
PROMOTING CLEAN FARM-ENERGY DEVELOPMENT IN RHODE ISLAND

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FARM-ENERGY FELLOW: PURPOSE

- **Educate RI farmers about incentive opportunities for...**
 - renewable energy systems
 - energy efficiency improvements
- **Fine-Tuning Effective Outreach Strategies**
 - Helping farmers Save Energy, Money, and the Environnr



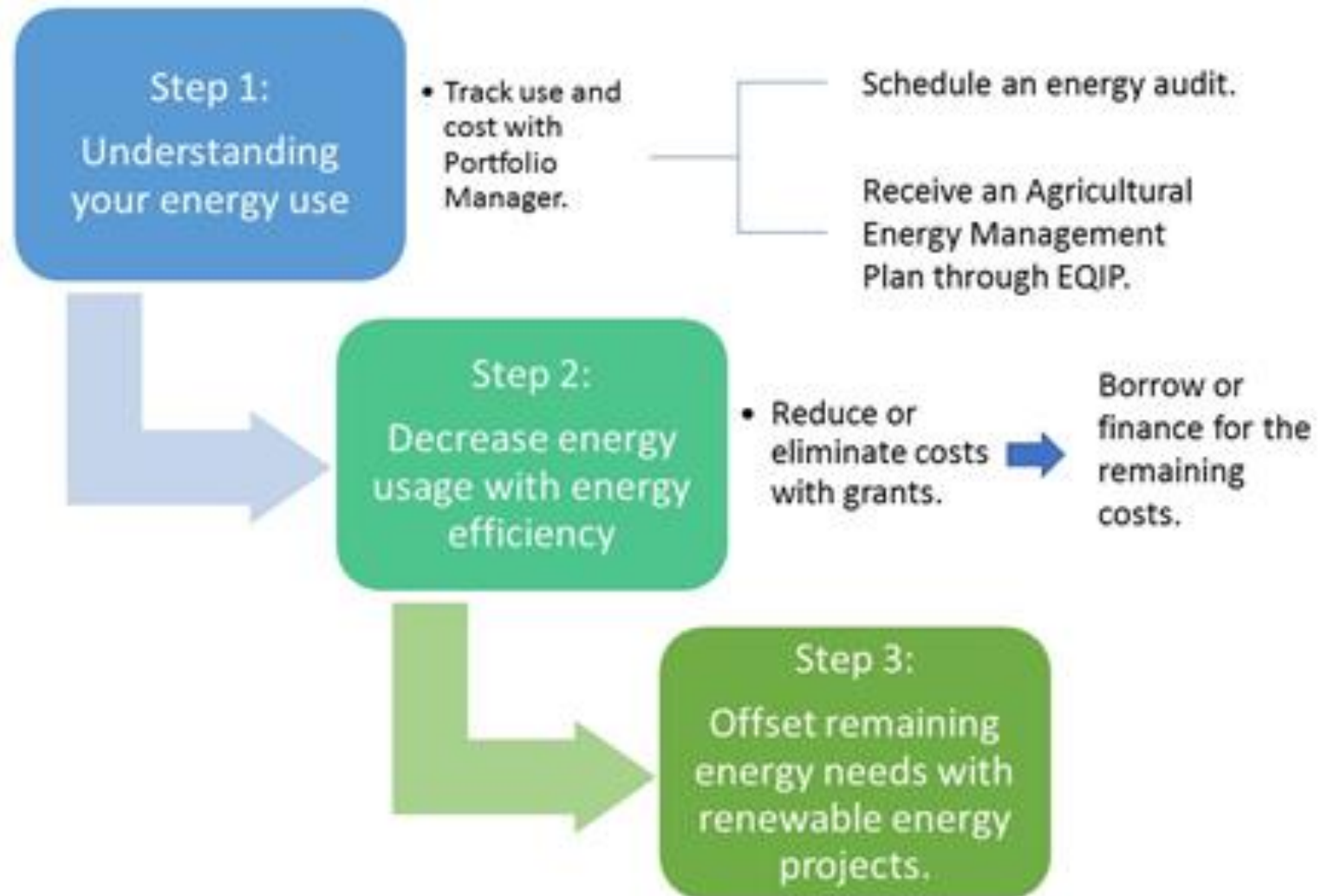
GETTING STARTED...

