



Instagram Strategy

Emily Ashby

Utah's Own Program Manager

www.utahsown.org | [@utahsown](https://www.instagram.com/utahsown)



Emily Ashby

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Chambers of Commerce

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Purpose of Utah's Own:

To promote &
support Utah's
agriculture, food,
and Utah-sourced
businesses.

Resource for rural ag &
food businesses.





MEMBERSHIP PROGRAM ESTABLISHED 2002

40 states have programs like Utah's Own



COMMUNITY + BUSINESS PARTNERS

Utah's Own works with community and business partners to spread the message of supporting local agriculture and food businesses.

**Utah State University Extension
Dairy West
Utah Farm Bureau
Millcreek City
Farmer's Markets**

**Small Business Development Centers
Southwest Region Food Business (USU)
R6 Regional Council (6 Rural Counties)
Red Acre Nonprofit (Cedar City)
Greater Nephi Chamber of Commerce**



Tiff's Tallow
Morgan, UT

Online Directory

Connect consumers, businesses, & retailers with local products.
7,000 hits/month

Member Directory

Q CSA and Subscription Farms



Near...

SEARCH

Search results for: "CSA and Subscription Farms"



Showing 1 - 5 of 5



Sort by: Newest First ▾



Nice Farm Goods

719-494-4473

CSA and Subscription Farms, Farms & Ranches, Produce Farms



Casperville Creations

3 East 100 South, Utah 84032, United States

413-374-4800

Produce Farms, CSA and Subscription Farms



The Forbes Family Farm

25 Main Street, Utah 84046, United States

303-589-0700

Farms & Ranches, Produce Farms, CSA and Subscription Farms, Ranches



Green Urban Lunch Box

400 South, Salt Lake City, Utah 84139, United States

801-318-1745

Produce Farms, CSA and Subscription Farms, Produce



Red Acre Farm

University Boulevard, Cedar City, Utah 84720, United States

435-865-6792

Utah's Own™
Utah Department of
Agriculture and Food

Give Feedback

Customized Profile on Utah's Own website



[Home](#) [About](#) [Love Local](#) [Member Directory](#) [Contact](#) [Become a Member](#) [Newsletters](#)



The Forbes Family Farm

Family Farm, CSA & Guesthouse



[Farms & Ranches](#) • [Produce Farms](#) • [CSA and Subscription Farms](#) • [Ranches](#)

We love connecting people in our community with locally grown food. We sell our produce through a Community Supported Agriculture model where families purchase a membership share and receive a box of fresh produce every week throughout the growing season along with an option to add-on a pasture-raised meat share. We grow over 70 different crops ranging from root veggies and greens to classics like tomatoes and cucumbers. Each week from May through October members receive approximately 8-12 produce varieties. The early weeks of the CSA will feature a variety of greens (lettuce, kale, arugula, spinach), root crops (radishes, carrots, beets, turnips) and peas, Swiss Chard, bok choy, green onions, herbs and garlic scapes. These boxes will be a bit smaller as produce is just coming on here in our high-altitude setting. As we move into the summer, your share will begin to include crops such as green beans, cucumbers, tomatoes, hot and sweet peppers, broccoli, cabbage, cauliflower, eggplant, summer squash, garlic and strawberries. By the fall we will also be able to



Utah's Own™

Utah Department of
Agriculture and Food



Use of Utah's Own logo

Products, labels, website, storefronts, social media signs at farmers markets



70% of
consumers recognize
logo.

GOOD SOURCE
OF PROTEIN

GREAT FOR
SNACKING

ALL
NATURAL

**Utah's
Own**

Nutrition Facts

4 servings per bag

Serving size 1 oz (28g)

Amount Per Serving

Calories 110

% Daily Value*

Total Fat 9g 12%

Saturated Fat 6g 30%

Trans Fat 0g

Cholesterol 30mg 10%

Sodium 190mg 8%

Total Carbohydrate 0g 0%

Dietary Fiber 0g 0%

Total Sugars 0g

Includes 0g Added Sugars 0%

Protein 7g 14%

Vit. D 0mcg 0% • Calcium 260mg 20%

Iron 0mg 0% • Potas. 0mg 0%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**HATCH
CHILE
CURDS**

Perfect for snacking on the go! Our fresh cheese curds pack a serious squeak and just the right amount of smoky goodness from roasted New Mexico Hatch Chiles.

