

THE POWER OF SOCIAL MEDIA

Kaitlyn Thornton



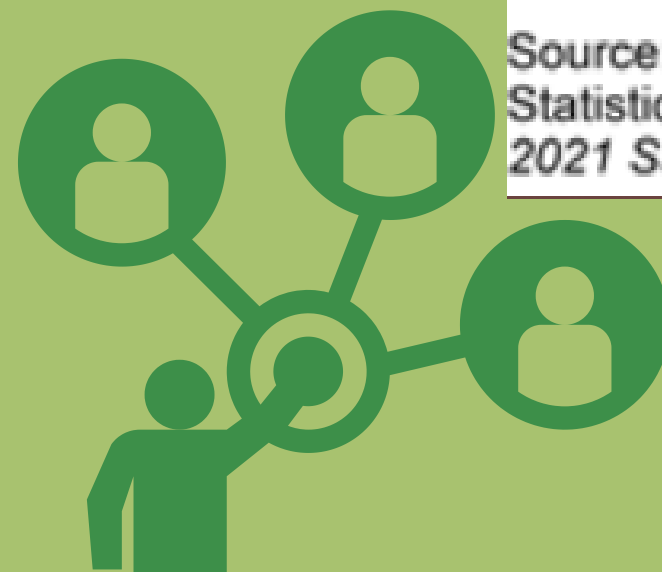
WHO AM I?

- 4th generation orchardist
- WSU Cougar
- Social Media Influencer
- Entrepreneur



