University of Delawar...

A miniature garden in a hypertufa pot
Yes, Master Gardeners teach the public how to make hypertufa pots also! Check for our summer workshops!
extension.udel.edu/lawnngarden

157 views October 11, 2013

All Rights Reserved



Add a comment



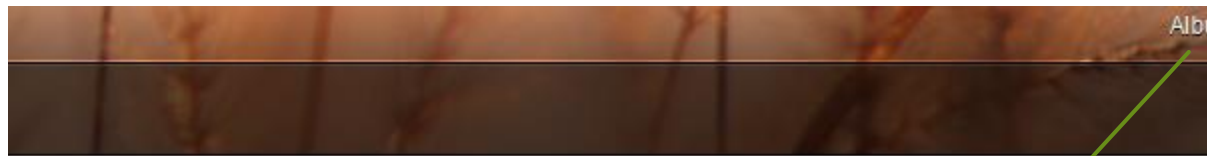
Tags

- + Add Tag miniaturegardens
- fairygardens fairies
- mastergardeners
- DelawareCooperativeExtension #UDEL
- #DSU workshops gardening
- volunteers delaware

People

+ Add Person

This Master Gardener Workshop set on Fairy Gardens



Individual images for this one set = 5,766 views



Flickr success

- ▶ Rename everything at upload to keywords
- ▶ Tag photo
- ▶ Use “description” area to post links to our website on key images
- ▶ Great photos >>>creative commons
 - ▶ Give them something to share!



University of Delawar...

Seedless Watermelon Study
[extension.udel.edu/ag/vegetable-fruit-resources/Gordon Johnson and Donald Siebrit](https://extension.udel.edu/ag/vegetable-fruit-resources/Gordon_Johnson_and_Donald_Siebrit)
Year one of 2 year DDAUSDA specialty crop block grant

0 views June 5, 2014

All rights reserved

☆ Comment Share

Add a comment

Tags

+ Add Tag watermelon Agriculture delaware seedless pollination

People

+ Add Person



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Twitter
(CarvelUD)



Tumblr

[share preferences](#) | [more ways to share](#) ▼

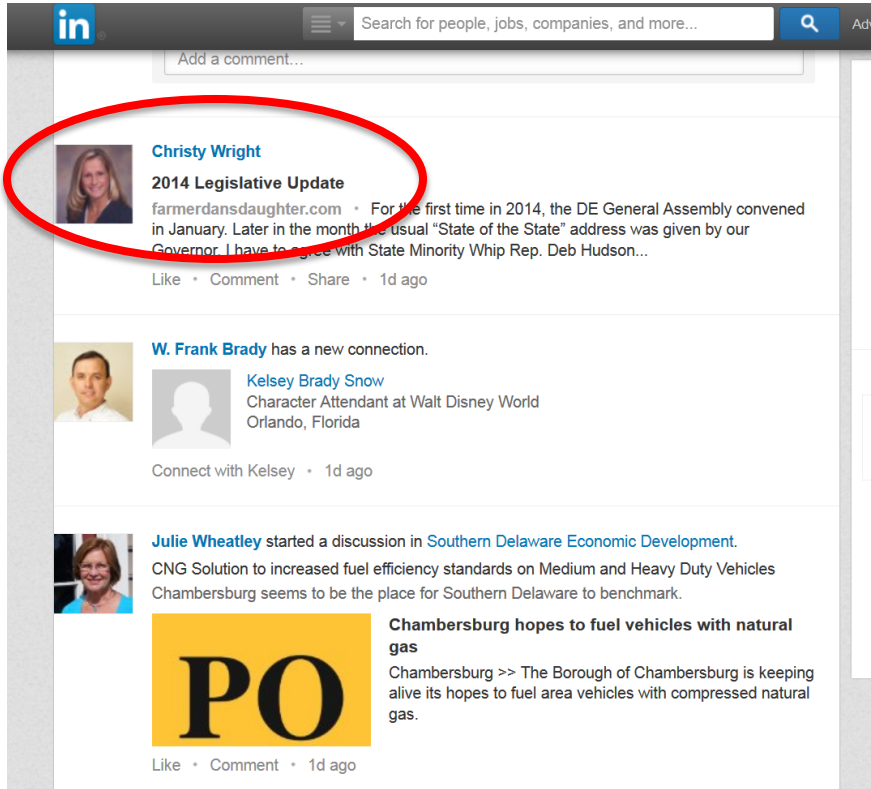
▶ [Grab the link](#)

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3

LinkedIn (B2B – Peer to Peer)





in Search for people, jobs, companies, and more... Ad

Add a comment...