Follow Us @BeehiveCheese
www.beehivecheese.com

BEST BY:

KEEP REFRIGERATED

8 58847 00387 2

PLANT 49-15

Ingredients: Pasteurized Cow's Milk, Hatch Green Chiles, Salt, Cheese Cultures, Vegetarian Rennet.

CONTAINS: Milk.

Beehive Cheese
Uintah, UT 84405

MADE IN USA

Media Promotion

Newsletters, social media, events

21,000+ Instagram

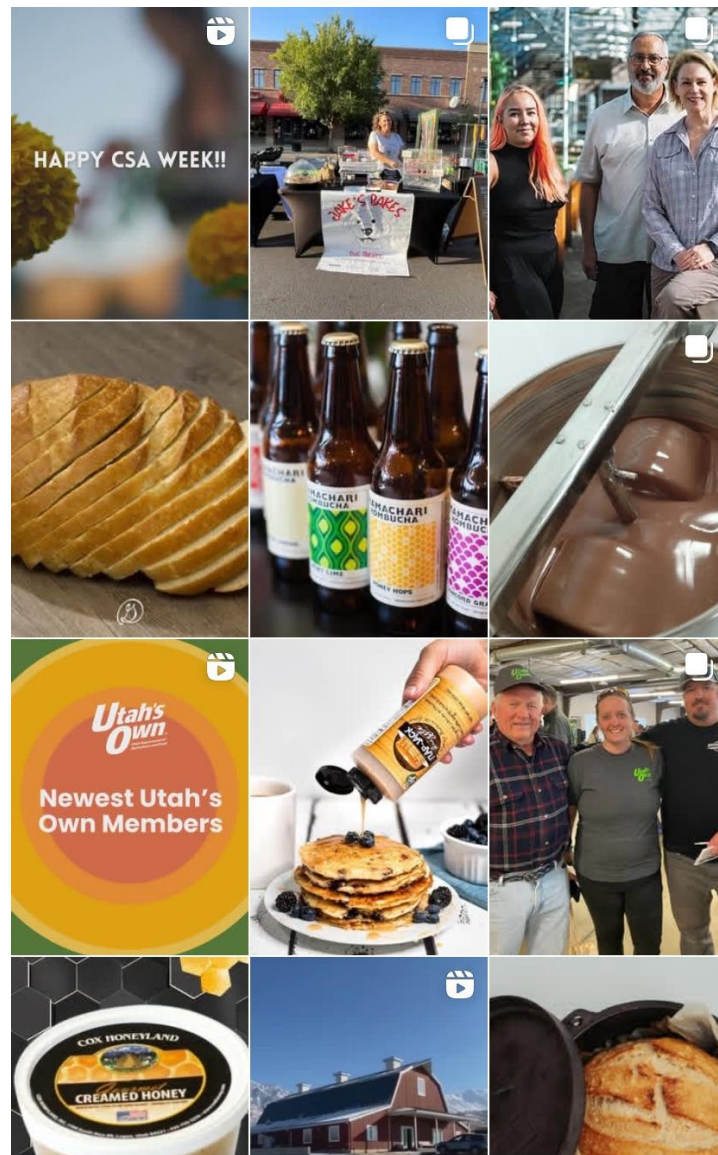
19,000+ Facebook

3,500 Newsletters

Internal and external newsletters

Utah's Own Markets & Events

Online Gift Guide





Farmers Market Support

Exclusive Events

Associated Foods Trade Show, markets, Utah Tourism, gift guides



Utah's Own
Utah Department of
Agriculture and Food

SPRING MARKET

UTAH'S OWN MARKET AT OLIVER'S PLACE



MAY 3, 2025 | 9 AM - 2 PM | OLIVER'S PLACE
125 S 2000 W, PLEASANT GROVE, UT 84062



HOLIDAY SHOPPES
AT MILLCREEK COMMON
1330 E Chambers Ave Millcreek, UT

GIVE THE GIFT OF

Utah's Own



Shop Local Daily Nov 1 - Dec 24 Open 11:00 AM - 9:00 PM

UDAF

www.utahsown.org | @utahsown

Business Training & Networking

Help members help themselves



Marketing

Retail Sales

Distribution

Growth

Farmers
Market
Booths

Business Tips

Grant
Information
(Allison Ross)



www.utahsown.org | [@utahsown](https://twitter.com/utahsown)



“Joining Utah’s Own is one of the best things we’ve done for our business.”

