

# **Mobile Marketing Opportunities & Managing Food Business Risks**

*Penn State Extension, the Young Grower Alliance, and SHAP are jointly sponsoring two interactive educational sessions:*

## **Morning Session: Using Social Media & Mobile Applications in Marketing**

More and more consumers are using social media, such as Facebook and Twitter, and mobile phone applications, such as foursquare or Google Places, to learn about businesses and products. Penn State's Sarah Cornelisse and Jeffrey Hyde will lead a discussion of some of these tools in the context of a strategic marketing plan. Participants will leave with a strong sense of how the tools can be used collectively to promote the business to certain target audiences.

## **Afternoon Session: Managing Food Business Risks**

In the past decade, interest in locally produced foods has grown substantially, in a great part due to consumer desire to know how and where their food is grown. Capitalizing on this interest in buying fresh, local foods, agricultural producers who direct market and add value have realized a larger portion of each food dollar remaining in the farm/orchard – but with increased receipts have come larger business risks, due to factors unique to businesses whose products are ingested. This Penn State Extension session led by Lynn Kime and Winifred McGee introduces five proactive strategies and tools that can be adopted by producers to lessen their liability while remaining in compliance with government regulations and consumer expectations for safe, quality food products. By attending this session, participants will be able to choose proactive strategies and take the first steps in engaging a customized risk management plan.

**Penn State Extension**



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## **Registration Form for MAFVC Pre-Conference Workshop**

*Registration Deadline — January 18, 2012; Space is Limited!*

Name \_\_\_\_\_ Business: \_\_\_\_\_

List additional persons attending: \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Daytime Phone \_\_\_\_\_ Evening Phone \_\_\_\_\_

E-mail \_\_\_\_\_

**Registration Fee:** \$60 (Includes lunch)

**Total Enclosed:** \$60 x \_\_\_\_\_ = \$ \_\_\_\_\_

**Please make checks payable to: State Horticultural Association of Pennsylvania**

**Please return registration form and payment to:**

Maureen Irvin, Executive Secretary  
State Horticultural Association of Pennsylvania  
480 Mountain Road  
Orrtanna, PA 17353