

The New AI:
**Transforming Farm Marketing with
Artificial Intelligence**

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Mentimeter

Menti
NEVFC_AI

JW

Before today, I have used ChatGPT or other generative AI tools (like co-pilot)



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Yes, I've tried it once or twice.

0

No, I've never used it.

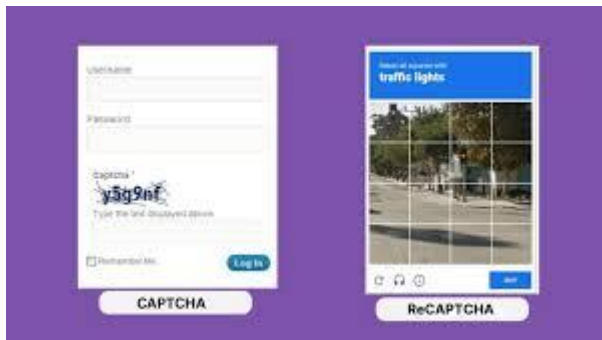
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Unsure

Choose a slide to present



You're probably already using AI



Wearable fitness trackers that analyze exercise and sleeping patterns



A chatbot that immediately answers customer questions



Product recommendations based on previous purchases



A security camera that sends an alert when there is an unrecognized person at the door

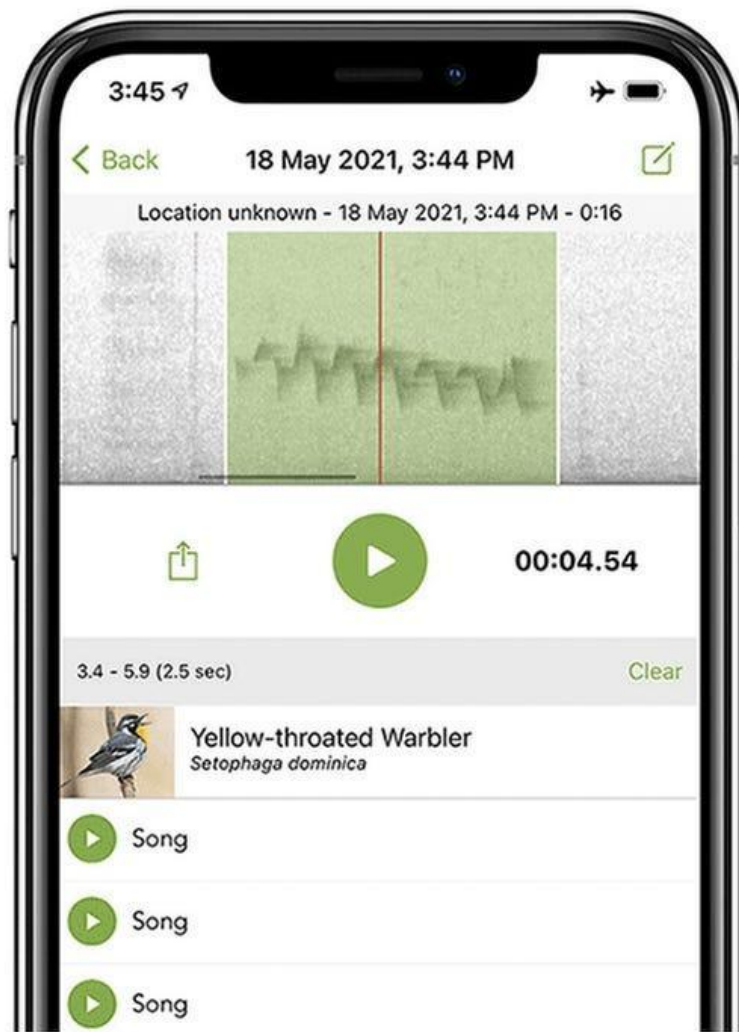


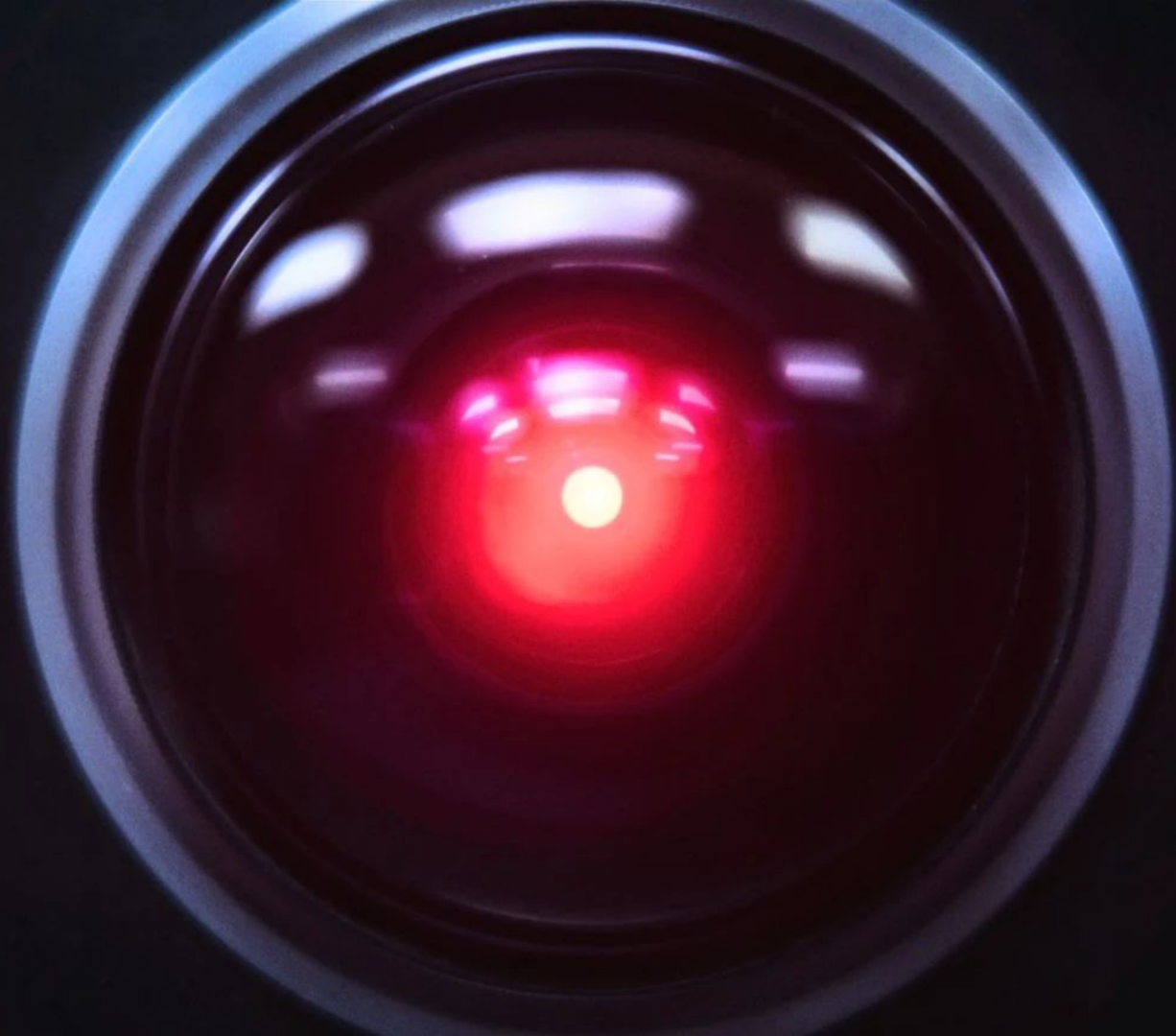
A music playlist recommendation