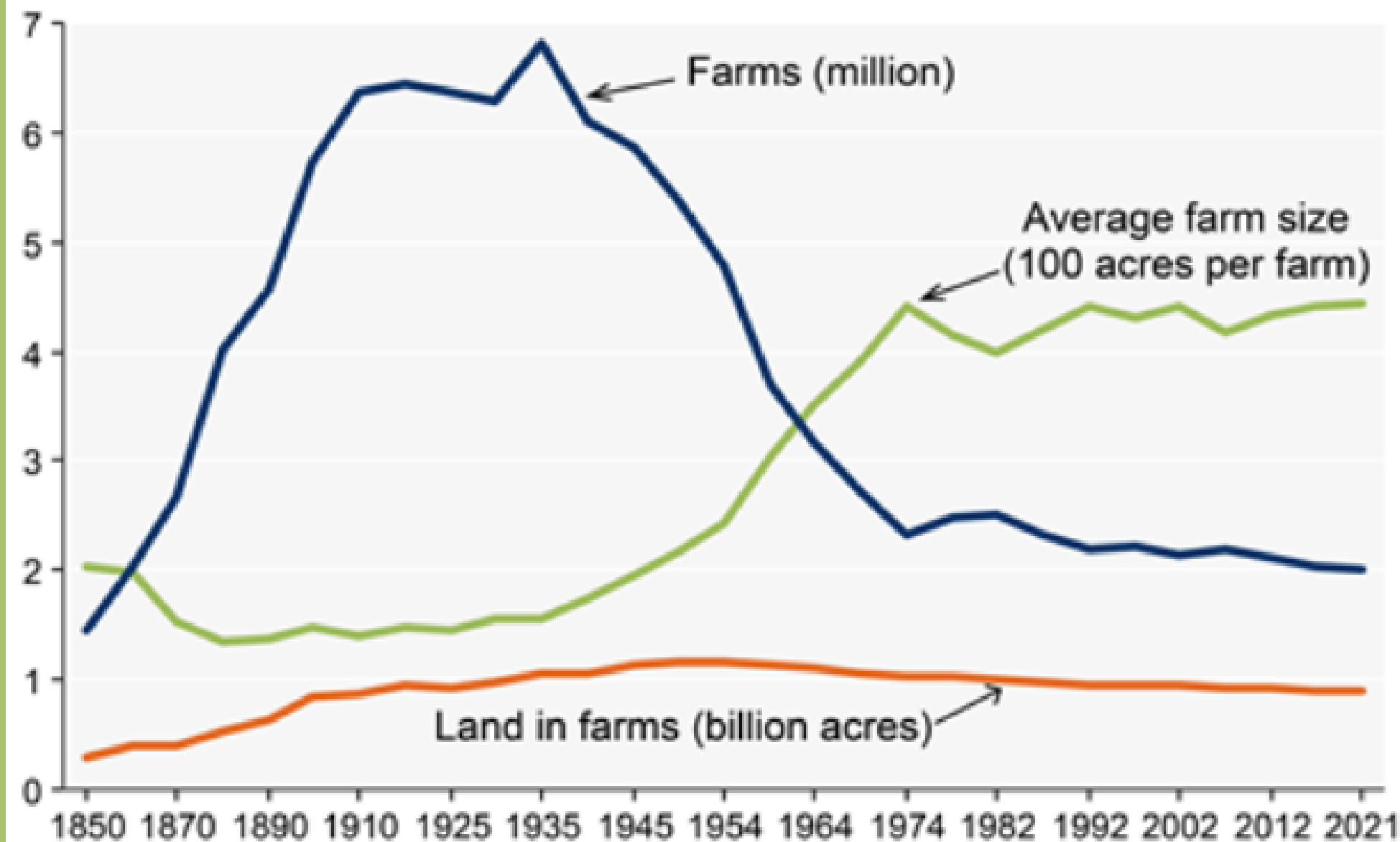
LESS TOUCHPOINTS

- Almost all farms are still family-owned, they have just gotten bigger!
- With this growth comes less people talking about what they do
- Daily conversations are a huge factor



Farms, land in farms, and average acres per farm, 1850-2021

Million farms, billion acres, or 100 acres per farm



Source: USDA, Economic Research Service using data from USDA, National Agricultural Statistics Service, Censuses of Agriculture (through 2017) and *Farms and Land in Farms: 2021 Summary* (February 2022).

THE ROADSIDE FRUIT STAND...

- We have drifted away from this as the industry gets bigger.
- People do not have that connection to their produce anymore.
- This leads to assumptions.



WE HAVE A GREAT STORY TO TELL!

- We have made several advancements
- There is ALWAYS something going on
- People want to trust their food
- We have a healthy product we are pushing





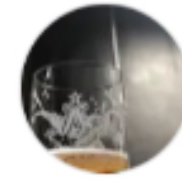
r11316

Does the discarded apples on the ground have a effect on bringing more insects to the orchard?

7-23 Reply



5



firemedic408

What's the market difference for produce floor fruit vs processed?

8-14 Reply



mowaves4

should you wait till they get softer or eat them when they're crunchy?

9-6 Reply



1



thefriz2002

Hi there. Do you guys do any other processing post harvest to assist in prolonging shelflife, transit to retail etc Im ok with it just want to know.

8-30 Reply



jeremycallen826

My apples have mildew on em. How can I prevent that?

