

Interest in home food preservation was growing, but when the pandemic hit interest SOARED.

Celebrating **the 40th anniversary** of OSU Extension's Master Food Preserver Program.

Probing web analytics to measure increase in home food preservation interest during the COVID pandemic

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March – October 2020
(% increase from March – October 2019)

16,000+
page views



OSU Extension
Food Preservation
Topics Page

15% increase



"Always Check Your Jars"

From 24 to

>250,000
views

550 views
3 new videos
Clackamas Co.



8000
followers



44,000 views
290 shares

Canning Timer &
Checklist App



Summer launch
121 followers

>450

questions
answered



Ask an Expert
180% increase

1,100+

calls
answered



Food Safety and
Preservation
Hotline

80% increase

16-week
media blitz



Preserve Food Safely
webpage

1030 views
777 users

69.6% new users