**Yineria
Holly’s Pantastic Products**



WHO CAN BECOME A MEMBER?

Membership Qualifications

- Be headquartered or incorporated in Utah
- Have an active business license
- Pay an annual membership fee \$100
- Meet one or more of the following criteria:
 - Grow, raise, produce, prepare, or manufacture food in Utah,
 - Produce other products from Utah-sourced agriculture ingredients such as wool socks, nursery products, or dog treats.



APPLY AT UTAHSOWN.ORG

Instagram Strategy

Part of your overall marketing strategy.

Tips:

- 1. Optimize Your Profile**
- 2. Use AI**
- 3. Use Great Content To Stand Out**



1. Optimize Your Profile



Who are you?
What do you do?

Be easily recognizable

At first glance can consumers easily identify who you are, what you do, and where you are located?

WHO
WHAT
WHERE

< **greaternepchamber**  ...



Greater Nephi Chamber of Commerce | Utah

639	990	648
posts	followers	following

- ✨ Helping businesses grow and thrive
- 🔍 Discover local businesses, events and resources
- 📍 Serving the Greater Nephi, Ut area
- 👉 Join the chamber here

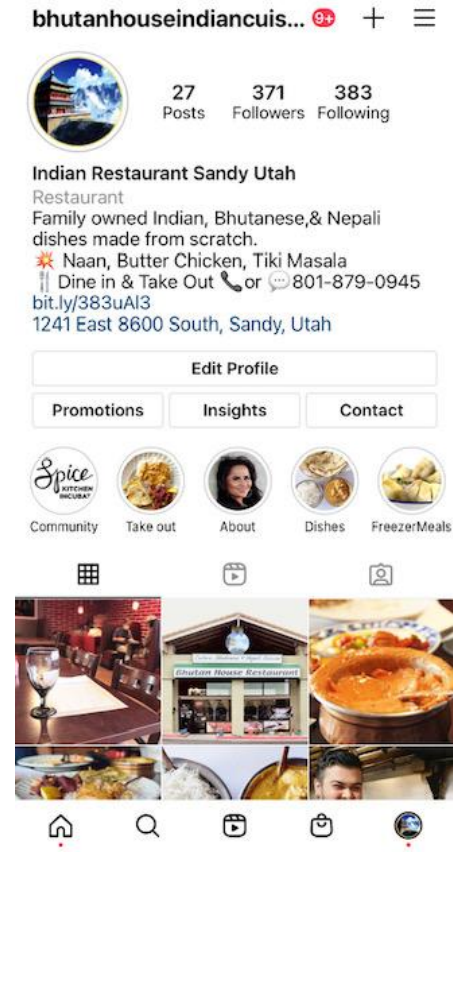
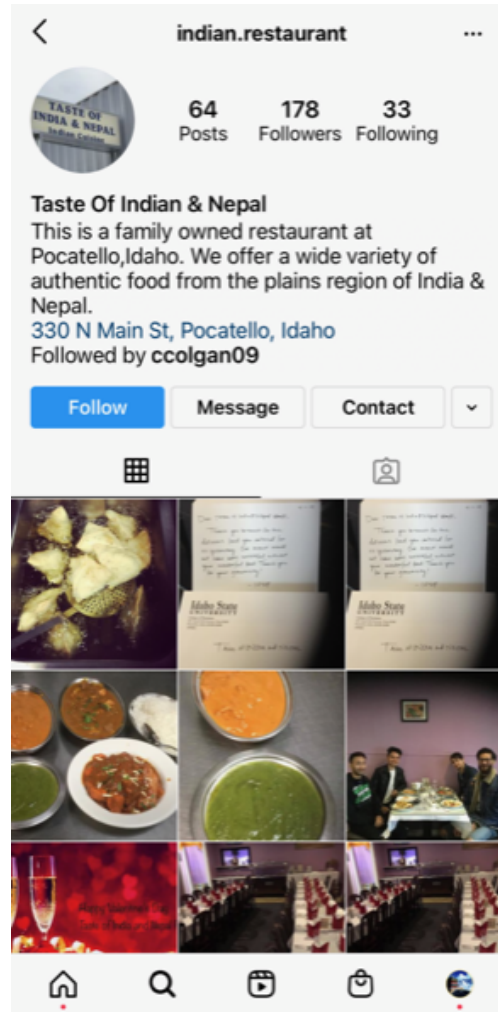
🔗 www.nepchamber.org and 4 more

1st Glance?

