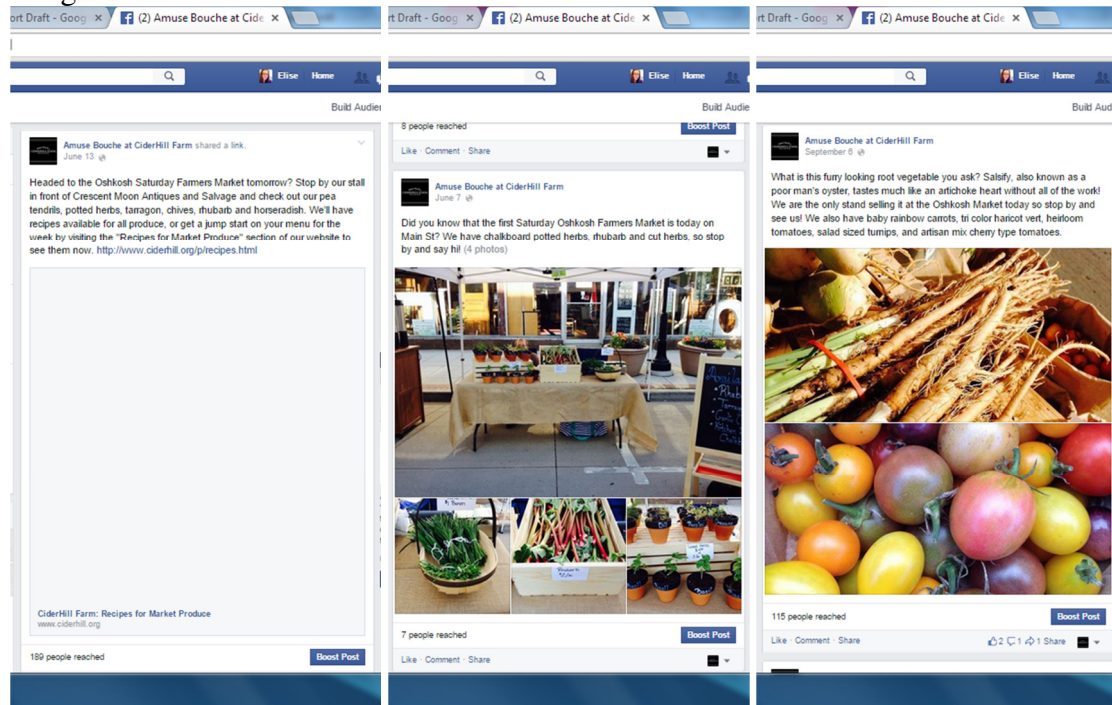


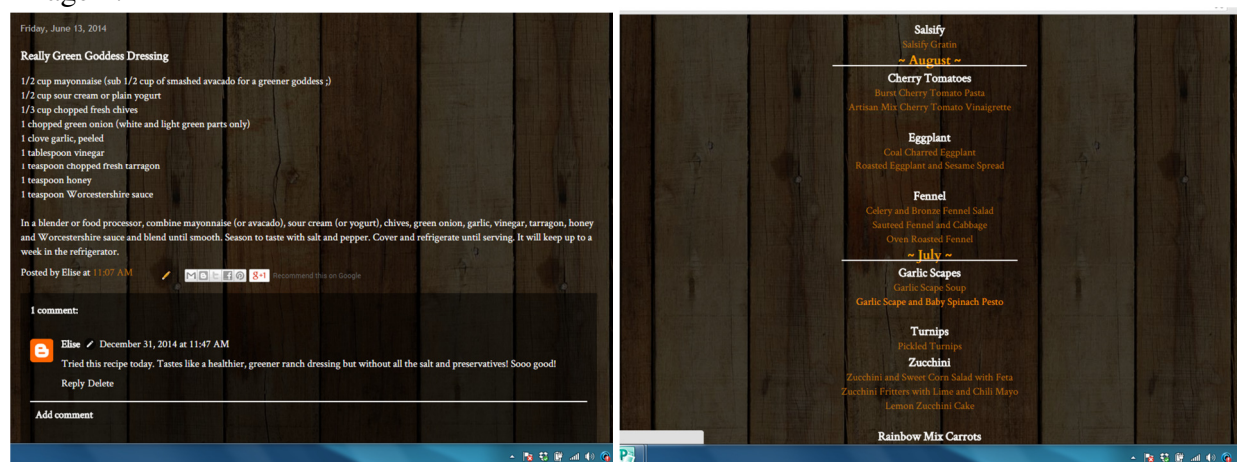
By and large, the platforms we used to tell others about this project and the project's events and activities was either in person through our vendor booth at the market (as was the case with our survey) or through our website and Facebook page to our followers. Attached please find samples of our recipe cards, as well as screenshots of our social media posts and our website. These materials, as well as our vendor booth presence, were the primary means to communicate about our project.

