

WORKSHOP

Taking Advantage of Social Media Marketing Strategies

Wednesday, January 31, 3:00 PM–4:30 PM Central Time

The workshop will provide attendees with an application of profitable strategies to build or strengthen their social media marketing. It has a hands-on approach and attendees should have access to a computer or mobile device.

Presented by Ariana Torres, PhD



Dr. Torres' research focuses on the decision-making processes of farmers, buyers, and consumers of specialty crops. She is currently working on promoting crop diversification in the Midwest, assessing the economic feasibility

of biological control in high tunnel production, and supporting small and minority farmers from Peru and Iraq to reach markets with value-added product. Her research provides relevant research-based information to her extension program, [Horticulture Business](#), to provide trainings and publications to farmers, business owners, Extension personnel, and policymakers.

Who should attend

Students, academics, farmers, entrepreneurs and managers in food and agricultural sectors are welcome to attend. The presentation and Q&A will be in English.

Reserve your spot here



IFAMA Young Board
Discussion Series

QUESTIONS? Contact **Tatevik Avetisyan** (ypna@ifama.org)
President of IFAMA Young Professionals North America, and
[IFAMA Young Board](#) Member