

# Beginner AI & Ethics for Markets

Presenter Name: Kate Poirier

Date: March 2, 2024



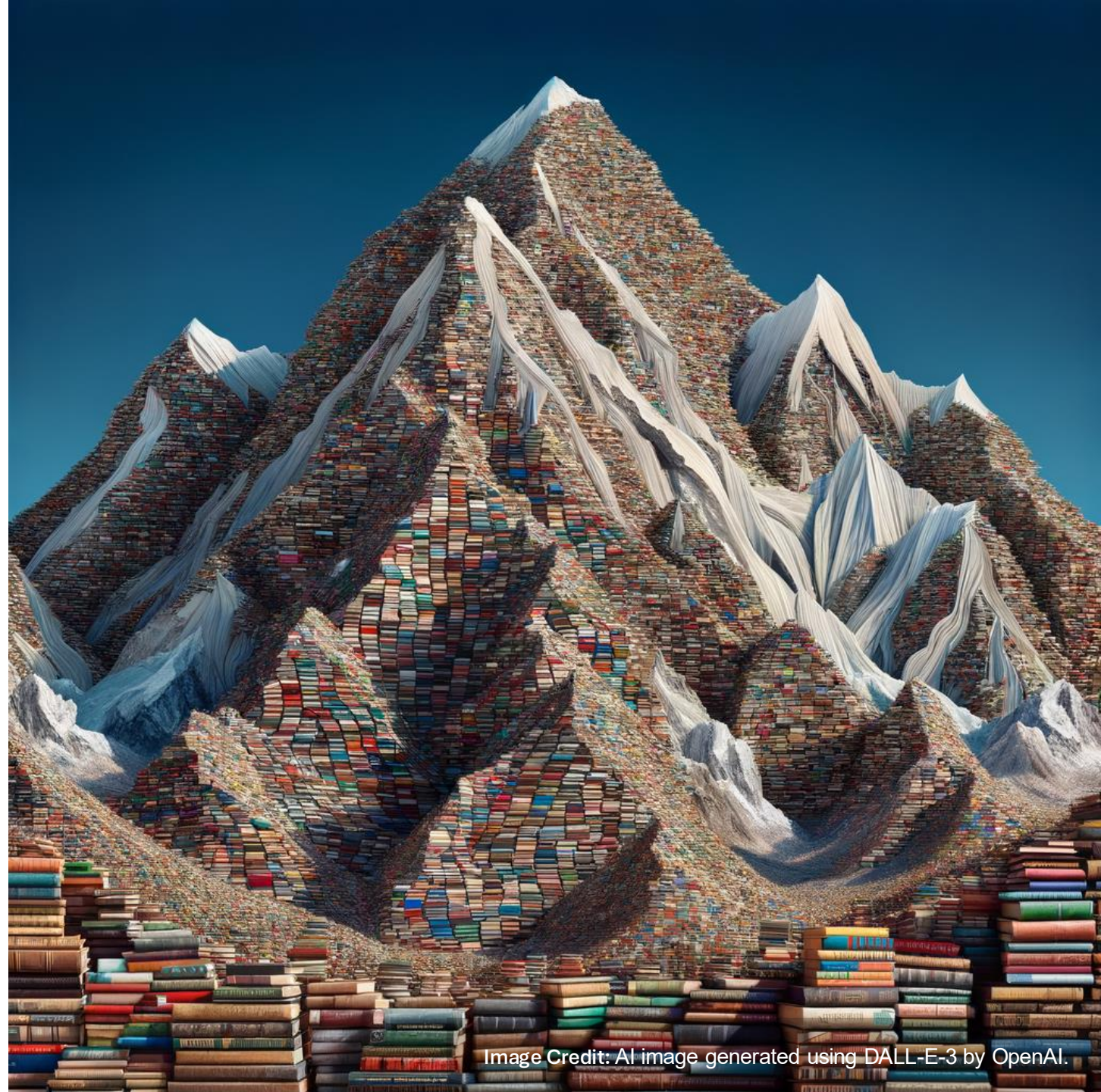
Image Credit: AI image generated using Lexica. [lexica.art](https://lexica.art)

# AI Basics

AI is technology designed to mimic human abilities.

We use AI in everyday life.

Generative AI is trained on billions of pages worth of human-written content, it spots patterns, and then makes predictions to answer your queries.