 **Christy Wright**
2014 Legislative Update
farmerdansaughter.com · For the first time in 2014, the DE General Assembly convened in January. Later in the month the usual "State of the State" address was given by our Governor. I have to agree with State Minority Whip Rep. Deb Hudson...


Like · Comment · Share · 1d ago

 **W. Frank Brady** has a new connection.

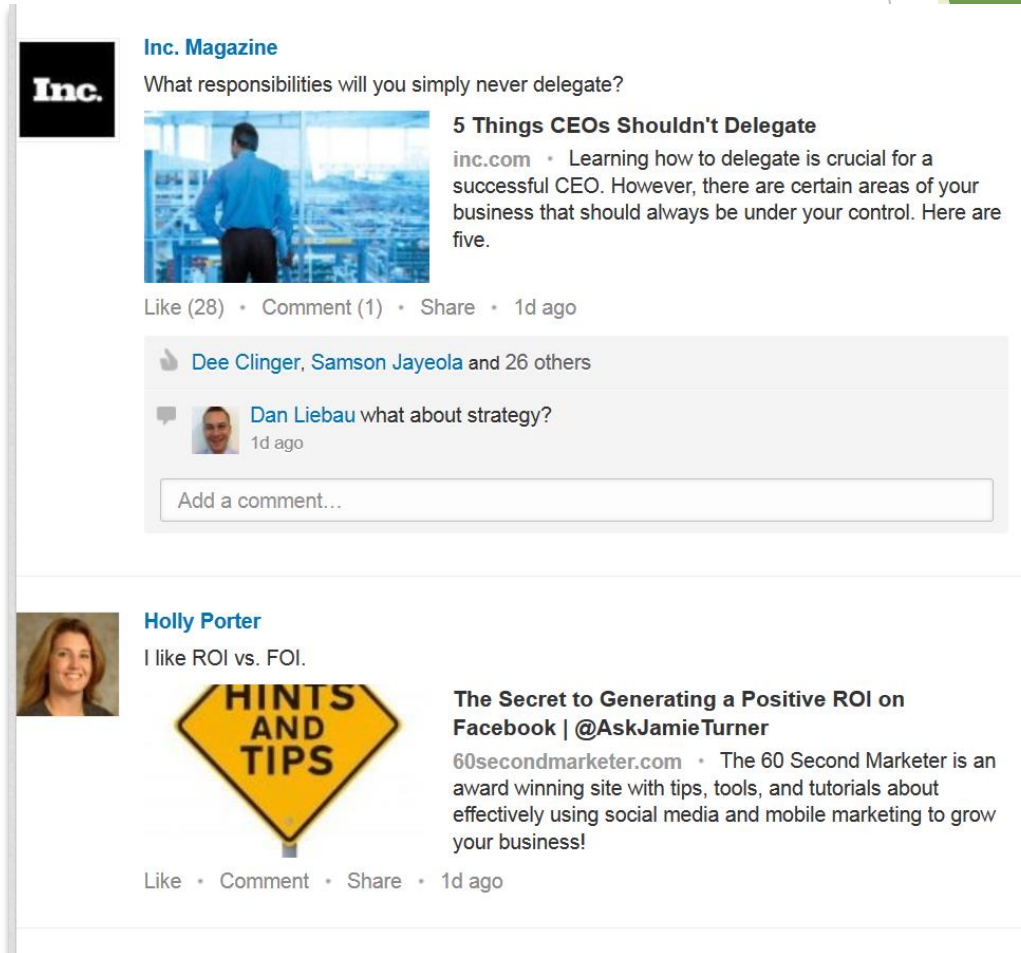
 **Kelsey Brady Snow**
Character Attendant at Walt Disney World
Orlando, Florida


Connect with Kelsey · 1d ago


 **Julie Wheatley** started a discussion in [Southern Delaware Economic Development](#).
CNG Solution to increased fuel efficiency standards on Medium and Heavy Duty Vehicles
Chambersburg seems to be the place for Southern Delaware to benchmark.

