

IFAS Matters

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UF IFAS
UNIVERSITY of FLORIDA

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Posted on February 9, 2015 by Jack Payne

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...and all the Little Birdies go, "Tweet, Tweet, Tweet."

Twitter is the Paul Revere of modern-day communications. It was Twitter that drove the Arab Spring and it remains the communiqué of choice amongst newsies, movie stars, and assorted other folks who feel the need to weigh in on everything from how their steak was cooked at dinner last night to political

Articles

Probiotics



CALS doctoral student earns \$25,000 fellowship from Dannon Yogurt. [Read article »](#)

Citrus Greening



UF/IFAS researchers develop effective, inexpensive citrus greening detector. [Read article »](#)

Challenge 2050



UF/IFAS Challenge 2050 students networked at Tampa international seed convention. [Read article »](#)

[University of Florida experts predict food trends for 2015](#)

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[CALs Student Excellence Fund to honor longtime UF/IFAS employee](#)

insurgencies. Up until now, I followed a few people on Twitter, but really never uttered a Tweet. So I admit, I'm a little late to the dance, but that's about to change.

"Why?" you may ask. I realize that Twitter is not necessarily about what I have to say, but is about what *you* have to say. Here's why I launched @JackPayneIFAS in January:

To *listen*. Twitter is a great way to talk about UF/IFAS, but it's also an excellent tool to learn what's on the minds of my friends and colleagues at the Florida Department of Agriculture and Consumer Services, the Florida Fish and Wildlife Conservation Commission, water districts, conservation groups, commodity groups, employees, students and anyone interested in the state's agriculture or natural resources.

To *dialogue*. Twitter is another way people can reach me with questions and comments. I will respond.

To *strengthen relationships*. Emails can be too long for us to properly acknowledge as we travel at the speed of life. Phone calls are time-consuming and require both parties to be free at the same time. With Twitter we can send quick messages back and forth for updates on our activities and to offer public encouragement for those efforts.

To *be more transparent*. It'll be easier for you to learn how I'm spending my time, where I go, with whom I meet and to signal where my priorities lie as one of the leaders of Florida agricultural R&D.

To *share*. You can count on links, photos, quotes and comments on agriculture and natural resources that are by no means limited to IFAS but represent the best content I come across in my daily work.

I'm a newcomer at this, so I could use your help. I'd really appreciate it if you'd:

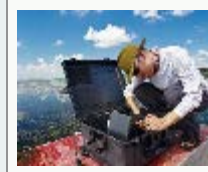
- Follow me on Twitter. That'll allow us to get so many more conversations started.
- Provide hashtags. Please let me know where I should be using the "#" to track and participate in conversations that are important to you.
- Send me any IFAS- or science-related questions you'd like to ask. If I don't have a ready answer, I can share them with my followers and solicit their answers and feedback.

-Jack (@JackPayneIFAS)

Place Chosen for Elite Leadership Institute

Nick Place, UF/IFAS Dean and Director of

One fish, Two fish



Camera counts fish in the thickest of underwater vegetation, research says.
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Green Living



Bicyclists willing to ride up to three miles to catch bus, train, study shows.
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Nutrition



UF/IFAS helping those in need eat healthy for the New Year.
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Extension accepted for the Food Systems Leadership Institute.
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Welcome, Dr. Jeanna Mastrodicasa!
UF/IFAS names new Associate Vice President of Operations.
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Bok Tower Gardens
Partnership to teach about plants, gardening, and the environment.
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