

IMPACT COMMUNICATIONS TOOLKIT

Supporting Midsize Producers (NC1198)

December 2023

HOW CAN YOU USE YOUR IMPACT STATEMENT?



SEND to department heads, Experiment Station/Extension Directors, and communications staff



DISCUSS with legislators, stakeholders, potential partners, and others



PITCH to magazines, newspapers, and other traditional media outlets



INCLUDE in presentations, grant proposals, briefs, meetings, and reports



SHARE in social media posts, blogs, and newsletters



UPLOAD to websites and databases



ANY WAY YOU WANT! The Impact Statement was created to help promote your work so you may use/share it as you deem appropriate

BEST PRACTICES FOR SOCIAL MEDIA

Share. Use the sample posts below or create your own original posts to feature the project and Impact Statement on your social media channels. Consider timing your posts to connect with events related to the research topic (e.g., major conferences, holidays, seasons, news). You can also share interesting stories about your work on the project (e.g., reaching a major milestone, using a cool tool, your research journey, challenges you've overcome, or a personal example of why your research matters).

Stand out. Social media posts get more engagement if they include photos or other visual aids. Provide attribution if needed. If your institution does not have any suitable images, you can search the following free image libraries: [USDA Flickr](#), [USDA-ARS Image Gallery](#), [Unsplash](#). If you use diagrams or charts, make sure they can be easily understood in just a few seconds.

Connect. Add relevant hashtags and/or handles for your institution, funders, partners, and stakeholders. For example, tag [@MRFimpacts](#) or [#MRFimpacts](#) so that we see your post.

Engage. Like, share, or comment on posts that feature your project and/or Impact Statement.

SAMPLE POSTS

Midsize farms are vital to the long-term resilience of food systems, communities, the economy, & the environment, but the number of midsize farms has decreased. See how researchers at land-grant universities are supporting midsize producers: <https://bit.ly/midsize-farms>

Since 2012, a Hatch Multistate project has brought together 30 multidisciplinary scholars from 18 states to understand & support midsize farms. Long-term collaboration enables efficient, rigorous study & fosters innovation. See the team's impacts: <https://bit.ly/midsize-farms>

As part of a multistate team working to understand & support midsize farms, researchers at [@CSUAgSci](#), [@UKAgriculture](#) & [@AgSciResearch](#) created the Food and Agriculture Mapper and Explorer (<https://localfoodeconomics.com/data/food-and-agriculture-data-explorer/>).

See more project impacts: <https://bit.ly/midsize-farms>

As part of a multistate project on the "Agriculture of the Middle" [@UWMadisonCALs](#), [@CFANS](#) & [@ACESIllinois](#) showed that midsize supply chains play a key role in improving labor conditions, reducing greenhouse gas emissions & building community wealth. <https://bit.ly/midsize-farms>

As part of a multistate project to support midsize farms, [@ucdavisCAES](#), [@CSUAgSci](#) & [@CFAES_OSU](#) helped midsize farmers work with new market opportunities and specialty food buyers, including university food service directors, hospitals & urban buyers. <https://bit.ly/midsize-farms>

As part of a multistate project to support midsize farms, [@ucdavisCAES](#) & [@UVMCALs](#) conducted education & outreach to help midsize farmers incorporate agritourism, which can provide an additional revenue stream through direct sales and strengthen local food networks. <https://bit.ly/midsize-farms>

As part of a multistate project to understand and support midsize farms, [@UCBerkeley](#) researchers examined ways that land access impacts midsize producers. See other project impacts: <https://bit.ly/midsize-farms>

As part of a multistate project to support midsize farms, [@ucdavisCAES](#) researchers worked with Extension advisors and community organizations to make farmers markets more inclusive. See more project impacts: <https://bit.ly/midsize-farms>

As part of a multistate project to support midsize farms, [@UWMadisonCALs](#) researchers developed Workers' Rights Reference Cards in English and Spanish for farm and food workers. See more project impacts: <https://bit.ly/midsize-farms>

As part of a multistate project to support midsize farms, [@AuburnAg](#), [@CSUAgSci](#), [@CFAES_OSU](#), [@AgSciResearch](#), [@ucdavisCAES](#) & [@UWMadisonCALs](#) studied COVID-19 effects on midscale supply chains & helped guide policymakers & nonprofits on relief distribution. See more impacts: <https://bit.ly/midsize-farms>

Researchers are working together to support midsize farms. As part of this project, [@CSUAgSci](#) provided information that is helping the [@usdaRMA](#) & Congress determine if/how to create new insurance products to serve midsize producers. See more impacts: <https://bit.ly/midsize-farms>

As part of a project to support midsize farms, [@CFAES_OSU](#) identified social, economic & policy strategies that could increase farm families' willingness & ability to use childcare, which can help prevent accidents & affect farm decisions & productivity: <https://bit.ly/midsize-farms>

Researchers are working together to support midsize farms. As part of this project, [@AgSciResearch](#), [@wsucahnr](#) & [@CAFE_UMass](#) identified factors that influence decisions about farm succession planning & the likelihood of successful transfer. See other project impacts: <https://bit.ly/midsize-farms>

As part of a multistate project to understand & support midsize farms, [@AuburnAg](#) found that inconsistencies among recommend water testing options make it hard for midsize producers to comply with the Food Safety Modernization Act. See other project findings: <https://bit.ly/midsize-farms>

Researchers are working together to understand & support midsize farms. As part of the project, [@ucdavisCAES](#) & [@CFAES_OSU](#) explored how emerging trends and technologies (like #ArtificialIntelligence) will impact local food supply chains: <https://bit.ly/midsize-farms> #localfood #supplychain

As part of a project to support midsize farms, [@VTCals](#) created a Business IQ spreadsheet & provided a webinar for Extension & [@USDA](#) personnel that shared crucial updates & management factors for midsize farms post-Covid. See other project impacts: <https://bit.ly/midsize-farms>

Researchers are working together to support midsize farms & local food systems by responding to the Biden Administration's request for comments, sharing research-based Congressional testimony & sharing insights with the [@UN Food Systems Summit](#): <https://bit.ly/midsize-farms>

REMEMBER:

- Include a [link](#) to the [Impact Statement](#) and other supplemental materials (e.g., reports, publications, grant/funding source, photos)
- Institutions may have different handles for different platforms (e.g., [@UArizonaCALs](#) on Twitter and [@UACALS](#) on Facebook)
- Different platforms have different character limits

CONNECT TO:

General/evergreen hashtags and accounts:

[@USDA_NIFA](#) [#NIFAimpacts](#)
[@USDAScience](#)
[@AgIsAmerica](#) [@APLU_Ag](#) [#AgIsAmerica](#)
[#landgrantuniversities](#)
[@MRFimpacts](#)
[@NCRRegionalAssoc](#)

Topic-specific hashtags, accounts, and events:

[#localfarm](#)
[#familyfarm](#)
[#localfood](#)
[#supplychain](#)
[@USDA_AMS](#)
[@usdaRMA](#)