- **Compiled list of all RI farmers markets**
- 23 farmers markets held on weekdays
- 13 farmers markets held on weekends
- **Goal:** Attend every **weekday** farmers market before the end of season

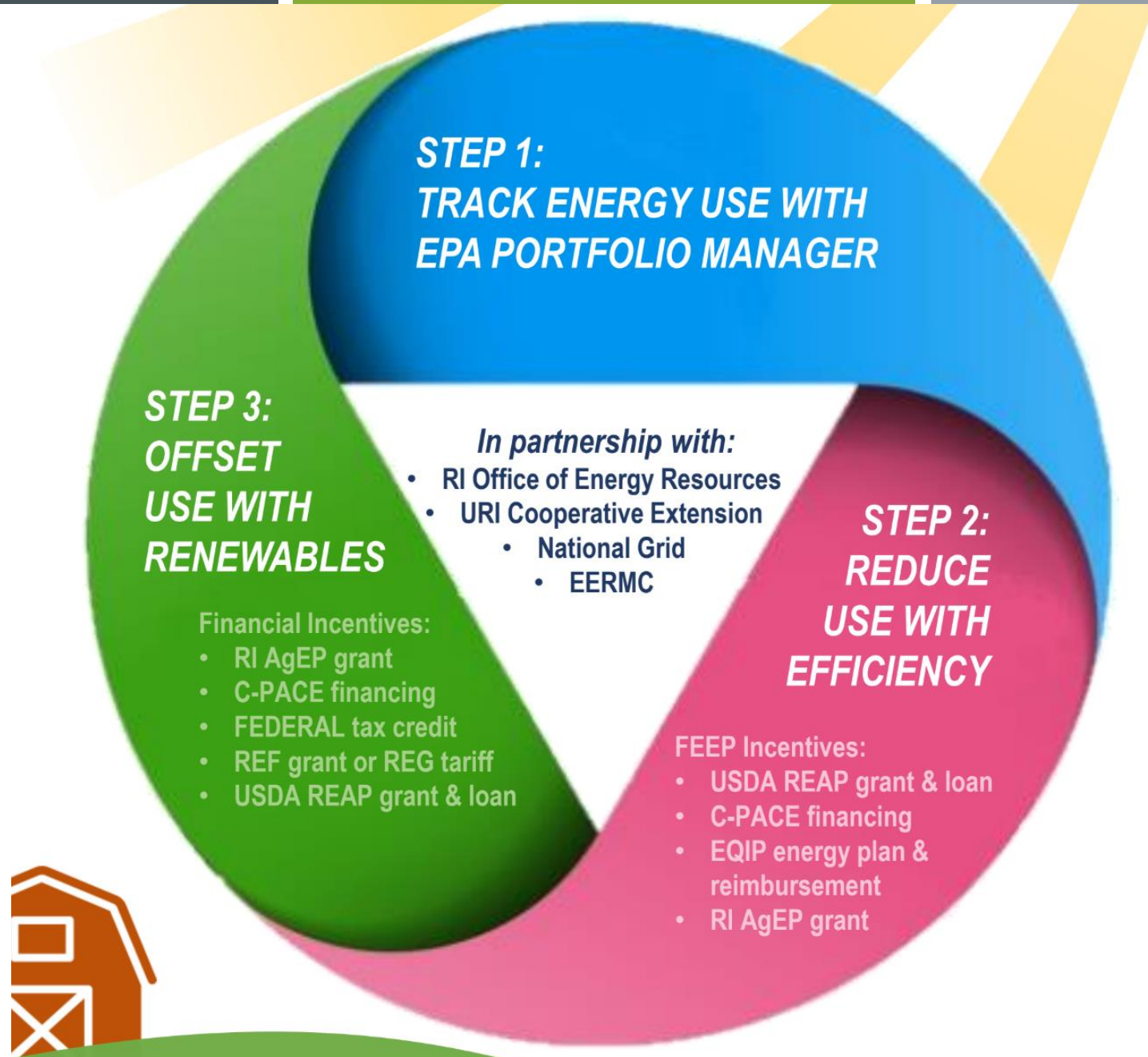


FLYER DEVELOPMENT

BEFORE...