 **Chambersburg hopes to fuel vehicles with natural gas**
Chambersburg >> The Borough of Chambersburg is keeping alive its hopes to fuel area vehicles with compressed natural gas.


Like · Comment · 1d ago




 **Inc. Magazine**
What responsibilities will you simply never delegate?


 **5 Things CEOs Shouldn't Delegate**
inc.com · Learning how to delegate is crucial for a successful CEO. However, there are certain areas of your business that should always be under your control. Here are five.


Like (28) · Comment (1) · Share · 1d ago

 Dee Clinger, Samson Jayeola and 26 others

 **Dan Liebau** what about strategy?
1d ago

Add a comment...

 **Holly Porter**
I like ROI vs. FOI.

 **The Secret to Generating a Positive ROI on Facebook | @AskJamieTurner**
60secondmarketer.com · The 60 Second Marketer is an award winning site with tips, tools, and tutorials about effectively using social media and mobile marketing to grow your business!

Like · Comment · Share · 1d ago

Instagram

- ▶ Photo driven
- ▶ Youth audience
- ▶ Hashtags!
- ▶ Simple to use
- ▶ Comments
- ▶ Allows re-posts to Tumblr, Twitter, Facebook, Flickr



Pinterest

fruits and veggies



English (US)

Come on in!

Join Pinterest today...it only takes like a second or so.

Rose Ogutu, Allison Hopkins and 79 other friends use Pinterest.



Join Pinterest

Log in

CARROTS
CELERY
CHERRIES
EGGPLANT
GRAPES
JALAPENOS
LEAFY GREENS
ZUCCHINI

KIWI
MELONS
ONIONS
PEARS
PEACHES
PINEAPPLE
POTATOES

storing fruits and veggies

40 likes

Osunlade Daphne Edwards-Emi
home tending and cool ideas

Buy's Frozen Fruits and Veggies

2 likes

Aleda Warren
Health & Nutrition

Becki Gailey
@Jacki Abernathy

Sprouts
Yellow squash
Zucchini

Potatoes
Spaghetti squash
Tomatoes

*Store these items in the refrigerator once they ripen.

Fruit and veggie storage. #helpful

45 likes

Morgan Messick
Health & Fitness :)

52 likes

Robyn Albert
Snacks



Fruits and Veggies in Season

54 likes

Tanya
Fitness And Health



yummy and healthy fruit and veggie toast

72 likes

April Sapp
yummy!!



from Refinery29

The Best Fruits & Vegetables To Eat In The Winter

The BEST fruits and veggies to eat this winter



Paleo fruit and veggies

42 likes

The Paleo Network
Fruit, Vegetables and Fresh Pro...

GRAPEFRUIT
Organic grapefruit is rich in antioxidants and is a good source of vitamin C. It is also low in calories and fat.

HOT PEPPERS
Hot peppers contain a chemical called capsaicin which causes a pain-relieving effect. This means that when you eat hot peppers, you can feel a burning sensation that can help reduce pain.

BANANAS
Bananas are one of the most popular fruits and are a good source of potassium. They are also a good source of fiber and can help with digestion.

AVOCADO
Avocados are a good source of healthy fats and are also a good source of fiber. They are also a good source of potassium and can help with blood pressure.

APPLES
Apples are a good source of fiber and are also a good source of antioxidants. They are also a good source of vitamin C and can help with heart health.

ONIONS & GARLIC
Onions and garlic are good sources of antioxidants and can help with heart health. They are also a good source of fiber and can help with digestion.

WATERMELON
Watermelon is a good source of water and is also a good source of antioxidants. It is also a good source of vitamin C and can help with heart health.

ORANGES
Oranges are a good source of vitamin C and are also a good source of antioxidants. They are also a good source of fiber and can help with digestion.

LEAFY GREEN VEGGIES
Leafy green vegetables are a good source of fiber and are also a good source of antioxidants. They are also a good source of vitamin C and can help with heart health.

Healthy fruits and veggies

28 likes



from BuzzFeed

Giant Fruits And Veggies



Fruit and Veggies

27 likes

Donna P
Our amazing world!



Encourage Engagement!

Ask for opinions!

Respond on comments!



ReBlinged
February 4

List TWO THINGS you LOVE about this room. And ONE THING you don't care for.

(Country Living Magazine: this was once the hull of a boat)!



Like · Comment · Share 1

80 people like this.

