



Thank you for joining us!  
We will begin shortly.

¡Gracias por estar con  
nosotros!  
Comenzaremos en breve.

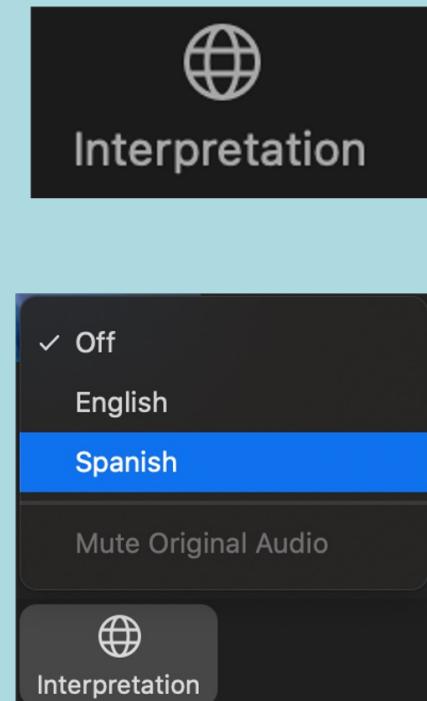
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# Listening to Language Interpretation in Zoom

## Activar la interpretación de idiomas en Zoom

1. In your meeting controls, click Interpretation
2. Click the language that you would like to hear
  - a. If you select Spanish, by default you will hear the Spanish translation at 80% volume and the English at 20%. Check the option “Mute Original Audio” if you only want to hear the Spanish translation.
    - If you wish to listen to the webinar in English, you do not have to take any action.
    - You cannot listen to language interpretation if you use the dial-in or call me phone audio features. You must join the meeting audio through your computer audio/VoIP.



1. En los controles de reunión, hacer click en interpretación (traducción)
2. Seleccionar el idioma que desea escuchar
  - a) Si elije español, por defecto va a escuchar el volumen de traducción al 80% y el audio original al 20%. Si desea solo escuchar la traducción seleccione la opción “silenciar audio original.”
    - Si desea escuchar el webinar en Ingles, no es necesario realizar ninguna acción.
    - No podrá escuchar la interpretación (traducción) si está usando las funciones de audio de marcado o de llamada en su teléfono. Tiene que unirse a la reunión por medio de una computadora/VoIP con función de audio.

# Using Social Media to Market Your Ag-based Business

Uso de las redes sociales para  
promocionar su negocio agrícola

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# KEEP IN TOUCH!

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**Lauri M. Baker**

*Associate Professor, Department of Agricultural Education and Communication*  
352-273-2093  
[lauri.m.baker@ufl.edu](mailto:lauri.m.baker@ufl.edu)

# Today's Presenters

- **Lauri M. Baker**
- Associate professor **Profesora asociada**
- University of Florida **Universidad de Florida**
- Agricultural education & communication **Educación y comunicación agrícola**
  
- **Olivia Doyle**
- M.S. agricultural communication **Maestria en comunicación agrícola**
- University of Florida **Universidad de Florida**

# Translators & Team

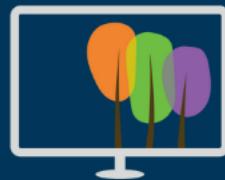
## Interpretes y equipo

- Fredy Ballen 
- Vanessa Vassilaros 
- Victor Contreras 
- Lourdes Cordero 
- Trent Blare 

- Meredith Oglesby
- Michaela Kandzer
- Aly Morrison



SOUTHERN  
**EXTENSION**  
**RISK**  
**MANAGEMENT**  
**EDUCATION**



Center for Rural  
Enterprise Engagement



Tropical Research &  
Education Center

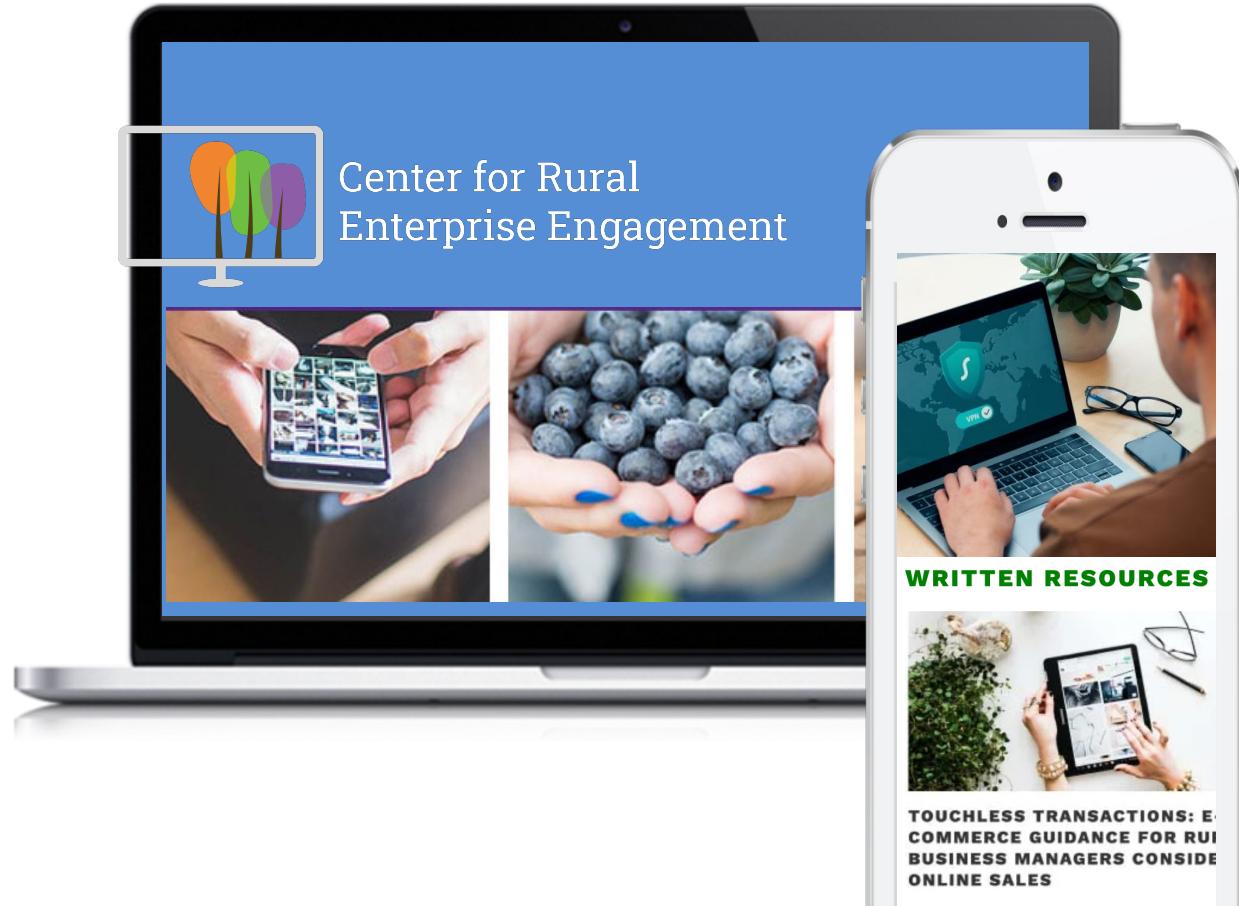


Center for  
Public Issues Education



National Institute of Food and Agriculture  
U.S. DEPARTMENT OF AGRICULTURE

# Objectives for this section



Introduce you to CREE  
Te presentamos a CREE



Winning with social media  
Ganar con medios sociales



Recent research  
Investigación reciente



Continue learning  
Continua aprendiendo

# The Center for Rural Enterprise Engagement

## Centro para el compromiso de la empresa rural



we know rural **growers**



Research  
Investigación

Conduct research related  
to online marketing for  
rural, agricultural  
enterprises

Realizar investigaciones  
relacionadas con el  
mercadeo en linea para  
empresas agricolas rurales

&



Equip  
Equipar

Translate and share research-  
based information to help  
enterprises become more  
profitable in this digital age.

