



6th National Small Farm Conference

Tuesday, September 18, 2012
1:00 pm – 5:00 pm

Short Courses Description

2. Using New and Emerging Technologies that Impact (Benefit) Farm & Ranch Operations: Integrating Emerging Technologies (ET) into the Small Farm Marketing Mix

Moderator: **Berran Rogers-Univ. of MD-Eastern Shore**

Instructor(s): **Theresa J. Nartea, Virginia State University and
Robin Brumfield, Rutgers University**

2:00 pm – 5:00 pm (Central Standard Time)

Farm decision-making must be based on accurate and timely information. Adopting and integrating technology into marketing practices enhances competitive advantage by amplifying marketing messages through record keeping and cost accounting programs as well as consumer driven social media applications. The global e-marketplace positions small farm businesses for increased profits through social media and smartphone technologies. The short course introduces small farmers and educators to the following ET topics: (a) computer record-keeping and cost accounting systems for market planning, (b) consumer driven social media strategies, (b) m-marketing with Quick Response codes, and (c) m-commerce with smartphone credit card swipe equipment.