View previous comments 2 of 98

Pam SC Hatfield Love the color and lightness in the room. Don't care fore the open ceiling.
February 15 at 11:47pm · Like

Helen Duffett LOVE that it is a re-purposed hull. Love the colours. I would not choose to remove access to the windows and the view - I'd swap the single chair and big couch around. LOVE LOVE LOVE
Yesterday at 2:53am · Like

Write a comment...

FACEBOOK PAGES



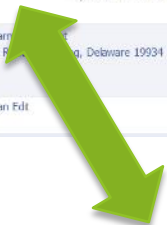
Fifer Orchards
★★★★★ (1,037 ratings)
8,458 likes · 143 talking about this · 7,487 were here

Farm · Market · Fair
1919 Albion Mills Rd., Delaware 19934
(302) 697-2141

Community Supported Agriculture

8,458 Likes

Photos Likes Events Map



Fifer Orchards
@fiferorchards
FOLLOWING YOU

Farm Market featuring homegrown fruits and veggies, bakery, ice cream, unique specialty foods, CSA, festivals and events.
Camden-Wyoming, DE fiferorchards.com

TWEETS 1,036 FOLLOWING 803 FOLLOWERS 1,973

Following

Followed by Punchline, DE Community Found., brandon and 100+ others.



Delaware Department of Agriculture (DDA)
★★★★★ (9 ratings)
854 likes · 13 talking about this · 31 were here

Government Organization
2329 South DuPont Highway, Dover, Delaware 19901
(302) 698-4500
Today 8:00 am - 4:30 pm

854 Likes

Photos Likes Map Events



Delaware Department of Agriculture (DDA)
February 13 · 16

State offices in New Castle and Kent counties are closed today due to the storm. Offices in Sussex open at 10 am. Please stay safe!

Like · Comment · Share

Delaware Department of Agriculture (DDA) shared a link.
February 11 · 16

Just nine days left to register & attend the regional Women in

14 Friends
Like Delaware Department of Agriculture (DDA)

Invite Your Friends to Like This Page

John Passwaters
Marlyn Webb

- ▶ Happy smiling people
- ▶ Recipes
- ▶ Guessing games
- ▶ What do you think?
- ▶ Fill in the blank
- ▶ Caption this

 **UD Cooperative Extension**
July 28, 2013

Betsy Morris, Extension agent in Family Consumer Science, demonstrated a delicious and healthy Spinach and Cilantro Salad! Many came up to us the next day and raved how delicious it was!
— with Betsy Morris.








Like · Comment · Share 35 7 1

582 people saw this post Boost Post

Admin Panel

Posts · Notifications

Use Facebook as:

-  Carvel Research and Development
-  Kent County 4-H
-  New Castle County 4-H
-  Thomas Nast
-  **UD Cooperative Extension**

Create Page

Manage Pages

Create Ads

Manage Ads

Activity Log

Settings

Log Out

Help

[Edit Page](#) [Build Audience](#) [See Insights](#) [Help](#) [Hide](#)

- Update Page Info
- Edit Settings
- Manage Admin Roles
- Use Activity Log
- See Banned Users...

Use Facebook as UD Cooperative Extension

[Boost Post](#)

[Boost Post](#)

[Boost Post](#)

Add Pages

Invite Friends

Pages to Watch

[Add 5 Pages](#)

Track the progress on any Pages you want to watch. You'll see how many likes they get so you can keep up.



Susan Passwater

[Invite](#)



Carole Vincent

[Invite](#)



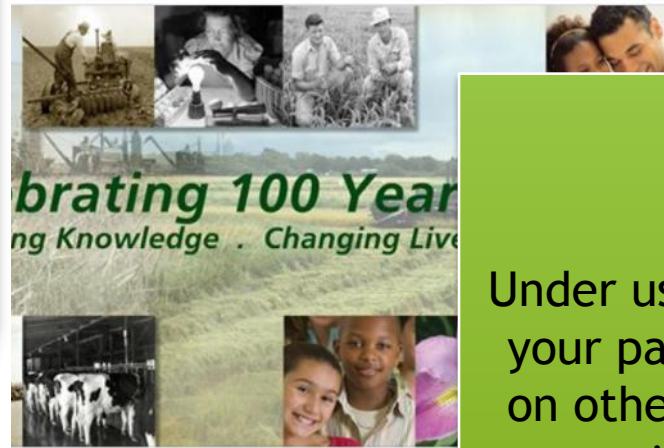
Sydney Young Rigg

[Invite](#)



