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Integrated Social Media @USDA

Amanda Eamich, U.S. Department of Agriculture

Integrated Social Media

- Mission fulfillment
- Community engagement
- Campaign or initiative strategy

Mission – Tools – Metrics – Teach

Integrated Social Media, in action

- Resources: Leadership, Ownership & Maintenance
- Strategic Plan: Message, Medium, Target
- Visualize Success

Don't forget – Policy, Technology and Counsel

The White House

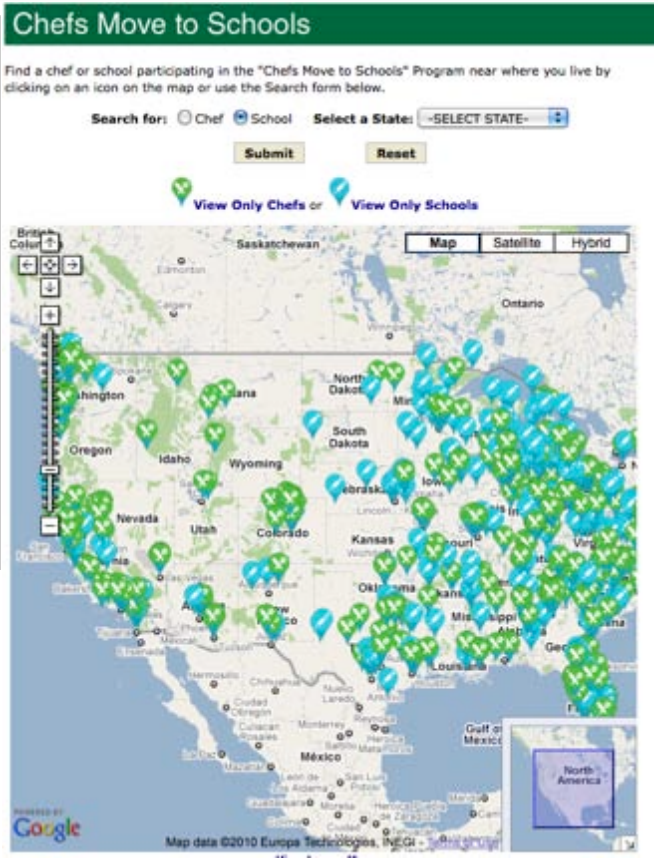
Office of the Press Secretary

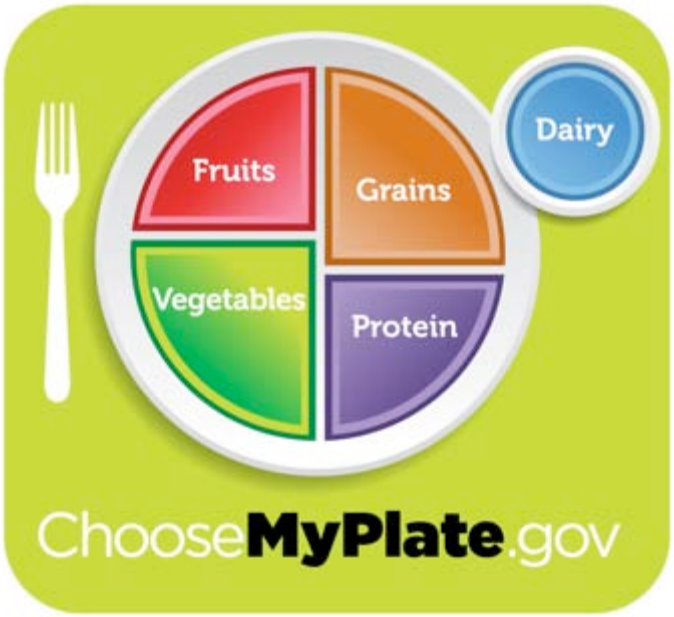
For Immediate Release June 09, 2011

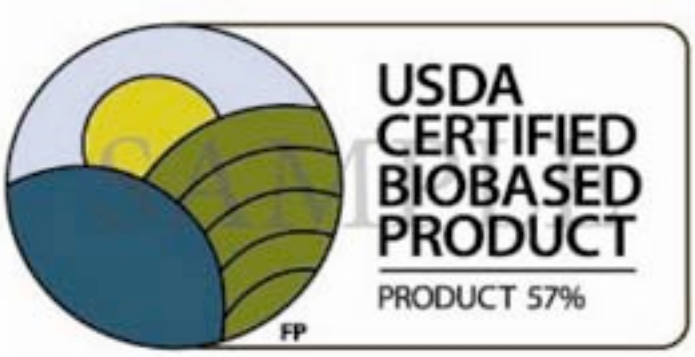
Obama Administration Establishes White House Rural Council to Strengthen Rural Communities

