Evolving Communication Tools: Joining the Conversation

Janice LeBoeuf, OMAFRA, Ridgetown
There are lots of ways to communicate.
I’m looking for cooperators for a cover crop project in tomatoes. Contact me if you’re interested.
Focus on what we want to accomplish,

who we want to connect with.

Then find the right set of tools.
What do you want to accomplish?

- Researcher
- Extension specialist
- Business
- Client
- Knowledge User
- Stakeholder

Questions
Information
Research Results
Experiences
Results
Observations
Information
Questions
Experiences
What do you want to accomplish?

- Researcher
- Extension specialist
- Business
- Questions
- Information
- Observations
- Results
- Experiences
- Client
- Knowledge User
- Stakeholder
Evolving Communication Tools:

Joining the Conversation
Sharing Information (in transition)

- Write an article
- Put it on the OMAFRA website
- Prepare in newsletter form and sent to email list of subscribers (plus a few by mail and fax)
- Post to ONvegetables.com (blog format)
- Put notice and link on Twitter
Vegetable Crop Update

Introduction

When there are crop production issues and events affecting vegetable growers and the vegetable industry in Ontario, look for the OMAFRA Vegetable Crop Updates for information. These updates, from OMAFRA vegetable specialists, provide timely information on crop production, pest identification/monitoring/control, pesticide registration updates, meetings/events, and more. They are issued whenever there is information to deliver - about once a week during the growing season and less often during the winter.

Editions

Cole Crops, Roots, Bulbs and Leafy Vegetables

- January 23, 2012 (pdf)

Cucurbit Crops
Mark your calendars now for the Ontario Soil Management Workshop 2011 - June 22  http://bit.ly/kofX38 #OntAg

Janice LeBoeuf @ontariotomato
Veg Crop Update: Grab your passport! High tunnel/season extension workshops coming up in Michigan  http://bit.ly/mdeNIX #OntAg

Janice LeBoeuf @ontariotomato
Veg Crop Update: Is western bean cutworm a threat to Ontario vegetables?  http://bit.ly/kgxIDq #OntAg

Janice LeBoeuf @ontariotomato
Veg Crop Update: Weighing the cost of compaction  http://bit.ly/juPR1u #OntAg
The Ontario Farmers Daily

Published by Rebecca LeHeup – 17 news spotters today

Read current edition

HEADLINES

Easy and Elegant Pork Tenderloin Recipe
allrecipes.com - Easy, yes and perhaps you could even get away with elegant depending on what you choose to serve as your sides. First, you do have to spruce up the Italian seasoned bread crumbs. I always doctor th...

Porkisyummy

Taste Local! Taste Fresh! Foodlink: Find Healthy Local Food in the Waterloo Region
foodlink.ca - Join us for Foodlink's 8th Annual Taste Local Taste Fresh! event taking place Sunday, September 18, 2-5 pm in St. Jacobs on the banks of the Conestoga River. Featuring a sampling of the region....

SnydersFarm

Baute Bug Blog » Blog Archive » Is This Brown Marmorated Stink Bug?
bautebugblog.com - Aug 16 2011 I am getting a lot of emails with photos from keen reps who think they have found Brown Marmorated Stink Bugs (BMSB). I think it is awesome that everyone is taking this pest seriously....

ontariotomato

A few tomato plants with late blight found in Chatham-Kent
onvegetables.com - August 17, 2011 by Janice LeBœuf Plants showing late blight symptoms have been found at two sites in Chatham-Kent. These plants had not received any fungicide applications. Growers should ensure...

ontariotomato

6 Rules for School: Getting Into a Good Routine for School
amotherworld.com - by Deb Lowther Forget January, September is when everything starts anew when you have school aged children! As a family health blogger and mother of three, I have survived 1085 school mornings and...