James Keegan

[Invite](#)



Celebrating 100 Years
of Knowledge . Changing Lives

UD Cooperative Extension#



UD Cooperative

[Update Page Info](#)

[Liked](#)



346 likes 2 visits



Reach a new milestone

500 Likes

[Promote Page](#)

Under used feature. Use your page to comment on other pages as your page, i.e., news story



Delaware 4-H Youth Organization

Timeline About Photos F

PEOPLE

★★★★★
720 likes 9 visits

Reach People Nearby
Reach up to 130,000 people near Newark

Status

What

Delawa
Posted

Delaware 4-H
Posted by Michele Dorsey Walfred [?] · June 18

Congratulations to Emma Rider, who was named as the National First Place winner of the Jefferson 360 Award for Public Service last night in Washington, D. C. Emma is well-known for her tireless work to provide clean drinking water to remote locations all over the world. Emma you have made Delaware and @4-H very proud!



Unlike · Comment · Share 22 Shares

Delaware 4-H, Nancy Bennett Freebery, Nikki Mowbray, Elaine Zeitler Webb and 71 others like this.

Write a comment...

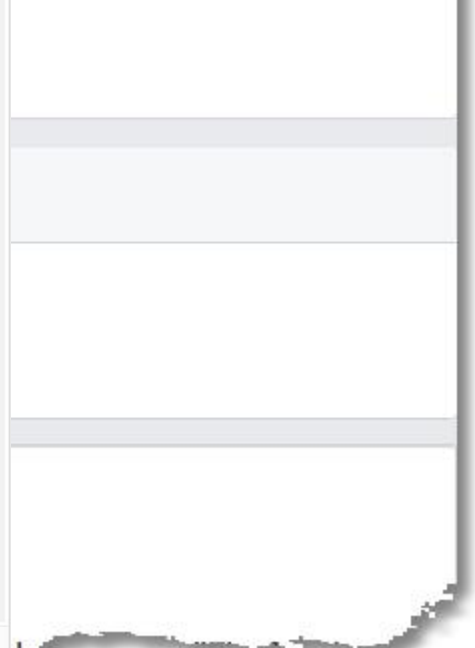
Cheryl Twilley Coffin Again, you are a big STAR!!! We are so proud to know you.
Like · Reply · 2 · June 18 at 12:58pm

Danny Tarigan Congratulation from Indonesia 4-H Movement. See you in Bali
Like · Reply · 2 · June 18 at 10:35am

View 5 more comments

2,757 people reached

Boost Post



Facebook engagement is weighted

- ▶ #1. Your content is “shared.”
- ▶ #2. People comment on the content.
- ▶ #3. Thumbs up & “Like” the post.
- ▶ Smiling but moving on is not helpful at all~
 - ▶ If the person doesn’t engage, they may not see your posts again, even if they like your page!
- ▶ Stakeholder and staff to “engage” with your posts. Just don’t ask them to do it on Facebook.
- ▶ Why Throwback Thursday is so popular

Which apple photo is better?



Facebook ideas

Ask questions


 **Pepper's Greenhouse**
September 15, 2013

I think in honor of the the beautiful fall like weather this weekend, the plant IDs this week are going to be all berries. So what are these bright white berries on?




Like · Comment · Share 5 9

A touch of humor

 **Pepper's Greenhouse**
January 24


We are now selling 4" pots of snow balls, call for availability!!




Like · Comment · Share 4

89 people like this.

View 15 more comments

 **Lori L'Armand** You guys are Gnny!
January 24 at 11:30pm · Like

 **Faye Henderson Drake** I'll take a yard full if the price is right.
January 25 at 6:54am · Like

Write a comment...

Facebook's new algorithms

Do

- ▶ Vary your post types
- ▶ Vary times
- ▶ Comment on other stories as your page. Thank supporters!
Congratulate people!
- ▶ Tag other pages, businesses & elected officials
- ▶ Have multiple administrators/content editors
- ▶ Use hashtags!