WASHINGTON, D.C. – The White House today announced the establishment of the first White House Rural Council. While rural communities face challenges, they also present economic potential. To address these challenges, build on the Administration's rural economic strategy, and improve the implementation of that strategy, the President signed an Executive Order establishing the White House Rural Council.

"Strong rural communities are key to a stronger America," **said President Barack Obama**. "That's why I've established the White House Rural Council to make sure we're working across government to strengthen rural communities and promote economic growth."







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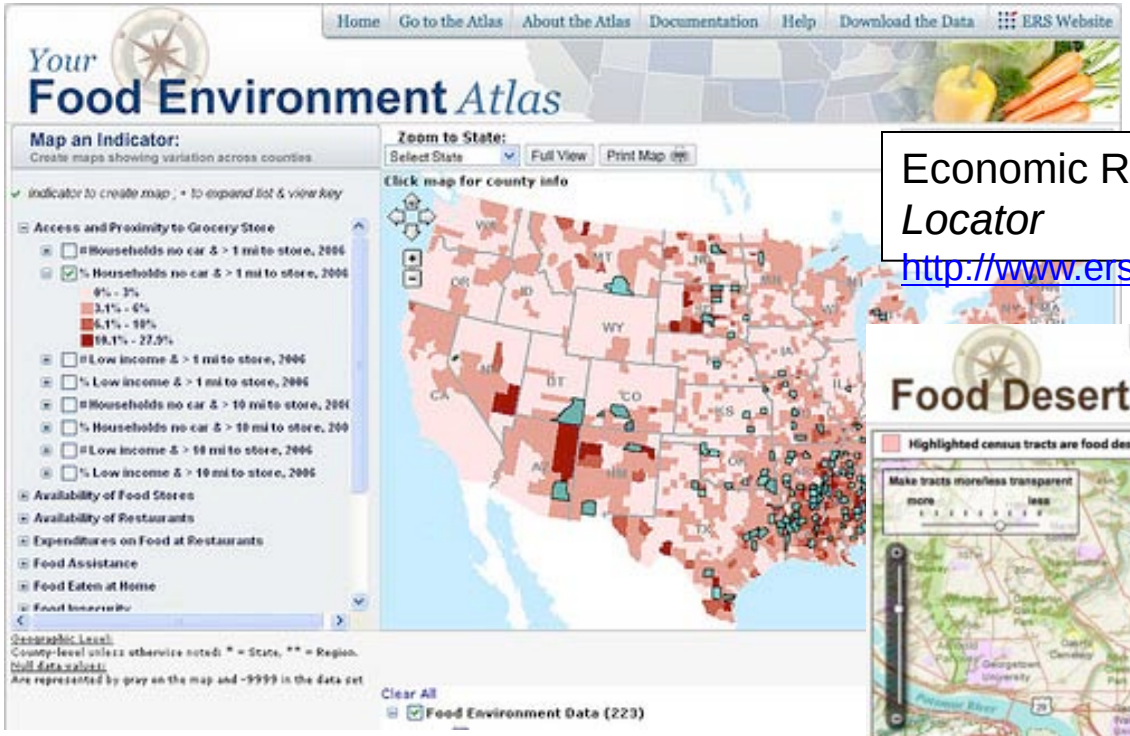
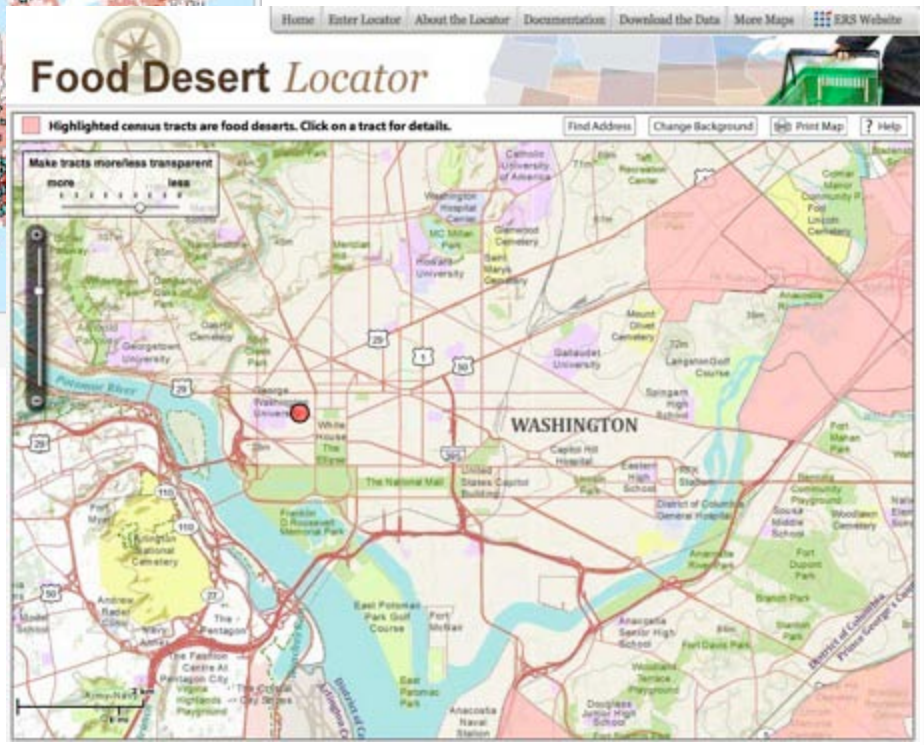
Data Visualizations