Traducir y compartir informacion  
basada en investigacion para  
ayudar a las empresas a ser mas  
rentables en la era digital.

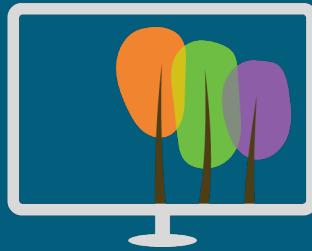
# THE CREE Founders: Transdisciplinary



Dr. Cheryl Boyer  
Horticulture

Dr. Hikaru Peterson  
Applied Economics

Dr. Lauri Baker  
Agricultural Communications



Center for Rural  
Enterprise Engagement

# Multi-institutional

**UF** | UNIVERSITY *of*  
**FLORIDA**

**KANSAS STATE**  
UNIVERSITY



UNIVERSITY OF MINNESOTA

Our goal is to **make research-based knowledge discoverable and accessible** to individuals, businesses, and communities to foster positive changes to rural livelihood. We do so through supporting the mission of the land-grant institutions.

Nuestra meta es **hacer que el conocimiento basado en la investigación sea accesible y detectable** para las personas, empresas y comunidades para fomentar cambios positivos en la comunidad rural. Esto se realiza apoyando la misión de las instituciones de concesión de tierras.

# Mission



# Traditional Marketing Methods

## Métodos tradicionales de Mercadeo

Newspaper **Periodico**

Yellow Pages **Paginas Amarillas**

Radio **Radio**

Sports Programs (print) **Programas deportivos**

Direct Mail **Correo Directo**

Youth Teams (t-shirts) **Equipos juveniles**

Billboard **Carteles**

Signage at Business **Anuncios en negocios**

# New-Media (Digital) Marketing Methods

- Website **Sitios Web**
- Google Place
- E-Newsletters **Periódicos en línea**
- Digital Advertisements on associated websites (Chamber of Commerce, etc.)
- Anuncios digitales en sitios web asociados (Cámara de comercio, etc.)

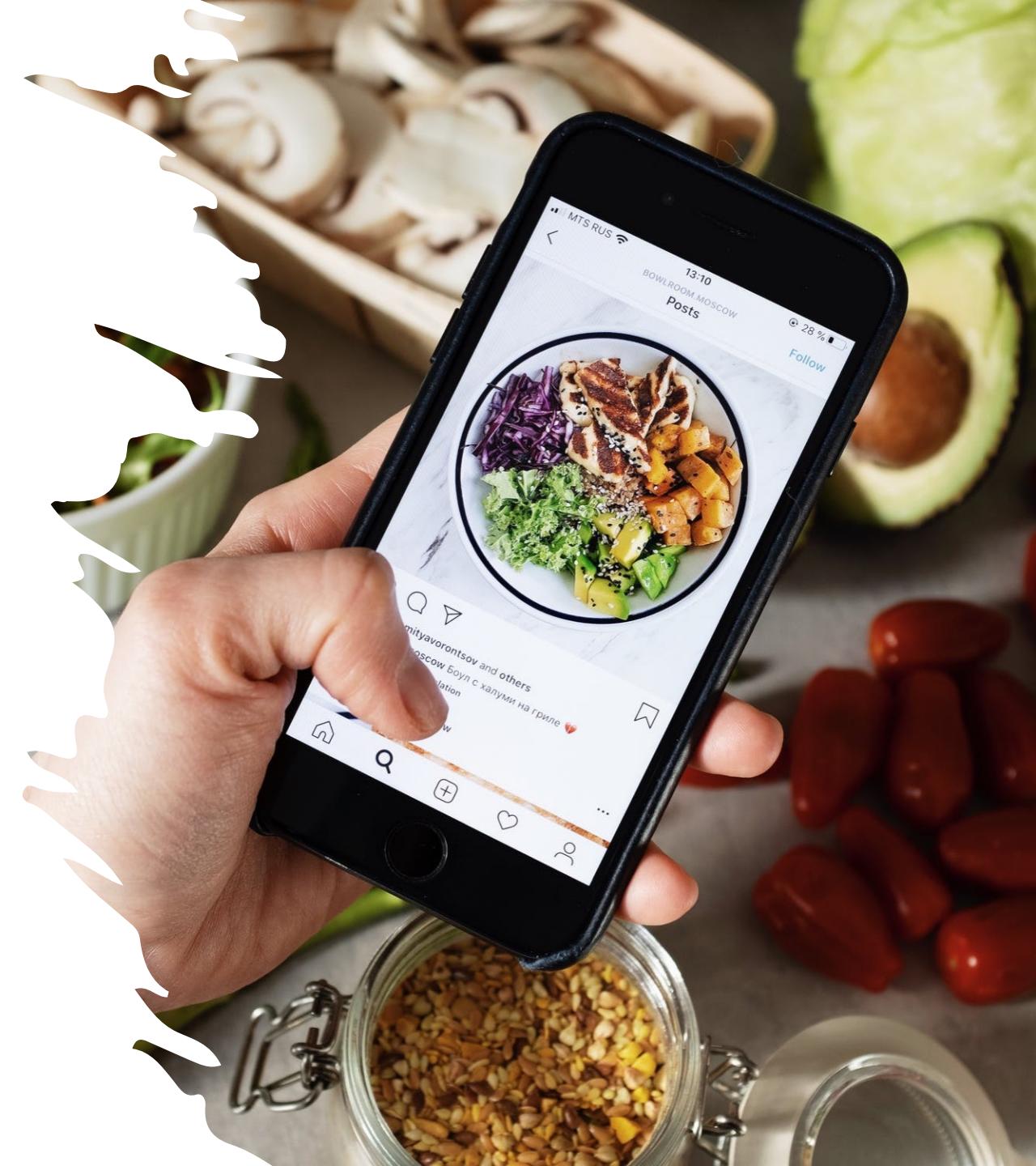
- Social Media **Medios sociales**
  - Facebook
  - Instagram
  - Snapchat
  - Pinterest
  - LinkedIn
  - Twitter
  - YouTube
  - Ebay
  - Yelp
  - Houzz
  - TikTok



# What is Social Media?

## ¿Que son los medios sociales?

- Foundation for interaction online
  - words, pictures, videos, and audio
- Son las bases para la interacción en línea
- Appeal to all human senses and add value to information being shared
- Apelan a todos los sentidos humanos y agrega valor a la información compartida
- Transparency and authenticity is valued and desired
- Transparencia y autenticidad son valoradas y deseadas
- Social media, is crucial to the success of a business
- Los Medios Sociales son cruciales en el éxito de una empresa





# 5 Things You Can Do with Social Media

## 5 cosas que puedes hacer con Redes Sociales



EDUCATING



BRANDING



PRESENCE



BUILD  
RELATIONSHIPS



INFLUENCING

Educar

Marca

Presencia

Construir  
relaciones

Influenciar

# Building Your House on Rented Land

## Construye tu casa en tierra rentada

Social media is essential, but you're always playing by their rules.  
Los medios sociales son esenciales pero siempre se juega bajo sus reglas



Every top social network has an algorithm or system for prioritizing content for users.