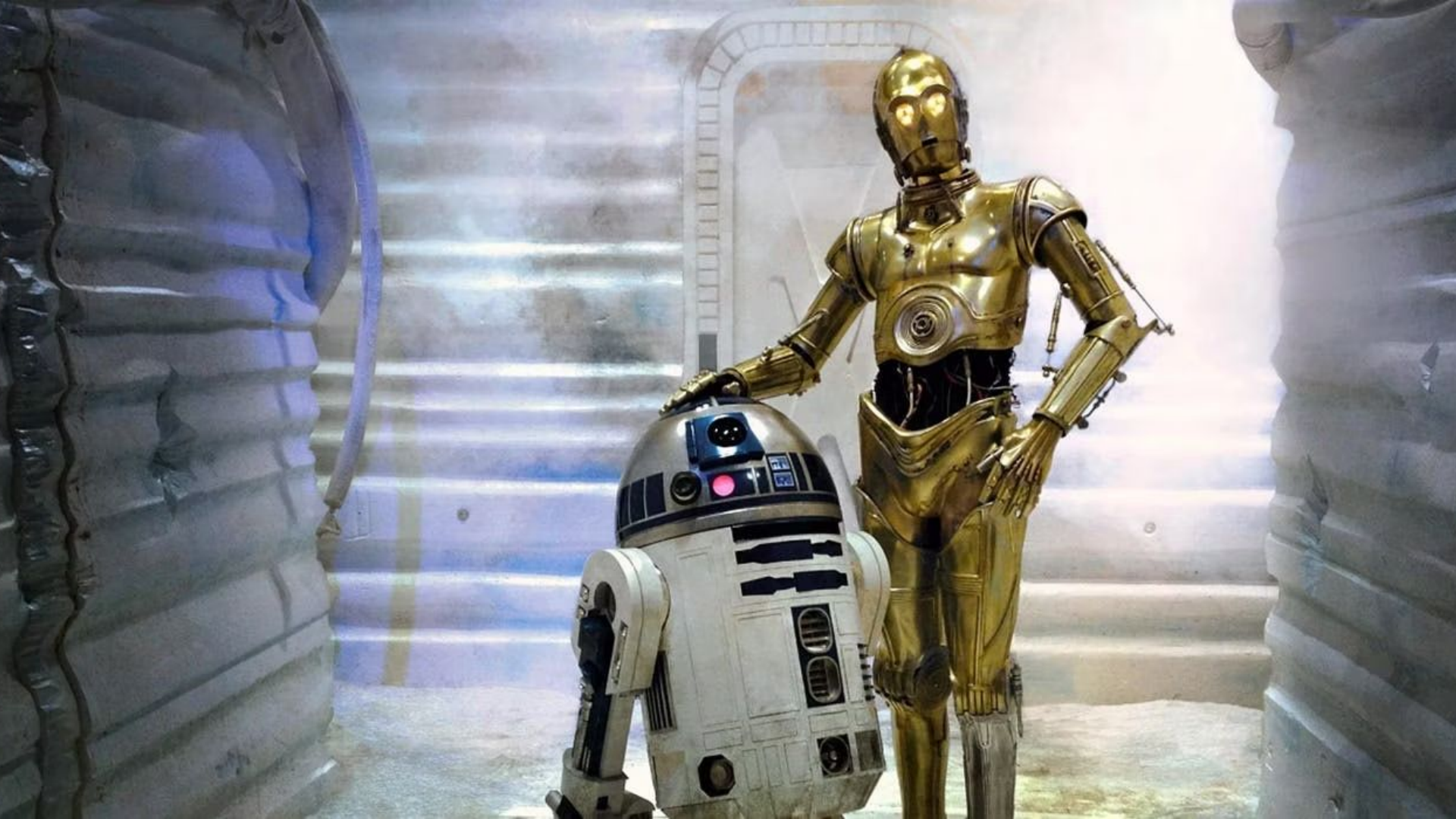


The email service categorizing an email as spam









What is Generative AI?

A Type of Artificial Intelligence

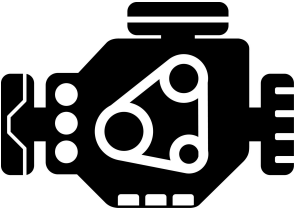
It's **generative** because it
creates something entirely **NEW!**

Based on data it is trained on it
can generate...

- Text
- Images
- Code
- and more



How Does ChatGPT Work: A Simple Guide



The Engine

Built on open-source tech & methods

AI-field moved faster because of public access / documentation of methods



MULTIPLICATION CHART																				
x	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
1	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
2	2	4	6	8	10	12	14	16	18	20	22	24	26	28	30	32	34	36	38	40
3	3	6	9	12	15	18	21	24	27	30	33	36	39	42	45	48	51	54	57	60
4	4	8	12	16	20	24	28	32	36	40	44	48	52	56	60	64	68	72	76	80
5	5	10	15	20	25	30	35	40	45	50	55	60	65	70	75	80	85	90	95	100
6	6	12	18	24	30	36	42	48	54	60	66	72	78	84	90	96	102	108	114	120
7	7	14	21	28	35	42	49	56	63	70	77	84	91	98	105	112	119	126	133	140
8	8	16	24	32	40	48	56	64	72	80	88	96	104	112	120	128	136	144	152	160
9	9	18	27	36	45	54	63	72	81	90	99	108	117	126	135	144	153	162	171	180
10	10	20	30	40	50	60	70	80	90	100	110	120	130	140	150	160	170	180	190	200
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14	14	28	42	56	70	84	98	112	126	140	154	168	182	196	210	224	238	252	266	280
15	15	30	45	60	75	90	105	120	135	150	165	180	195	210	225	240	255	270	285	300
16	16	32	48	64	80	96	112	128	144	160	176	192	208	224	240	256	272	288	304	320
17	17	34	51	68	85	102	119	136	153	170	187	204	221	238	255	272	289	306	323	340
18	18	36	54	72	90	108	126	144	162	180	198	216	234	252	270	288	306	324	342	360
19	19	38	57	76	95	114	133	152	171	190	209	228	247	266	285	304	323	342	361	380
20	20	40	60	80	100	120	140	160	180	200	220	240	260	280	300	320	340	360	380	400