Image 1:



A sample of three of our posts. Attractive, interesting photos invite interaction while our posts provide information to customers.

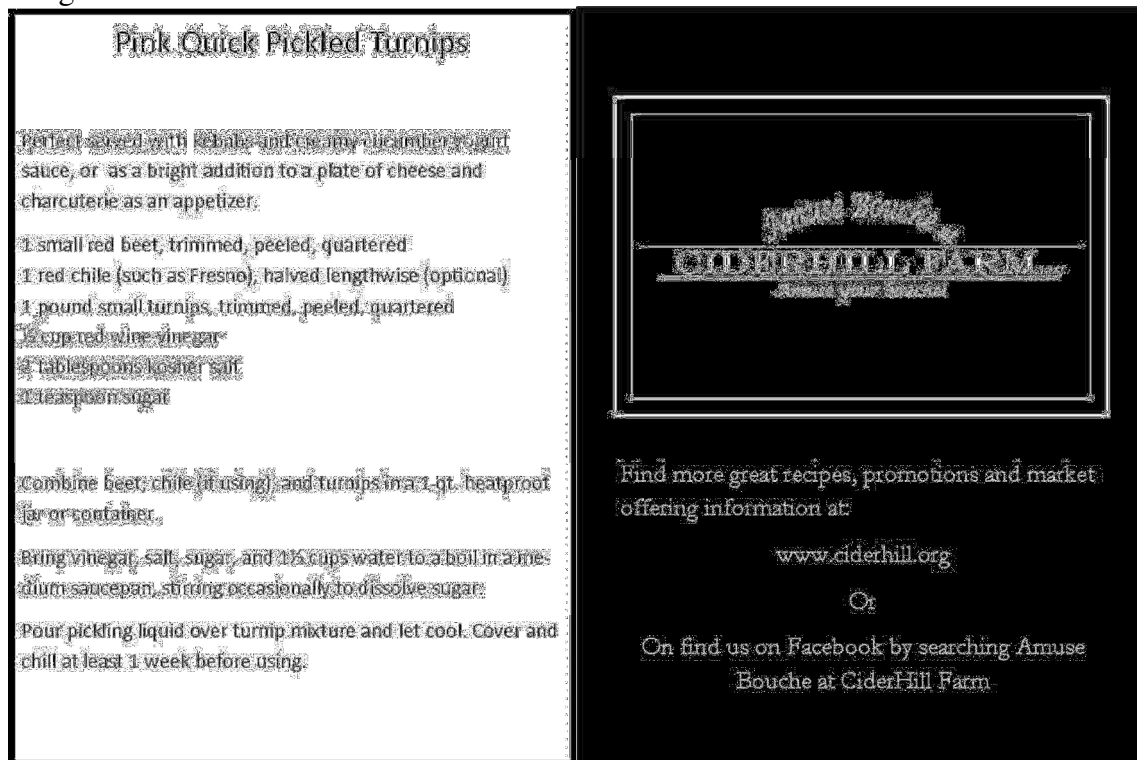
Image 2:



Screen shots of the CiderHill.org website. On the left is a recipe posted for herbs in early July along with comments from users. On the right is the layout for our recipes page. Recipes are

organized by their main ingredient and by the first month we offered that main ingredient. We chose this layout to communicate seasonality to our customers. At present we have 25 recipes available on our website, concentrating heavily on the offerings that customers generally have the most questions about.

Image 3:



A sample of one of the recipe cards handed out at the stand in order to drive traffic to our website and social media pages. The left is the front of the card with the recipe, the right is the back of the card with our information and logo.

The results of this project will be gathered for presentation at Social Media Marketing Strategy Roundtable hosted by CiderHill Farm at the University of Wisconsin Oshkosh. The roundtable will lay out the lessons we have learned from this project and then incorporate a discussion of strategy, as well as a blank marketing strategy write up for participants to take home. Participation is free, and invitations will be emailed to all of the vendors on the Oshkosh Farmers Market list, as well as to the coordinators of other local markets. After the roundtable, the presentation will be available via pdf on our website.