Cualquier red social cuenta con un algoritmo o sistema que prioriza el contenido para los usuarios

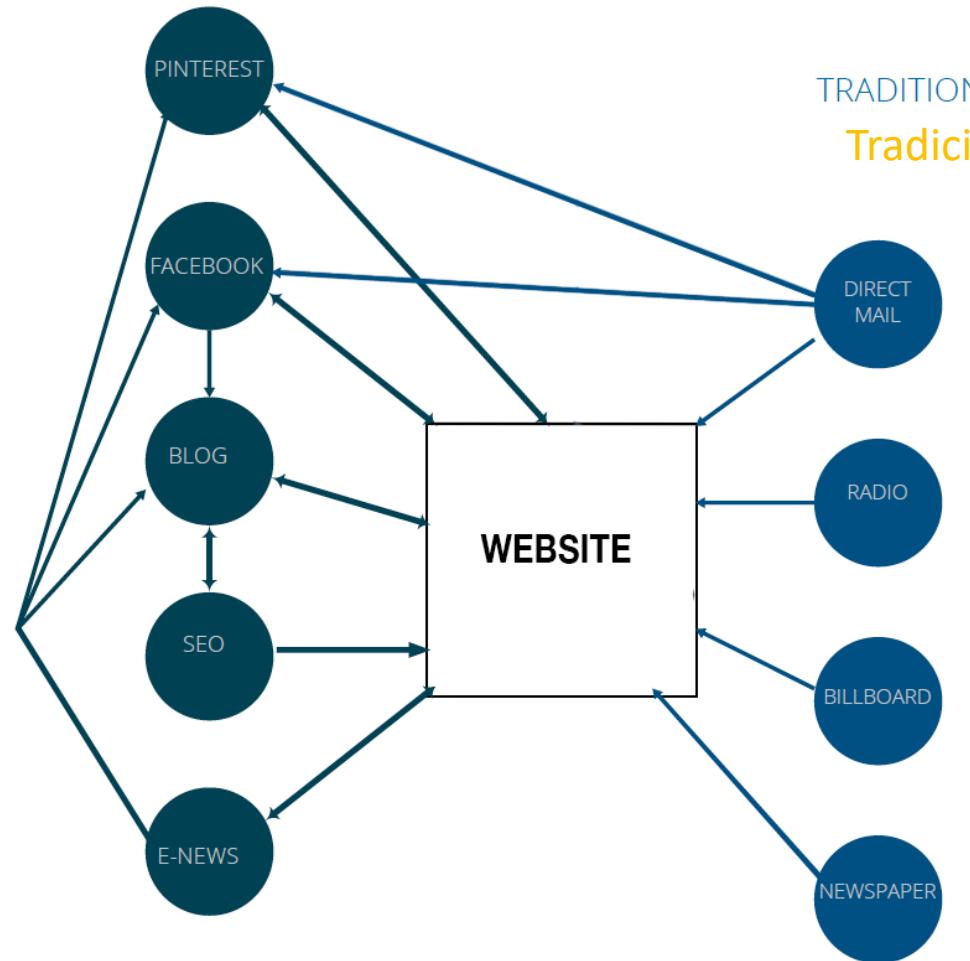
# Developing an Integrated Online Marketing Map

## Mapping the “And Then”

Desarrollando un mapa integrado  
de Mercadeo en Linea  
Hacerlo ¿Y después?

SOCIAL Social

TRADITIONAL Tradicional

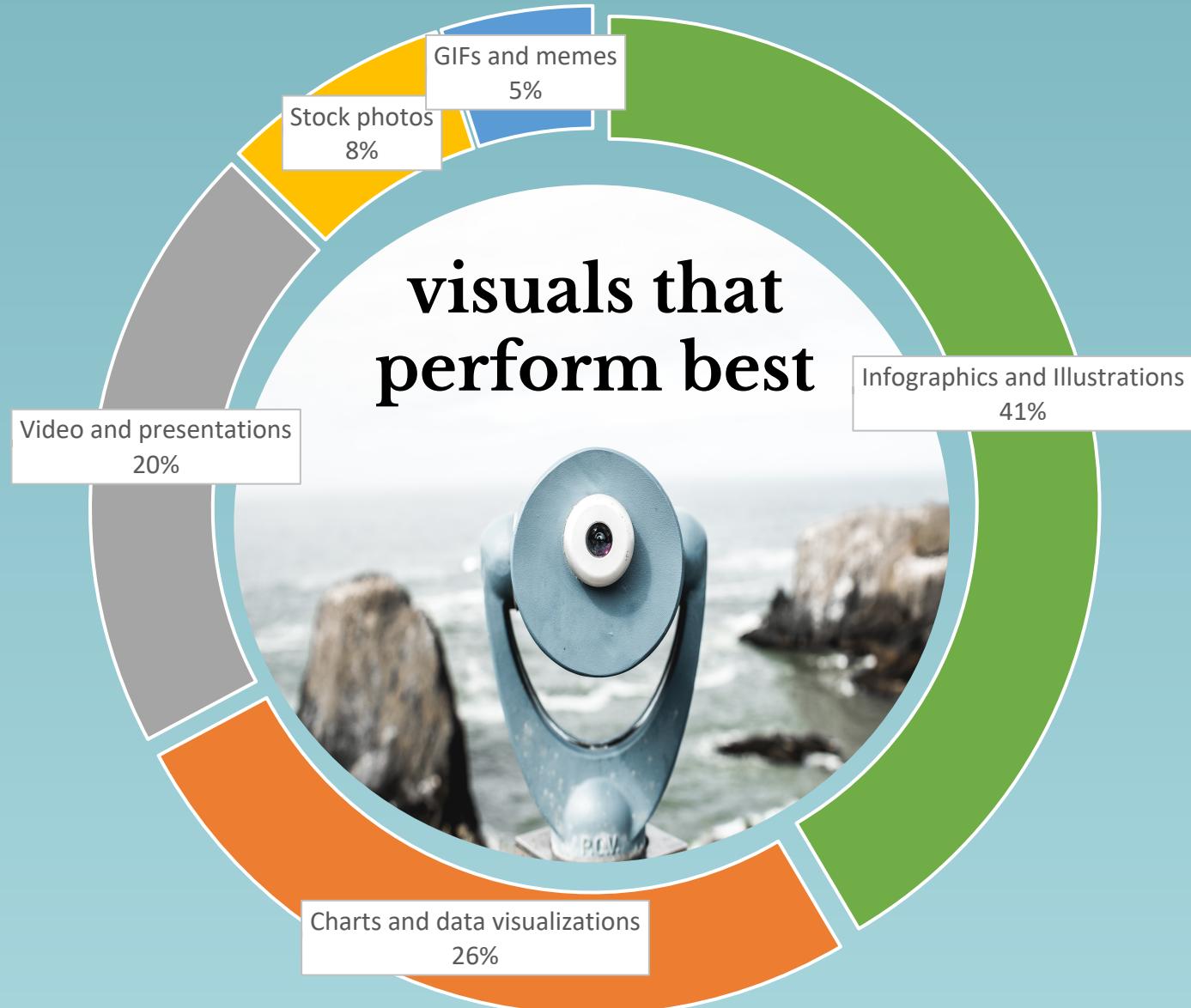




# What Makes Good Social?

—  
¿Qué hace buena a  
una publicación?





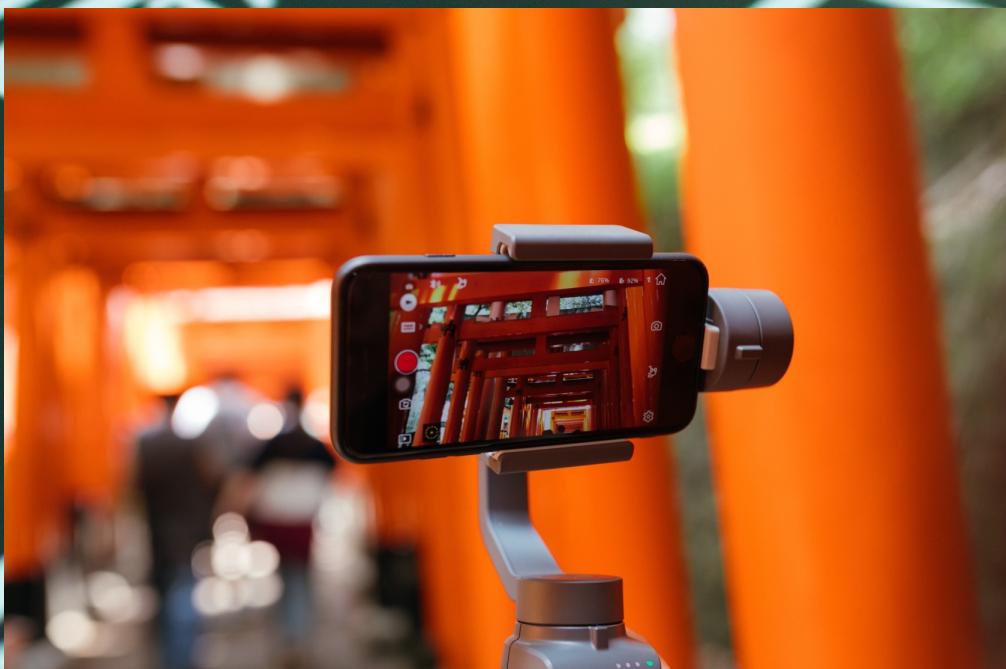
Posts that use images attract 94% more views compared to those without

Publicaciones que contienen imágenes atraen 94% mas vistas comparadas con aquellas que no.