Don't

- ▶ Ask people to “like”
- ▶ Ask people to “share”
- ▶ Post the same url
- ▶ Ignore your page
- ▶ Don't link Facebook to Twitter

C.O.P.E. with BLOGS

Google's e-blogger

- ▶ Free
- ▶ Easy to use
- ▶ Many themes
- ▶ Can use as a webpage
- ▶ Google Analytics
- ▶ Social media sharing
- ▶ Can replace websites if no online commerce is desired - Esty

WordPress

- ▶ Free
- ▶ Premium domains available!
- ▶ Many themes
- ▶ WordPress Analytics
- ▶ Social media sharing/republishing
- ▶ Can replace websites – eCommerce available

Farmer Dan's Daughter

Connecting Agriculture, Family, Food, Health, & Policy

Home About Christy Aussie Pups Wedding Recipe of the Season



FEBRUARY 18, 2014

2014 Legislative Update

For the first time in 2014, the DE General Assembly convened in January. Later in the month the usual "State of the State" address was given by our Governor. I have to agree with State Minority Whip Rep. Deb Hudson (R). Why wasn't our #1 industry mentioned? Take a listen below (it's a 9 second clip).

Rep. Hudson said she was surprised that a speech that was expected to focus on economic development did not mention the state's number one industry...

Is there a state agricultural policy agenda for the upcoming year? As of today, Feb 18, there has been no Agricultural Committee meeting scheduled or held this year in either chamber. There are many agricultural related bills being held over from the last session including the "Right to Farm Bill" (HB 65) and at least 2 bills related to agricultural license plates and special tags. One of these, HB 122, did pass both Houses on Jan. 30, 2014. This bill would allow farmers who have a farm vehicle that is used within a 20 mile radius of their farm to register their vehicle with DMV. The "FV" tag would replace the white plastic "Farm Vehicle" tags. The FV tag fee is \$10 which is comparable to what the "Farm Vehicle" tags sell for. A vehicle with an "FV" tag would be exempt from inspection.

I also have to admit, the "clean water initiative's" our Governor mentioned several times in his address make me nervous. Details from DNREC haven't been released yet. The Governor also released his budget proposal a few days later, in which he proposed a \$8 million funding cut to the State's Farmland Preservation program. The cut would leave \$2 million for the fund.

In recent days, Rep. John Atkins, Chair of the House Agricultural Committee, proposed a toll for west Rt. 404 instead of the 10 gas tax, which the Governor proposed in his address. It was all over the media yesterday, including tv and radio (WBOC, WMGT, and 105.9). Our family farm businesses operate on Rt. 404, which include a retail produce stand, creamery, and daily farm operations. If this becomes seriously considered (it sounds like a just an idea at this point), let's pray that our customers don't bypass Rt. 404 to avoid the toll. Let's also hope that the toll booth doesn't go in directly across from one of our retail operations. I'd also like to hear what Rep. Dave Wilson, Sen. Brian Pettyjohn, or Sen. Gary Simpson have to say (Rt. 404 west is split by District 18 & 19), since this is their district! Sen. Pettyjohn released a YouTube video recently, centered on ag issues and not supporting the proposed gas tax hike or cut to farmland preservation dollars, but it offered no alternative options and it came out before Rep. Adkin's toll proposal. See the YouTube mash-up below. The legislative session doesn't reconvene until late March. More to come and hopefully an Ag Committee meeting date?!?



Christy Vanderwende Wright



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Aussie Pups

About Christy

Wedding

In Memory

Twitter

RT @ASA_Soybeans: No, GMOs Won't Harm Your Health, via @MotherJones @FarmPolicy owo/ytkm99 1 day ago

RT @animtag: We're one org. that knows farmers tell the story best. Mad props to @AgProudRyan for challenging @ChipotleTweets: http://t.co... 1 day ago

2014 Legislative Update wp.mpiY15c-dM 1 day ago

RT @FarmerBosher: This farmers response to Chipotle's marketing...

MAY 25, 2013

Are you Farmer's Market Ready?

A sure sign of spring and summer is farmers markets, many of which have begun already this year. Little Wagon Produce has been busy with two so far-the Milton Farmer's Market on Friday afternoon and the Riverwalk Farmers Market, which is in downtown Milford every Saturday morning. This week was the return of the Georgetown Farmers Market which is on Wednesday afternoons.