Input to Output

Transforms data based on learned patterns and words

“Common use” technology

Training the model on text data isn’t “new” enough



IP & Patents

Patents cover novel applications, specific algorithms, or innovations that improve performance, efficiency, or accuracy

Today We're Talking About ChatGPT



What does it know how to do?

- Write articles
- Compose emails
- Draft marketing content
- Create artwork
- Generate new product ideas
- **Much much more!**

Using ChatGPT for Everyday Things Outsourcing Repetitive Detailed Thinking

I'm looking for a ina garten recipe for a vegetarian dish to bring to a day long work meeting that is a potluck



For a day-long work meeting potluck, Ina Garten's **Vegetable Tian** is an excellent vegetarian option. This dish features layers of potatoes, zucchini, and tomatoes baked over a bed of sautéed onions and garlic, topped with fresh thyme and Gruyère cheese. It's both flavorful and visually appealing, making it a crowd-pleaser. BAREFOOT CONTESSA

Ingredients:

- Good olive oil
- 2 large yellow onions, halved and sliced
- 2 garlic cloves, minced
- 1 pound medium round potatoes, unpeeled
- 3/4 pound zucchini
- 1-1/4 pounds medium tomatoes



Message ChatGPT



ChatGPT can make mistakes. Check important info.


Using ChatGPT for Everyday Things

I can't figure out how to do this thing...

Hi! I need the help of a tech guru. I want to set up my iPhone 11 as a mobile hotspot so that I can watch TV. I use spectrum mobile is that possible? If so, what are the steps?



Yes, you can set up your iPhone 11 as a mobile hotspot and use Spectrum Mobile to connect other devices to the internet. Here are the steps to do so:

1. **Check Your Plan:** Ensure that your Spectrum Mobile plan includes mobile hotspot capabilities. You can check this by logging into your Spectrum Mobile account or contacting customer support.
2. **Enable Mobile Hotspot:**
 1. Open the **Settings** app on your iPhone.
 2. Tap on **Personal Hotspot**.
 3. Toggle the switch to turn on **Allow Others to Join**.
 4. If you don't see "Personal Hotspot," tap  on **Cellular**, then **Personal Hotspot**.
3. **Set Up a Wi-Fi Password:**

Message ChatGPT



Using ChatGPT for Everyday Things Looking for Tutorials

My work uses qualtrics to collect survey data but I feel very inefficient when it comes to results and reports. Can you find helpful videos online for the most recent version for qualtrics to help me understand how to produce the best reports? I would love for the video to come from another extension or university but it is not necessary. What is more important is that it is recent



I understand you're seeking recent, university-affiliated video tutorials to enhance your proficiency with Qualtrics' reporting features. While specific videos from universities may be limited, here are some resources that can assist you:

1. **Qualtrics Reports Tutorial:** This video provides an overview of the "Reports" feature in Qualtrics, covering various data visualizations available for reporting survey results. [YOUTUBE](#)
2. **Qualtrics 6: Analyzing and Reporting Data:** This tutorial focuses on the analysis and reporting functions within Qualtrics, offering insights into effectively interpreting survey data. [YOUTUBE](#)
3. **Qualtrics Reports Playlist:** This playlist includes multiple videos that guide you through creating reports for surveys in Qualtrics, starting from the basics. [YOUTUBE](#)

Message ChatGPT



Farm Marketing

What marketing platforms or tools are you currently using?

Prompt-a-Palooza

Let's try it out!