(Jeff Bullas, 2019).

# Trends in Social Media

## Tendencias en medios sociales





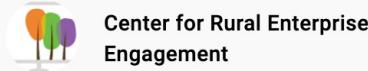
## Creating simple educational videos

9 videos • 76 views • Last updated on Nov 1, 2019

Public ▾



No description



### SORT



#### Planning Your Video:Creating interest and excitement while getting the message across

Center for Rural Enterprise Engagement



#### Shooting Video with Mobile Devices

Center for Rural Enterprise Engagement



#### Framing shots, shot angles, adding perspective to your video

Center for Rural Enterprise Engagement



#### Recording quality audio and selecting music

Center for Rural Enterprise Engagement



#### Text graphics ADA compliance and branding appropriately

Center for Rural Enterprise Engagement



#### Pulling Your Video Together: Final editing and uploading

Center for Rural Enterprise Engagement



#### Tracking Video Analytics and Reporting Video Impact

Center for Rural Enterprise Engagement





# La historia

- Cuente historias atractivas con contenido grafico
- Investigar los hashtags apropiados y usarlos sabiamente (1 a 3 hashtags y 1 a 3 emojis son apropiados)
- Hacer publicaciones consistentes en tiempos optimos
- Manten la presencia de marca en el contenido
- Etiqueta a otras personas involucradas en tu objetivo
- Se activo en los comentarios



# The Story

- Tell engaging stories with your visual content
- Research appropriate hashtags and use these wisely (1 to 3 hashtags and 1 to 3 emojis at most is appropriate)
- Post consistently during optimal times
- Maintain brand voice across content
- Tag other people involved in your content
- Be active in the comments

# Does a story matter? ¿Una historia importa?



**\$15.00/box**

Travel 50 minutes one way to purchase box on site

Our farm seeks to lessen the environmental impact of farming through minimum tillage, reduced water use, and natural pest control measures.

Our products are shipped to you using green packing materials that are 100% recyclable.

We want to leave our land in a better condition than we found it for future generations.



**\$17.50/box  
(\$22.49 with shipping)**

Delivered to door for \$4.99

Our farm is a 5th-generation family farm founded by Jim and Jane Anderson in 1905.

Bob and wife Linda and their 4 children live and work on the farm, and their youngest daughter Beth manages online sales while staying home with her energetic toddler Grayson.

Please contact us with any questions you have about how we run our farm.

# Successful Content Contenido exitoso

- Give a "behind-the-scenes" look at your process
  - Da un vistazo "detrás de escena" de tu proceso
- Photos with ideal composition (Fotos con composición ideal )
  - photos that have a background (Tienen un fondo)
  - have more visual texture (Tiene más de una textura visual)
  - have a single dominant color (Tienen un único color dominante )
  - bright and clean (Brillante y limpia)



# Ideas

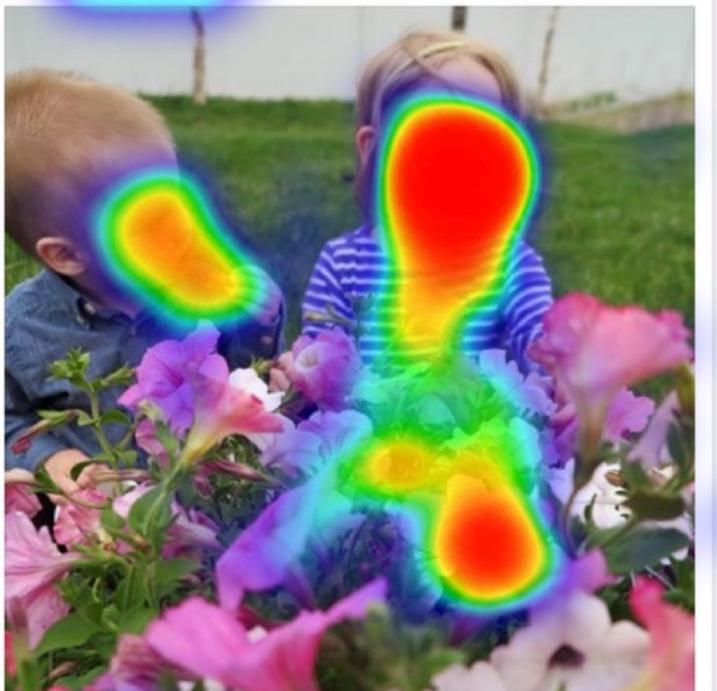


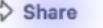
- Contests or giveaways **Concursos o regalos**
- Seasonal or trendy **Por estación o tendencia**
- Create a balance of promotional and inspirational content.
- **Crea un balance de contenido promocional e inspiracional**
- People want to see images **La gente quiere ver imágenes**
  - inspire them (**Inspiralos**)
  - make their emotions rise (**Has que se emocionen**)
- Find ways to include images that encourage your audience to start a conversation.
- **Encuentra maneras de incluir imágenes que motiven a tu audiencia a iniciar una conversación.**



 KL Garden Center  
Just now · 

Bring color into your life.

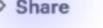
A heatmap overlay on a photograph of two young children in a garden. The heatmap shows high engagement (red/orange) on the children's faces and upper bodies, and lower engagement (green) on the surrounding flowers and grass.

 Like  Comment  Share

 CD Garden Center  
Just now · 

Trim your petunias two weeks after planting to promote bloom.

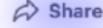
A heatmap overlay on a close-up photograph of purple petunia flowers. The heatmap is centered on the flower in the foreground, showing high engagement (red/orange) in the center and lower engagement (green) on the surrounding flowers.

 Like  Comment  Share

 MZ Garden Center  
Just now · 

Trim your petunias two weeks after planting to promote bloom.

A heatmap overlay on a photograph of a greenhouse filled with various flowers, including petunias. The heatmap shows high engagement (red/orange) in the center of large flower beds and lower engagement (green) in the background and along the edges.

 Like  Comment  Share



# The (Right) Picture is Worth a Thousand Words: Comparing the Engagement Rate Between Stock and Natural Photos

Anissa M. Zagonel, Jarred A. Shellhouse, Lauri M. Baker, Hikaru H. Peterson, & Cheryl R. Boyer



## INTRODUCTION

Communicators should understand the influence stock photos can have on audiences (Moran et al., 2019), as images can quickly go viral (Zontone et al., 2009). The stock photo industry is continually growing (Attié, 2019), and communicators have been cautioned in using stock photos because they can come off as commercialized (Moran et al., 2019), seem cliché or inauthentic (Breck, 2018). The purpose of this study was to understand the impact on Facebook engagement of posts that use natural (not stock) photos instead of stock photos.

## FRAMEWORK

Symbolic interactionism focuses on a symbol, or stimulus, and an action, or response (Aakhus et al., 2014). This asserts that symbols and actions can be structured and patterned, leading to predictability (Stryker & Statham, 1985). The predictability provided a framework to examine how a symbol (photo type) evokes action (engagement) in this study.

## METHODS

- A quantitative analysis was done using inferential statistics of primary data.
- Facebook post data from January 1 to December 31, 2019 ( $n = 111$ ) were downloaded.
- Data were coded into two categories, stock or natural, and an independent sample t test was run with each category to compare engagement rates.

