



MEDIA RELEASE

TENNESSEE DEPARTMENT OF AGRICULTURE
MARKET DEVELOPMENT DIVISION

FOR IMMEDIATE RELEASE

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CONTACT: Pamela Bartholomew

615-837-5348

Pamela.Bartholomew@TN.gov

USE FACEBOOK AND TWITTER FOR LOCAL FOOD, FARM FUN AND COUPONS

NASHVILLE, Tenn. - Are apples ready to pick? Where's the closest farmers market – and when is it open? Is there something fun happening, maybe a festival or at a Christmas tree farm?

The answers to all those questions can be sent directly to you. Really!

“If you follow Pick Tennessee Products on Twitter or become a fan through Facebook, we'll notify you directly on what's happening and where,” says Pamela Bartholomew, state agritourism coordinator with the Tennessee Department of Agriculture. “Pick Tennessee Products uses social media like Facebook and Twitter now to inform people about what their options are down on the farm, as things happen.”

Pick Tennessee Products is the statewide campaign developed to help consumers identify and choose products grown or processed in Tennessee. The program's extensive Web site lists farms, farmers markets and farm products from every part of the state. The site also includes hundreds of “farm fun” locations and activities.

“Social media allows us to send you real-time updates, giving you information on what fruits and vegetables are in season or the latest recipe,” says Bartholomew. “The power of these new technologies can be used in a really positive, helpful way.”

“Along with great information, we will periodically be holding contests. Just recently, our Facebook fans had the chance to win a Pick Tennessee Products reusable shopping bag,” says Bartholomew. “Our goal for the contest was to get 2,000 fans. We now have more than 2,500 fans.”

Numerous Tennessee farms are also jumping into social media. Many of those farms are linked on the Pick Tennessee Products Facebook page. These farms list their current opportunities, and may also use Twitter to alert customers of special deals and closings due to weather.

Links to our social media Web sites, farm-related events and activities can be found at www.picktnproducts.org.

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ELLINGTON AGRICULTURAL CENTER
BOX 40627, NASHVILLE, TN 37204
PickTNProducts.org