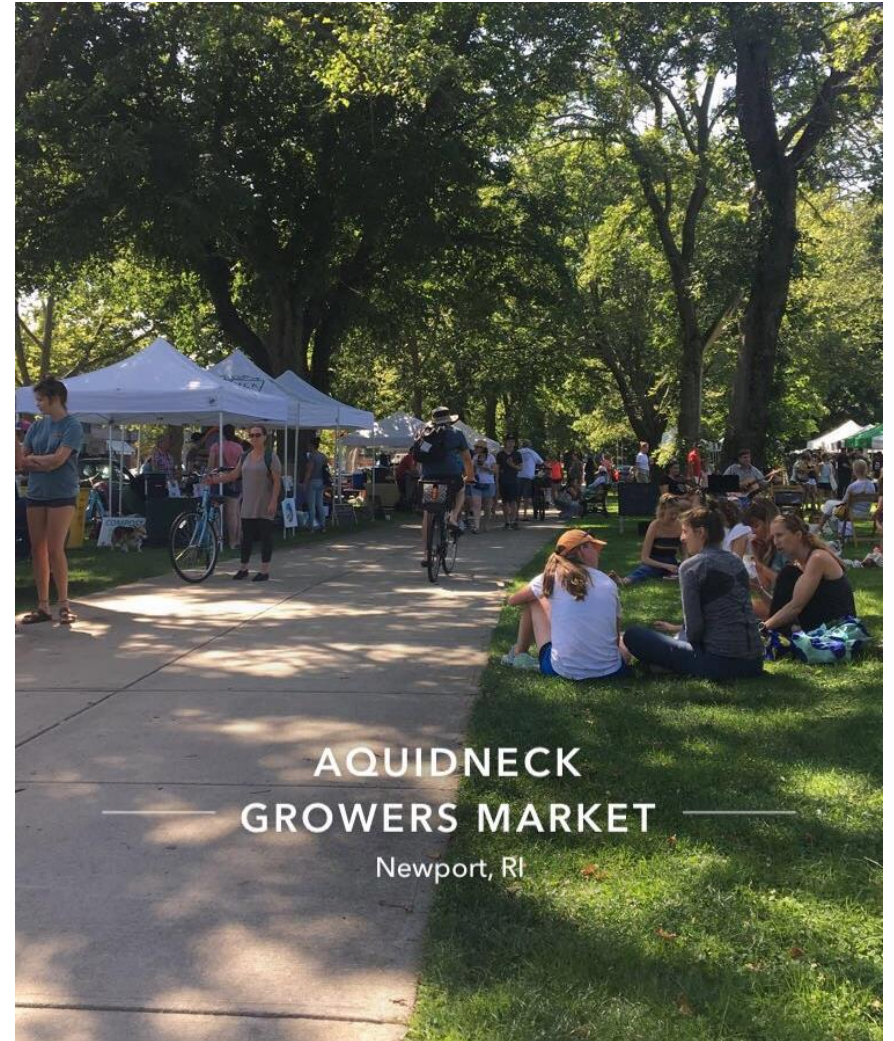


AFTER



GOING TO FARMERS MARKETS!

- Recorded all findings in a large spreadsheet
 - Farm name
 - farm location
 - handouts distributed
 - social media information
 - additional notes about follow-up, if necessary
- Met with the owners of over **50 Farms** across RI



SOCIAL MEDIA: BUILDING A LASTING NETWORK

- 179 followers on Instagram
- Instagram and Facebook accounts are linked,
 - posts share between platforms





**HOW DOES FARMER'S DEMOGRAPHIC
INFORMATION INFLUENCE OUTREACH
STRATEGY?**

Age

Phone
vs
Email

Gender

Social
Media
vs.
Paper
Flyers

Location

Leased
Farmland
vs
Owned
Farmland

FOLLOWER'S DEMOGRAPHIC INFORMATION



rifarmenergyresources 1



9 profile visits in the last 7 days

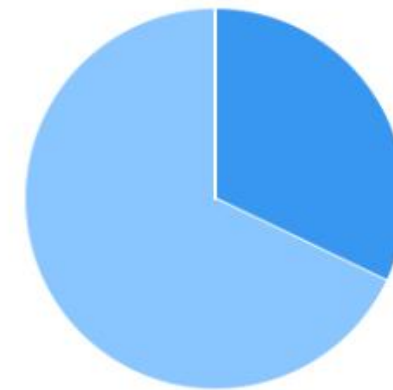
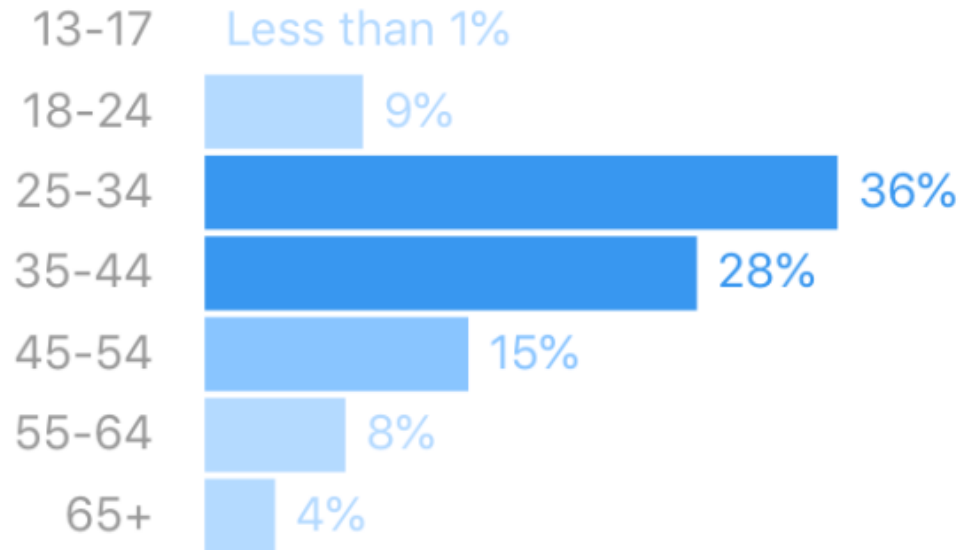
Age Range (i)

All

Men

Women

Gender (i)



68%
Women

32%
Men

ESTABLISHMENT OF A FUTURE FRAMEWORK FOR CONTINUING OUTREACH

- Resources I created that help establish this framework:
 1. Flyers
 2. Farmers Market Schedule
 3. Farm-Energy Resource Guide
 4. Farmers Market Statistics
 5. Social Media Accounts
 6. Newsletter & Video Interviews