## RESULTS

There was a significant difference in mean scores for engagement rate of stock ( $n = 58$ ,  $M = .06$ ,  $SD = .04$ ) and natural photos ( $n = 53$ ,  $M = .21$ ,  $SD = .68$ );  $t(52.35) = 1.62$ ,  $p \leq .05$ . This suggests using natural photos has an effect on engagement rate.

## CONCLUSIONS & RECOMMENDATIONS

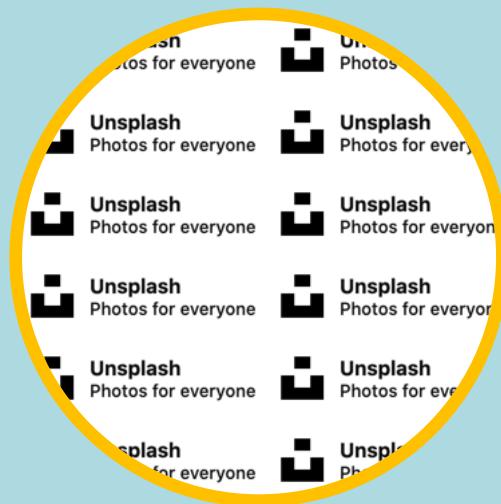
- Practitioners should strive to create and deploy their own novel and authentic photos (Breck, 2018). However, the difference between averages was low, so communicators should understand that in times of need, a stock photo can produce better engagement than no photo at all.
- Data originated from one organization's Facebook page, so this should be replicated with other organizations before generalizing results.
  - Future research should further examine photo composition to increase the overall understanding of engagement and identify if a certain symbol evokes action (Aakhus et al., 2014).
  - Split testing research should be conducted to explore if messages play a role in stock or natural photo engagement, as previous research has noted (Moran et al., 2019).



# Stock Photo Free Resources



<https://www.pexels.com/>



<https://unsplash.com/>



<https://pixabay.com>

# Tracking Audience Engagement

Segimiento del compromiso de la audiencia





# Questions that Inform Measurement Preguntas que informan medida

What is your mission?  
¿Cuál es tu misión?



Is it applicable?  
¿Es aplicable?

Will this metric or benchmark help me make decisions that will influence this goal?  
¿Podría esta métrica o punto de referencia ayudar a mis decisiones e influenciar este objetivo?



# Think of **goal-based** analytics

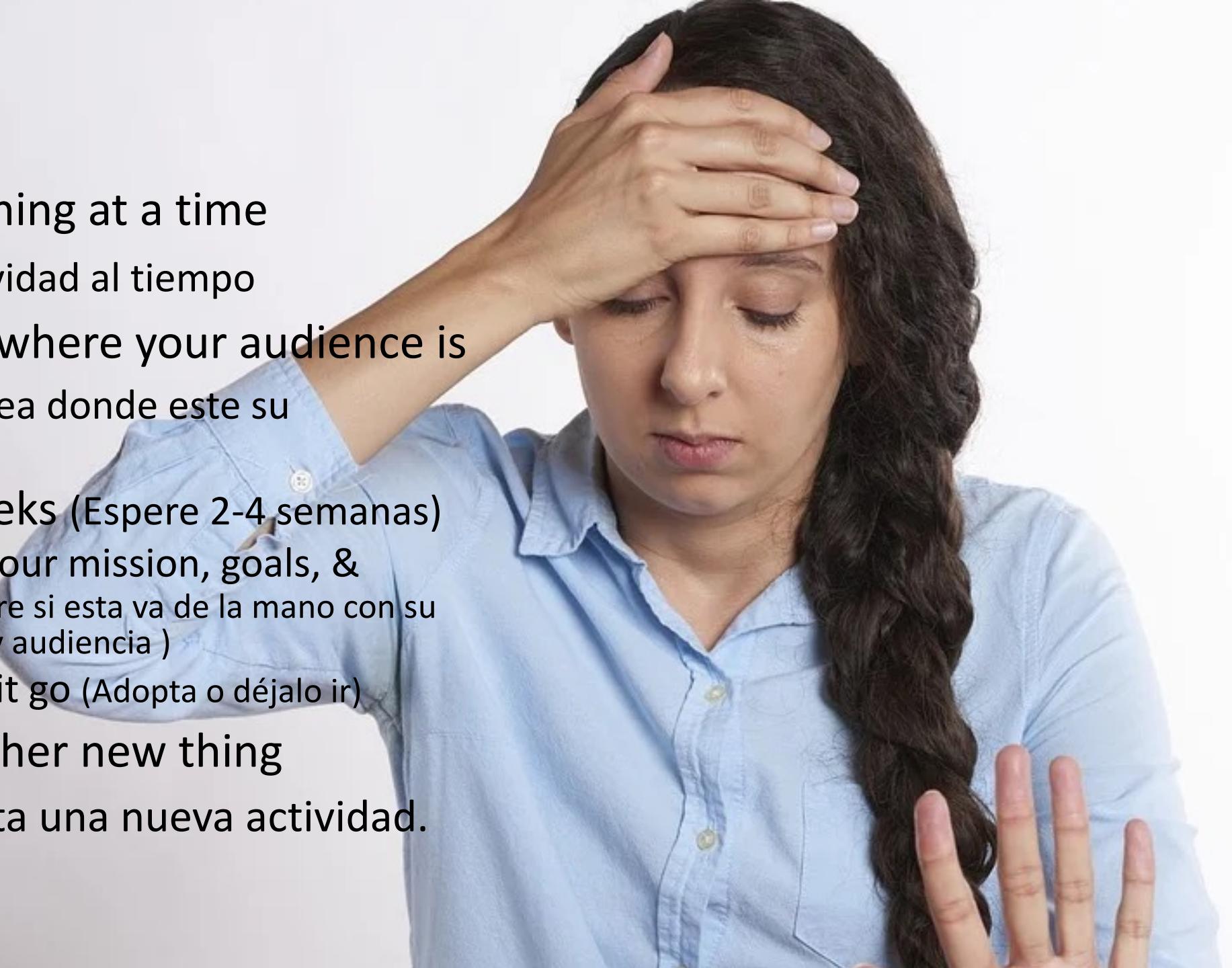
## Piense en análisis basados en metas

- I want to promote team culture
  - Yo quiero promover una cultura de equipo
- I want to grow my audience
  - Yo quiero hacer crecer mi audiencia
- I want more engagement
  - Yo quiero mas compromiso

# Relax

## Tranquilo

- Try one new thing at a time
- Intente una actividad al tiempo
- Make sure its where your audience is
- Asegúrese que sea donde este su audiencia
- Give it 2-4 weeks (Espere 2-4 semanas)
  - See if it fits your mission, goals, & audience (Mire si esta va de la mano con su misión, metas y audiencia )
  - Adopt or let it go (Adopta o déjalo ir)
- Then, try another new thing
- Después, intenta una nueva actividad.