WHO

WHAT

WHERE



WHO WHAT WHERE

How To Be Discovered Instagram Search aka “Explore”

Username

Name

Bio

Location

bhutanhouseindiancuis... 9+ +



27
Posts

371
Followers

383
Following

Indian Restaurant Sandy Utah

Restaurant

Family owned Indian, Bhutanese, & Nepali dishes made from scratch.

🌟 Naan, Butter Chicken, Tiki Masala

🍴 Dine in & Take Out 📞 801-879-0945

bit.ly/383uAl3

1241 East 8600 South, Sandy, Utah

Edit Profile

Promotions

Insights

Contact



Community



Take out



About



Dishes



Freezer Meals



Key Elements to Consider Including:

- **Your Location:** Clearly state the city or region you serve.
- **Your Core Purpose:** Briefly explain what you do (e.g., connecting businesses, fostering growth, advocacy).
- **Benefits for Businesses:** Highlight what members gain (e.g., networking, resources, support).
- **Call to Action:** Encourage engagement (e.g., "Join us!", "Learn more!", "Explore the benefits!").
- **Link in Bio:** This is crucial! Link to your website, membership page, events calendar, or a Linktree if you have multiple important links.



Tip 2: Use AI - Chat GPT or Gemini

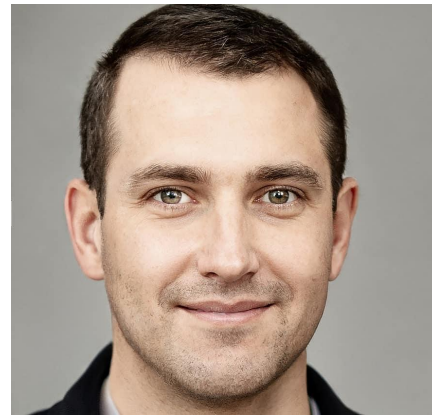
Marketing & Sales:

- **Crafting Compelling Content**

- **Social Media:** Generate engaging posts for platforms like Instagram, Facebook, and TikTok. This includes:
 - **Captions:** Write creative and witty captions for your photos.
 - **Hashtags:** Suggest relevant and trending hashtags to increase visibility.
 - **Short-form video scripts:** Create scripts for short, attention-grabbing videos showcasing your products.
- **Website Copy:**
 - **Product Descriptions:** Write enticing descriptions for your products.
 - **"About Us" Page:** Help craft a compelling brand story that resonates with customers.
- **Email Marketing:** Compose eye-catching subject lines and compelling email content for newsletters and promotions.