This isn't Google



You

Imagine that you are a website copywriter who is helping a farmer create the products section of their website. They sell packages of meat for consumers to buy. Right now, their web page is titled 'Premade packages' and says, "Check out our premade packages, of bulk pork, or combinations of beef, pork, and chicken when available." What would you suggest for a good name for these packages of bulk meat that helps entice the consumer to purchase

< 2 / 2 >



ChatGPT

Certainly! Crafting an enticing name for your packages of bulk meat can make a significant difference in attracting consumers. Here are a few suggestions:

1. "Farm Fresh Feast Bundles"
2. "Savory Selections Sampler"
3. "Harvest Bounty Boxes"
4. "Butcher's Best Bulk Packs"
5. "Prime Protein Packages"
6. "Homestead Heritage Hampers"
7. "Flavorful Farmhouse Finds"
8. "Heritage Harvest Hauls"
9. "Rustic Roasts & Rations"
10. "Wholesome Meat Medleys"

These names aim to evoke feelings of freshness, quality, and abundance, which can appeal to consumers looking for bulk meat packages. Feel free to choose or modify any that resonate best with your brand and product offerings!



**University of
New Hampshire**
Extension



You

Thank you. Can you give me some suggestions that would be enticing for my 'Foodies and Culinary Enthusiasts' target market



ChatGPT

Absolutely! Targeting foodies and culinary enthusiasts requires a more sophisticated and enticing approach. Here are some suggestions tailored to appeal to this specific audience:

1. "Gourmet Gastronomy Gatherings"
2. "Epicurean Essence Ensembles"
3. "Artisanal Meat Masterpieces"
4. "Culinary Connoisseur Collections"
5. "Chef's Choice Charcuterie Curation"
6. "Elevated Edible Expeditions"
7. "Sensory Savories Selections"
8. "Tastemaker's Treasure Troves"
9. "Epic Flavor Excursions"
10. "Culinary Craft Creations"

These names aim to evoke a sense of luxury, artistry, and exploration, which can resonate with foodies and culinary enthusiasts who value premium ingredients and unique culinary experiences. Feel free to choose or modify any that align best with your brand and the preferences of your target market!



The Stuck Point



No One Right Answer

- Idea Generation
 - Caption Generation
 - Summarizing
 - Spelling/Grammar/Tone Check
-
- Social Media Posts
 - Blog Posts
 - Newsletter and Emails
 - Website Content



JW



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After today's session

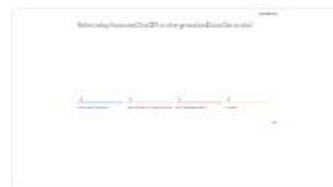
How likely are you try ChatGPT in the coming weeks?



I will never use this

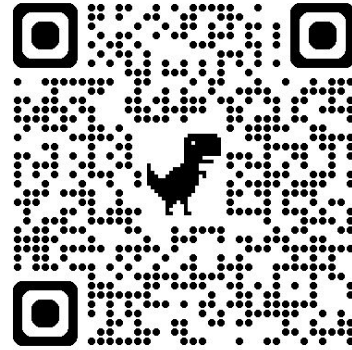
I can't wait to try

Choose a slide to present



Comments? Questions? Future Use?

Ready to Learn More?
Free Webinar
1/17/25
10:30am-12noon



Making Life Better in New Hampshire

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Sticky Questions (and my non-expert answers)

Am I training the machine?

- **Yes** but not in the way you might think. Your feedback—such as what you rate as helpful or correct—helps improve the AI over time. It's less about what you input and more about how you interact with it. And you can turn this off with incognito mode.

Am I stealing from what others have created?

- **It depends.** AI models like ChatGPT are trained on publicly available data, learning patterns to generate new, original content. It's similar to learning how to cook: you study many recipes but create your own dish. That said, it's important to credit sources when using AI outputs for inspiration and ensure you respect creators' rights.

Am I perpetuating bias?

- **Potentially, yes.** AI learns from real-world data, which can include biases. If not used carefully, AI can unintentionally reinforce or spread those biases—like passing along a rumor without verifying its fairness or accuracy. Always review AI-generated content for unintended bias.

Am I hurting the environment?

- **AI does have an environmental footprint.** Training large AI models uses significant energy, similar to running high-powered machinery or household appliances. Companies are working on making AI more energy-efficient and relying on greener energy sources, but reducing the environmental impact remains an ongoing challenge.

Is AI replacing human jobs?

- AI is changing **how we work.** It automates repetitive or routine tasks, freeing up time to focus on creative, strategic, and complex problems. It's like how washing machines reduced time spent on laundry. The goal is for AI to complement human skills, not replace them—but like any new technology, jobs will change, and some will become obsolete.

Can AI make decisions for me?

- **No, not really,** or at least, we shouldn't be. AI can provide information, generate ideas, and assist with decision-making, but it lacks human judgment, values, and understanding. Think of it like getting advice from (a very well-read) friend: they know a lot of facts, but they don't "get" the emotional or ethical nuances of your situation. Your judgment and values are what ultimately matter.