

**WEBINAR**

# The Economics of Social Media for Farmers and Agribusinesses

**Monday, December 4, 3:00 PM–4:00 PM Central Time**

The webinar will provide attendees with the latest research findings on social media marketing and provide tips to invest in social media marketing.

## 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](mailto:ypna@ifama.org))  
President of IFAMA Young Professionals North America, and  
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