“a farmer at a farmers' market”



Playground v2



Stable Diffusion XL



DALL-E-3 by OpenAI



Magic Media by Canva

# Is generative AI ethical?

- Source data is murky and questionable
- Source data can be biased or discriminatory
- Farmers' markets champion creativity
- AI development is moving faster than the law
- There are many lawsuits underway
- AI reliance stifles human creativity
- AI combines existing ideas leading to limited possibilities

# An Ethics Scale of Generative AI for Markets

Editing

Generate Basic Content

Generate Skilled Content



Speed up your workflow!  
Use AI to edit your own original content and not to generate content from scratch.

Edit for: clarity, summarization, consistency, spelling, grammar, and tone.



Develop plans, clarify ideas, and seek advice.

Generate basic content and materials such as form letters.



Complex content that may have been taken from others' work. This includes writings typically used for evaluations, contests, or awards. Any work presented as the author's own but produced by AI.

Ex. Novels, photography, essays, illustrations.



# Ideas for Farmers' Markets

## Documents

- Sponsorship & funding requests
- Call for volunteers
- General emails
- Policy books

## Edit your grant applications

## Instant Excel formulas

## Chatbots

- Build a chatbot to answer customer or vendor questions

## Vendor Profiles

- Rewrite vendor profiles for your website or social media

You can use the bot I built here:  
[poe.com/SmallBusiness\\_Bios](https://poe.com/SmallBusiness_Bios)

## Canva: So many uses!

Magic expand images, remove backgrounds, generate images, auto-generate a vendor magazine, AI-write documents, etc.

## Social Media

- Plan a year of content
- Edit your social media posts



Using AI to generate content from scratch can lead to a robotic style, can be easy to spot, and may be based on plagiarized content.

# Get Started with Prompts

Prompts are the instructions you give an AI chatbot to get the thing you want.

## DO/AS

**DO:** Describe exactly what you want it to do.



“Write an email to gain new volunteers.”

**AS:** This is where you tell the bot who is writing to provide context. Who is it coming from? What is the tone?



You are a farmers market manager who loves their community. The tone is professional but friendly and welcoming.”

# Sample Prompts: Funding Request Email

## Editing Only



1. Jot down the main points of your message. Free write, let it be messy, and don't overthink it.

### Prompt:

“Edit this funding request letter to my local bank manager for clarity, fix grammar and spelling, and ensure the tone is professional, but friendly.”

## Generate Content



### Prompt:

“Write an email to a bank manager requesting financial support for a new program: (Copy and paste the program description).”

You are a farmers' market manager. Your tone is professional, but friendly.”

# Sample Prompts: Social Media Post

Editing Only



Quickly jot down your idea and don't overthink it.

Prompt:

“Edit this social media post for clarity, fix grammar and spelling, add fun emojis, and ensure the tone is professional but friendly and engaging. “

Generate Content



Prompt:

“Write a social media post for Facebook and Instagram enticing viewers to come out to our farmers' market this Saturday. We will have \_\_\_\_\_. The tone is professional but friendly and engaging.”

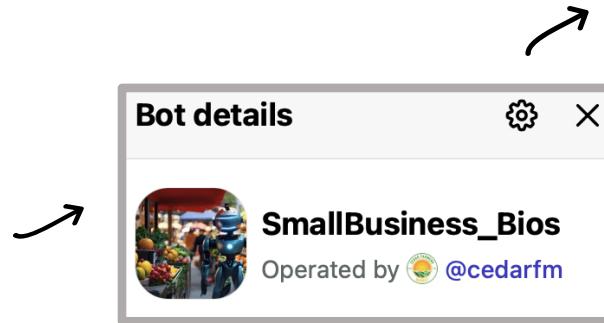
# Just for Fun

This vendor application needs help!

Vendor Name: Lou's Sweets

Vendor Bio: Handmade sweets, using quality ingredients.

Products: Almond roca, fudge, candied nuts, chocolate dipped dried fruits, energy bites, fruit leather, vegan sweets



New Vendor Bio:

Welcome to Lou's Sweets, where every treat is crafted with care and top-quality ingredients.

Our artisanal sweets range from classic favorites like almond roca and fudge to healthy alternatives such as energy bites and fruit leather. For those with dietary restrictions, we offer a selection of vegan sweets. Indulge in the decadent taste of our chocolate-dipped dried fruits or savor the satisfying crunch of our candied nuts.

At Lou's Sweets, we're dedicated to bringing you the finest handmade confections for your sweet tooth!



# Summary

AI is changing quickly, and the ethics are questionable.

“AI won’t steal your job, but someone using AI might.”