

NEWS RELEASE



Pennsylvania
Association for
Sustainable Agriculture

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FOR IMMEDIATE RELEASE

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Sustainable Farming Group Delves into Social Media

PASA's participation in Facebook the foundation for a larger social media marketing effort

MILLHEIM, PA. July 1, 2010 - The Pennsylvania Association for Sustainable Agriculture (PASA) officially joined the social media realm of Facebook today. Part of a larger effort to increase awareness about regional farming issues to their members and consumers, PASA plans to also create a YouTube Channel, and develop new features on their website, www.pasafarming.org.

PASA is following the trend a recent study indicated that nonprofit organizations have set the pace for use of social media in marketing since 2007, as 89% of charitable organizations are using some form of social media in their marketing. This includes the use of blogging, podcasting, message boards, social networking, video blogging and wikis.

Brian Snyder, executive director with PASA said, "The use of social media tools will enable PASA to reach a broader audience that is concerned with the way their foods are being produced, and act as an educational tool for both consumers and farmers."

To join PASA's new Facebook page, visit http://www.facebook.com/pages/Pennsylvania-Association-for-Sustainable-Agriculture-PASA/127200193987495?v=app_2344061033&ref=sgm%23!/pages/Pennsylvania-Association-for-Sustainable-Agriculture-PASA/127200193987495?v=wall&ref=sgm#!/pages/Pennsylvania-Association-for-Sustainable-Agriculture-PASA/127200193987495?v=wall&ref=sgm

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About PASA

With nearly 6,000 members, the Pennsylvania Association for Sustainable Agriculture (PASA) is one of the largest and most active sustainable agriculture organizations in the U.S. Through business support and regional marketing assistance for farmers, advocacy, and public education, PASA seeks to promote profitable farms that produce healthy food for all people while respecting the natural environment. PASA's hallmark event, the Farming for the Future conference, draws thousands of participants from more than 30 states and six countries each February. For more information, visit www.pasafarming.org.