# Recent Research

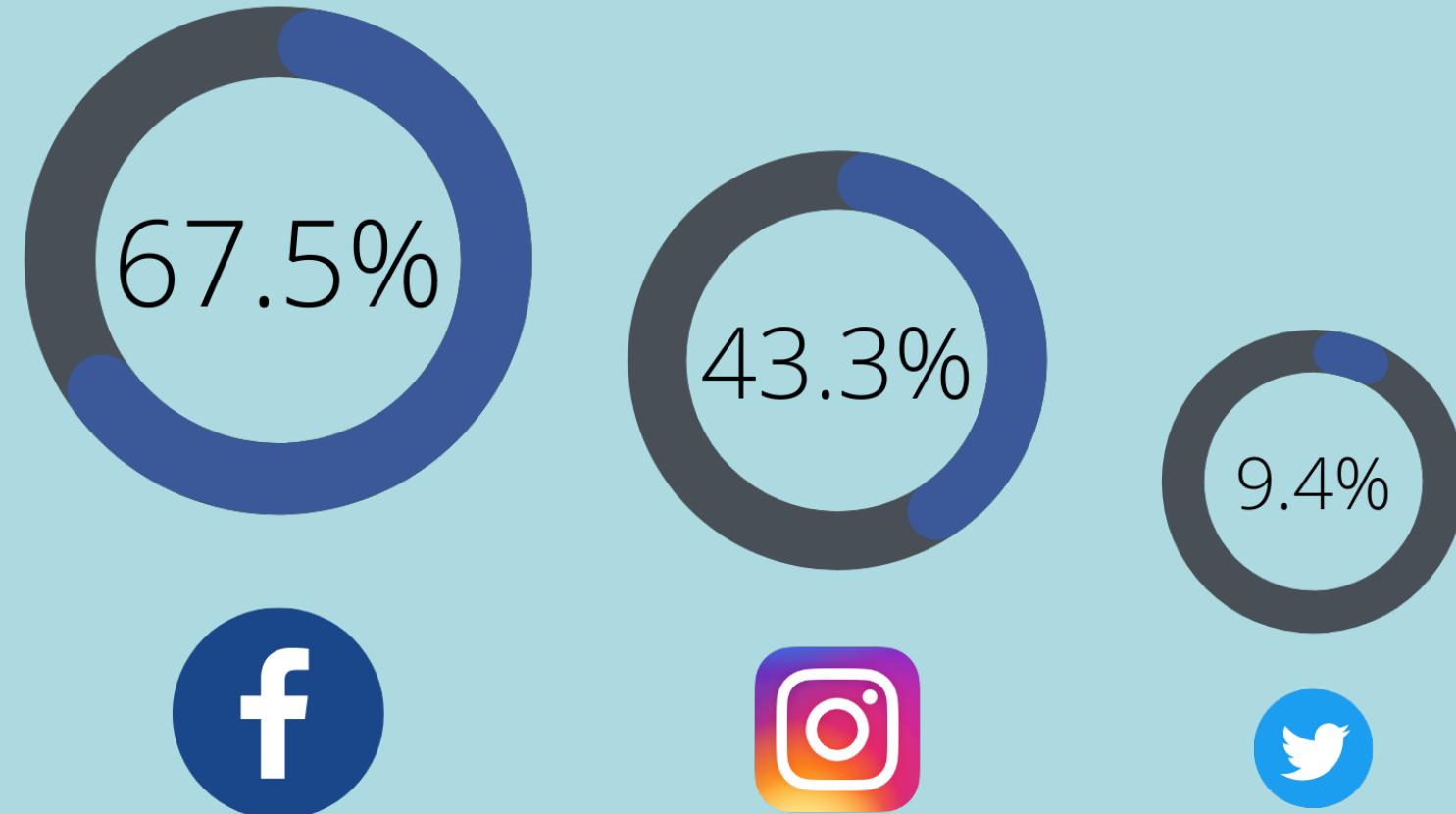
## Investigación reciente

**Facebook** is the most popular of these social media platforms.

**Facebook** es la más popular de estas plataformas de redes sociales.

### SOCIAL MEDIA PRESENCE:

### PRESENCIA EN REDES SOCIALES:



# Recent Research

## Investigación reciente

### FRAMING MESSAGES:

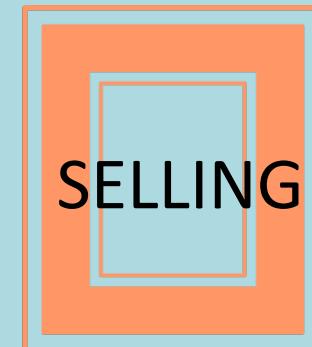
### MENSAJES DE ENCUADRE:

Frames refer to how a message is presented

Los marcos se refieren a cómo se presenta un mensaje.

Frames can be used to elicit emotions.

Los marcos se pueden utilizar para provocar emociones.



# Recent Research

## Investigación reciente

**FRESH FROM FLORIDA:**

**FRESCO DE FLORIDA:**

A way to connect with consumers and engage in the local food movement

Una forma de conectarse con los consumidores y participar en el movimiento local de alimentos.

Allows your message to be amplified

Permite amplificar su mensaje



# Recent Research

## Investigación reciente

Audiences **did not always** respond the way we thought they would.

Las audiencias no siempre responden de la manera que pensábamos que lo harían.