8-30 Reply

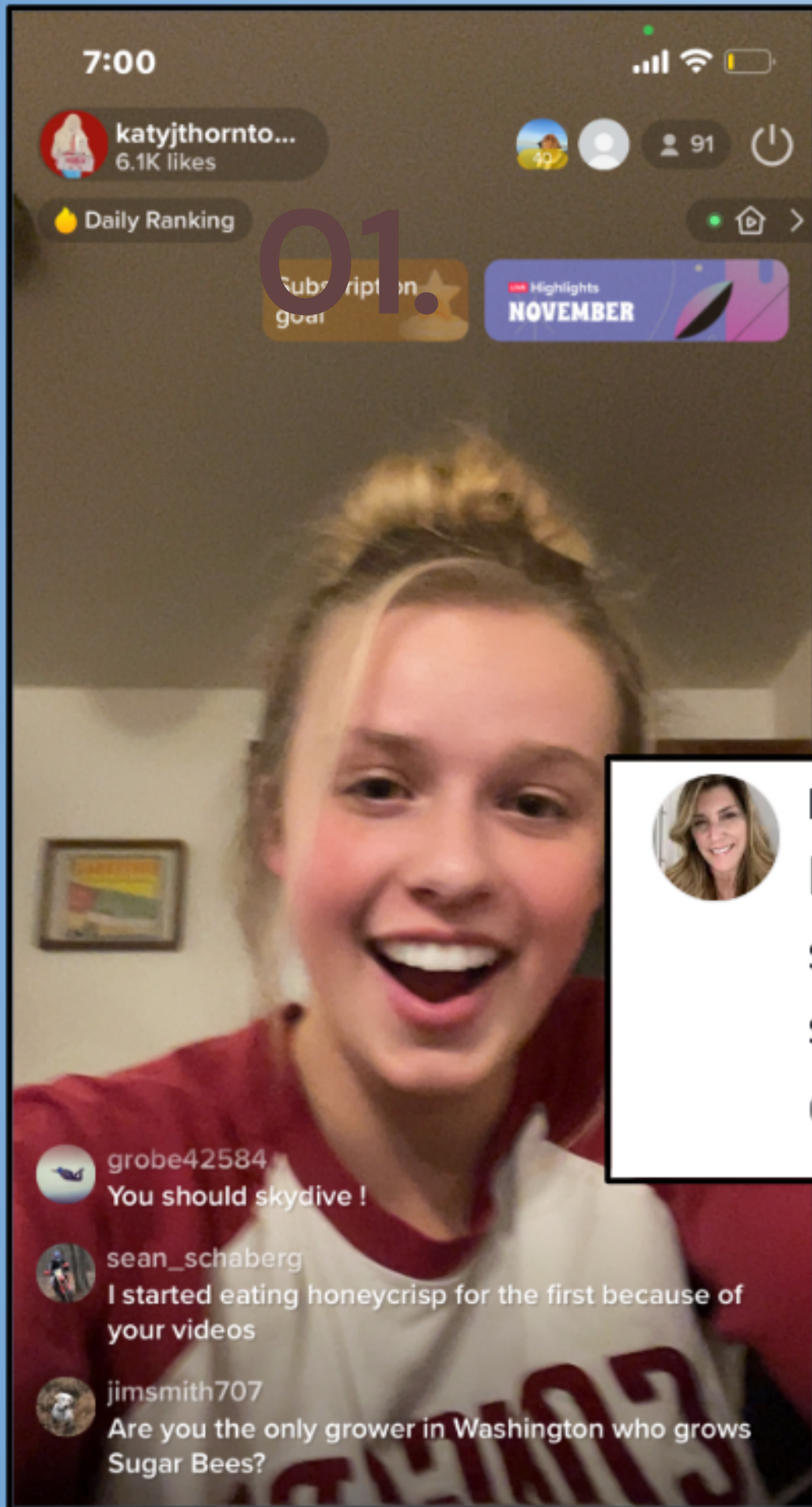


gfran52

How soon will you know if it damaged your crop?

5-10 Reply





dutchman1718

Westsider here. Thanks for the glimpse into life of the Eastside farmers who make WA so special!

11-15 Reply



Liked by creator



katyjthornton02 · Creator

Absolutely!! Thank YOU for watching and your interest 😊🍏



hazel._.73

I'm in TN and had a sample of the sugerbee Apple. Sooo good hope you sell her soon!

6-23 Reply



huskyaeh

Didn't know this was a thing. Fun looking it up. Thanks for working hard to provide us with food.

4-15 Reply



bpma3511

I had no idea they set them so gently into the bins.

10-31 Reply





WHAT DOES THIS MEAN FOR YOU?

- If we want to raise prices (like we need to), we need people to understand where their dollar is going.
- Cheaper than a print ad!
- In a sales resistant market, this is how you can reach consumers



THANK YOU!



*Connect
with me!*