



Social Media to Enhance Competitiveness of Small Farmers in South Florida

Advancements in technology and social media have become pivotal industry tools for work forces across the world impacting large and small businesses that include small scale farmers. In 2014, a project was delivered to South Florida farmers to teach the basics of managing marketing risk with a special focus on social media strategies.

Because of the increased use of social media by the average U.S. consumer, farmers and ranchers in many areas were lagging in using these innovations to promote their own products and services. These farmers were limited in activities to directly engage their customers and evaluate their product's popularity among consumers.

In response, the University of Florida Tropical Research and Education Center developed a project that helped farmers understand innovations with social media and successful strategies to enhance farmer and rancher marketing efforts. This project taught 101 South Florida farmers how to use social media as a marketing strategy to connect with customers and make their products part of the consumer's conversation. To accomplish this task, a total of four workshops were taught to the producers of fruits, vegetables, and ornamental plants in Miami-Dade County.

As a result of this project, participants learned the important features offered by the three main social media outlets (Facebook, Twitter, Instagram) and received hands-on training to create their own accounts. Farmers were excited to grasp this method of technology allowing them to travel a different path of marketing their products. All 101 participants developed a social media account using at least one of the social media platforms to market products.

The Southern Extension Risk Manage Education Center ([SRMEC](#)) seeks to empower the strengths and skills of farmers and ranchers across the Southern region to more effectively manage risks of operating in the diverse agricultural sector. To learn more about this SRMEC funded project visit this link: [Social Media Marketing for South Florida Farmers](#)



*"Before attending the series of workshops
I was overwhelmed by the idea of using
social media to promote my business, now
I am comfortable doing so..."*

-Florida Farmer



Empowering Producers to Manage Risks



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Agriculture

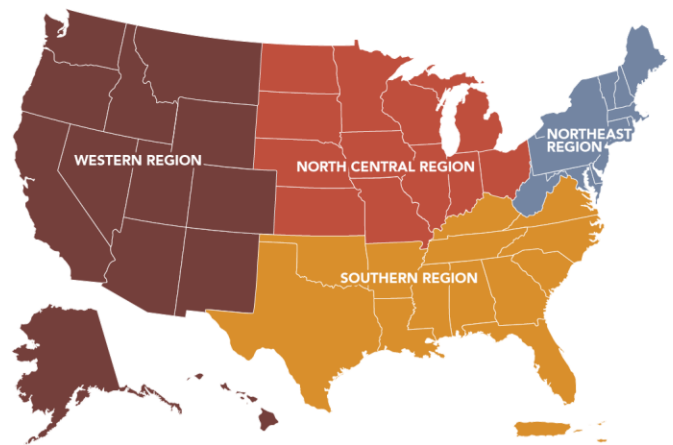
National Institute
of Food and
Agriculture

“Educating America’s farmers and ranchers to manage the unique risks of producing food for the world’s table.”

Extension Risk Management Education (ERME) is delivered through four regional centers that provide grant funding and leadership within their regions.

Projects are producer-focused, results-based and encourage public-private partnerships. Funded projects must identify targeted results that will help producers manage risk and then describe how the project will measure those results.

Extension Risk Management Education has funded innovative programs that have generated tangible results for producers in every state. ERME is committed to funding results, providing transparent accountability, and encouraging collaboration. View the accomplishments of all funded projects on our website.
<http://ExtensionRME.org>



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