### Social Media **DO'S**

Lo que hay que hacer en las redes sociales

1. Know Your Audience

Conozca a su audiencia

2. Focus on Your Audience

Concéntrese en su audiencia

### Social Media **DON'TS**

Lo que no hay que hacer en las Redes Sociales

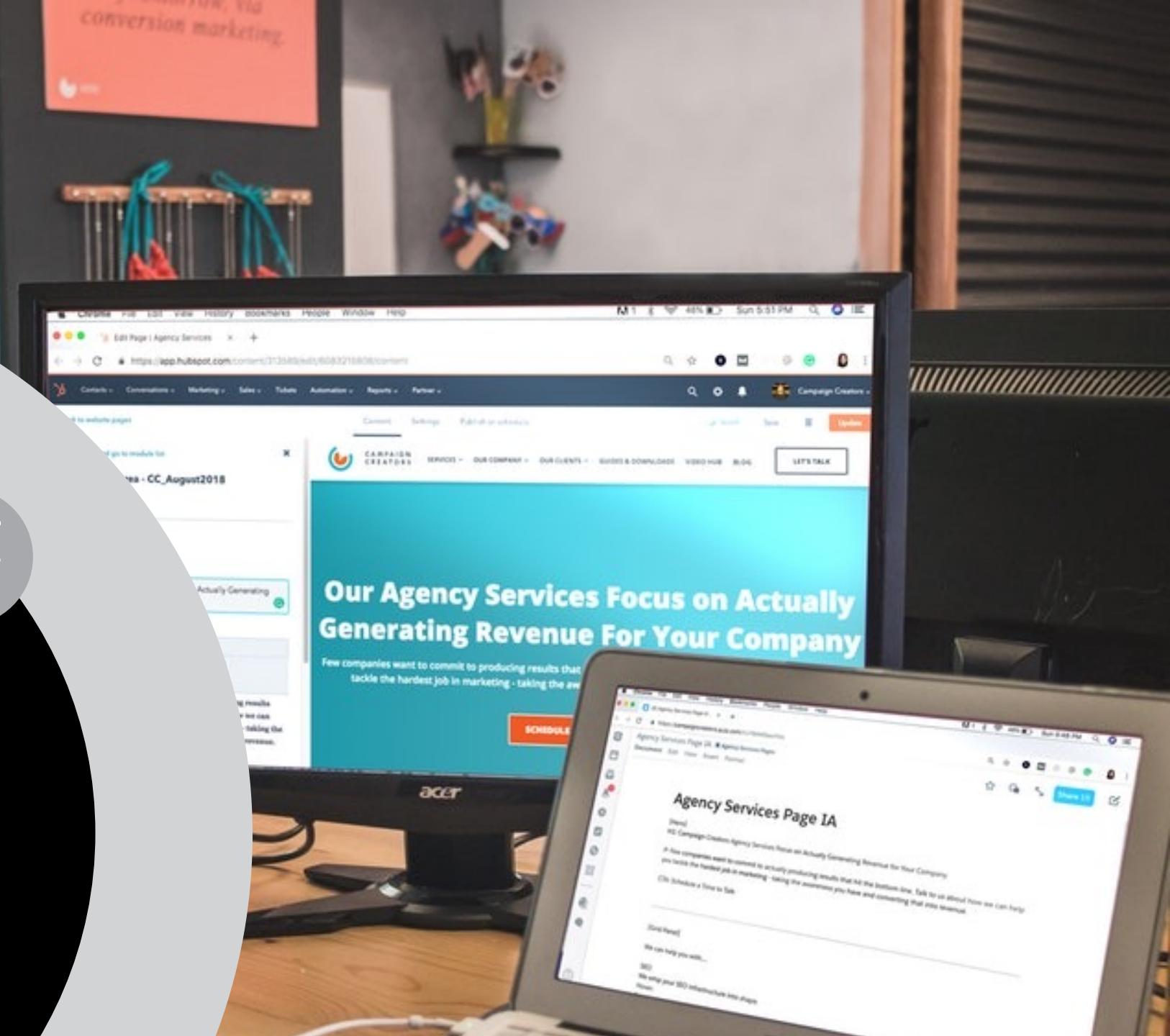
1. Preach To Your Audience

Predica a tu audiencia

2. Forget About Your Followers

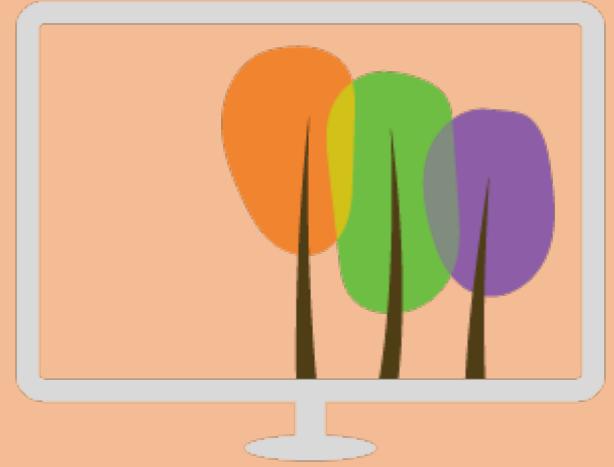
Olvidarse de tus seguidores

# How can I keep learning from CREE?



# Extension and Outreach

- Online Learning Resource
  - <http://ruralengagement.org>
  - Long-form content on the blog
  - Research and application for small, rural ag businesses
- Facebook
  - <https://www.facebook.com/RuralEngagement>
  - Medium-form content
  - Mix of research, lifestyle, and how-to
  - Third party content of interest like updated social media trends and studies
- YouTube
  - <https://tinyurl.com/4vt64d23>
  - Playlists on creating videos (simple and advanced)
  - Research playlists by topic



# EDIS Series: <https://edis.ifas.ufl.edu/entity/author/a-bakerlm>

## Getting the Most Out of Social Media



AEC560

<https://doi.org/10.32473/edis-WC222-2021>

### Getting the Most out of Social Media: Successfully Using Social Media<sup>1</sup>

Lauri M. Baker, Caroline R. Warwick, Jessica C. Fernandez, and Joy N. Rumble<sup>2</sup>

#### Introduction: Understanding Social Media

With the majority of Americans saying they get their news from social media (Shearer & Mitchell, 2021), the internet is a crucial tool for those in the agricultural industry trying to spread information to consumers. During the COVID-19 pandemic Americans turned to technology, including social media, for work, school, and social aspects of their lives (Anderson & Vogels, 2020). Additionally, social media can offer a way for public agencies, like Extension, to connect with their stakeholders (Cockerill, 2013).

This EDIS publication is written for Florida agriculturalists, Extension agents, agricultural organizations and other individuals interested in successfully using social media to connect with their stakeholders, potential customers or other individuals. This publication focuses on describing successful ways in which an organization can use social

media platforms, information is uploaded, commented on, and shared. In sharing information, agriculturalists should focus on four areas (Figure 1):

1. **Building Relationships:** Is the information you are sharing on social media platform(s) building a relationship with your stakeholders or customers? The value of social media above other media is the ability to exchange information back and forth and build a relationship with followers (Stebner et al., 2017).
2. **Influencing:** Is the information you are posting on your social media platform(s) encouraging members of your target audience to seek correct and accurate information so that they make more informed decisions when purchasing agricultural product(s)? Social media has the capacity to influence purchasing decisions of followers (Baker et al., 2020).

## Virtual Event Hosting & Attending



UF/IFAS  
PEER REVIEWED AEC702

### Don't Fake It, Make It! Thriving in Virtual Conferences and Meetings<sup>1</sup>

Lauri M. Baker, Matt P. Benge, Anissa Zagonel, Jarred Shellhouse, Cheryl R. Boyer, and Phillip Stokes<sup>2</sup>

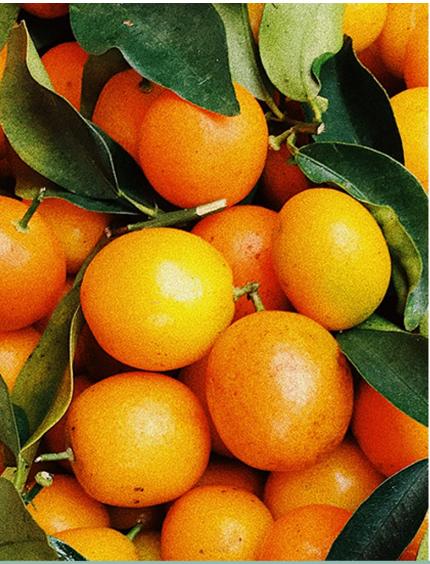
#### Introduction to the *Don't Fake It, Make It!* EDIS Series

Our ways of working, meeting, and networking have become more virtual than ever before. While some have embraced this modality change, others may struggle with the loss of more traditional ways of engagement. However, the virtual conference and meeting experience does not have to be a lesser version of an in-person event. When the host of these experiences has selected the virtual option as the best viable choice for delivery and intentionally prepared both the content and participants, these experiences provide engaging opportunities with qualities that can surpass those of in-person events. This series describes the preparation needed to host a successful virtual experience, as well as steps participants can take to get the most benefit from a virtual conference or meeting. The series provides tips for each method of engagement and learning to help all involved make the most of these experiences. Engage-

an online format. For the purpose of this series, the terms *virtual* and *online* will be used interchangeably.

#### Understanding the Difference Between a Conference and a Meeting

**Virtual meetings** consist of people who are typically geographically dispersed, communicating together online for a short period of time in order to achieve a common goal (Jarvenpaa et al., 1999; Frisch & Greene, 2020; Kristof et al., 1995). Collaborators in virtual meetings can live across town or in different countries but come together using the internet to complete a task or plan future work (Frisch & Greene, 2020; Zakaria & Yusof, 2018). The average virtual meeting typically lasts one to two hours, has a small contingent of individuals, and has a few objectives or goals. **Virtual conferences**, by contrast, are typically a full day or



An Agriculture and Food Research Initiative project funded by the US Department of Agriculture National Institute of Food and Agriculture.

