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*FOR IMMEDIATE RELEASE*

## **Greenwell Farms and Big Island Bees Pollinate Social Media Streams**

**Kona, Hawaii** – When Whendi Puett with Big Island Bees called Jennifer Greenwell, Greenwell Farms, and proposed that both farms swap social media streams, a brilliant marketing idea was pollinated. The idea was simple, Greenwell Farms would post its Kona coffee farm content on Big Island Bees Instagram, Facebook and Twitter and vice versa. Over the next few months marketing teams from each farm worked together to develop ideas, content and image posts, focused on giving followers a virtual tour of each farm, so followers could visualize themselves there. Big Island Bees even planned to provide a recipe using their honey in a cup of Greenwell Farm's coffee during the swap. The idea to give followers a visual idea of the daily activities that happen at each farm. With record visitors expected, summer was chosen for the launch with the common goal to grow engagement, followers and potentially new visitors and customers for each farm.

Here's the winning formula:

Big Island Bees built a strong following on Instagram and Twitter, while Greenwell Farms posts larger numbers of page likes on Facebook. The intent was to gain followers and exposure where the other company had a larger audience. The outcome of the four-day social media swap was very successful.

In four days, Greenwell Farms gained 13 new Twitter followers (previously their monthly average gain was 7) and 33 new Instagram followers (monthly average gain: 43). Greenwell Farms social media stream also saw a high amount of engagement,

including likes and comments on related posts. A Big Island Bees follower commented on a swap post that reads “@greenwellfarms We will be visiting you next week! We go to @bigislandbees every year and now we will come see you too on our annual trip to the Big Island.”

“When I talked with Whendi, I thought the swap was a really exciting idea. Our farms share so much, including bees and our fragrant coffee blossoms, it really made sense to share our virtual worlds too,” said Jennifer Greenwell, Greenwell Farms Director and Retail Manager. “Our fans are passionate about our products as are Big Island Bees fans, it is truly a win-win for both farms.”

With such a measurable success on its first social media swap, Greenwell Farms looks forward to going viral and adding in more **B2C** (Business to Consumer) swaps in the near future.

#buzzswap #greenwellfarms #bigislandbees

### Greenwell Farm Tours

Located in Kealahou, approximately 15 miles south of Historic Kailua Village, Greenwell Farms offers daily tours of its operation and free tastings of Greenwell Farms 100% Kona coffee continuously from 8:30 am to 4:30 pm.

### Greenwell Farms Legacy

Greenwell Farms began in 1850 when Henry Nicholas Greenwell left England and first set foot on the fertile soil of rural Kona. Henry spent the next 40 years farming, ranching and perfecting his Kona coffee, soon exporting it to Europe and the Americas. In 1873, the President of the Kaiser’s Exposition in Vienna, Austria awarded the Greenwell’s a "Recognition Diploma" for their Kona coffee at the World’s Fair.

Today, Greenwell Farms is situated in the heart of the Kona Coffee country adjacent to the ancestral home of Henry and Elizabeth, now occupied by the Kona Historical Society and Museum. The farm is managed by fourth generation Tom Greenwell. Greenwell Farms grows its own coffee, and operates its processing and visitor attractions on just under 100 acres of the



most productive land in the Kona District. The company also purchases coffee cherry from over 400 select farmers from the Kona region, shipping worldwide.

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*Note to editors:* If you are interested in high-res images to accompany this major announcement or for additional assistance including subject interviews, journalists may contact Laura Aquino at 808-326-7820 or via email at [laura@current-events.com](mailto:laura@current-events.com)