http://blogs.usda.gov/2011/01/19/mapping-the-food-environment/

Economic Research Service: *Food Desert Locator*
http://www.ers.usda.gov/data/fooddesert/index.htm



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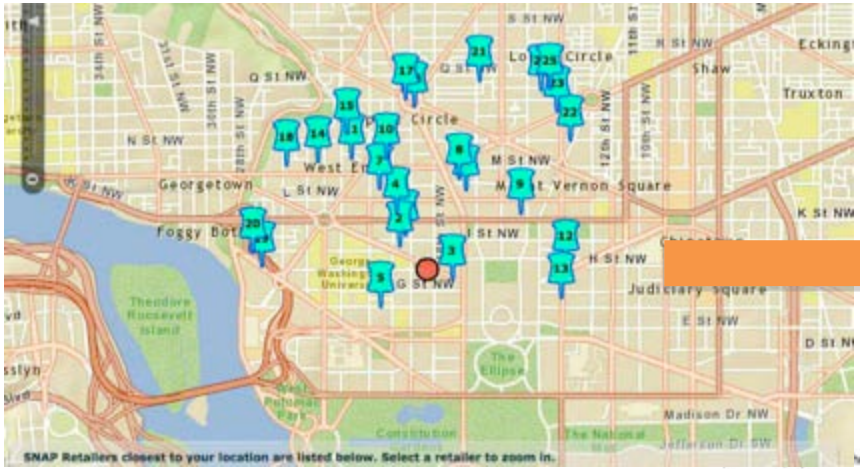
Public Data, Private Application