## Lessons from COVID-19:

Positioning Regional Food Supply Chains for Future Crises



UNIVERSITY OF MINNESOTA

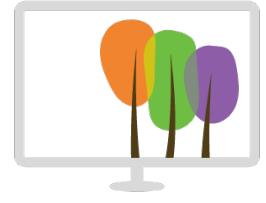


WISCONSIN  
UNIVERSITY OF WISCONSIN-MADISON

UF UNIVERSITY of  
FLORIDA

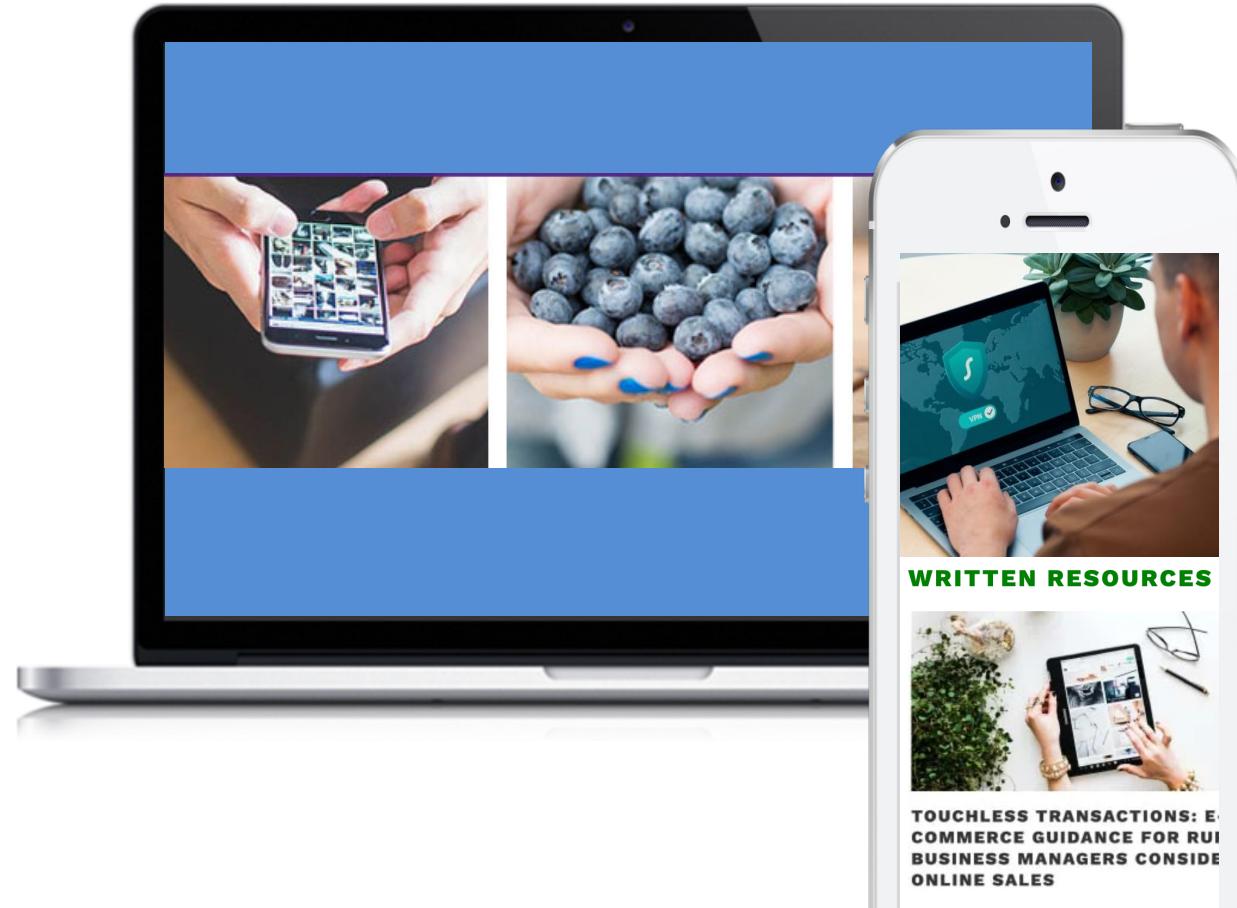
UCI University of  
California, Irvine

KANSAS STATE  
UNIVERSITY



<https://ruralengagement.org/lessons-from-covid-19>

- What resources are available to help agricultural and food businesses online?
- ¿Qué recursos están disponibles para ayudar a las empresas alimenticias y agrícolas en línea?
- How have businesses adapted communication, marketing channels, and sales practices in response to the COVID-19 pandemic?
- ¿Cómo las empresas han adaptado la comunicación, canales de mercadeo y prácticas de venta en respuesta a la pandemia COVID-19?
- How have consumers changed their food-related behavior and what changes will stick post COVID-19?
- ¿Cómo las personas han cambiado su comportamiento relacionado a la Alimentación y cuáles de estos cambios se mantendrán después del COVID-19?



<http://RuralEngagement.org>



Lauri.M.Baker@ufl.edu



Subscribe on YouTube  
<https://tinyurl.com/4vt64d23>



Follow us on Facebook  
<https://www.facebook.com/RuralEngagement>



# What's Next?

## ¿Qué hay después?

- We are continuing to add content (Nosotros seguiremos añadiendo contenido)
  - New research (Nuevas investigaciones)
  - Case studies (Estudios de Caso)
  - Evaluations (Evaluaciones)
- Next sessions will be agricultural entrepreneur focused (Las siguientes sesiones se centraran en emprendedores agrícolas)
- We will keep you updated on progress (Les mantendremos informados del proceso)

# Upcoming In-Person Events (Proximos eventos presenciales)

## HOW TO MARKET IN A DIGITAL ERA

Join us for one of our in-person trainings at one of the following dates and locations.

In these trainings we will follow-up on the webinars, walk through the 2022 Marketing Manual-created by our team as a helpful tool-and learn how to navigate and choose marketing channels for small farms and ag-based businesses.

**May 18th | 9 AM - 12 PM EST**

9200 Corkscrew Palms Blvd, Estero, FL 33928

**May 18th | 9 AM - 12 PM EST**

1702 S Holland Pkwy, Bartow, FL 33830

**May 19th | 9 AM - 12 PM EST**

18905 S.W. 280 Street, Homestead, FL 33031

**May 20th | 9 AM - 12 PM**

2199 South Rock Rd, Fort Pierce, FL 34945

Click here to register:

<https://bit.ly/3uRGJoU>



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Rural  
Enterprise Engagement



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U.S. DEPARTMENT OF AGRICULTURE



## MERCADEO EN LA ERA DIGITAL

Estas cordialmente invitado a participar en uno de los talleres presenciales programados en los siguientes lugares y fechas

En esos talleres mostraremos como usar el nuevo cuaderno de comercialización, una herramienta creada por nuestro equipo para aprender acerca de los diferentes canales de mercadeo y como escoger el canal adecuado para fincas pequeñas y agro negocios. Se ofrecen refrigerios.

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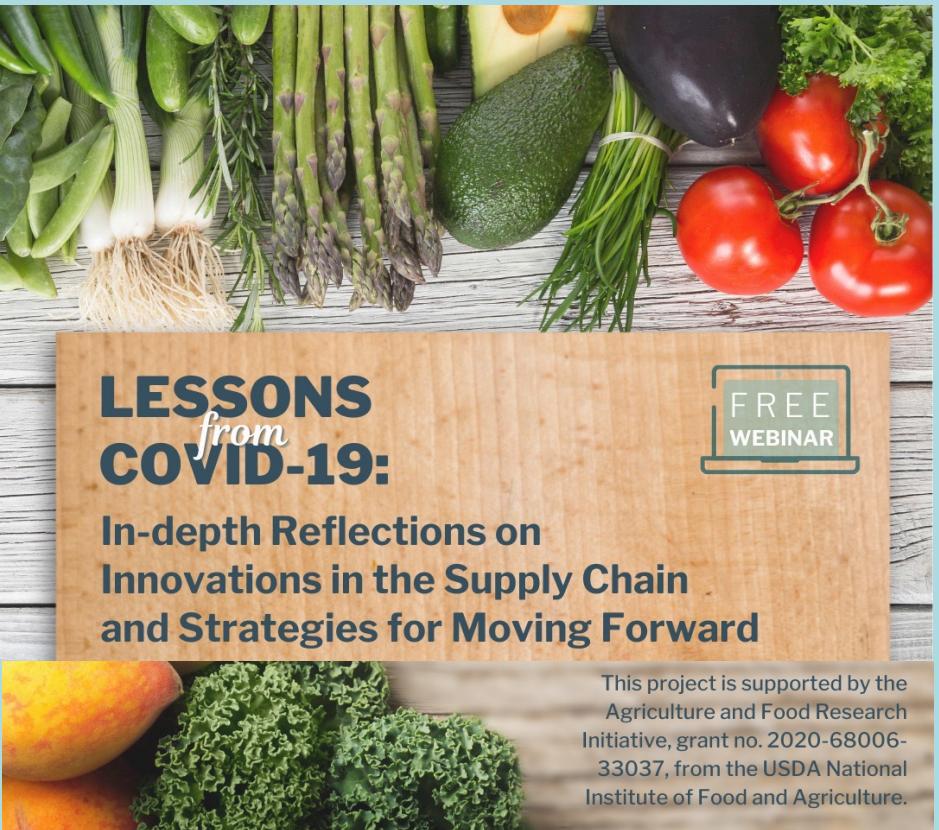
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# Other Resources



- Supply Chain Research Findings
- Fact sheets
- Recorded webinars
- Journal articles
- Online course this fall



# Evaluation Time!



English



Español



SOUTHERN  
**EXTENSION**  
**RISK**  
**MANAGEMENT**  
**EDUCATION**



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# KEEP IN TOUCH!

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