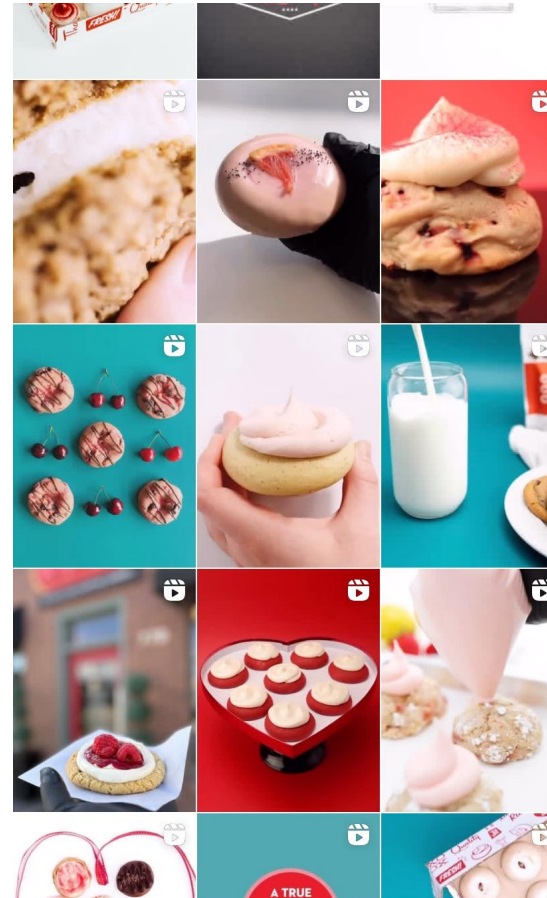
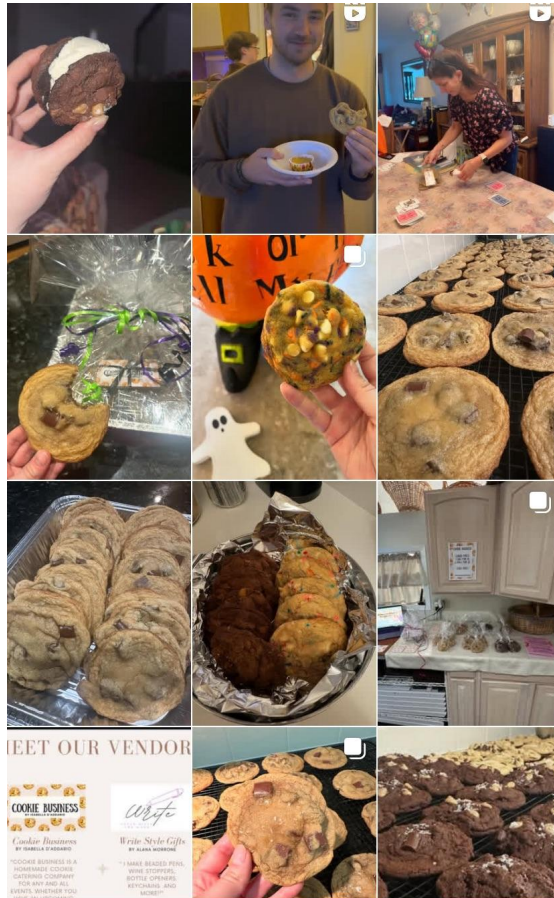
3. Use Great Content To Stand Out

What message is your social media profile sending about your business?



Be memorable in a good way!

Same type of business, different impression.



Tips To Have Photo Stand Out

Photo vs Text

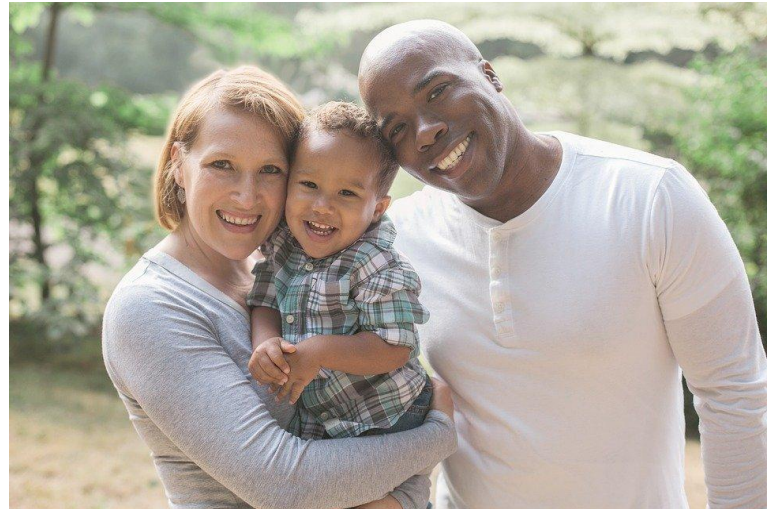
The human brain processes images
60,000 times faster than text and
90% of information transmitted to the brain is visual.



Tip:
Create content that catches the eye.

