

Free Online Marketing Workshop For Farmers To Be Offered In Bloomington-Normal

URBANA, ILL.

A University of Illinois agricultural communications professor will host a free online marketing workshop on Sunday, Jan. 27, from 8:45 a.m. to 5 p.m. at the Illinois State University Alumni Center.

Limited seats are available for the workshop, which is open to persons involved or interested in marketing an agricultural business. The workshop is part of a multi-state, USDA-funded project to provide training for beginning farmers and ranchers. Preference will be given to those who have less than 10 years of experience in their enterprise.

U of I assistant professor in agricultural communications Katie Abrams will lead the training session, which will include interactive tutorials for creating and maintaining a successful online marketing presence. A complimentary lunch will also be provided.

"Recent data show farms with a good social media presence have higher profits," said Abrams. "This training will help beginning farmers and ranchers start up or revamp their online

presence and equip them with business-based strategies for online marketing."

Interested parties must complete the online registration form to reserve their spot. The form, along with more details about the workshop, can be found at the project's website, www.beyondthefarmgate.org. Computers will be provided, but participants are encouraged to bring any laptops, tablets, or mobile devices they might use to help market their business.

This program is part of an initiative funded by a grant from the USDA National Institute of Food and Agriculture Beginning Farmer and Rancher program, which aims to help producers better market their products and businesses online. Workshops are being conducted at various locations across Illinois, Texas, and Georgia, and online classes are being developed for launch later this year.

For more information on the Jan. 27 training, other workshops, or the "Beyond the Farm Gate" project, please contact Abbie Sackmann at 217-300-1679 or at sackmnn2@illinois.edu.

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