

Video Content

The Center for Crop Diversification has produced video content for nearly two decades on various horticulture and economic topics. In **2017 we created our official Youtube channel** and we produced videos extensively through the pandemic. Through a **2023 Innovation Grant** from Extension administration we were able to upgrade our equipment and we have produced over 100 long and short form videos since then. These videos serve as accessible training and education tools for producers and agents around the state and region. See some examples below.

@ccduky on:



Some Examples:

- 145 Youtube Videos
- 79 Instagram-specific videos
- >150,000 views across platforms
- Collaborations with dozens of farms, Kentucky Horticulture Council, multiple UK Departments



Producer Voices

Elevating the experience & wisdom of our specialty crop community.



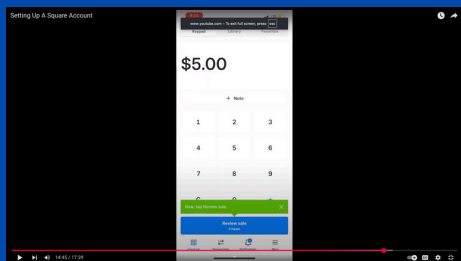
Short-form Video

We offer different formats. This is a < 30 second video with 2500 views



Collaboration

We work with lots of farms and partners to produce relevant content.



Timely Video

Lots of requests for a hands on online sales video? We'll make one!

All these examples are clickable--they'll take you to the video to see for yourself!

In 2019, CCD staff collaborated with agents Macy Fawns and Philip Konopka to deliver a video & audio production training for agents. Trainees produced high quality content through the pandemic.



Webinar Archive

We also store an archive of webinars like this one from Cut Flower month