I always look forward to returning to the Riverwalk Farmers market every spring because we're amazed at the loyalty of many of our customers year after year. Many of our regulars ducked showers last weekend to see us and to find Mother's Day flowers or produce. The past 2 weekends, I've received many of the same questions such as "Do you have sweet corn yet?" and "Are the straw-berries local?" These are great questions and it always helps when the farmer is right there to answer. Anytime my Dad visits the market he is usually surrounded by inquiring customers about the food he grows.



Farmer Dan on right. It's rare to see him at the market but the customers love to talk to him! He's usually in the field picking the produce or keeping the irrigation going.

Sometimes I take this chart, made by the DE Dept. of Ag, to offer customers insight about the growing season in Delaware. It helps a customer understand that sweet corn is never ready in Delaware until the last week of June or thereafter. So please don't believe any of the false advertising you may see!!! I can also assure you that almost all produce will be a little later than normal this year because of the cold wet spring. No straw-berries have been local until this past weekend. I know this confuses customers because last year the weather was extremely mild and straw-berries came on early. I try to remind customers that farmers are always at the mercy of Mother Nature. Here are some more tidbits to help you be "farmers market ready":

- **Bring cash!** Many vendors are small businesses and cannot afford the fees accompanied with credit card machines.
- **Bring your own bags!** The recyclable grocery bags work great for this! By doing this, you will help the environment and help us because plastic bags are an additional expense to vendors that we usually do not pass on to the customers. We even have to pay more and go out of the way to find heavy-duty plastic bags to hold a dozen ears of sweet corn.
- **Bring a friend!** Word of mouth is the best marketing for us!
- **Don't be afraid to ask!** Many markets have an information booth or a "Market Manager" to oversee the routine each week. Some markets even have a bell that rings before you can sell anything (Milton).
- **Spread the love!** Hopefully you will find more than one vendor to patronize. In Milford, there are many wonderful downtown businesses such as **Dolce Coffee Shop**, **Blooming Boutique**, and **Georgia House Restaurant**.
- **Bring your smile!** Many vendors love to talk and engage their customers, including us.
- **Stay updated!** Many thought the market was canceled last Saturday because of the rain but we were open. Check to see if your local market has a Facebook page and/or website.

Thank you to all our loyal customers who already know the ropes! And for all the newbies, I hope to see you soon! For a market near you, see the 2013 Farmer's Market Directory [here](#).

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Time Management

- ▶ Start with one or two platforms
- ▶ Don't try to do them all
- ▶ Schedule in advance – Facebook you can do this inside your page
- ▶ Hootsuite is a platform that allows you to keep all of your social media in one place and schedule them
- ▶ Family members – mature teen – or family member
- ▶ Hire a social media manager
- ▶ Elevate a special volunteer!
- ▶ Determine who your audience is – what are you trying to achieve – pick the best platform for that audience



Sticking your head in the sand...



only makes it easier for everyone else to kick you
in the rear!

Old & New Arguments

Old/Cons

- ▶ “I prefer sending out postcards.”
- ▶ “I don’t have the time to Tweet!”
- ▶ “My constituents don’t use Facebook or Twitter”
- ▶ “Too many inquiries!”

New/Pro

- ▶ SM fulfills USDA/Civil Rights “All Reasonable Efforts”
- ▶ Communication staff will do it for you!
- ▶ “But funders and future constituents do!”
- ▶ Website? Fact Sheets? Blogs? These get attention too!

Suggestions - TRANSPARENCY

Animal Agriculture Alliance External

Breeding/Gestation Barn



roseacre.com/cagesafe
Realpigfarm.com



Live webcams can counter disturbing images

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A DAIRY GODDESS'S BLOG

Feeds: Posts Comments

3rd Generation Dairy Farmer wanting to share where your dairy products come from!



3rd Generation Dairy Farmer wanting to share where your dairy products come from!

Dairy Goddess And All Farmers Celebrate Food Day. Everyday!

October 26, 2011 by dairygoddess

In today's day and age I am happy that so many consumers want to know where their food comes from and how it affects the environment. With that, so many with other agenda's disparage modern farming practices.

As a dairy farmer, we are committed to our environment. I mean we drink the water, we breathe the air, and we eat from its soil. Why wouldn't we be?