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Enter your address and zip code or cross streets and city to find stores nearby which accept SNAP cards

e.g. 48104, 85 2nd St, San Francisco or Mission and 16th, 94108

submit

or, text message your address to:

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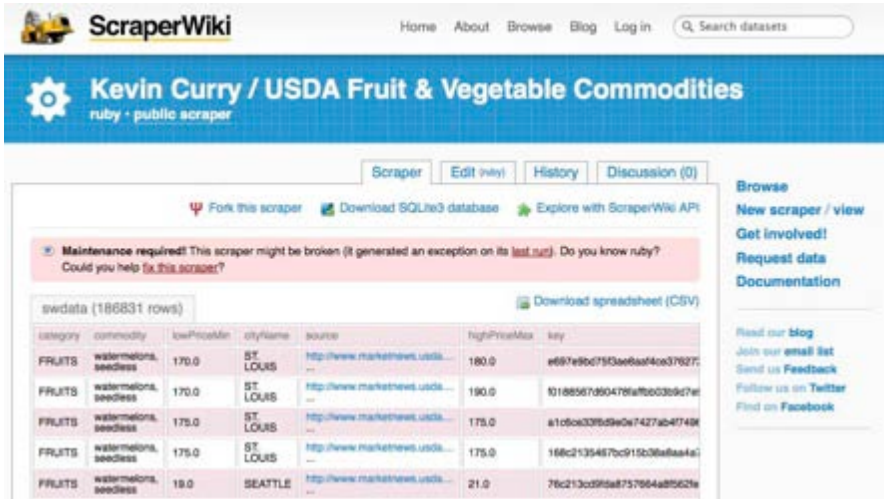
e closest places that accept SNAP cards (Food Stamps). We use to try and show the healthier places first. It is an entry in the Apps for Good Contest

www.snapretailerlocator.com



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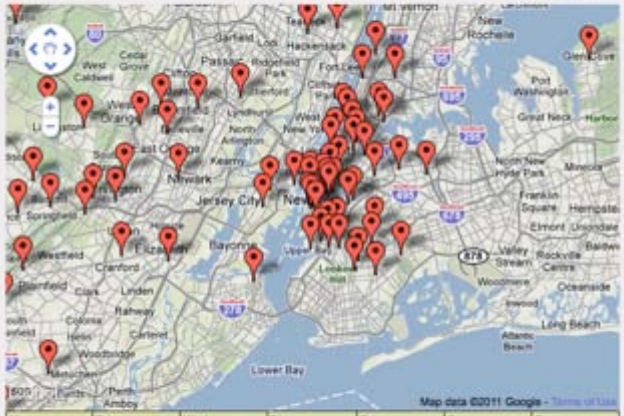
Agricultural Marketing Service: Farmers Market Directory

http://apps.ams.usda.gov/FarmersMarkets/

REAL TIME FARMS.COM | FARMS | FOOD ARTISANS | WHERE TO BUY | WHERE TO EAT | Sign Up | Sign In

Farmers Markets open this week near New York, NY

Add a Farmers Market



Mon	Tue	Wed	Thu	Fri	Sat	Sun
Union Square Greenmarket	City Hall Park Green Market	Tribeca Greenmarket	Clinton Farmers Market	City Hall Park Green Market	Tribeca Greenmarket	New Amsterdam Market
Maplewood Farmers Market	Zuccotti Park Greenmarket	Union Square Greenmarket	Tucker Square Wyckoff	Union Square Greenmarket	Abingdon Square	South Village Market
Springfield Farmers Market	Saint Mark's Church	Farmers Market at Journal	Farmhouse Columbia	New York Hall of Science	Union Square Greenmarket	Tompkins Square
East Hanover Farmers Market	Hoboken Farmers Market	Dag Hammarskjold	Greenmarket Bethany Baptist	Englewood Farmers Market	Fort Greene Park	Stuyvesant Town

Supplemental Nutrition Assistance Program (SNAP)