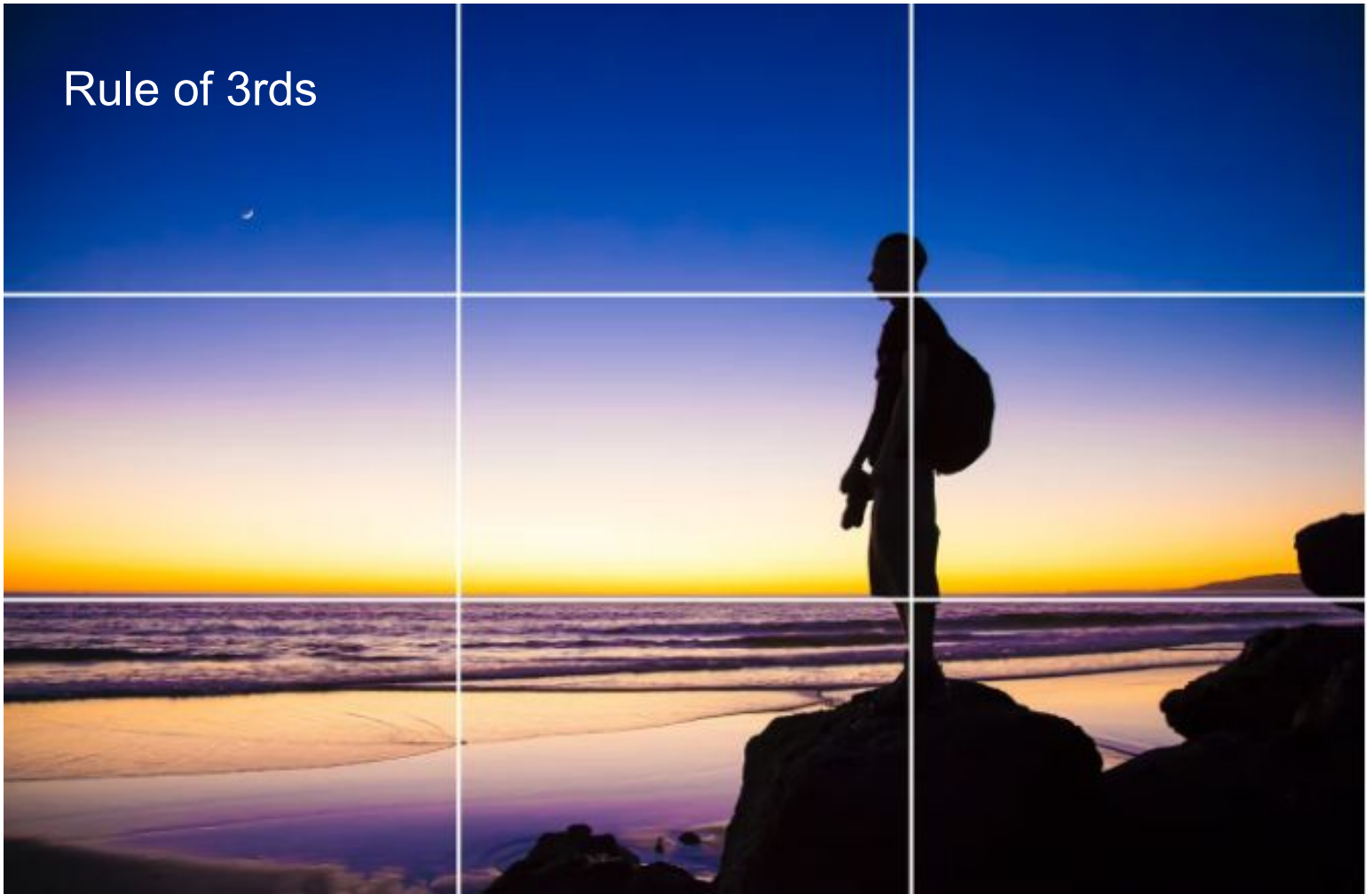


Eyes connect





Rule of 3rds



Creates visual interest: Off-centering subjects makes the image more dynamic and engaging.

Balances the composition: It distributes visual weight more evenly, preventing the image from feeling static.

Guides the viewer's eye: The lines and intersections naturally draw the viewer's eye through the image.



Light vs Dark





Natural vs Artificial Light



Tip: Always use location tags and hashtags

< **utahsown**



Utah's Own | Shop Local + Eat Local

1,645
posts

22.3K
followers

1,244
following

A Utah Department of Agriculture & Food (UDAF) program helping you find farms, farmers markets, and local Utah-sourced products! 📍 Member Directory
[4213 S 2700 W, TSOB South Bldg, Floor 2, Salt Lake City, Utah](#)

🔗 [utahsown.org](#) and 1 more

📍 [utahsown](#) 🏠 [Utah's Own](#)



greaternephichamber
Juab County Fairgrounds



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EASHBY@UTAH.GOV

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