VOTED TOP 50 FARM BLOGS



FOODIE PUBLISHER

<http://feedyardfoodie.wordpress.com>
<http://kansascattleranch.blogspot.com>

<http://dairygoddess.wordpress.com>
<http://agricultureproud.com/>

Participating families to tell their stories – i.e., blog

Websites to Google

- ▶ Common Ground www.findourcommonground.com
- ▶ U.S. Farmers & Ranchers Alliance <http://usfraonline.org/>
- ▶ Farmers Feed Us <http://www.farmersfeedus.org/>

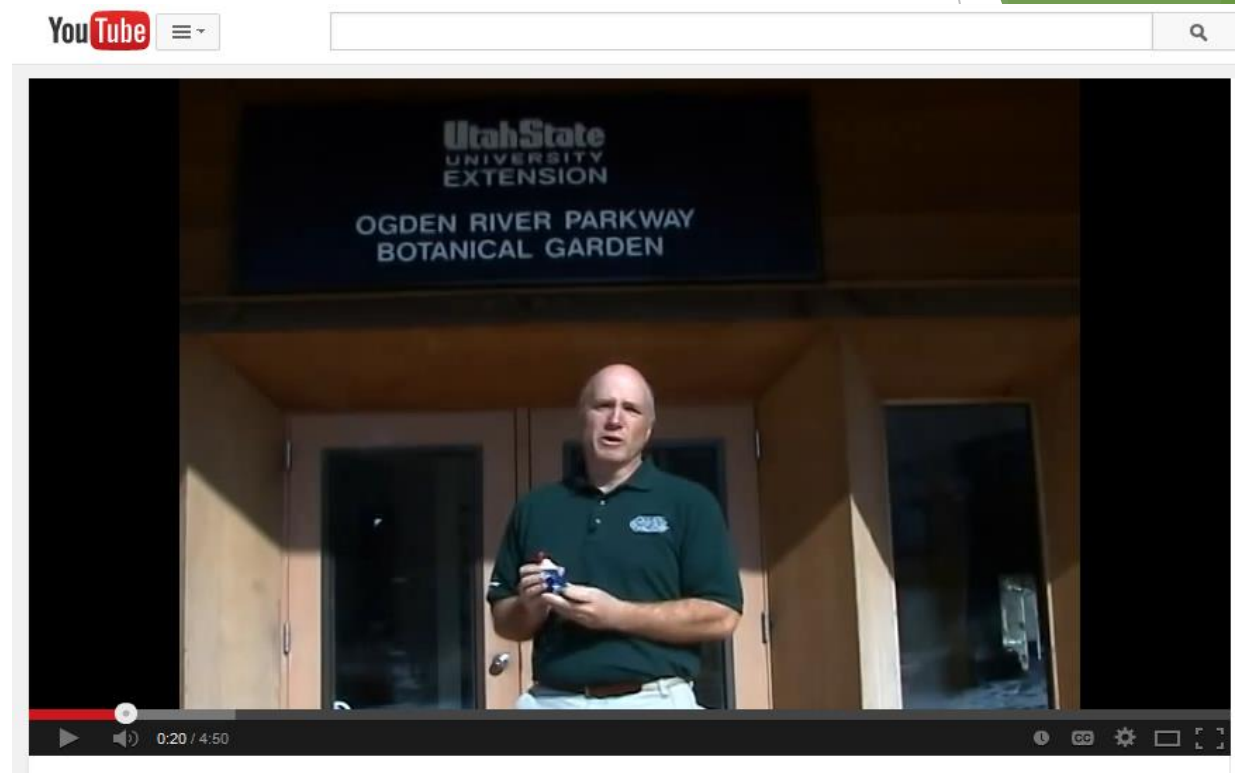


In Summary

- ▶ For Ag Literacy - motivate stakeholders
- ▶ Step outside the bubble
- ▶ Extension - single or multiple voices
- ▶ Decide on two platforms and study trends/best experts
- ▶ Delegate the labor - tap into volunteers
- ▶ Schedule posts
 - ▶ Built in on Facebook
- ▶ Use tools
 - ▶ Hootsuite free, pro, enterprise
 - ▶ Google Analytics
- ▶ Don't take yourself too seriously on social media

Have Fun

- ▶ <http://www.youtube.com/watch?v=D0foMKAxCww>
- ▶ Utah Extension



IF YOU DO
WHAT YOU'VE
ALWAYS DONE
YOU'LL GET
WHAT YOU'VE
ALWAYS GOTTEN

ANTHONY ROBBINS

“You are what
you share”

~ C.W. Leadbeater, We Think: The
Power of Mass Creativity



Questions?

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