Info	MarketName	City	State	Website
			All	
	0.2 USDA Farmers Market *2 locations*	Washington	District of Columbia	
	0.2 USDA Farmers Market *2 locations*	Washington	District of Columbia	
	0.2 USDA Farmers Market *2 locations*	Washington	District of Columbia	
	0.5 USDOT Farmers Market	Washington	District of Columbia	
	0.8 Penn Quarter FRESHFARM Market	Washington	District of Columbia	
	0.9 US Dept of Health & Human Services FRESHFARM Market	Washington	District of Columbia	
	1.0 WellnessWORKS Farmers Market	Washington DC	District of Columbia	
	1.1 FRESHFARM Market, by the White House	Washington	District of Columbia	
	1.5 Market Place at Sheriff Road	Washington	District of Columbia	
	1.6 Foggy Bottom FRESHFARM Market	Washington	District of Columbia	

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Why Startups, Data Nerds, & Researchers Should Care About Farmers Market Data

FARMS & FARMERS, FOOD+TECH, INTERVIEWS, OPEN DATA, OPEN GOVERNMENT, POLICY MAKERS, RESEARCHERS, STARTUPS, TECHNOLOGISTS — BY DANIELLE GOULD ON MAY 18, 2011 6:07 PM

Like 76 | Tweet 67 | Share 16

Startups, data enthusiasts, researchers, and policy makers all have a reason to start caring about the USDA's annual National Farmers Market Directory: more comprehensive data will make it easier to build better applications, make more strategic business decisions, conduct research, and improve policy decisions. Every year the Agricultural Marketing Service at the USDA produces the National Farmers Market Directory, which lists farmers market locations and hours. After last year's success with releasing the data in downloadable format, the USDA hopes to release even more data this year, including the number of vendors at a given market and payment information, particularly if a market participates in federal nutrition benefit programs.

Debra Tropp, Branch Chief, Farmers Market and Direct Marketing Research at U.S. Department of Agriculture, was kind enough to answer some questions about the Directory, why it's important, and how we can help encourage our Farmers Market Managers to update their listing.

Danielle Gould: What is the USDA's National Farmers MarketDirectory? What kinds of information are collected about the markets?

Debra Tropp: The USDA National Farmers Market Directory is exactly what it sounds like: a national annual directory of farmers markets assembled by the Agricultural Marketing Service at the USDA. The USDA has been producing the National Farmers Market Directory since 1994. At that point, we counted about 1750 farmers markets. Now the Directory lists over 6,300.

The Directory lists the who, what and where of farmers markets — like when they are open, where they are, and how many vendors are at each. A look through the Directory will also allow you to see which markets take credit cards, SNAP (Supplemental Nutrition Assistance Program) payments, or any other payment alternatives and federal nutrition program benefits.

Extending the Narrative

UNITED STATES DEPARTMENT OF AGRICULTURE

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Working Side-by-Side, Pennsylvania Families Build a Community

Posted by Dawn Knepp, Pennsylvania USDA Public Information Officer, on July 7, 2011 at 10:15 AM

In a small, quaint housing development in south-central Pennsylvania, families are constructing new homes with the help of a unique government program. USDA Rural Development's Self-Help Housing Program provides mortgage financing to homeowners and a technical assistance grant to a non-profit agency, in this case, Interfaith Housing Alliance. Interfaith supervises the homeowners who do much of the building of their own homes. On June 24th, another six homeowners moved into the 39-lot subdivision.

New homeowner Latia Reed considers the program a gift to her family. She credits her son as her inspiration and strength, and the reason she wanted to accomplish the goal of homeownership. Although the work load was heavy, Reed feels the project was one of the greatest experiences of her life time.

Latia Reed, in front of her new home in the Shippensburg Self-Help Housing Development on move-in day. USDA supports homeownership efforts through a variety of programs.

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Items are from between 16 Jun 2011 & 18 Jun 2011.

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Campaign Approach: #MyPlate

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And, me: amanda.eamich@oc.usda.gov | LinkedIn.com/aeamich | @amandare | GovLoop.com/amanda30

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