

# Small Farm Education Field Day and Webinar Series

2021

**Field Day**  
July 29

in-person at the  
Purdue Student Farm

**Webinar Series**  
August 2 - 13

live, online  
education



PRESENTED BY:

The Purdue  
Student Farm  
and



Horticulture and Landscape Architecture

REGISTER TODAY: <https://www.purdue.edu/hla/sites/studentfarm/events/>

## Please join us for the 2021 Small Farm Education Field Day and Webinar Series!

This year we're happy to offer an in-person Field Day on July 29 at the Purdue Student Farm in West Lafayette and live, online education seminars August 2 - 13 as a webinar series.

### QUESTIONS? Contact ...

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### REGISTER TODAY!

Click to register or scan the QR code →

A Zoom link for the webinars will be emailed to you after registering.



**Dr. Maria Marshall** is the director North Central Regional Center for Rural Development and Director of the Purdue Institute for Family Business. Dr. Marshall has a

nationally and internationally recognized Extension, research, and teaching program focused on small and family business development. Her program thrust is to increase the viability and sustainability of small and family businesses as they develop and mature through their life cycles.



**Renee Wiatt** is Family Business Management Specialist in the Department of Agricultural Economics and Purdue Institute for Family Business (PIFB) at Purdue University. She works collaboratively with

Extension educators and specialists around the state of Indiana. Renee also conducts research on farms and family businesses with a focus on succession, disaster recovery, conflict resolution, work/life balance and communication.

## WEDNESDAY, AUGUST 4

12:00 – 1:30 pm EST

Moderator: Rachel Rawls

### Landscape Planning: Data and Design Strategies for the Farm

*Aaron Thompson, Purdue University*

Many factors that influence the form and function of working landscapes, as both social and ecological forces collide within these spaces. Subject to more intense pressure to deliver efficient production within their limited footprint, small farms are designed landscapes. However, the involvement of the design professions is often overlooked in the creation and management of these spaces. This talk focuses on the role of landscape planning as a design process that can enhance the design of farms and shape rural landscapes. Topics to be discussed include data-driven site analysis, spatial programming, design development, and performance evaluation of farm landscapes.

### Main Areas of Focus in Social Media Marketing

*Ariana Torres, Purdue University and Kate Gahimer, Senler Studio*

As technologies evolve and become more accessible, horticulture businesses can use social media to boost sales, build new partnerships, and pursue up- and down-stream integration strategies. In this virtual presentation, Dr. Ariana Torres will interview Kate Gahimer, co-founder of Senler Studio, to tell us the major areas of social media marketing. Speakers will present topics such as how to 1) develop and increase brand awareness, 2) curate content for audience engagement, 3) attract prospective clients through paid media, and 4) discover other helpful tools within digital communication.

### Linking Markets to Production

*Renee Wiatt and Maria Marshall, Purdue University*

Do you have an integrated decision-making process for your farm? Decisions that are made during the production of your crop can have a large impact on where you market your product. Alternatively, where you plan to market your agricultural product can impact what decisions you make relating to hybrid selection, growing practices (i.e. organic), food safety procedures, and packaging/labeling. All of the decisions that are made by farmers during production have an impact on profitability. By defining the market and basing all of your decisions on the wants and needs of that selected market, you can increase your farm's profitability and make the best decisions for your farm.



An Assistant Professor of Landscape Architecture, **Dr. Aaron Thompson's** work emphasizes the power of place-based planning to support community land use, recreation, and conservation

decision making. Integral to his teaching and research is an applied landscape planning approach that incorporates social-ecological science into the design process to create landscape transformations capable of balancing the needs of human and natural systems. As Director of the Purdue University Center for Community and Environmental Design his research and outreach efforts focus on design strategies for enhancing the agricultural landscape.



**Dr. Ariana Torres** work focuses on the intersection of economics and the specialty crops industry. Her extension program, Horticulture Business, provides decision-making tools and information for specialty crop growers, as well as training to stakeholders. She works closely with a range of specialty crop growers including turfgrass, fruit and vegetable, and ornamental operations.



**Kate Gahimer** is the CEO and Co-Founder of Senler Studio, a global social media marketing agency with offices in the U.S. and Zurich, Switzerland. Kate serves as the lead client account manager, while also handling paid media campaign management and strategy consultation.