ChudeighsFarm

Environment
Janice LeBoeuf @ontariotomato
Irrigation webinar Jan 31 - Pro/con of water distribution. European perspective. watereducationalliance.ca

Janice LeBoeuf @ontariotomato
Summer job openings for Ont Ag College students uoguelph.ca/ses/content/ne... #OntAg not just in Guelph

Janice LeBoeuf @ontariotomato
Check out: Attention Investors: More Fruits and ConAgra! (Canadian Del Monte purchase) aol.it/wxjMnc

Janice LeBoeuf @ontariotomato
UGuelph undergrads: summer job opening on The Role of Social Media in Enhancing Ag and Rural Innovation Sy. Hambly.

Janice LeBoeuf @ontariotomato
Register for #OFVC by Feb 15 to get discount price plus admis... ofvc.ca

PurdueExtension NWCH @NWCH
Slides from food safety and veggie sessions at I posted at hort.purdue.edu/fruitveg/rep_p... Retweeted by Janice LeBoeuf

APS @plantdisease
InTheNews - USDA Unveils New Plant Hardiness 1.usa.gov/xadfYz

Interactions

Jason Persall, Tom Clarke and Syngenta Canada followed you 2h

Cheryl Trueman retweeted you
30 Jan: Summer job openings for Ont Ag College students uoguelph.ca/... #OntAg not just in Guelph

Philip Shaw @Agridome
RT @ontariotomato: Summer job openings for Ont Ag College students bit.ly/zZuHLJ #OntAg not just in Guelph

Luke Hartung retweeted you
30 Jan: UGuelph undergrads: summer job opening on The Role of Social...#ontag

Wayne Black @waynebkblack
#Ontag "@ontariotomato: Attention Investors: More #Fruits & #Veggies From ConAgra! (Canadian Del Monte purchase) aol.it/wXjMnc"

Rebecca LeHeup @OntarioCulinary
The Ontario Farmers Daily is out! bit.ly/cUubKP ➤ Top stories today via @vickisveggies @springridgenow @ontariotomato @stoddartfarm

Jacqui Laporte @notrunningfast
RT @ontariotomato: UGuelph undergrads: summer job opening on The Role of Social Media in Enhancing Ag and Rural...m.tmi.me/lh4Ju

Elaine Roddy, OMAFRA retweeted you 27 Jan
27 Jan: Register for #OFVC by Feb 15 to get discount price plus admis...
Receiving Information

• How have I received information this week?
  – Phone conversations, in-person conversations
  – Radio
  – Email, web browsing
  – Text message
  – RSS feed
  – Twitter, Facebook, YouTube, Shazam (apps)
  – Podcast
  – Other tools used to pull a lot of it into one place (NetVibes, iGoogle)
Joining the Conversation

• Why use social media and mobile tools?
  – Be part of conversations with people you need to connect with
  – Share timely information instantly with targetted group of people
  – Receive timely information instantly from many sources that you have chosen
  – Stay relevant
  – Influence the conversation
  – Meet people
  – Gain profile
  – and more
What tools are being used by the people you want to connect with?
Joining the Conversation

• Need to experiment a bit to understand the tools.

• The options will keep changing.

• Communicate, share information and experiences – one person can’t try them all out.

• Worse is to ignore them, dismiss them as fads. Or be afraid of them.

• As new tools are introduced, we are all learning together.
Joining the Conversation

• A lot of these tools are just new ways to have a conversation.
• But the conversations are more public than we’re used to.
Joining the Conversation

• About to launch a survey to measure the current use of social media tools and smartphones/mobile device platforms in the Ontario agriculture industry

• Will help us to choose tools and platforms to focus on now – OMAFRA, U of G, agri-business, ag organizations. But the tools will change over time. Need to adapt.

• KTT funding.

• Survey will be conducted by Ipsos.

• Results in March.
The Future

• Tools and technology will evolve (fast!)
• Know the options, but keep in mind:
  – What do you want to accomplish?
  – What tools are being used by the people you want to connect with?
Photo credits:
http://www.ourarchives.wikispaces.net/Farm
http://missionextension.wordpress.com/category/history-of-the-alabama-cooperative-extension-system/
http://blog.lib.umn.edu/extmedia/centennial/agriculture_food/
http://extension.oregonstate.edu/about/our-history
http://en.wikipedia.org/wiki/History_of_the_Alabama_Cooperative_Extension_System