WHERE ON THE WEB:

A STUDY EXAMINING SOCIAL MEDIA USE BY FRUIT AND VEGETABLE PRODUCERS

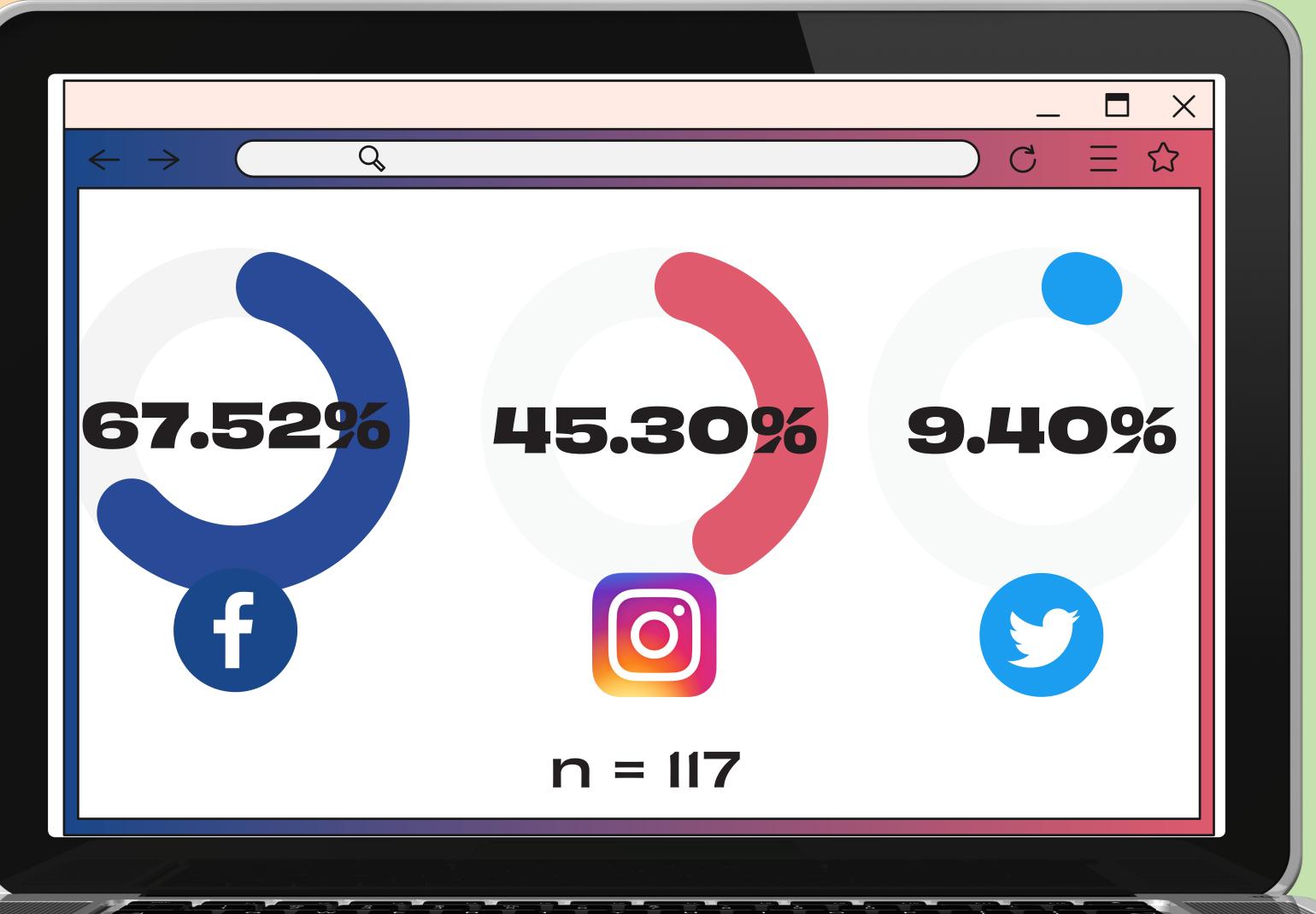
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INTRODUCTION & FRAMEWORK

- While removed from the farm, consumers are interested in where their food comes from
- Consumers are using social media as an information source
- COVID-19 caused supply chain disruptions and raised awareness of:
 - local food
 - direct to consumer marketing
- Producers can use social media to market their products
 - Uses and gratifications theory guided this study
 - This study considered the uses and gratifications of social media use of fruit and vegetable producers.

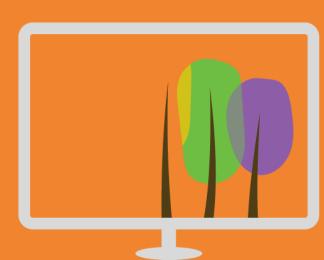
METHODS:

- A census sample of fruit and vegetable producers involved in the Florida Department of Agriculture and Consumer Services Farm to You program was used.
- The list included all farms that had submitted to the Farm to You program between its launch on April 9, 2020, and June 8, 2021.
- The sample included 117 fruit & vegetable farms
- Content analysis of farm's presence on social media









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RESULTS & RECOMMENDATIONS:

- The majority of the farms were on Facebook
- Over half did not use Instagram
- Less than 10% used Twitter
- Agricultural communicators should continue to work with farms on how to use social media, particularly during a crisis.
- With the growing interest in local food, fruit and vegetable producers can narrow the gap between agricultural production and consumers through social media marketing.

